



Real AI-Powered Search:

Smooth Sailing in the
Generative Content Storm





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AI & the state of digital content



Creative and marketing teams need to create and distribute more content than ever...



A surge in **content production** is anticipated by content and creative teams in 2024.

Source: Canto State of Digital Content Report, 2024 Edition



85% of marketers say they're under pressure to create and deliver content **more quickly.**

Source: Deloitte Digital, Future of Experience: Time to Market 2020

Enter generative AI



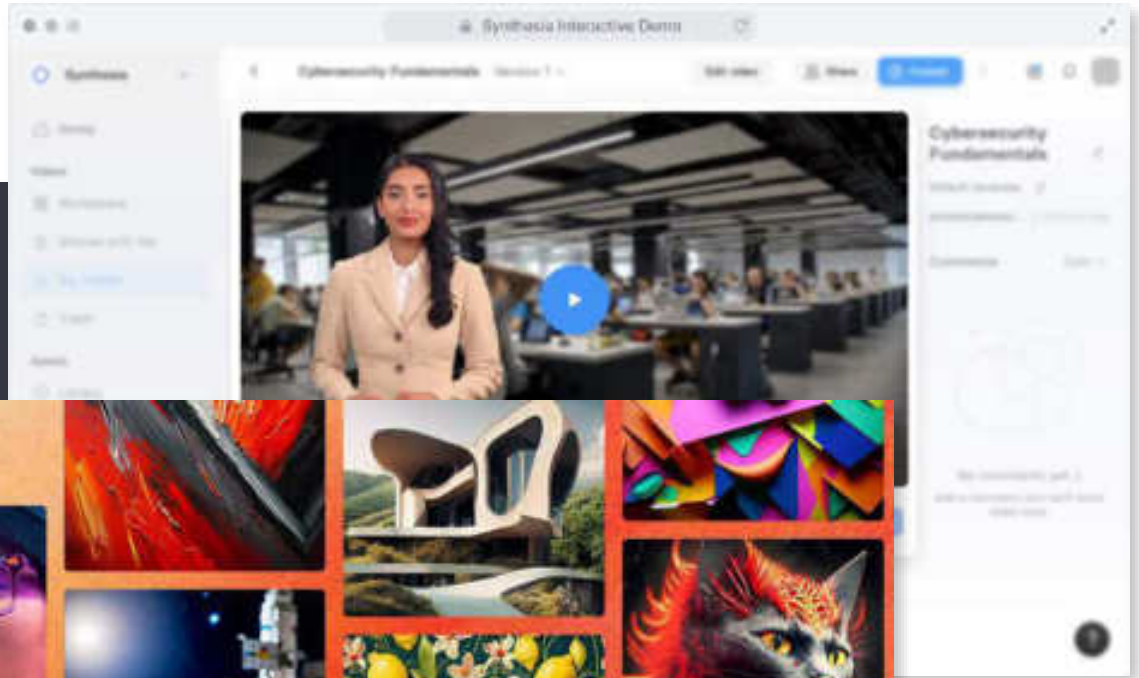
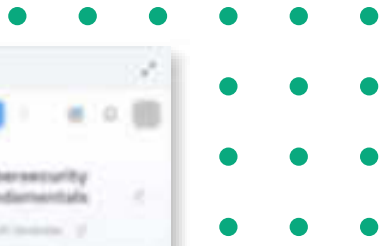
**AI has already created
as many images as
photographers have
taken in 150 years.**

EVERYPIXEL

Adobe Firefly has generated over **1 billion** assets just 3 months after launch.



close-up of sci fi suit



ChatGPT

Examples

- "Explain quantum computing in simple terms" →
- "Got any creative ideas for a 10 year old's birthday?" →
- "How do I make an HTTP request in Javascript?" →

