

PROMPTED.

How Marketers & Agencies Work with AI, 2027

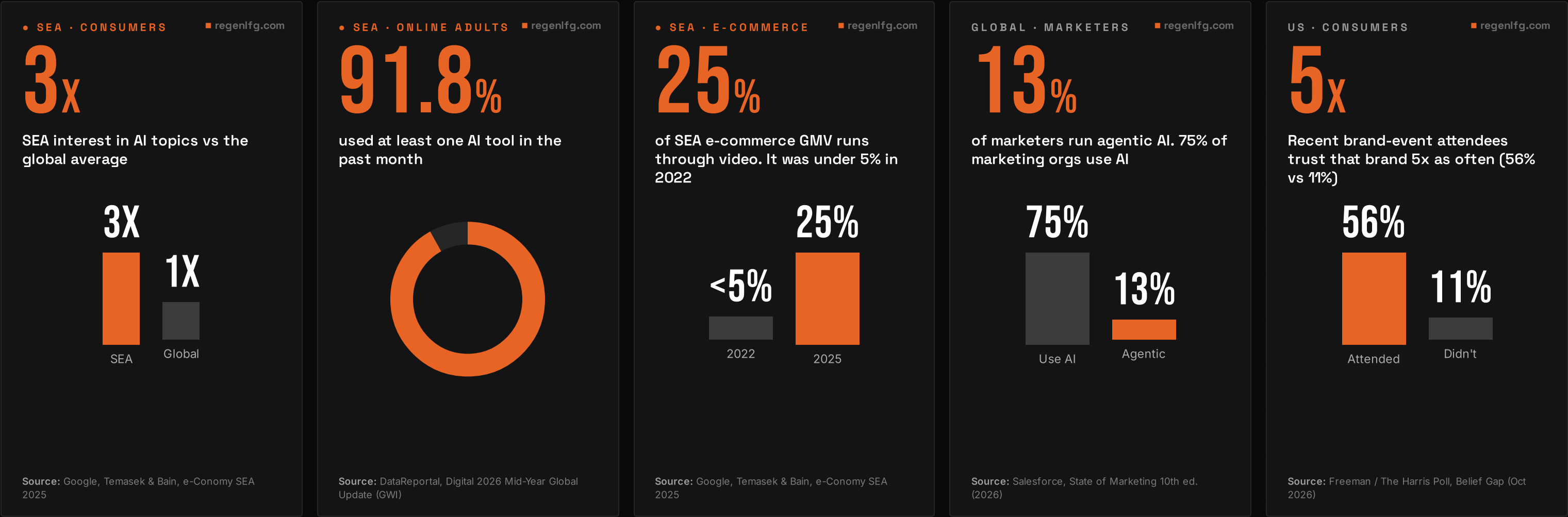
You're already using AI. Here's how everyone else is, discipline by discipline, with real campaigns and SEA call-outs. Every number sourced. Zero vibes.

- BRAND
- CONTENT & COPY
- VIDEO
- SOCIAL & CREATORS
- PAID & AI DISCOVERY
- EVENTS
- X DATA

Research by Cliff, Soohan and Amanda

Everyone’s using AI. Almost nobody’s letting it drive.

Five numbers to screenshot before you lock your 2027 plan. Each one checked on its primary source.



EXECUTIVE SUMMARY · THE TL;DR

- SEA isn’t waiting.

Interest in AI runs 3x global. 91.8% of online adults already use AI tools monthly.
- Usage isn’t maturity.

75% of marketing orgs use AI. 13% let agents do the work.
- Discovery has two front doors.

Google's AI Mode passed 1B monthly users. Search still beats AI for brand research, 45.8% to 22.1%.
- Video is the checkout.

A quarter of SEA e-commerce GMV runs through video.
- Trust is the scarce asset.

67% say AI content makes brand claims harder to trust. Rooms rebuild it.

AI made polish free. So polish stopped being the point.

Your audience mostly doesn't care if AI made it. They care if it's yours.

◆ REGENLFG POV

Generic is the risk, not AI. Write brand rules a machine can follow, and keep one thing a model can't average away: a point of view.

OPINION / INTERPRETATION, NOT DATA

GLOBAL · CONSUMERS

regenlfg.com

Find out an ad was AI-made? Most people shrug.



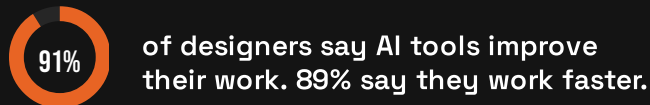
Acceptance is the default. But a one-in-five sceptic bloc is big enough to wreck a launch.

