

# MUSE

VOL.2

*The Real Impact of AI on  
the Creator Economy*



billion,dollar,boy



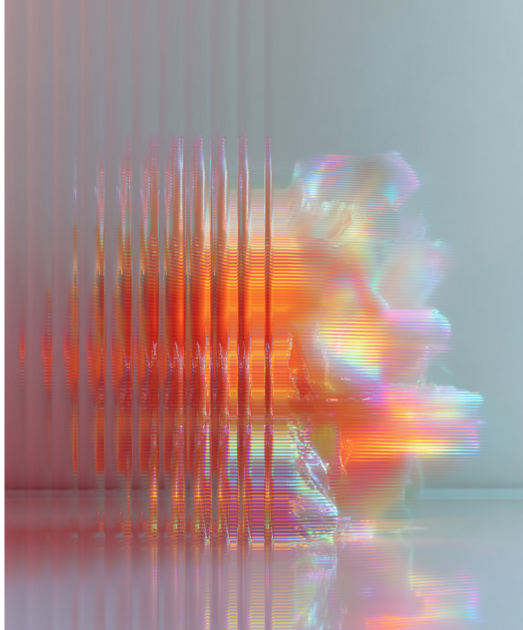


INTRODUCTION  
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**Two years have passed since generative AI first truly emerged as a disruptive force in the creator economy.** In response, Billion Dollar Boy launched its innovation unit, **Muse** in 2023, supported by an independent research-led report to explore **“How Generative AI is Influencing the Creator Economy”**.

**Since then, AI has shifted from experiment to infrastructure.** Marketers are betting big, creators are scaling faster, and budgets are flowing toward AI-driven content. But consumers? Their early excitement is cooling.

**What started as novelty is now a test of trust.** Audiences are pushing back against “AI slop” and challenging emerging synthetic creator identities, like digital twins. They are quick to disengage when content feels lazy, low effort, or manipulative - and they demand higher standards of authenticity and craft.





**The question now isn't whether AI can scale content creation, it already is, democratizing access to powerful production tools once out of reach.** The question is whether the industry can scale it responsibly: not just with cultural relevance, but with genuine purpose, originality, and creative craft at its core.

**This report decodes how industry opinions on AI have evolved and how it continues to reshape the creator economy today:** where it's driving ROI, where it's fracturing trust, and what brands, creators, and platforms must do to protect originality and keep human creativity at the heart of influence.



EXECUTIVE SUMMARY  
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EXECUTIVE SUMMARY

## CHAPTER 1: GENERATIVE AI'S NEW REALITY IN THE CREATOR ECONOMY

Generative AI has shifted from novelty to necessity in the creator economy. Brands and creators are moving beyond experimentation, using AI as a core tool to drive efficiency, creativity, and growth.

But as adoption accelerates, audiences are growing more discerning - rewarding authenticity and rejecting low-quality, formulaic content.

This chapter explores how leading brands and creators are integrating AI with intention and craft - proving that success lies in combining human creativity with machine capability to produce work that earns trust, engagement, and impact.

## CHAPTER 2: THE NEW AI CONTENT STACK

Generative AI is transforming not just how content is made, but what it means to create. The new AI content stack blends automation with human creativity to drive not only speed and scale but emotional depth.

Pushing the boundaries is “vibe marketing”: AI-powered storytelling that captures brand ‘feel’. It helps brands combat creative fatigue, explore ideas faster, and connect with audiences on a more human level.

But when authenticity can't be automated, how can brands ensure they use AI as a creative partner to prompt human emotion and imagination meaningfully?

# CHAPTER 1

**Generative AI's New Reality  
in the Creator Economy**

## Where We Were: 2023

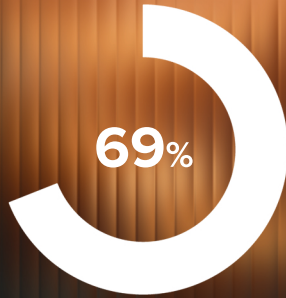
In 2023, generative AI was in its honeymoon phase; a buzzy innovation disrupting the creator economy with promises of efficiency, scale, and creativity. Creators were curious.

