

SUPERCHARGE YOUR CONTENT SUPPLY CHAIN WITH GenAI

How the latest AI-enabled tools can
save costs, boost efficiency and
accelerate time-to-market

Content

Supercharge your content supply chain with GenAI

1. Introduction	03
2. How companies should address content supply chain challenges	05
3. The power of GenAI in automotive marketing	06
Berylls by AlixPartners analysis	07

The road ahead calls for action now. Faster distribution models such as direct sales are creating new responsibilities for companies, with marketing departments required to set up tactical campaigns in hours rather than days. In this environment, it is imperative for marketing employees to generate powerful content at pace by improving their internal processes and tools, to drive sales more efficiently.

Raising the pressure further, companies across industries face growing demand for content that appeals to different stakeholders, from customers and suppliers to partners and employees. To meet these needs, companies are increasingly reliant on online platforms to engage with customers, streamline operations, and drive growth.

The implementation of generative artificial intelligence (GenAI) to create highly realistic, complex digital content is disrupting all industries and revolutionizing the global marketing landscape. GenAI offers a once-in-a-lifetime opportunity to supercharge companies marketing content supply chains to drive innovation and efficiency. Berylls by AlixPartners analysis shows that there is still tremendous untapped GenAI potential that companies can exploit to optimize content supply chains for a rapidly evolving, increasingly digitalized market.

Personalized, scalable content, often created using GenAI tools, is crucial for building customer loyalty and lifetime value in today's evolving market landscape. This content must be scalable across various products, countries, sales and marketing channels, and audiences. However, marketers face bottlenecks throughout the content supply chain, with time-intensive and repetitive steps during the planning and development, review and approval, and distribution and management phases. In the past two years alone, content requirements have nearly doubled, according to 88% of customer experience and marketing experts. Furthermore, two-thirds of these experts anticipate a rise in demand over the next two years, ranging from five to twenty times the current levels. To effectively navigate these challenges and harness the power of GenAI, it is essential to implement strategic goals.

At Berylls by AlixPartners, we have identified the following five core goals for a supercharged content supply chain which harnesses the power of GenAI:

- **Seamless workflow**
- **Effective governance**
- **State-of-the-art capabilities**
- **A data-driven approach**
- **Scalability**

