

AI Sparks

Cutting through the AI hype with one clear insight each week

When Content Becomes Abundant, What Becomes Scarce?

For decades, creating high-quality marketing content required significant investments in talent, time, and money.

Generative AI is fundamentally changing that equation. Brands can now produce hundreds of creative variations, product descriptions, and personalized messages in minutes.

But when everyone can create more content, does more content really create more value?

As content creation becomes easier, three things become increasingly scarce:

1. *Attention*: Consumers have finite attention. More content competing for the same attention makes relevance more important than volume.
2. *Originality*: AI can generate endless variations of existing ideas. But a genuinely fresh perspective, rooted in deep customer understanding, becomes harder to replicate.
3. *Trust*: As AI-generated content becomes ubiquitous, authenticity, consistency, and a brand's ability to deliver on its promises become even more valuable.

Perhaps the biggest shift for marketers is from asking, "How much content can we create?" to "What content is genuinely worth creating?"



Your spark for the week:

When content becomes abundant, attention, originality, and trust become scarce. AI can help create more. Human judgment determines what deserves to exist.

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