Marketers were cautiously optimistic. Consumers, largely unfamiliar with the technology, were intrigued. Our 2023 research showed positive early signs for experimentation:

In 2023 AI was seen as a creative muse; a tool for expression and productivity. But it hadn't yet fully transformed how campaigns were built.



of **marketers** had increased creator spend that used generative AI



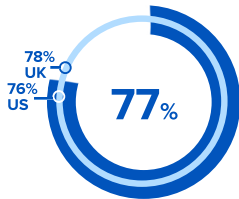
of **creators** predicted that AI would positively disrupt the creator economy



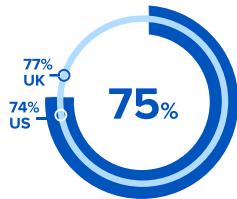
of **consumers** preferred AI creator content over traditional creator content

# Where We Are Now: 2025

Fast forward two years, and the use of generative AI in the creator economy has now evolved beyond the experimentation phase and become an essential part of workflows and strategies.



plan to divert a greater proportion of advertising budgets from other marketing channels to AI-generated creator content - **up from 65% in 2023**



of marketers agree AI creator content is more cost-efficient than traditional creator content

## Decoded

AI is delivering hard business results in the creator economy - speed, scale, and savings. For brands under pressure, this is becoming a common and dependable production model, not just an innovation project. The perceived efficiencies are encouraging marketers to re-direct ad spend from other marketing channels - especially in the UK where favorability among marketers is higher.

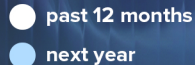
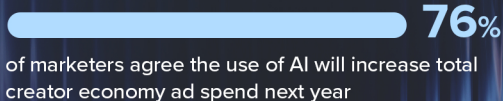
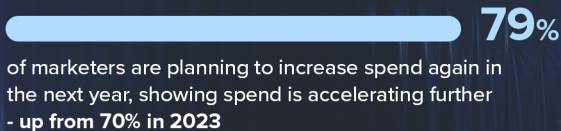
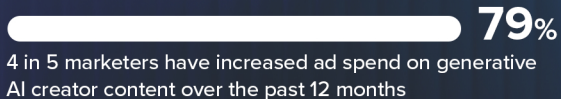
# From Theory to Practice: L'Oréal Uses AI to Elevate its Revitalift Laser Peptide Serum

Billion Dollar Boy partnered with seven innovative creators that use tools including generative AI to promote L'Oréal Paris Skincare's new Revitalift Laser Peptide Serum.

The creators combined their artistic lens with the technology to create bold and disruptive content, bringing their unique creativity and imagination to highlight the new Laser Peptide Serum and make audiences excited about the product's innovative solution.



# Ad Spend Surge



# Decoded

**This isn't test-and-learn anymore.** Marketers have moved beyond exploring AI in creator marketing as a novelty for quick, short-term wins. They're now betting on it to unlock new ROI through greater reach, faster content production and stronger performance. And, with **three-quarters (71%) of US marketers and half (52%) of UK marketers now investing in excess of \$1M annually in creator marketing**, we're talking about a significant allocation of ad spend to AI-enhanced and AI-generated creator content.

**And while the scale of investment may feel inflated amid some consumer skepticism, the rationale is clear:** this spend isn't about flooding feeds with synthetic filler. It's about optimization, effectiveness, and expanding creative potential in ways that traditional production can't keep up with.

# From Theory to Practice: Diageo Uses AI for Marketing Budget Efficiencies

In 2024, Diageo **increased** its use of AI throughout its marketing campaigns to enhance efficiency across its **£2.7 billion (\$3.7 billion) marketing budget**. That year, the company launched a virtual content studio enabling it to produce assets for 34 of its leading brands globally.

Rather than building entirely new campaign concepts, Diageo applies AI tools like Pencil, Grip, CreativeX, and Vizeit to adapt existing creative, fine-tuning background, lighting, local language, and cultural nuance.

Between 2024 and 2025, the proportion of budget spent on development or production dropped from 21% to 14%. Diageo now aims to push that figure down further, to just 10%.

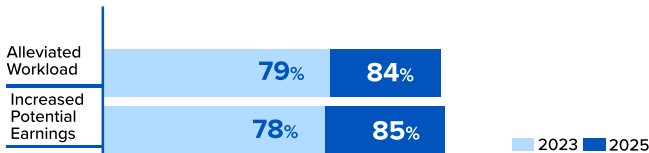
Diageo's example shows why marketers are pouring more spend into AI: it isn't about pushing out cheap volume it's about re-engineering billion-pound budgets: cutting costs, optimizing production, and scaling creative across markets in ways traditional methods can't match.



# Creator Adoption

**Creators are also taking advantage of AI efficiencies and opportunities.**

They overwhelmingly agree that AI has alleviated their workload and increased their potential earnings:



**And creators are responding by shifting their content production habits.**

A majority of creators have increased AI-generated content output over the past 12 months and into the next 12 months:



AI is alleviating pressure for creators, but great work is never simple. Craft, creativity, and storytelling remain vital, and they can't be shortcutted.

