

# AI impact on the brand design industry

A handy tool or a business disruptor?

don't compete, excel

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**Artificial Intelligence (AI) is transforming industries across the board, and the brand design industry is no exception. The rise of AI has brought about a new wave of innovation, enabling designers to automate repetitive tasks, generate ideas, and work faster and more efficiently. However, the impact of AI on the brand design industry goes beyond just providing designers with new tools. AI has the potential to transform the entire business model of brand design. It will bring a fundamental shift in the way we operate in the creative business and will be a disruption of the traditional agency model. While some agencies and designers may be wary of the impact of AI on their profession, we like to embrace the new opportunities that it offers.**

## **Data Driven insights**

The use of AI in data analysis is another significant area of impact for the brand design industry. By analyzing data from social media, market trends and consumer behavior, AI-powered tools can help clients build better briefings and help designers make informed decisions about the design direction. Additionally, AI can help brands to quickly adapt to changing consumer trends and preferences, resulting in more effective brand designs. This enables designers to create designs that resonate with their target audience, resulting in increased brand recognition and customer loyalty.

## **AI Challenges**

But there are also concerns of course. One concern is that AI-generated designs may lack the human touch and creativity that is thought to be essential to effective brand design. Additionally, the reliance on AI-generated designs may lead to a homogenization of brand designs, reducing the diversity and uniqueness of brands. This 'wind tunnel' effect where all design look alike can be countered however. As AI helps us developing better briefs and easier ways to visualize ideas, the crux of using AI is not the power to create but the power to adapt. It's how you use it rather whether you use it. We believe a strong defined Brand Spirit is the ultimate guideline for the creation phase of Brand Design. The better that is, the less risk we have of predictable outcomes.

## **Changing Creativity**

One of the most exciting aspects of AI in brand design is its ability to generate unique design concepts. By using machine learning algorithms, AI-powered tools can analyze existing designs and

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create new ones based on the patterns it finds. While AI-generated designs may not replace the creativity of human designers, they can provide a starting point for designers and save time in the ideation phase. With this development there will



be a fundamental shift for creative from execution to more prompt based engineering. The quality of input is more important than even before as it is here where the differentiation is managed. Also the curation of output will be a significant task where realtime and continues reviewing replaces the traditional review rounds.

### **Artwork & Production reinvented**

AI has brought about a significant shift in the way designers work, with automation being a key area of impact. Routine tasks such as resizing images, optimizing colors, and formatting designs can now be automated using AI-powered tools. This allows designers to focus on more creative and strategic aspects of the design process, resulting in better outcomes and increased efficiency. The use of third parties like model agencies, food stylists and other production will be redefined too. Why pay for a model if you can create a rights free personal

### **AI will not take over your job, people working with AI will.**

brand model yourself in seconds? But who owns the rights of these VI models? For these third party companies their business model will change rapidly. From pure production to oversee and define the desired outcome using new tools. Smarter, better & faster seems to be the key benefit in all area's.

### **Opportunities and Challenges**

The impact of AI on the brand design industry presents both opportunities and challenges. On the one hand, AI can increase efficiency, improve design outcomes, and provide new creative opportunities. On the other hand, AI may also threaten the jobs of traditional designers and their suppliers if they do not embrace the potential of this new tooling.

### **Business model impact**

AI does not only have an impact on creative level, agencies need to define their business model. Not as an hour based operation but an output based value. What kind of creative talents do you need on board? What kind of menu structure would you use? Yes, the use of AI in brand design could result in a more efficient and cost-effective design process but clients have to understand the use of AI is not simply a cheaper way of creative production but an journey towards even more quality and more added value.

The agency will have better tools both in the definition phase (brief), the creation phase (design), the validation phase (testing) and the production phase (image & artwork). This will definitely lead to more efficiency yet more importantly will lead to more quality.

The team structure will need to be adapted accordingly. With people being able to get the most out of AI and people capable of using the AI input and feedback. For clients the focus should be not so much on whether AI makes brand design cheaper (although it may) but on speed to market and the effect it generates. After all, Brand design should build business!

### **Will AI democratize Brand Design?**

Without any doubt we can rest assure that it will. The tools available already are easy to use and will only get easier for people to start generating designs. And although some may consider this a threat. The use of AI could lead to increased competition, as businesses from outside the traditional design industry could use AI to create their own brand designs; everybody is a designer. Also at clientside AI driven brand design could lead to a move away from traditional design agencies,

as businesses could use AI-powered tools to create their own designs.

This democratization is seen previously in our industry when tools like Photoshop came widely accessible and for example when our phones became great camera's. Anybody can use it. However we should not be worried. History has shown that progress does disrupt existing models but it's the way you adapt

### **However we should not be naïve about the impact. Adopt or die**

and embrace it rather than fight it. The core value of brand design agencies has been pointed out above; it simply stresses the importance of value creation not just creation. However we should not be naïve about the impact. Adopt or die.

### **Conclusion**

In conclusion, AI is rapidly transforming the brand design industry and has the potential to revolutionize the way designers work as AI is providing designers and marketers with new tools and capabilities. AI-powered tools are increasing efficiency, improving design outcomes, and providing new creative opportunities. AI can be a useful extra tool in a designer's toolbox but it also has the potential to fundamentally transform the business model of the industry.

While there are challenges associated with AI, the opportunities it presents are too significant to ignore. It is up to designers and companies to embrace the possibilities of AI while mitigating its potential negative impacts. As such, designers, marketers, and businesses need to be aware of the potential opportunities and challenges presented by AI and adapt accordingly to remain competitive in this evolving industry.

# Interested how this can work for you?

*We're available on any digital channel of preference. But preferably we'd love to swing by.*

Just drop us a note at

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