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Global Marketing Leaders

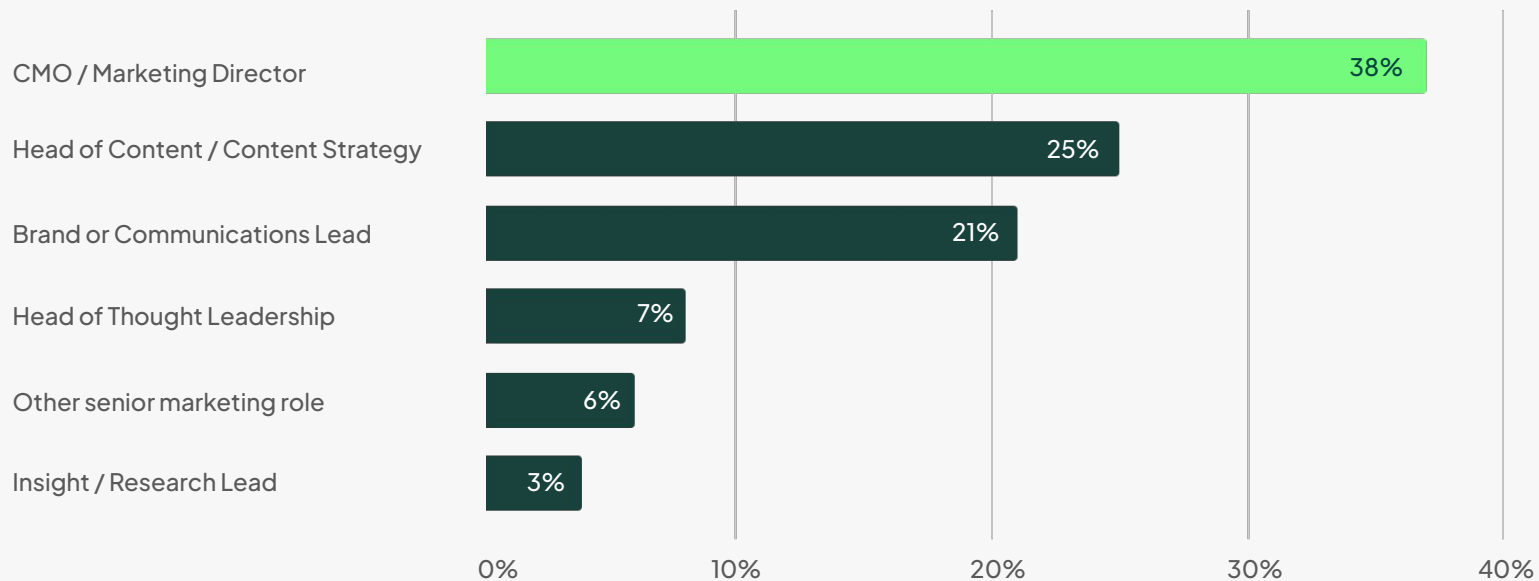
Content Study

2026



162 respondents

85% operating in complex markets



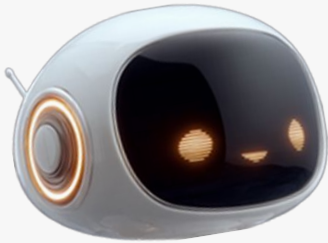
More content does not equal more influence

20%

Only seeing **significantly stronger** influence
from impact of content investment



What causes problems when using AI for content?



→ **60%**

Lack of originality or distinctive point of view

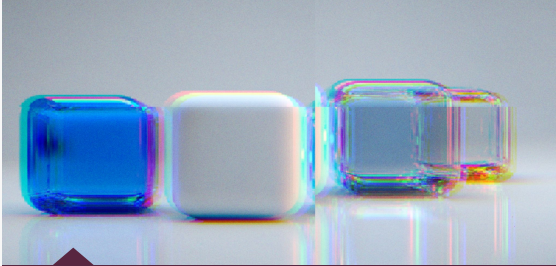
→ **53%:** Pressure to increase volume and speed

→ **53%:** Difficulty ensuring accuracy

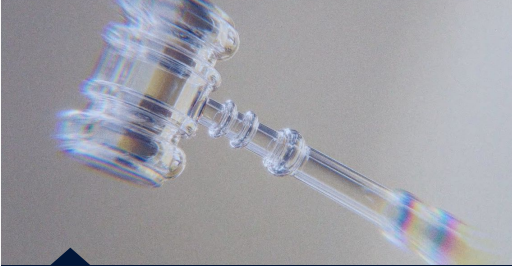
Respondents could select up to three options



Using AI with confidence



How do we scale production without diluting differentiation?