# The New Brand Expectation: Innovation and Integration

When asked which agency capabilities will be most important by the end of 2026, Billion Dollar Boy research found that brand marketers identified **'emerging technology integration and innovation' (33%)** above all - with **'content creation tools like generative AI and virtual influencers'** identified by **more than half (51%)** of all brands as ***the*** most important innovation for agencies to offer.

With **one in three (31%)** brands citing a **'lack of innovation'** as a leading reason why they would consider switching agencies, the stakes couldn't be higher for marketers and creators to embrace emerging technologies in order to maintain a competitive edge.

That pressure has ensured that generative AI is now critical to today's creator marketing infrastructure, reshaping not just how content is made, but how it's funded, judged, and valued.

Yet while **marketers** are diverting more budget to AI creator content and **creators** are increasingly adopting the technology - even optimizing their workflows and career strategy around it - **consumer** enthusiasm is fracturing, signaling the end of the novelty effect.

# Performance Gains vs Consumer Skepticism

The most notable shift is the collapse in consumer preference. This sharp decline appears to reflect the sudden flood of low-quality “AI slop” in feeds, driving audience polarization.

For **professionals**, AI is prized for efficiency and its ability to unlock higher production value through tools once out of reach. Early performance signals have reinforced that confidence.

For **consumers**, however, low-effort, repetitive, or emotionally thin content has begun to crowd out more meaningful creative work. Bad work is easy to spot, while well-executed AI output often blends in as simply “good content.” **Consumers aren’t rejecting AI outright - they’re rejecting the slop.**

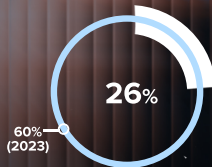


Marketers

Creators

Believe AI-produced creator content performs better than traditional creator content.\*

*\*\*Performs better” reflects perceptions about efficiency rather than creative quality.*



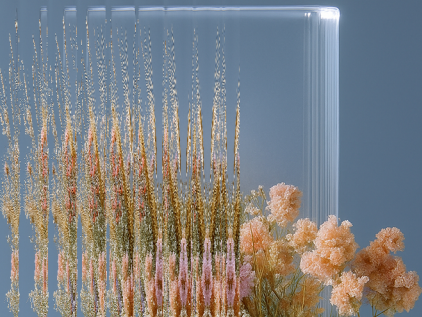
Consumer

Yet consumer preference for AI-generated creator content has dropped sharply.

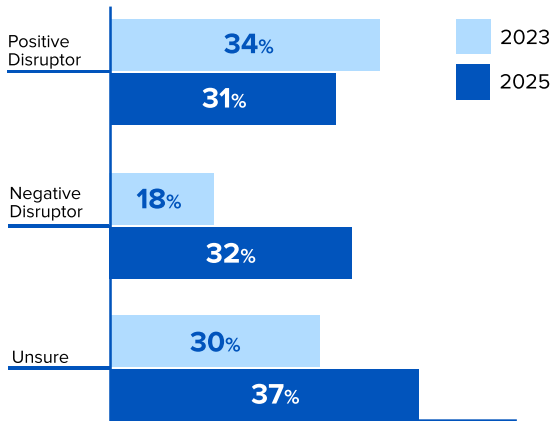
# Consumer Optimism Split

This content backlash reflects a broader sentiment shift.

Consumer opinion on AI's role in the creator economy has fractured.



## How Consumers See Generative AI as a Disruptive Force in the Creator Economy



# Decoded

**In contrast, professionals remain more bullish: creators** have grown more positive (**73% vs. 68% in 2023**), while **marketers** have dipped slightly (**70% vs. 75% in 2023**) but still show overall strong confidence in AI's impact.

**The divide is widening:** industry confidence in AI is holding strong while consumer sentiment is cooling and splitting apart.

**This may simply be a moment of consumer correction before attitudes stabilize and normalize.** It's also a reminder that human craft and genuine utility remain the foundation. While some AI output falls short, many brands and professional creators continue to apply the technology responsibly, keeping quality at the centre of their work.

That growing scrutiny is now pushing platforms to respond with new guardrails and transparency measures, attempts to reassure users and protect originality, even as innovation accelerates.



# The Platforms Are Responding

There are signs of hope as platforms work to protect quality and discourage low-value output.

- **YouTube** is tightening monetization rules to block mass-produced, low-effort formats while continuing to allow original, value-adding AI work.
- **Pinterest** is labeling AI-modified images and rolled out gen AI controls to allow users to **limit how much AI content they see**.
- **TikTok** is auto-labeling AI-generated videos and requiring creators to disclose realistic AI content.
- **Meta** has rolled out “AI info” labels across its apps, though accuracy and clarity remain a challenge.