CULTURE SIGNAL "Proof of Human" is the new value signal. Audiences are building a radar for what's synthetic.

Source: VML Intelligence, The Future 100: 2026 (SONAR, 15,639 adults, 16 markets incl. Thailand); Backslash (TBWA), Edges 2026

GLOBAL · DESIGNERS

regenlfg.com



Source: Figma, State of the Designer 2026 (906 designers)

GLOBAL · BRANDS

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Source: Adobe, 2026 AI & Digital Trends: Content Creation & Management

REAL EXAMPLE

WHAT THEY DID WITH AI

Promised the opposite of AI.

Pledged no AI-generated bodies or people in its ads. The anti-AI post became its most-liked Instagram post in a year.



40K+ Instagram likes on the pledge post

US · OCT 2025

■ REGENLFG.COM

Source: Business Insider, 21 Oct 2025

REAL EXAMPLE

WHAT THEY DID WITH AI

Turned AI's finger glitch into the tagline.

"Extra Finger Lickin' Good": AI-made visuals of diners with extra fingers, across OOH, MRT stations and 26 stores. Havas says it drove April Fools' sales.



2,000+ AI images generated to get the joke right

SINGAPORE · MAR 2025

■ REGENLFG.COM

Source: Marketing-Interactive, 28 Mar 2025; The One Club (ONE Asia)

SEA · SENTIMENT

regenlfg.com

1.6x

SEA's net positivity on AI (benefits vs risks) vs the global average



Source: Google, Temasek & Bain, e-Conomy SEA 2025 (Google data, Jan-Aug 2025)

04

CONTENT & COPY

Infinite content was never the problem.

Copy is where AI shows up first. Demand for content that actually fits still outruns supply.

◆ REGENLFG POV

The bottleneck moved from making content to making content worth forwarding. Let AI do volume. Keep humans on slang, nuance and the “would anyone share this?” test.

OPINION / INTERPRETATION, NOT DATA

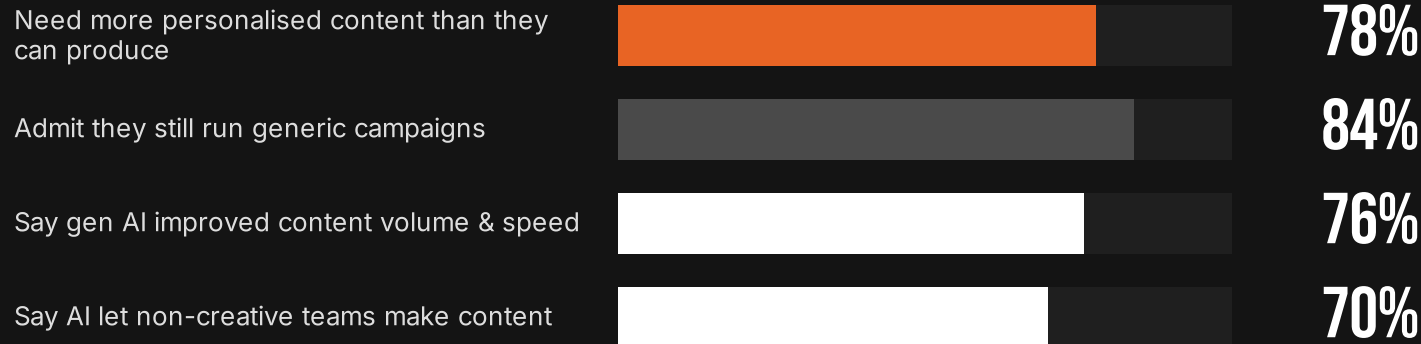
04 CONTENT & COPY

PROMPTED · 2027

GLOBAL · MARKETERS & CONTENT TEAMS

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More content, faster. Still not enough of the right stuff.



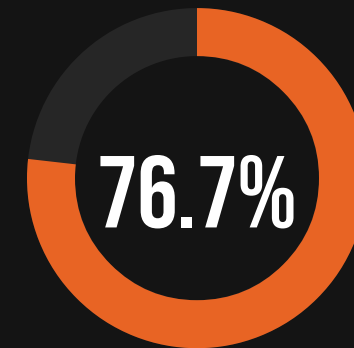
Orange/grey: Salesforce (n=4,450). White: Adobe (n=3,000). Different studies, don't add them up.