How do we use AI without damaging our authority?



Where do we invest and upskill to remain relevant?



Rise of the corporate newsroom

1. How teams are structured
2. Where investment flows
3. How marketing connects to the business



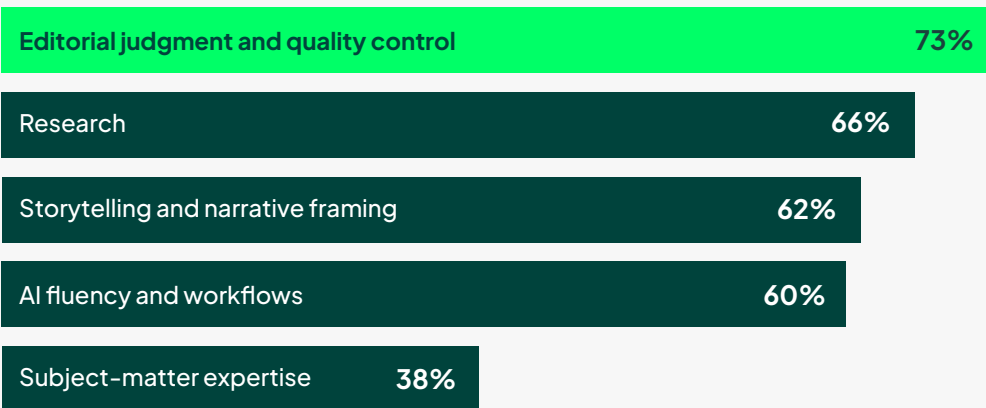
Teams are being redesigned, not reduced

78%

have been restructured
in the past 12-18 months



As AI adoption increases in content making, which capabilities are becoming most valuable?



Respondents could select up to three options



Storytelling is no longer a soft skill

78%

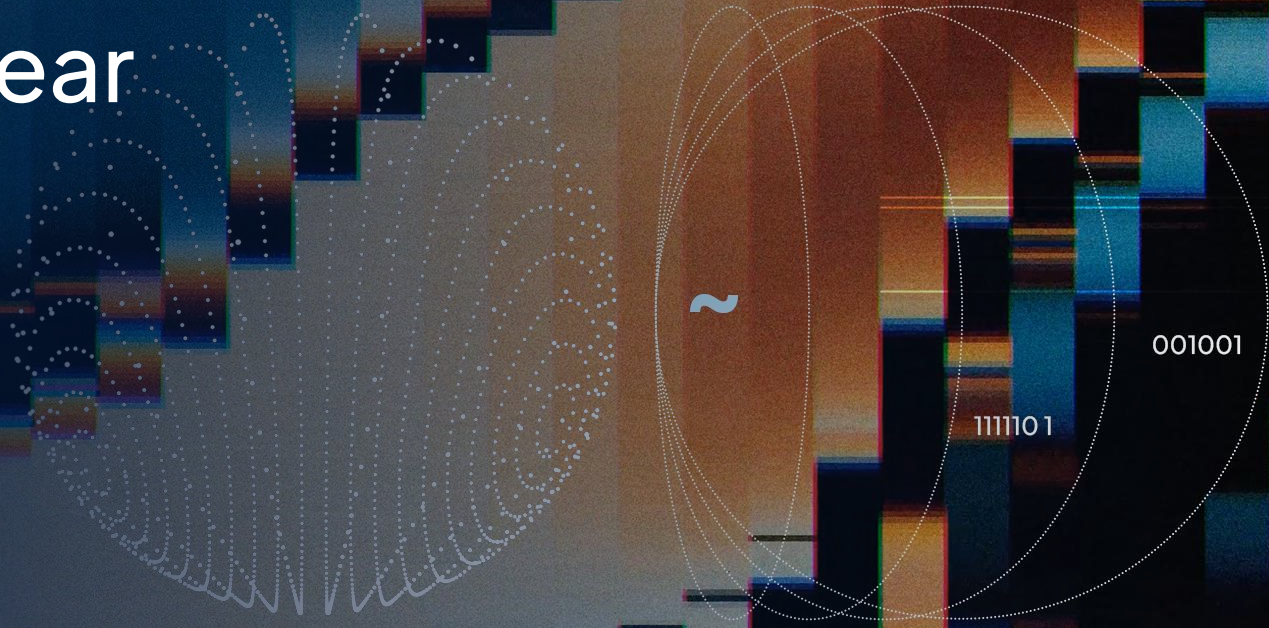
Strongly agree and agree that **storytelling capabilities are critical to influence senior decision-makers**