**These interventions suggest platforms are attempting to safeguard originality, yet this sits alongside an ongoing rush to develop AI-native formats and tools, signaling a tension between quality control and rapid innovation.**

**That tension is most visible in Meta's latest experiment: [Vibes](#)**, a short-form AI video feed within the Meta AI app that allows users to create, remix, and share AI-generated videos.

**The launch highlights a wider race among platforms to capture the next wave of AI-native engagement** - one echoed by projects like [OpenAI's Sora 2](#), which are expanding the creative possibilities of AI video.

While some interventions point toward protecting the balance of human and AI-generated content, Vibes raises the question of whether audiences will embrace AI entertainment at scale, or whether it risks accelerating the very oversaturation that consumers are already resisting.

**As with any new format, time will tell.** Platforms may shape the tools and the policies, but ultimately success depends on whether consumers choose to adopt and love these experiences.





## Content Quality & Diversity

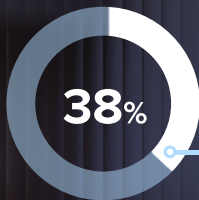
**Amid the polarization, there are clear signs of progress.** Generative AI is expanding creative possibilities, making production more accessible, and opening the door to more diverse content.

For **creators**, it's a way to elevate craft and broaden storytelling. For **marketers**, it's proof that quality and variety can scale.

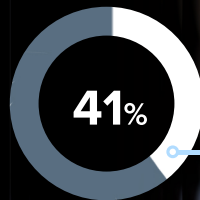
And most notably, after earlier declines in consumer sentiment, this is one of the few areas where we now see a positive lift: **consumers** themselves reporting improvements in both quality and diversity of creator content.

# Content Quality & Diversity

## CONSUMERS



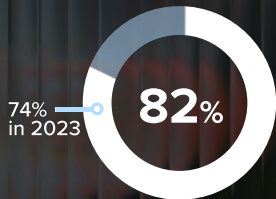
say AI has improved the quality of creator content



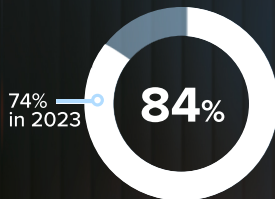
say AI has improved the diversity of creator content

# Content Quality & Diversity

## CREATORS



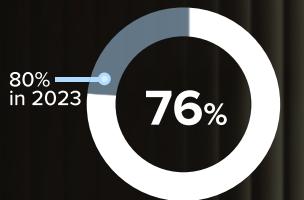
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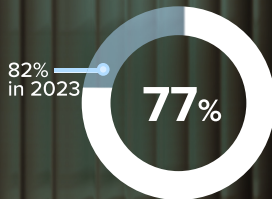
say AI has improved the diversity of creator content

# Content Quality & Diversity

## MARKETERS



say AI has improved the quality of creator content



say AI has improved the diversity of creator content

# Decoded

**The consumer uplift is telling.** The quality of AI-generated creator content is improving because enhanced and accessible production tools are raising the baseline of what creators can deliver. And diversity is widening because creativity can now stretch as far as a creator's imagination, unbound by old production limits.

**This is the key:** generative AI's positive disruption in the creator economy isn't about more volume - it's about richer creativity, greater accessibility, and more varied storytelling.

# Summary

**Generative AI has moved from novelty to necessity in the creator economy** - no longer a gimmick, but part of the core toolkit.

Marketers and creators are doubling down on it for its ability to scale and speed content production, while consumers are cooling: their early curiosity has shifted to skepticism as “AI slop” floods feeds.

**What's changed is that consumers no longer give AI a novelty pass** - they now hold AI-driven content to the same standards of intention, craft, and emotional intelligence they expect from all creator work.

The creator economy's next challenge isn't learning how to use AI. It's learning when not to use it, or how to ensure its use enhances, rather than erodes, trust and originality.

**AI success lies in balancing human creativity with machine capability to produce work that earns attention, builds trust, and achieves what neither could alone.**



**KATRINE  
RASMUSSEN**  
*CMO of Pixelz*

“Content is being digitalised, whether we like it or not. But AI is not a magic button we just push, and then something fantastic comes out. It's a tool. And for that tool to work, we need really skilled people behind it, creative people. We need AI artists.”



**OMAR  
KARIM**  
*Creative Technologist  
and AI Filmmaker*

“It's been a multiplier for my creativity. It's allowed me to create far beyond any boundaries or budgets, or any confines of normal filmmaking.