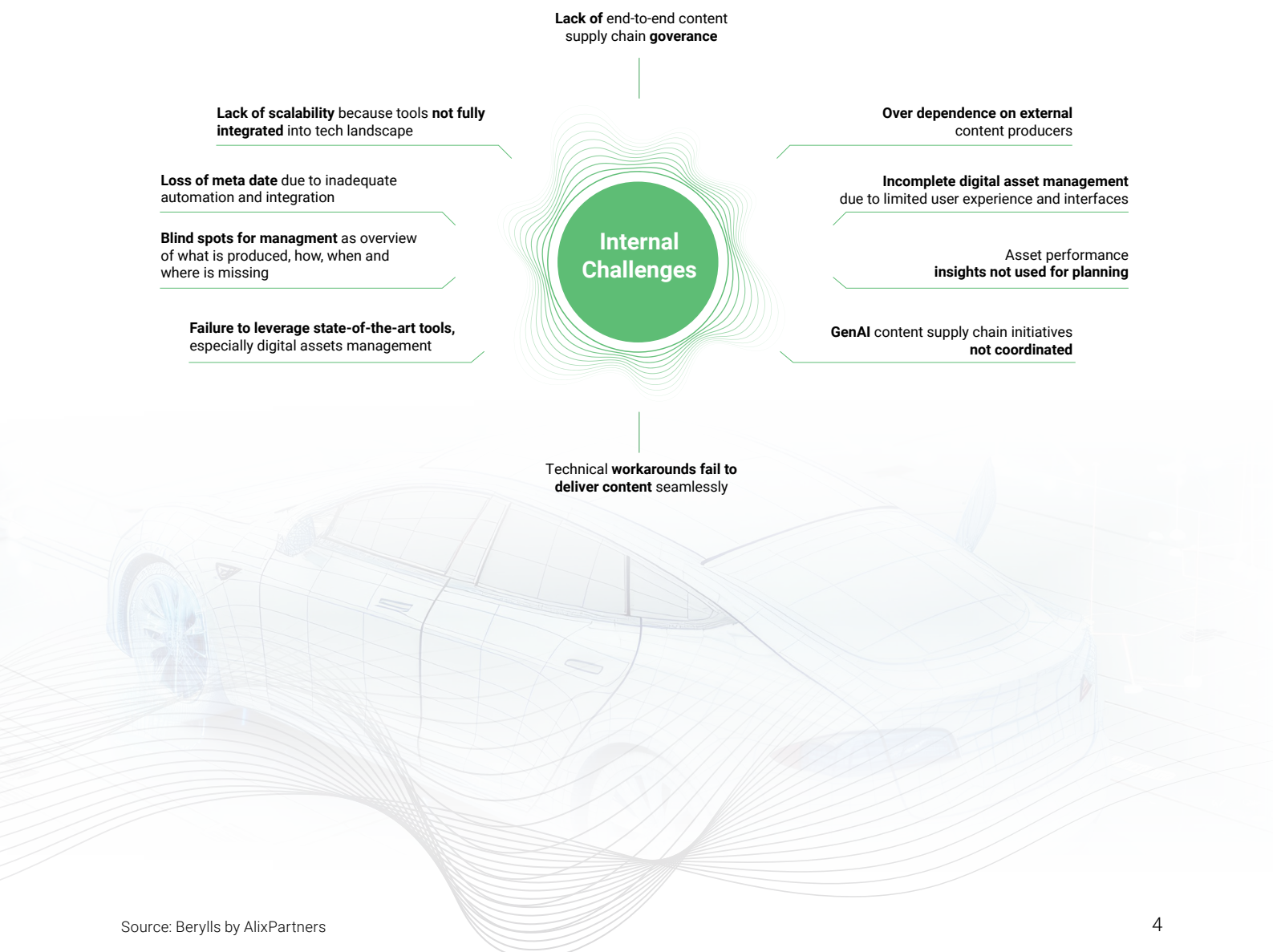


1. Introduction

We have also identified a series of challenges that companies must address to meet these goals (see Figure 1). For example, dependence on binding contracts with external marketing agencies often triggers technological workarounds that are built with no regard for seamless content delivery. Ultimately this leads to unnecessarily high costs.

In addition, uploading assets can be resource intensive. This may result in content not being saved to the digital asset management (DAM) system but being placed directly in the relevant marketing channel, automatically limiting their reusability. Furthermore, companies are struggling to keep track of what content they are producing and when it has been generated, leading to significant management blind spots. This hinders their ability to make informed decisions and optimize the production and use of content along the supply chain.

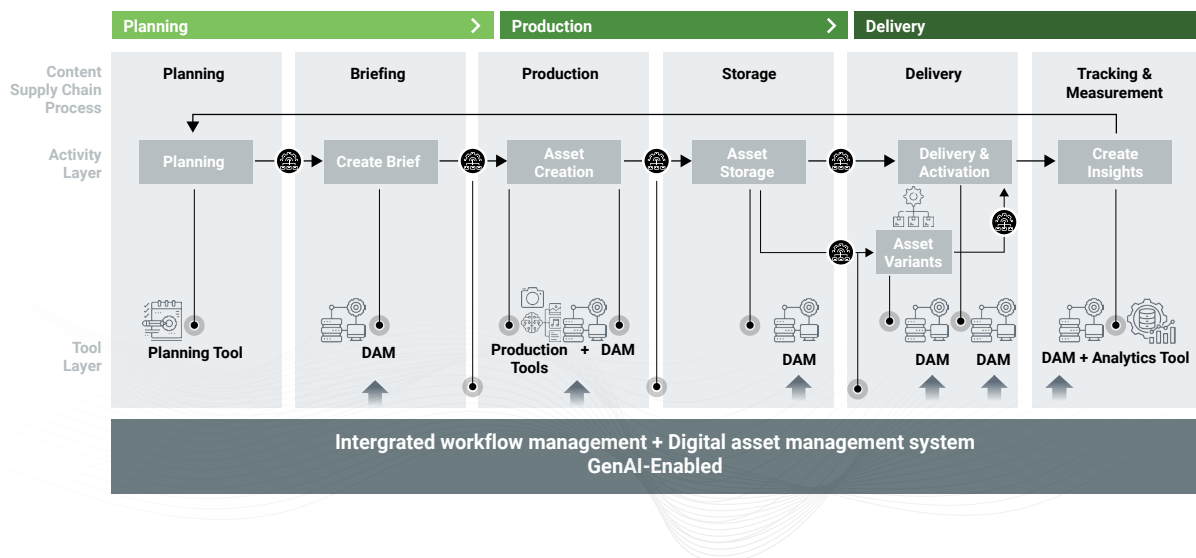
Figure 1: Key content supply chain challenges



2. How companies should address content supply chain challenges

Content supply chains need to be harmonized and integrated within organizations both procedurally and technologically. Companies should analyze their content supply chain in its entirety to identify and assess areas that require action to achieve seamless, measurable, and scalable delivery (see Figure 2).