Describe the image you want to generate

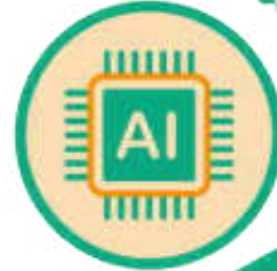
Generate







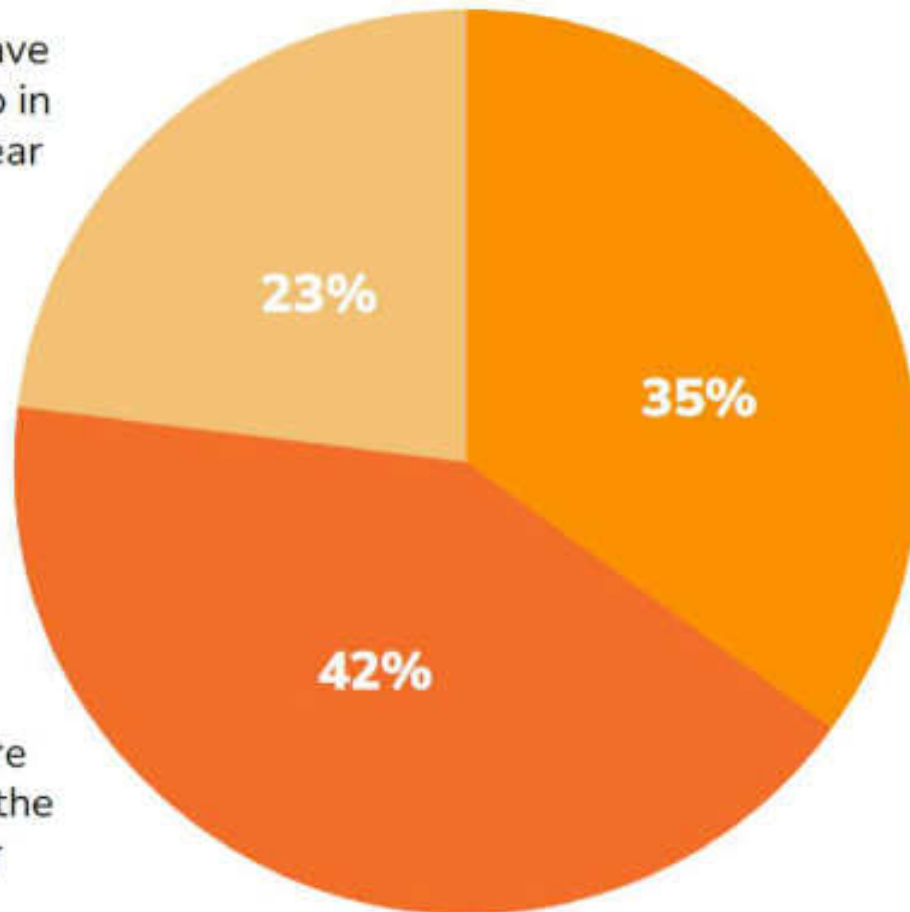
What AI tools are you currently using in your content programs?



Our latest data

Use of AI technology to create content

No, and we have no plans for to in the coming year



Yes

No, but we are planning to in the coming year

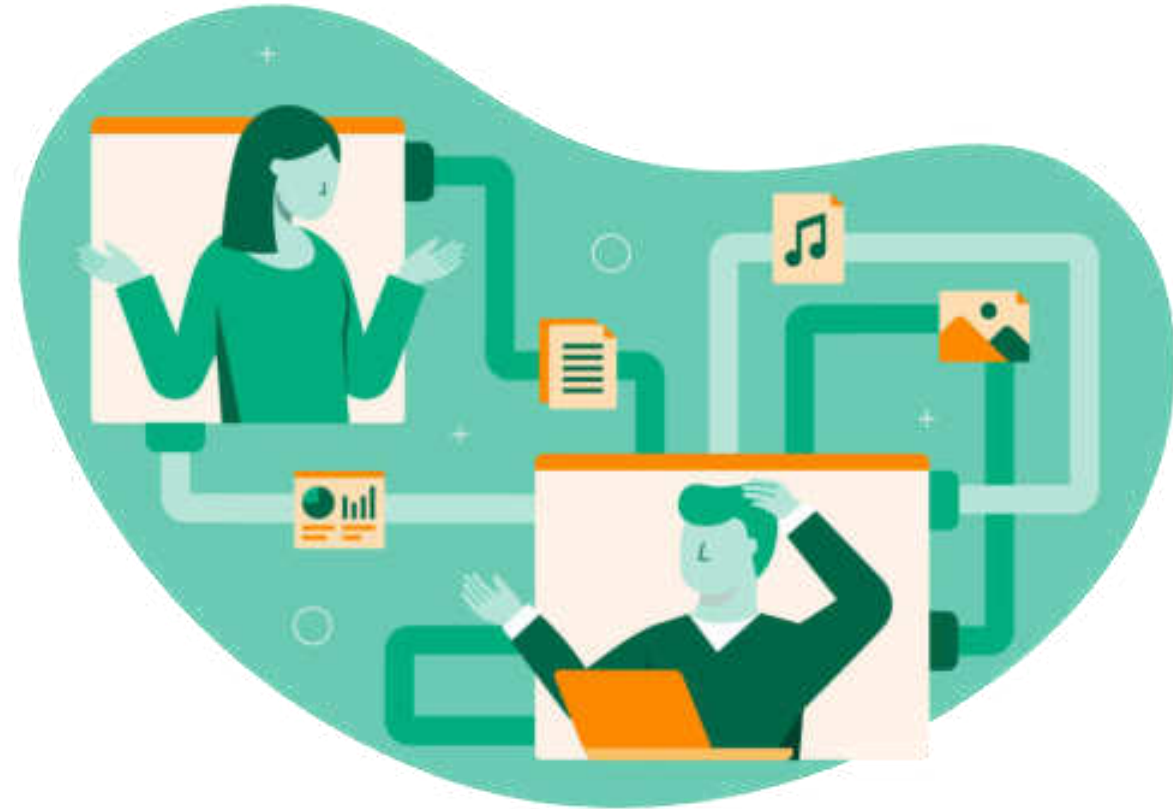
About half (49%) of B2Bs are using AI for creating content compared to 27% of B2Cs.