What's really fascinating about this technology becoming ubiquitous is it feels like the camcorder. When the camcorder came out, we didn't suddenly get a thousand new Steven Spielbergs. It still required technical and creative vision to keep moving things forward.”

# CHAPTER 2

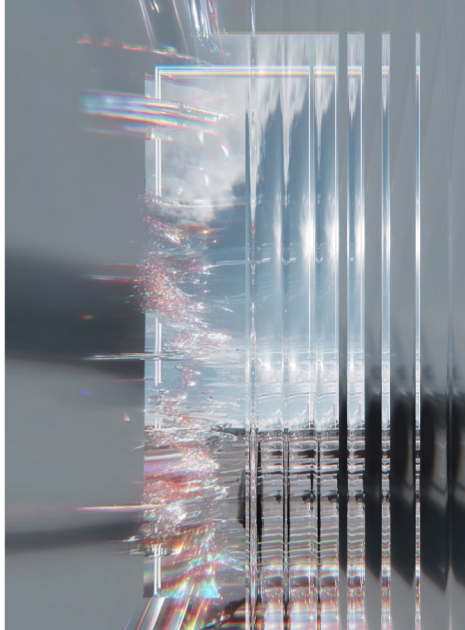
The New AI Content Stack

# The Context

**Generative AI isn't just making more content, it's reshaping the entire content mix:** from high-volume product assets to emotionally resonant creator storytelling.

**Some content depends on human creativity, cultural fluency, and emotional intelligence** - the places where creators still hold the pen. Other formats thrive on automation: functional assets that need to be produced quickly, in multiple formats, across multiple markets. Together, these forces form a new creative system: The AI Content Stack.

It's a spectrum that runs from creator-led artistry at one end to AI-first automation at the other, and everything in between.



# The Three Categories of AI in Creator Marketing Today

## 1. AI-DRIVEN CONTENT: FULLY SYNTHETIC

Content made entirely using AI and exclusively featuring AI: virtual creators, synthetic films. Experimental, sometimes polarizing, but defining what's next.

## 2. AI-ENABLED CONTENT: VISIBLE AI

When creators use AI to push creative boundaries: 3D world-building, virtual styling, generative-enhanced visuals. It's recognizably AI-influenced but the creator is still central.

## 3. AI-ASSISTED CONTENT: INVISIBLE AI

Content which is inconspicuously supported by AI: editing, scripting, ideation, voiceover, localization, and optimization. Often unseen, but almost everywhere now.

In practice, most creator content today sits in the second two zones.

**The opportunity for brands is to find balance** - using AI to enhance creator output and unlock creativity (categories 2 and 3), while experimenting selectively with full AI production (category 1) when it aligns with brand purpose and adds real value.

# The New AI Content Stack

**AI is no longer a bolt-on.** For forward-thinking brands, it's becoming part of the creative infrastructure. The question isn't whether to use it, but how to design the stack with intention.

**A well-built AI stack balances efficiency with creativity, and function with feeling.** Each layer plays a distinct role in how brands and creators now work together:





ARTISTRY

CATEGORY

EXAMPLE

VALUE

THE EXPERIMENTAL LAYER

AI-ENABLED & AI-DRIVEN

The innovation lab. Where brands and creators test new formats. Not every idea belongs in-market, but this work shapes what comes next.

**The Artist:** Use selectively for innovation storytelling and R&D.

THE EXPLORATION LAYER

AI-ENABLED & AI-DRIVEN

This layer is sometimes referred to as 'vibe marketing'. AI is entirely the focus. Generative AI artists and filmmakers use the technology to build imaginative worlds and create emotionally resonant, brand-aligned content that captures tone, mood and meaning.

**The Amplifier:** Where AI and human imagination merge to capture not just what a brand sells, but what it stands for: bold, dreamy, nostalgic, relaxed, excited.

THE INNOVATION LAYER

AI-ENABLED

These creators use generative AI to visibly innovate content production - but it's not dominant, the creator remains central to the content. AI is used to build new aesthetics and campaign ideas that couldn't exist without AI.

**The Collaborator:** Where AI becomes a creative medium for distinction and originality. Brands tap this layer for distinctive storytelling, creative impact and bold ideas.

THE APPLIED LAYER

AI-ASSISTED

Creators use AI to speed up editing, scripting or localization.

**The Assistant:** Efficiency meets human storytelling. Builds career sustainability for creators and offers brands agility through faster, higher-quality output.

THE ENGINE LAYER

AI-ASSISTED

Scaled AI-led functional assets: ad variations, translations, product imagery.