Figure 2: The Berylls by AlixPartners' approach to build a GenAI-Enabled content supply chain



Digital asset and integrated workflow management systems form the core of seamless content supply chains with streamlined processes that require fewer tools to operate efficiently. The DAM system serves as the single source for all content. It enables direct delivery to different channels, makes changes more efficient, increases transparency, and simplifies reuse of content, ensuring that it is automatically adapted to the needs of the relevant marketing channels.

To automate slow and convoluted approval processes that are conducted via email, the digital asset and workflow management systems need to be tightly integrated, leveraging collaboration modules offered by DAM tool vendors and tracking the production and location of assets. These tools are combined with business intelligence (BI) tools to obtain in-depth analyses and insights that can be used for marketing planning platforms to utilize the insights in a closed loop.

In the past four years, we have observed a trend among companies towards wanting greater independence from marketing agencies and a greater quantity of more personalized, varied content at a reasonable cost. This is where the power of GenAI comes into its own, making it possible for companies to dispense with agencies along

the content supply chain and create scalable, adaptable material in-house.

A leading cosmetic brand in Germany exemplifies how agency work can be scaled using GenAI. By leveraging advanced content creation strategies, the brand is significantly expanding its digital asset library. From an initial set of 10 agency-produced assets, the brand aims to generate 1,000 unique assets. A single product image can serve as the foundation for various formats across different channels. For instance, a single video shot can be repurposed into multiple shorter clips tailored for different platforms. This approach maximizes the value of assets and ensures a consistent, scalable marketing presence across various platforms.

It's important to emphasize that GenAI augments the power of content creation and personalization rather than replaces human creativity. By automating routine tasks and generating initial content drafts, GenAI frees up marketing professionals to focus on high-level omni-channel strategies, creative direction and the holistic understanding of brand voice that only humans can provide. Balancing human insight and oversight effectively with AI capabilities is the right implementation strategy.

3. The power of GenAI in marketing

As we have noted, GenAI is already used by almost half of all marketing, sales and customer services professionals, transforming the speed and quality of the content they create and distribute to customers, and opening new possibilities for building relationships with them.

It is essential for companies to leverage state-of-the-art GenAI digital capabilities along their content supply chains to save costs, improve efficiency, and reduce time-to-market. And indeed, some companies are already exploring new GenAI enabled content creation opportunities.

For instance, a global tech company streamlined its cross-channel marketing by integrating GenAI and automation, reducing costs and accelerating time-to-market. Partnering with a leading MarTech provider, it consolidated data, optimized workflows, and enhanced content creation, significantly improving efficiency and personalization.

A major European airline is already at the forefront of leveraging GenAI to enhance its marketing strategy. By experimenting with AI-driven tools, the airline creates highly personalized landing page drafts tailored to specific target groups. This approach allows the airline to quickly generate content that resonates with different customer segments, improving engagement and conversion rates. The implications for their marketing are profound: AI enables rapid content creation, reduces costs, and allows for real-time optimization and personalization based on customer data. This strategy not only enhances customer experiences but also positions the airline as a leader in innovative digital marketing practices.

In the automotive sector, major companies use GenAI to create picture and video material on its website as a cheaper, more time-efficient alternative to traditional photoshoots. Another European manufacturer has run initiatives and developed a GenAI image generator in-house with the goal of evaluating and achieving a steep reduction in marketing expenditure without compromising innovation. Crucially, both companies are fully transparent about GenAI created images, maintaining their brand's trustworthiness and consumers' loyalty. Ethical considerations, such as clearly labelling 'AI-generated content' and addressing potential biases, should be at the forefront of the implementation strategy. This approach safeguards brand integrity while aligning with emerging best practices in AI ethics.

A seamless, GenAI enabled content supply chain thus enables companies to decrease time-to-market by creating, managing and distributing content more efficiently. Determining the content strategy and ensuring personalization requires

efficient, automated, and predictive data analysis. A streamlined GenAI initiative with a clear roadmap across the organization or at least across marketing and sales departments is crucial to meet the growing demand by a wide range of different consumers for highly personalized content.



Berylls by AlixPartners analysis

Three key benefits from supercharging content supply chains with GenAI

1. Asset wastage can be reduced by **30%** through GenAI enabled reuse

GenAI can unlock automated metadata tagging, allowing users to save time when uploading material by locating it more rapidly, making reuse effortless and avoiding the production of duplicates. The increased re-usage rate is primarily achieved through smart tagging and improved visibility of assets already available across the organization. Using GenAI to automate repetitive tasks and processes also saves time for employees to focus on higher-value activities. Official studies show a potential 30% increase in visibility, leading to reduced asset wastage. In interviews with companies, we've validated these savings, successfully revealing efficiency improvements.