TOP AI USE CASE Personalising content is marketers' #1 AI use case. The demand is there. The system usually isn't.

Source: Salesforce, State of Marketing 10th ed. (2026); Adobe, 2026 AI & Digital Trends: Content Creation & Management

• SEA · SINGAPORE WORKERS

■ regenlfg.com



of AI-using workers in Singapore use it for content creation. #1 use category.

Top single task: writing and editing text, 47.0%.

Source: IMDA, Singapore Digital Economy Report 2026

REAL EXAMPLE

WHAT THEY DID WITH AI

One brief. 16,000+ ad variants.

VaynerMedia's CreAltors system mixed location, occasion, cast, AI persona and format into localised Group Order ads. Local teams set cultural archetypes before any prompt.

16K+ ad permutations; uplift in CTR and conversion reported, % not disclosed

Source: Marketing-Interactive; LBB Online; Mission Media Asia (2025)



6 SEA MARKETS · 2025

■ REGENLFG.COM

REAL EXAMPLE

WHAT THEY DID WITH AI

Grandparents, dubbed in 7 languages.

Project NarrAltive: 14 staff and family members told a Pulau Ubin folktale; AI voice cloning and lip-sync translated each across English, Chinese, Malay, Tamil, Teochew, Hokkien and Malayalam.

"We see AI as a powerful enabler, that can help us to bridge communication gaps."
Lynette Poh, Singtel

SINGAPORE · FEB 2025

■ REGENLFG.COM



Source: Campaign Brief Asia, 24 Feb 2025; Marketing-Interactive

• SEA · LANGUAGES

■ regenlfg.com

1,200+

living languages across ASEAN-10. 700+ in Indonesia alone.

ASEAN

Indonesia

Translating one master asset isn't localisation.

Source: Google, Temasek & Bain, e-Conomy SEA 2025 (citing Seasia Stats)



05

VIDEO & PRODUCTION

Good-enough video now costs nothing. So it's worth nothing.

Production is a prompt away. Taste isn't.

◆ REGENLFG POV

Move budget from production to taste: concept, casting and live footage a model can't fake. In SEA, video isn't a channel. It's the checkout.

OPINION / INTERPRETATION, NOT DATA

05 VIDEO & PRODUCTION

PROMPTED · 2027

GLOBAL + SEA

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AI video went mainstream. In SEA, video is the store.

Video marketers who used AI to make or edit videos

● Share of SEA e-commerce GMV via video commerce

51%

63%

<5%

25%

2025

2026

2022

2025

Source: Wyzowl, State of Video Marketing 2026

Source: e-Conomy SEA 2025. Video commerce GMV grew 2.5x in two years.

Source: Wyzowl, State of Video Marketing 2026 (266 respondents); Google, Temasek & Bain, e-Conomy SEA 2025

GLOBAL · ADVERTISERS

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~10M

advertisers used Meta's gen-AI ad creative tools in Q3 2026. Video-gen adoption +25% QoQ.

Source: Meta, Q3 2026 earnings call, 21 Oct 2026

GLOBAL · TOOLS

regenlfg.com

+40%

daily users making videos in the Gemini app since Omni launched (May 2026)

Source: Alphabet, Q2 2026 earnings call, 22 Jul 2026

REAL EXAMPLE

WHAT THEY DID WITH AI

Holidays Are Coming, again, by AI.

Second straight AI-made holiday ad, with studios Silverside and Secret Level. The Verge called it a "sloppy eyesore". Coke says it was cheaper and faster than a traditional shoot.



70,000+

AI video clips prompted and refined; ~100 people involved

GLOBAL · NOV 2025

■ REGENLFG.COM

Source: The Verge, Nov 2025 (citing The Wall Street Journal)

REAL EXAMPLE

WHAT THEY DID WITH AI

First SG brand campaign, AI-made.

Every visual in its flights spot was generated with Google Veo, Runway and Kling AI. Only ideation and voice-over were done the old way. Ran on YouTube, Meta and TikTok.



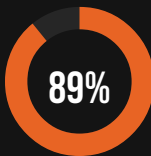
SINGAPORE · JUL 2025

■ REGENLFG.COM

Source: Agoda press release, 8 Jul 2025

GLOBAL · CONSUMERS

regenlfg.com



say video quality affects how much they trust a brand

Cheap video is easy. Cheap-looking video costs you.