While 40% of B2Bs are using AI for organizing, searching for and distributing content compared to just 18% of B2Cs.



The birth of content chaos

CONTENT CHAOS is the result of producing high volumes of content without the **right tools in place** and an **effective strategy** on how your team will plan, create, organise, and publish that content



Content chaos wastes time...in many ways

- **Searching:** Finding the right asset in disorganised and dispersed systems
- **Versioning:** Which asset is final, what can I use?
- **Distribution:** Internal and external content sharing
- **Disruption:** Formatting & ad-hoc creative requests
- **Tech stack trouble:** Poorly synced tools don't play together and lead to delays



...and in some less obvious too

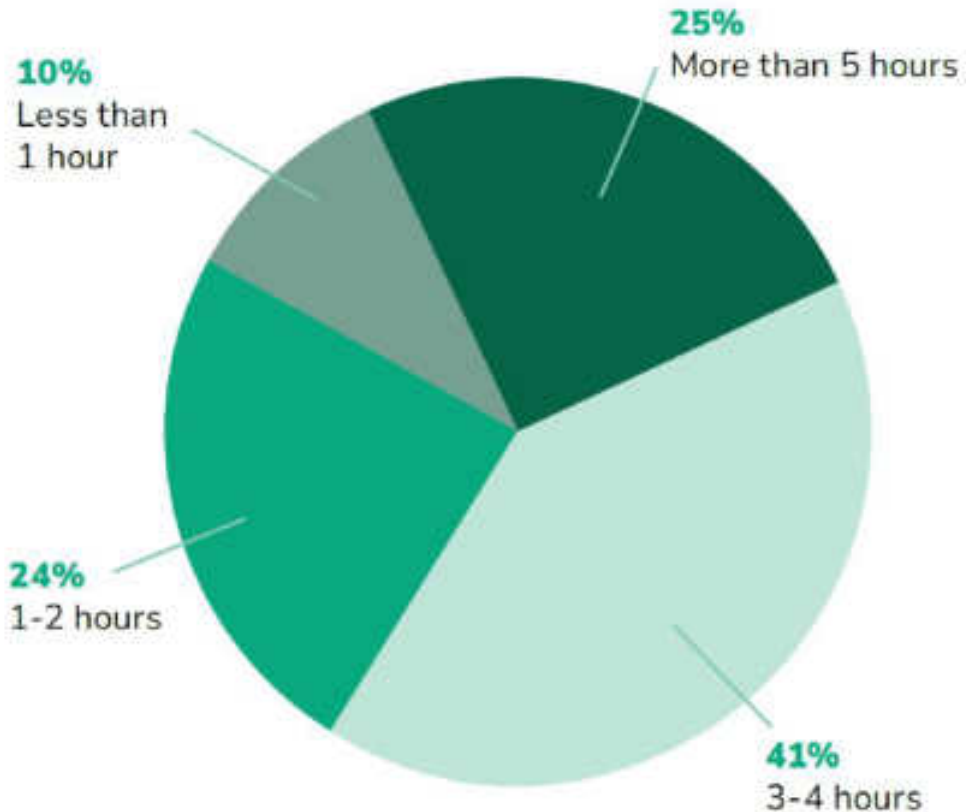
- **Staff burn out**: creative teams are greatly affected by wasting time and menial work
- **Brand inconsistency**: too much content, not enough control
- **Slow time-to-market**: costly delays mean we cannot launch when it matters most

Graphic Designer Interview:
Can you work under pressure?