2. **80%** of marketing costs can be saved for core asset scaling

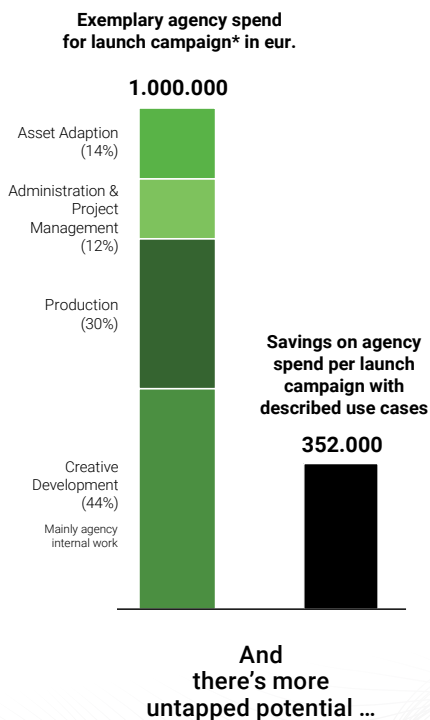
With the latest GenAI-enabled tools, content production and usage can be revolutionized, benefiting the entire content supply chain. Traditionally, agencies oftentimes created almost all of companies' content, with the advent of GenAI, a broader range of possibilities for content creation and adaptation is now available. GenAI can be used beneficially for content creation alongside time-efficient planning and briefing to achieve substantial content supply chain savings. For example, GenAI can create and translate text, outpaint images, change backgrounds or product colors, test designs, delete objects, change the mood of a video, and add 3D objects. It is thus possible to eliminate dependence on agencies, especially for scaling already produced core assets. Our research found that companies assume potential savings of asset production costs over 80% by leveraging GenAI tools in-house for asset scaling.

3. Time to market can be accelerated by 60%

GenAI-enabled content production and utilization can make workflows more efficient, delivering dramatic time and cost savings. Frequently, agencies have been briefed by companies to produce specific content, with numerous feedback loops between the two sides to get it right. GenAI allows companies to shift some content creation in-house, reducing their dependence on agencies and making the production of material more time and cost-efficient. Alternatively, leveraging platforms where both parties can collaborate can save precious time that has been wasted on reading and searching through email threads to get the latest information. One specific example that stood out across industries, is uploading content into the DAM. Leveraging GenAI and state-of-the-art tools means content is automatically published in relevant marketing and sales channels. This streamlines the process and saves many employee hours – in one of our investigated examples, up to 60%.

Turn potential into reality:

Secure 35% savings with GenAI and Berylls by AlixPartners optimized content supply chain.



By implementing Berylls by Alixpartners' perspective on an optimized content supply chain, savings of 35% per campaign are achievable. For an exemplary launch campaign with a budget of €1,000,000 (excluding activation) this translates to potential savings of at least €350,000 per campaign. With marketing budgets typically ranging from 2–5% of overall revenue for B2B companies, and 5–10% for B2C companies, combined with an increasing number of launch campaigns each year, there is immense potential for significant savings. Breaking down the savings, improved workflows can yield a 10% gain in efficiency. During the production phase, two key levers are identified: a reduction in asset waste, and the potential for scaling of assets using GenAI. In the delivery phase, faster time-to-market can be achieved, reducing labor costs associated with manual asset uploads, leading to a 60% reduction in time-to-market.

Realistically, the return on investment (ROI) will be realized only after making initial investments in new technology, rather than immediately. It is important to consider that the overall savings will vary depending on the current maturity level of the marketing organization, the scope of content supply chain transformation, and the amount of creative work in a launch campaign that cannot be completely replaced by technology. Ultimately, an optimized content supply chain not only delivers significant cost savings and enhances scalability and operational efficiency for companies, but also improves marketing by offering greater variety and more personalized content through the use of GenAI.

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ABOUT US

How Berylls by AlixPartners can help you supercharge your content supply chain – This report draws on Berylls by AlixPartners' unrivalled expertise in identifying the latest automotive industry trends, as the global shift to e-mobility transforms the market landscape. Contact us to get in exchange about how we can help supercharge your content supply chain to reach your customers more rapidly and efficiently, harnessing the power of GenAI. We will begin by assessing your current situation, to then address strengths to enhance and weaknesses to tackle with a personalized roadmap that we then will support you to implement.