Source: Wyzowl, State of Video Marketing 2026 (consumer sample)



06

SOCIAL & CREATORS

AI can clone a face. It can't clone a community.

Creators are now media, commerce and search at once. AI is doing the admin.

◆ REGENLFG POV

Treat creators as partners with real authorship, not inventory. And calm down about AI influencers: they barely registered in our X sample (page 9).

OPINION / INTERPRETATION, NOT DATA

06 SOCIAL & CREATORS

PROMPTED · 2027

GLOBAL · INFLUENCER MARKETERS

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AI runs the ops. Humans run the relationship.

Top AI use case in influencer marketing



68%

follow creators because they seem authentic

60%

feel a personal connection to them

Source: Influencer Marketing Hub, Benchmark Report 2026 (600+ respondents); VML, The Future 100: 2026 (68%, 60%)

GLOBAL · PLATFORMS

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\$15B

annual run-rate for Meta partnership (brand x creator) ads, up 97% YoY

Source: Meta, Q3 2026 earnings call, 21 Oct 2026

SEA · TIME SPENT

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1.3X

SEA-6

Global

time on social per week vs the global average

Source: Google, Temasek & Bain, e-Conomy SEA 2025 (GWI)

REAL EXAMPLE

WHAT THEY DID WITH AI

AI hosts plus humans on TikTok Shop.

The personal-care brand ran AnyMind's AnyLive AI-avatar livestreams alongside human hosts. Revenue doubled week on week within seven days.

+278%

GMV in 3 months. Orders +324.8%, buyers +402.5%

THAILAND · JUN-AUG 2025

■ REGENLFG.COM

Source: AnyMind Group press release (Jun 2025) & case study (vs Mar-May 2025)

REAL EXAMPLE

WHAT THEY DID WITH AI

A period-symptom squad that reacts to trends.

VML Singapore built five 3D characters, from Crampy to Moody, using generative AI and motion capture so they can react to TikTok trends in real time.

SG & MY · FEB 2025

■ REGENLFG.COM

Source: Campaign Brief Asia, 26 Feb 2025; Marketing-Interactive

SEA · GEN Z (16-24)

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Monthly ChatGPT use



Your audience briefs AI before it briefs you.

Source: DataReportal, Digital 2026 Mid-Year Global Update (GWI)



Your next customer asks a chatbot first.

GEO, agents, AI-run buying. Everyone's optimising. Few have handed over the keys.

◆ REGENLFG POV

GEO isn't a dark art. It's PR, SEO and clean product data on one brief. If an agent shortlists three options, be legible to the machine.

OPINION / INTERPRETATION, NOT DATA

GLOBAL · ONLINE ADULTS + SEARCH

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Search didn't die. It grew a second front door.

Where people research brands (Q4 2025)



Search was 51.3% in Q2 2024. Down 10%+ relative, still 2x AI.

1B+

monthly users of Google's AI Mode

2B+

monthly users of AI Overviews

• SEA RETAIL MEDIA \$3B in 2025, projected \$6B by 2030. The shelf is now an ad unit, and agents read it.

Source: DataReportal, Digital 2026 Mid-Year Update (GWI) & Global Overview; Alphabet, Q2 2026 earnings call; e-Conomy SEA 2025 (Bain analysis)

GLOBAL · MARKETERS

regenlfg.com



have started optimising for AI answers. High performers: 2.2x as likely.

Source: Salesforce, State of Marketing 10th ed. (2026)

• SEA · AGENTS

regenlfg.com



1 in 5 trust AI to decide for them. 3 in 5 want a human to confirm.

Source: Google/Milieu, AI & the Digital Consumer in ASEAN (n=7,200), via e-Conomy SEA 2025

REAL EXAMPLE

WHAT THEY DID WITH AI

Let Meta's AI buy app installs.

Piloted Advantage+ app campaigns side by side with its manual workflow, instead of flipping the switch blind. Then compared.



+48% app installs; cost per install down 33% vs conventional formats

THAILAND · 2025

regenlfg.com

Source: IAB SEA+India AI Council, 25 Sep 2025

REAL EXAMPLE

WHAT THEY DID WITH AI

An AI assistant that closes the sale.

During its 14th Birthday Sale, shoppers chatted with Lazzie for picks and deals. Active Lazzie users grew 4x and conversations got twice as long.



