WILL AI REPLACE ME?

Advertising Manager

Media and Digital

Initiating advertising campaigns and managing creative and media teams requires a deep understanding of consumers' desires, motivations and behaviors, involving a significant amount of intuition and creativity, as of know unchallenged by AI.

However, AI can provide substantial support in identifying market needs and insights, analyzing campaign performance, optimizing advertising spending, and bringing a high level of personalization to ads, according to segments and contexts. It is also used in the design production process.

Coordination with various teams requires strong interpersonal skills, although some automation tools can facilitate project management. Overall, AI can bring significant productivity gains in monitoring and analysis while providing support in other areas of the role.

Automation degree: 40.00%   Significant Impact of AI on the Job
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Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (**« AI Automation Impact »**).The modeling uses 8 criteria detailed on the **« Methodology »** page.

Tasks	AI Automation Impact
Develop and implement advertising campaigns to promote a product, service, or brand.	Significant
Coordinate with creative teams, media planners, and clients to ensure the coherence and effectiveness of advertising messages.	Moderate
Monitor and analyze feedback and performance of campaigns to adjust the strategy if necessary.	High

Impact on skills

At-risk Skills ⬇

Limited Omnichannel Proficiency	Historically, advertising managers have relied on traditional advertising methods, such as print media, TV, and radio. However, the landscape is rapidly shifting toward digital platforms and AI-driven campaigns. The ability to navigate this transition and adapt to the digital age will be vital, as AI can now target and optimize digital advertising with remarkable precision. Advertising managers must evolve to harness the power of AI in digital campaigns.
Traditional Media Buying	Traditional media buying involves purchasing advertising space or time on specific channels independently, without centralized platforms or programmatic advertising. This method often entails negotiating and placing ads directly with individual media outlets like TV networks, radio stations, or print publications. On the other hand, programmatic advertising, powered by AI and automation, optimizes ad placements across multiple channels in real-time using automated systems and algorithms. This approach is more efficient and data-driven compared to traditional media buying, which is becoming less relevant due to these advancements.

Future-proof Skills ⬆

Mastery of tracking and web analytics tools	In an era where performance measurement is king, understanding how campaigns work in real time and how to optimize them is essential. AI can provide insights, but a deep understanding of these tools and their strategic application will remain crucial.
Data-oriented creativity	While creativity is a fundamental skill, the way it is utilized is evolving. Advertising managers now need to combine their creative flair with a solid understanding of data. This means they should be able to translate insights gleaned from data into creative and effective advertising campaigns.

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