Our latest data

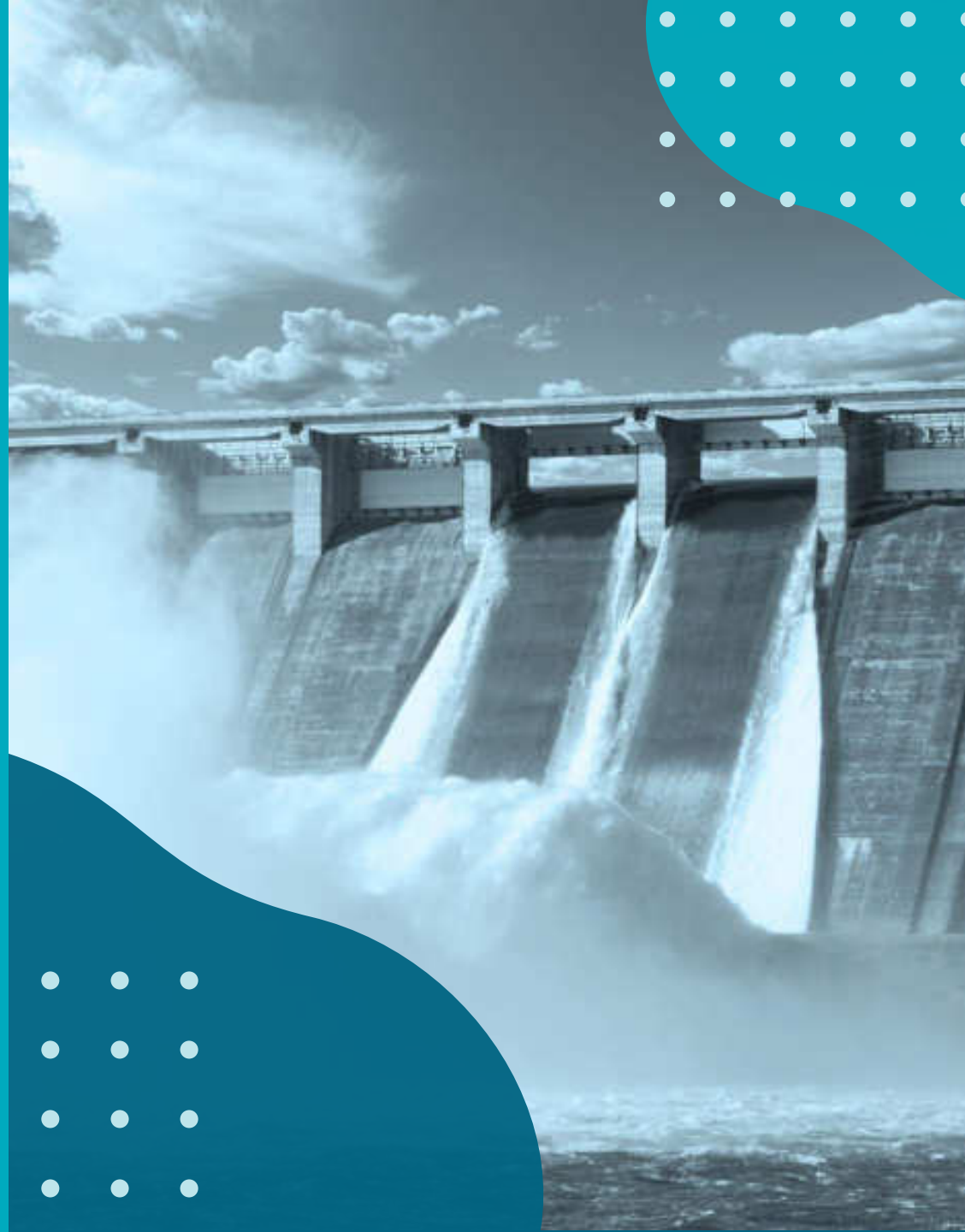
How much time per week do you estimate your team spends trying to locate assets needed to execute content programs?