**The Executor:** Built for reach and repetition but limit reliance to avoid fatigue.



UTILITY



# Diagnosing Your Content Mix

**For most brands, the goal isn't to live at one layer, but to design a connected system where each part supports the next** - automation powering volume, creators adding context, and emotional storytelling providing distinction.

But, as AI skills and capabilities evolve to increasingly reshape production, the brands breaking through will be those that use it not just to make more - but to make people feel more.

**Within this system, two creative zones are shaping the future:**

- **The Innovation Layer:** where creators use AI to tell product and brand stories that blend function and feeling.
- **The Exploration Layer:** the experimental edge, where AI and human creativity merge to push artistic and emotional boundaries.

# What Is The Exploration Layer?

**Where AI and human creativity meet to evoke feeling and identity** - and, ultimately, to build distinction in a world that's saturated with content.

Some refer to it as '**Vibe Marketing**', but its definition is still being resolved.

What's new here isn't just the use of AI, it's how it's changing what's possible creatively.

**Brands and creators use AI to translate emotion, tone, and atmosphere and produce content in a way that used to be unthinkable.** And that accessibility matters because it means that distinct, emotionally intelligent creative with high-end production is now in the hands of those who 'get' human story telling and emotional connection. It's not just reserved for the production studios who could afford legacy technology.

**The result is a new kind of work, more expressive, more immersive, more felt.** In a cluttered social landscape, emotion has become a differentiator. It's what helps content cut through, and what audiences remember.

# The Creators Leading The Way

An emerging field of AI-native creators is setting the creative pace in **The Exploration Layer**. Building audiences around their mastery of generative tools and redefining what ‘originality’ looks like. They’re expanding the frontier of storytelling powered by generative AI.



Image from: [@joooo.ann](#)



Image from: [@arthur\\_chance](#)



Image from: [@officialshantikwa](#)

# Why Creators Matter in the Age of Slop

**AI has made it easy to produce high-volume low-value content.**

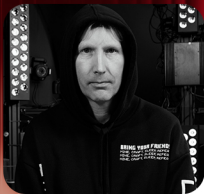
When we use the technology this way, we end up automating and optimizing creativity to the point where everything feels the same - the same tone, the same sound, the same aesthetic, the same safe ideas.

If we ignore taste, craft, and skill, and use AI only to produce more, faster, we risk turning our feeds into a Sea of Sameness.

**AI alone isn't enough to solve brand challenges.** You still need intent, equity, and authorship to tell brand stories that are distinctive and connect with people.

**This is where creators are leading the way: using AI to bring new depth, tone, and perspective to storytelling.** Whether through emotionally charged “vibe” content or highly crafted product narratives, they're proving that AI doesn't have to strip authenticity, it can elevate it.

If your output is blending in, you're probably over-using AI for production and under-using it for exploration.  
**Rebalance your stack: automate the repetitive, and use creators to drive the new.**



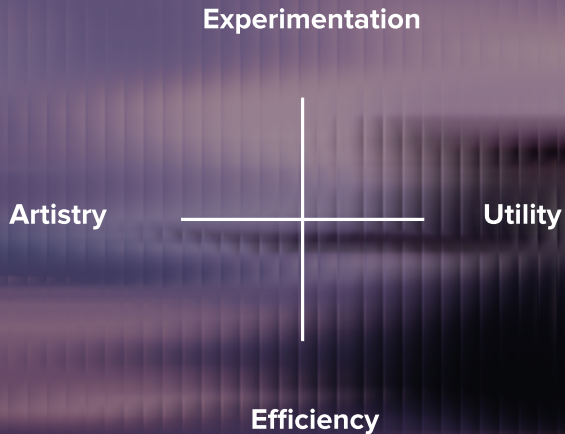
## MATTHEW DRINKWATER

*Head of Fashion Innovation  
Agency at London College of Fashion*

“When you facilitate the ability to create content, the majority of people do the same thing. My feed looks the same as everybody else's. One of the things which is most critical as we begin to think about this technology, is:

‘How am I using these tools and what for?’

Then you begin to separate those who use it differently.  
That hierarchy of content creation is still at a really early stage.”



Each brand has a natural bias somewhere on this grid.

The Exploration and Innovation Layer isn't for every brand. Some lean hard into the Scaled and Applied layers, using AI for utility and efficiency.

While others are more comfortable with pushing AI into experimentation and artistry.

The opportunity - and the challenge - is balance:

- Lean too far into efficiency and you get 'sameness'.
- Lean too far into experimentation and you can lose your 'why'.