54%

Say their organisation values storytelling **but struggles to apply it consistently in practice**



LinkedIn job postings for
“storytellers” doubled in the
US last year





Describe the job you want



Home



My Network



Jobs



Messaging



Notifications



For Business

Preferences


My jobs

My Career Insights

Post a free job

Explore companies that hire for your skills

Promoted

 Anthropic


Managing Editor, Anthropic

New York, NY · 5 months ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

\$255K/yr - \$320K/yr

✓ Full-time

 No longer accepting applications

 Chat Gpt

Content Strategist, Chatgpt.com

Location
San Francisco

Department
Product Design

Employment Type
Full time

Compensation
\$310K - \$393K · Offers Equity

See More

AI has lowered the
cost of **content** but
raised the cost of
originality.

GOES 18

GOES 16

GOES 19

INTELSAT 40E (IS-40E)

GOES 17

GOES 14



02

Where investment is moving



```
mirror_mod.use_mirror_mod.use_mirror_mod.use
elif_operation ==
mirror_mod.use_x > False
mirror_mod.use_y > False
mirror_mod.use_z > True

































#selection at the end, add back the deselected mirror modifier object
mirror_ob.select=
modifier_ob.select=
bpy_context.scene.objects.active = modifier_ob
print("Selected", modifier_ob) # modifier ob is the active ob
```

Synthetic Audiences



Audience Behaviour Simulation Engine

100 members

 <p>Alastair McLaren 45-54 years</p>	 <p>Allison Reynolds 35-44 years</p>	 <p>Alison Ramirez 45-54 years</p>	 <p>Alexandre Moreau 55-64 years</p>
 <p>Alyssa Cheung 45-54 years</p>	 <p>Alyssa Klein 35-44 years</p>	 <p>Melissa Lim 45-54 years</p>	 <p>Alyssa Martin 35-44 years</p>
 <p>Amina Rahman 45-54 years</p>	 <p>Ana Ramirez 45-54 years</p>	 <p>Andrew Wallace 55-64 years</p>	 <p>Arjun Patel 45-54 years</p>
 <p>Clive Roberts 65+ years</p>	 <p>Darren Lim 35-44 years</p>	 <p>Jason Wong 35-44 years</p>	 <p>Brandon Lee 35-44 years</p>
 <p>David Wright 55-64 years</p>	 <p>Denise Cheung 45-54 years</p>	 <p>Derek Ng 55-64 years</p>	 <p>Margaret Davis 45-54 years</p>
 <p>Patricia White 45-54 years</p>	 <p>Victor Tran 55-64 years</p>	 <p>Ewan MacGregor 35-44 years</p>	 <p>Ian Campbell 35-44 years</p>
 <p>Scott Fraser 35-44 years</p>	 <p>Ewan McAllister 25-34 years</p>	 <p>Giulia Bianchi 45-54 years</p>	 <p>Sofia Bianchi 35-44 years</p>
 <p>Giulia Conti 45-54 years</p>	 <p>Alessandra Ricci 45-54 years</p>	 <p>Graham Davies 45-54 years</p>	 <p>Isabelle Dubois 45-54 years</p>