**Download your copy of
The State of Digital
Content: 2024 Edition!**



A **DAM** ensures that your
content is secure, searchable
and shareable



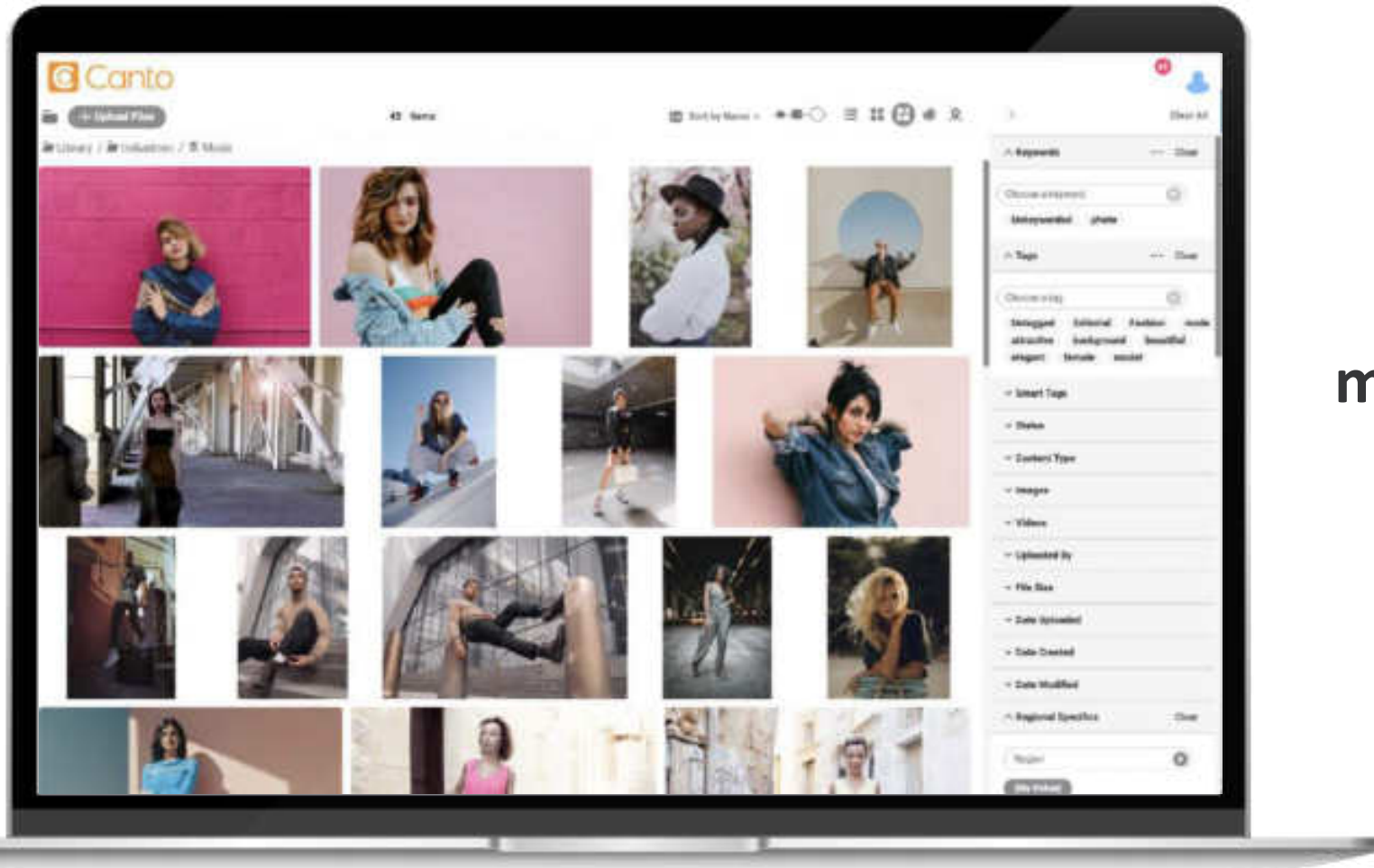


For many businesses, digital content is spread across disorganised **hard drives**, **servers** and **cloud storage solutions...**

....which leaves global teams working in chaos and operating in silos

There is **no centralised location** for approved brand assets that the entire business can leverage as they create, manage, and distribute content