# Beyond Expression: Gen AI As A Problem Solver

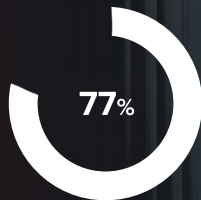
When applied intentionally, AI is already helping solve some of the biggest challenges marketers face today - from tackling content fatigue to unlocking creative depth and emotional resonance.

## A TOOL TO NAVIGATE CREATIVE FATIGUE

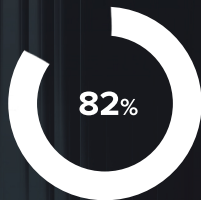
In today's fast-moving feeds, content lifecycles are shortening. Audiences tire quickly of repetitive, lookalike content - but distinctive creative holds attention for longer. Generative AI democratizes access to production tools that help marketers and creators craft more original, high-quality assets that stay interesting over time, without always needing to increase volume - across both product and brand campaigns.



Two thirds (66%) of marketers and creators frequently experience the challenge of creative fatigue among online audiences.

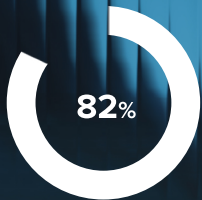


Marketers

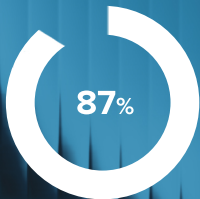


Creators

agree generative AI helps them to combat creative fatigue.

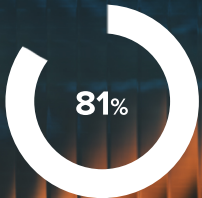


Marketers



Creators

say AI helps them to produce more assets



Marketers



Creators

agree that using generative AI allows them to explore a wider range of creative concepts

## AI PROVIDES A WAY TO EXPLORE MORE IDEAS AND PROTOTYPE THEM

AI removes production barriers and enables rapid creative prototyping, letting teams test, refine, and visualise ideas early in the process without heavy investment.

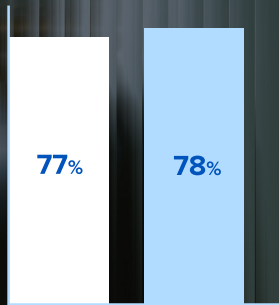
## AI DEEPENS BRAND EXPRESSION

AI helps brands translate identity into layered creative - adding tone, texture, and feeling to deliver distinctive, emotionally intelligent brand storytelling.



### Marketers & Creators

of marketers and creators agree that AI effectively interprets and captures brand personality.



### Marketers

### Creators

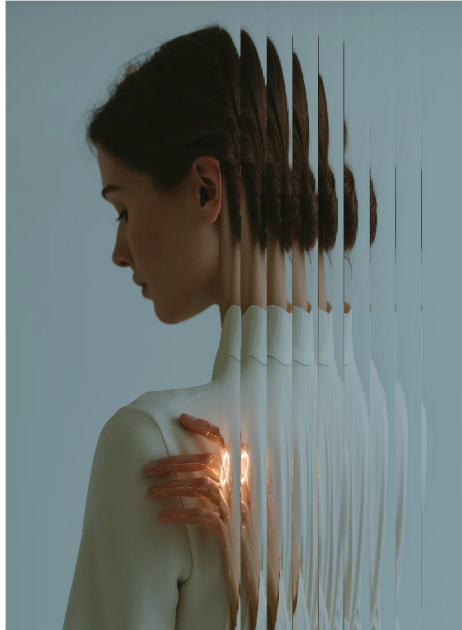
**77% of marketers and 78% of creators** say AI is effective at crafting emotionally resonant content.

## EMOTION BECOMES A PERFORMANCE DRIVER

**Attention alone doesn't build brands - emotion does.**  
Creators instinctively know how to provoke feeling  
AI can help scale and measure that emotional impact.



Percentage of marketers and creators agree that it is important for marketing assets to be emotionally resonant with its audience.





## SIMON HARWOOD

*Global Effectiveness Director at  
Billion Dollar Boy*

“Recently, attention has taken centre stage as the new marketing metric in town. And of course, you need attention to get on the radar in the first place.

But to be encoded to long-term memory and unlock future demand, you also need to provoke an emotive reaction. Making the viewer feel something makes it easier for your brand to come to mind the next time your audience is in the category.

We can now evaluate the emotive response of content through facial coding, tracking the viewer's real-time reactions and mapping them to key emotions - and this could be game changing.