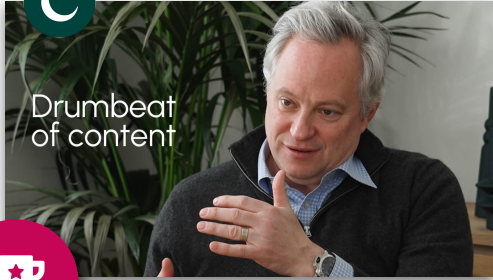
The background of the slide is a blurred image with a color palette of dark blue, orange, and grey. In the top-left corner, there is a blue square partially overlapping a dark grey circle. In the bottom-right corner, there is a small orange triangle. The text is centered in the upper half of the slide.

What does
AI mean for
the way we
market?

A

Synthetic Audience feedback

C



Drumbeat
of content



Highly actionable and tangible takeaways... a concrete framework that teams could immediately discuss and pilot.

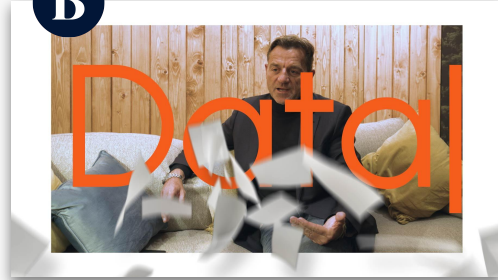
A



What does
AI mean for
the way we
market?

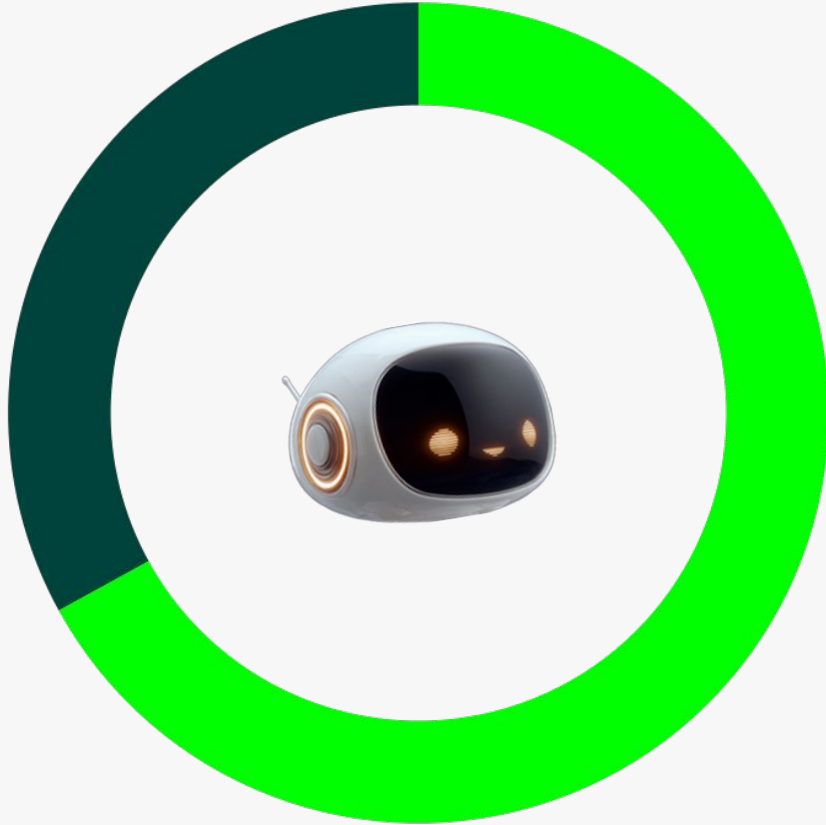
Credible industry leaders from major banks discussing actionable, topics like AI strategy... **a compelling conversation starter.**

B



More philosophical than strategic. Less likely to generate the deep, actionable discussions.