~US\$3M AI-guided GMV; ~100,000 users bought after using Lazzie

SEA · MAR-APR 2026

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Source: Lazada press release, 2 Apr 2026

• SEA · SEARCH BEHAVIOUR

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2-3X

longer queries in the AI era vs traditional search

Visual search YoY



+70%

Source: Google, Temasek & Bain, e-Conomy SEA 2025 (Google data)



AI gets you found.
Rooms get you believed.

Event teams use AI fast but carefully. The trust data is the best argument for live you'll see this year.

◆ REGENLFG POV

Use AI around the event: discovery, matchmaking, recaps. Keep the moment unmistakably human. SEA data gap: no verified SEA dataset on AI in events yet.

OPINION / INTERPRETATION, NOT DATA

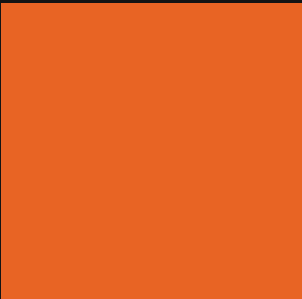
US · CONSUMERS & B2B

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The more synthetic the feed, the more the room is worth.

Trust the brand

56%



Attended a brand event

11%

Didn't

67%

say AI content makes brand claims harder to trust

77%

of attendees say the event shifted their belief in the brand

94%

of B2B buyers left a live experience with more conviction

Source: The Freeman Company / The Harris Poll, Belief Gap (8 Oct 2026; 2,004 US consumers, 412 B2B)

GLOBAL · ORGANISERS

regenlfg.com



expect their AI use in events to grow.
40% still can't prove ROI.

Source: Bizzabo, 2026 State of Events Benchmark Report

PLANNERS

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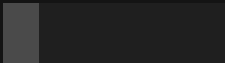
Use gen AI vs say it's transformative

Use it



65%

Transformative



16%

Source: Northstar Meetings Group & Cvent, PULSE (Nov/Dec 2025)

REAL EXAMPLE

WHAT THEY DID WITH AI

An AI stylist on the shop floor.

We Are Social built Luna, a speech-to-speech AI agent at the Punggol Coast Mall store. Chat at the kiosk, keep going on Telegram after you leave.

+70%

transactions; +45% store footfall during the month-long activation

SINGAPORE ·
APR 2025

■ REGENLFG.COM

Source: We Are Social Singapore case study & blog (28 Apr 2025)

REAL EXAMPLE

WHAT THEY DID WITH AI

Your selfie, as a resident of 2050.

"Cloud City" on Marina Bay's Mist Walk: scan, pick a theme, upload a selfie. Its Wan2.1 model turned it into an animated video projected live, then shareable.

