

# AI Sparks

Cutting through the AI hype with one clear insight each week

## The Future of Creative in an AI World

AI will increasingly handle creative creation, testing, and distribution.

GenAI will produce endless variants, ML will predict what performs, and agentic systems will decide where creative shows up.

What does that leave for humans? Judgment.

The real creative edge will shift upstream into ideation rooted in channel-specific user engagement patterns. As execution becomes cheap, the quality of the idea becomes expensive.

The future of creative is not better assets. It is better judgment.



**Your spark for the week:**

When execution is automated, judgment becomes the edge.

Prefer audio? Catch the full spark in a quick breakdown.

**COMING SOON**

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.