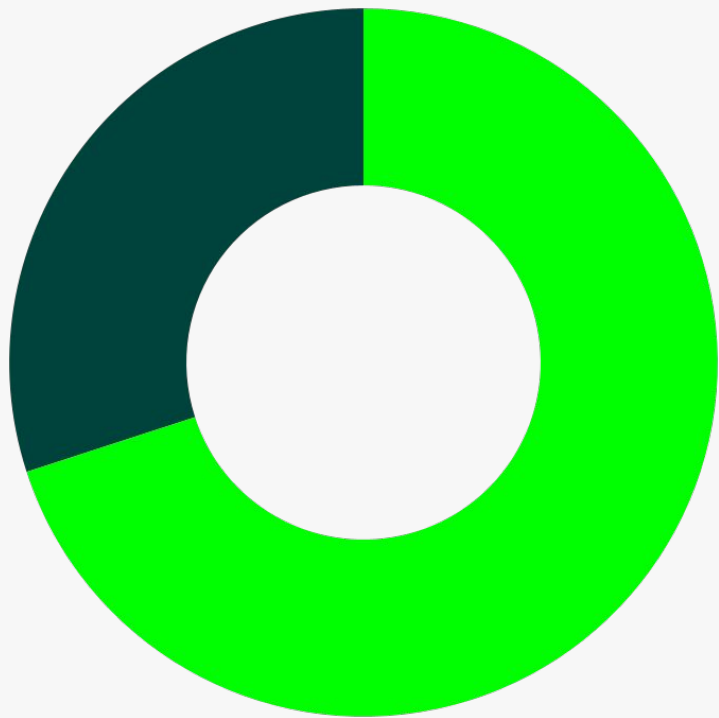


67%

say synthetic audiences could help provide an early signal on credibility and differentiation



How do you expect investment to shift over the next 12 months?



- High-value content & original research
- Podcasts/events/distribution

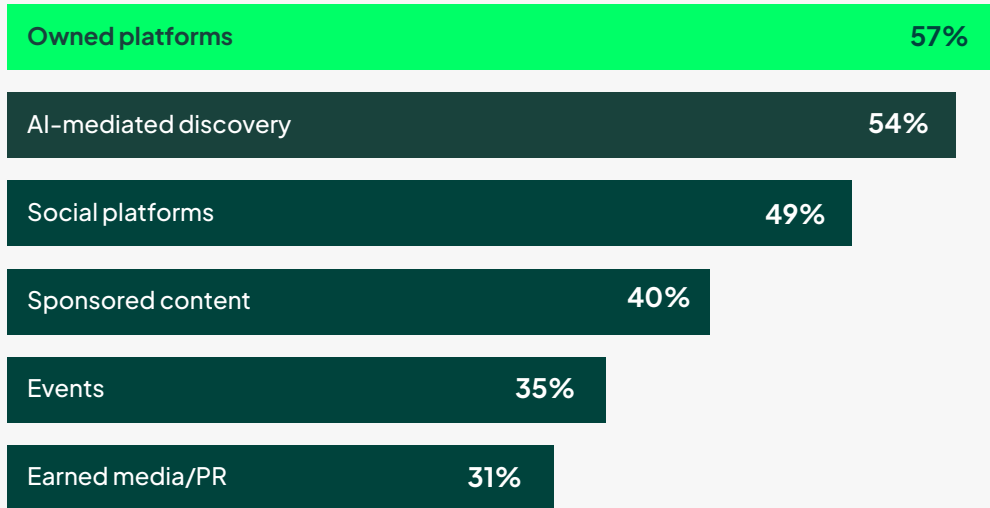
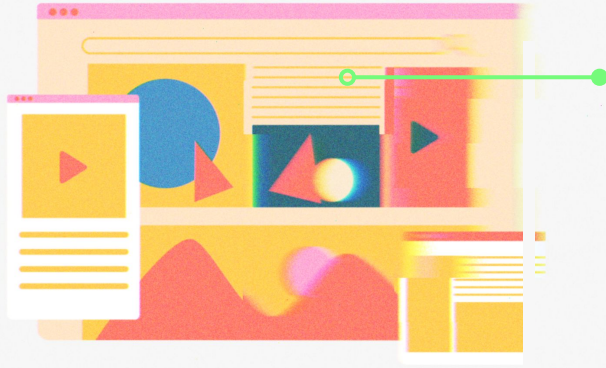
vv