Alibaba Cloud

SINGAPORE · I
LIGHT 2025

■ REGENLFG.COM

Source: Alibaba Cloud press release; i Light Singapore 2025 programme

ATTENDEES

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21%

used AI to find events

Of them: AI changed their shortlist

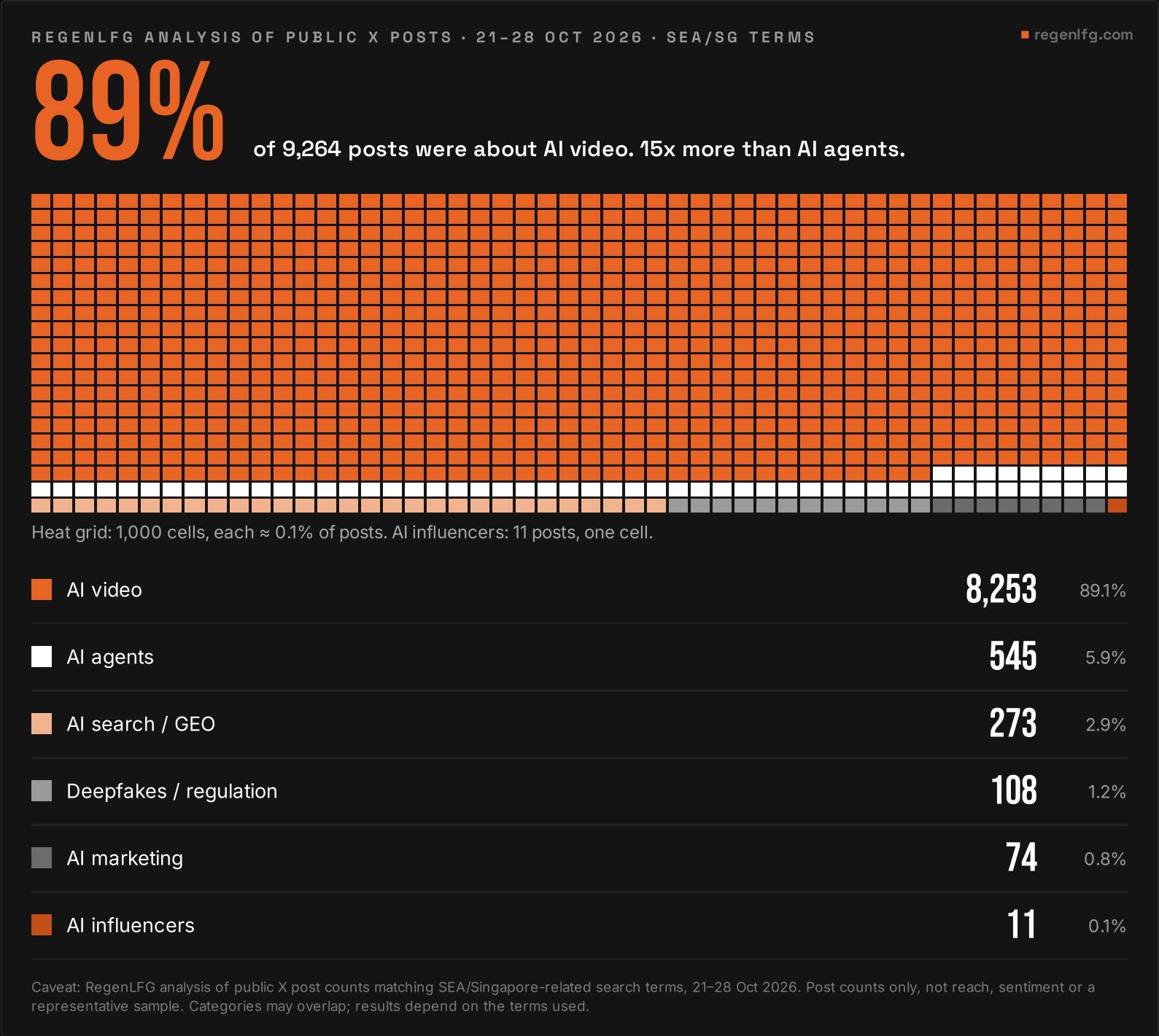


53%

Source: Freeman, Trends Report: Pre-Event Edition (13 Oct 2026; 3,459 respondents)



The timeline is obsessed with AI video. Agents are the quiet story.



◆ REGENLFG POV • WHAT THIS MEANS FOR YOU IN 2027

regenlfg.com

- 01

Write brand rules for machines.

Voice, claims, no-go zones, written so a model can follow them. Only 16% of orgs make brand safeguards a top-3 agent priority. Be in the 16%.
- 02

Spend the AI dividend on taste.

Output is cheap. Judgment isn't. 78% of marketers can't make enough personalised content. Fix the system, don't flood the feed.
- 03

Optimise for the answer, not just the click.

45.8% still research brands on search. Keep it strong, then earn share of answer with structured data, PR and third-party mentions.
- 04

Put humans on camera.

Creators, BTS, live rooms. Recent event-goers are 5x as likely to trust a brand (56% vs 11%).
- 05

Let agents drive in a car park first.

Only 13% of marketers run agents, and 3 in 5 SEA users want a human to confirm. Start narrow and reversible.

RECOMMENDATIONS ARE REGENLFG INTERPRETATION. SUPPORTING NUMBERS ARE CITED ON PAGES 3-8.

How we built this. Receipts included.

The brief. Prompted: How Marketers & Agencies Work with AI, 2027 is organised by marketing discipline, not country: how practitioners use AI at work, with SEA call-outs wherever verified SEA data exists.

Verification. Every third-party number and campaign was checked on its primary source page, PDF or earnings remarks in October 2026 and reported as published. Nothing estimated or modelled. If we couldn't verify it, it's not here.

Comparability. Studies differ in sample, geography, date and definitions. Don't compare across them. Labels (Global, US, SEA) reflect each study's scope.

Examples. Shown as styled cards (brand-colour block, no logos or campaign imagery). Outcomes are as reported by the brand, agency or publisher.

Imagery. Section textures are AI-generated abstracts. No real people or products.

POV & X data. Orange POV panels are our interpretation, not data. X counts are directional only.



About RegenLFG: a terminally online agency.
regenlfg.com

Research by Cliff, Soohan and Amanda

DATA SOURCES	
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