The best shortcut to emotion is to entertain. Creators already know instinctively how to entertain their audience. With the right guidance from the agency, we can deploy creators as brand entertainment that locks in memorable associations for the long term”



## CONSUMERS ARE CAUTIOUS, BUT CURIOUS

- **33% of consumers** agree that generative AI is effective at producing marketing assets that resonate emotionally with them compared with **27%** who disagree. **40%** are unsure.
- **26% of consumers** agree that creator content that uses generative AI resonates with them emotionally more than traditional creator content compared to **36%** who disagree. **38%** are unsure.

**Consumer trust is still catching up.** Audiences are curious about what AI can do, but wary of what feels synthetic or mass-produced.

**Creators are tastemakers.** They bring credibility, tone, and cultural intelligence. As AI-generated media becomes ubiquitous, creators will be the difference between content that feels automated and content that feels valuable.

**Be transparent about when AI is used** - and lead with creator-led authenticity to keep trust high.

# Making It Work: When to Use Generative AI

## USE AI WHEN:

- **You want to enhance what's already working:** scripting, editing, or testing new formats faster.
- **You want to push creative boundaries:** exploring visual worlds, alternate concepts, or moods that aren't possible with traditional production.
- **You need volume and variation:** repurposing creator content across formats or markets.

## AVOID OVER-USING AI WHEN:

- **You're communicating** sensitive, emotional, or identity-based themes, where cultural nuance and lived experience matter most.
- **The tech becomes the subject** instead of the story; when audiences notice how it was made more than what it means.

## RULE OF THUMB:

- **Use AI to scale** what works and to stretch what's possible, but never to replace the creator's voice.

## AND MAKE SURE ITS USE IS USEFUL FOR ALL:

- **For creators:** it should unlock creativity or efficiency.
- **For brands:** it should make storytelling more adaptive, distinctive, or unique.
- **For audiences:** it should make content more enriching, entertaining, and resonant, not just more frequent.

# Summary

**Social media is a busy space, consumers want more value from brands and creators to earn their attention.** They want nuance, creativity and connection.

When used intelligently and with taste and intent, generative AI becomes a powerful performance multiplier; it strengthens impact across the funnel, from awareness to conversion, helping your entire content mix work harder together.

Integrated into your wider content ecosystem - across social, creator collaborations, display, and digital brand-building campaigns - AI-enhanced assets can elevate the effectiveness of everything around them.

**But brands must be wary: AI is not about automating authenticity.** It's about unlocking new opportunities across creativity, experimentation, distinction, and agility.

The best results will come from creators who use AI as a partner, not as a substitute.

**AI can accelerate creative content. But only people can give it purpose.**

GLOSSARY OF TERMS  
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## GENERATIVE AI

Generative AI creator content.

Media - including text, visuals, audio, video - which are produced using AI tools to help creators generate, edit, and repurpose material.

## AI PERSONAS

A fully synthetic, AI-generated character or identity, encompassing virtual influencers, digital twins, and deepfakes - whether based on real people or entirely fictional.

## VIRTUAL INFLUENCERS

**Virtual Influencers refer to computer-generated characters or personas** - often designed with AI and 3D modeling - that exist only in the digital world. Unlike digital twins or deepfakes, virtual influencers are not replicas of real people but entirely original creations with their own look, personality, and storyline. They are managed by creators, brands, or agencies and interact with audiences as if they were real individuals. In the creator economy, a virtual influencer may:

- **Appear on social media platforms** with curated content, photos, and videos.
- **Partner with brands for campaigns**, endorsements, or product placements.
- **Engage audiences through storytelling**, livestreams, or interactive experiences.

## DIGITAL TWINS

Digital Twin refers to a virtual replica of a real person - often a creator, influencer, celebrity or brand ambassador - created using AI technologies. This digital version can look, sound, and behave like the original person, and can be used in content, campaigns, or interactions across digital platforms. In the creator economy, a digital twin may:

- Appear in videos, livestreams, or ads instead of the real person.
- Be used to scale a creator's presence without needing them to appear live.
- Interact with audiences in personalised or automated ways using AI.

## DEEPPFAKE

Deepfake refers to synthetic media - such as images, videos, or audio - created using artificial intelligence to convincingly mimic real people's appearance, voice, or behaviour. These AI-generated materials can make it appear as though someone said or did something they never actually did. In the context of marketing and the creator economy, deepfakes may include:

- AI-generated videos of influencers or celebrities.
- Synthetic voices or avatars in ads or branded content.
- Virtual influencers that look and act human but are entirely AI-created.

# METHODOLOGY

Between June and July 2025, Billion Dollar Boy commissioned Censuswide to execute a study of 4,000 nationally representative consumers (aged 16+), 1,000 content creators and 1,000 senior marketing decision makers in the UK and US.

Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

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