70%

Expect major or moderate increase



Over the next 2–3 years more emphasis will be placed on:

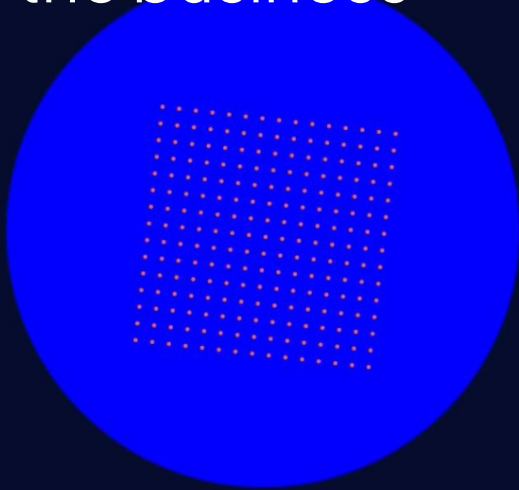


Respondents could select up to three options



03

How marketing connects
to the business

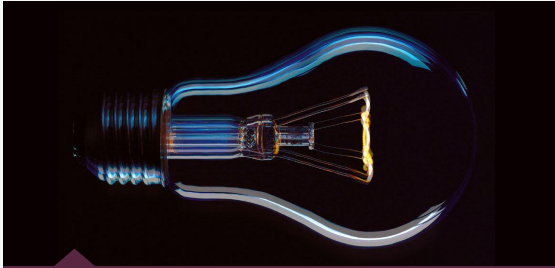




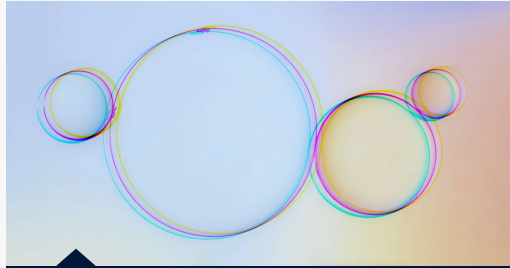
Expertise is the last genuine differentiator



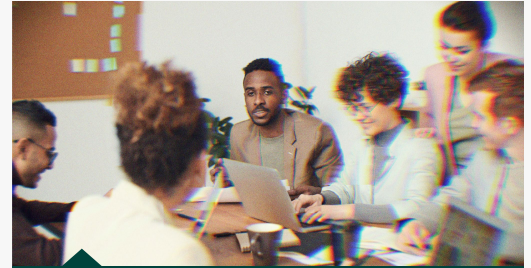
What increases your trust in content?



Original perspective



Research-backed insight

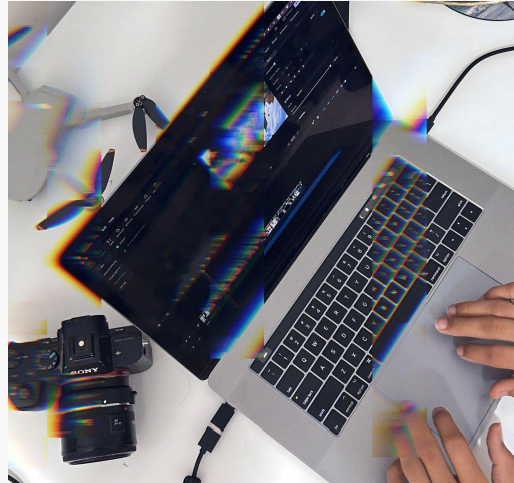


Real-world case studies

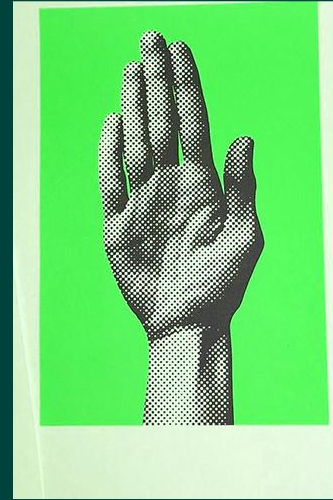




A new operating model for content



Questions ?



For the full report:
satwant@pandherwishart.com