Everything you need to
manage your digital assets,
all in one place



A single source of truth at every stage of the content lifecycle



Archive

- SECURE CONTENT WITH STATE-OF-THE-ART PRIVACY
- MONITOR CONTENT EFFECTIVENESS



Analyze

- CONTROL USER PERMISSIONS
- DISTRIBUTE APPROVED ASSETS



Plan

- STREAMLINE WORKFLOWS
- COLLABORATE WITH WORKSPACES



Create

- ENSURE BRAND CONSISTENCY
- INTEGRATE WITH TECH STACK



Organize

- QUICKLY SEARCH LIBRARY
- ELIMINATE RISK

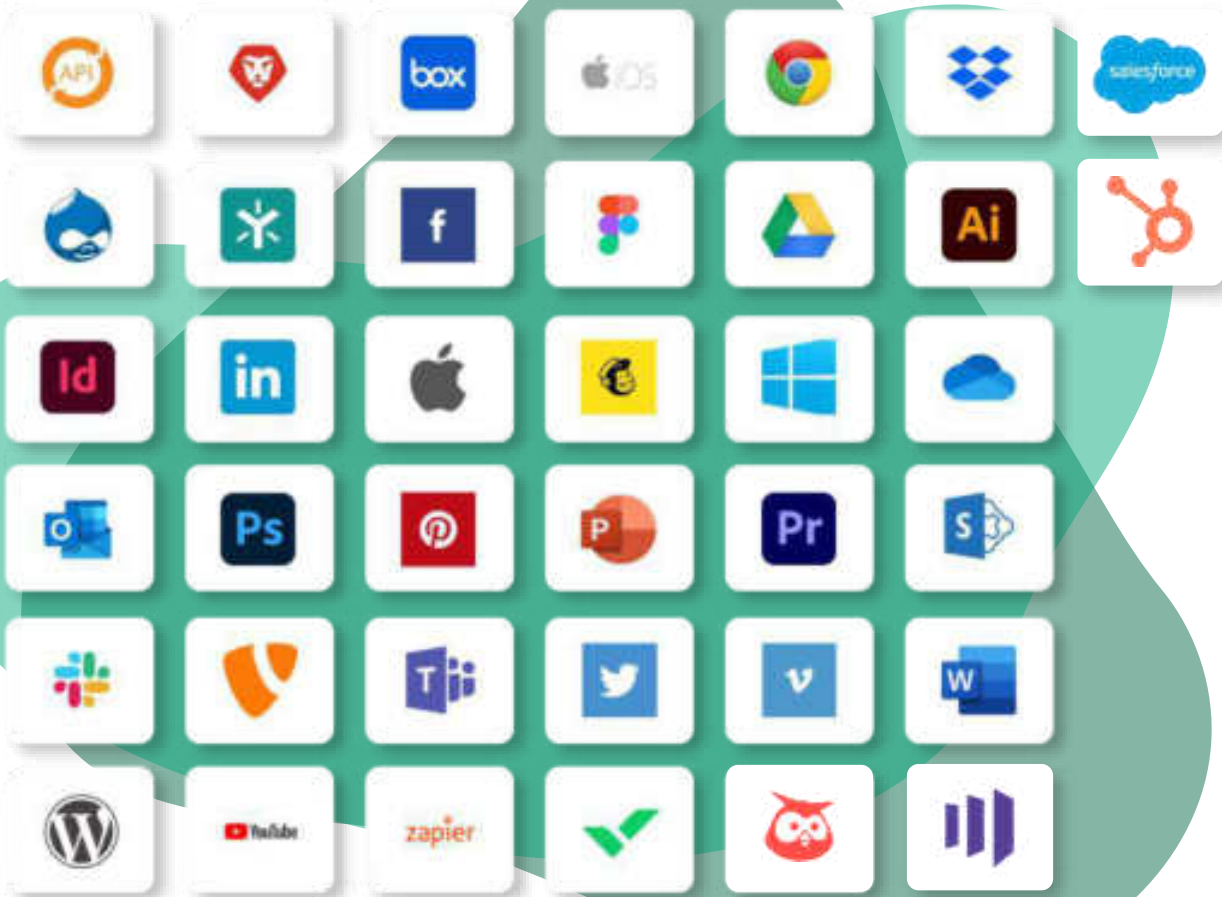


Publish

- REPURPOSE VALUABLE ASSETS
- MANAGE BRAND CONTENT



Integrates with the platforms you use every day



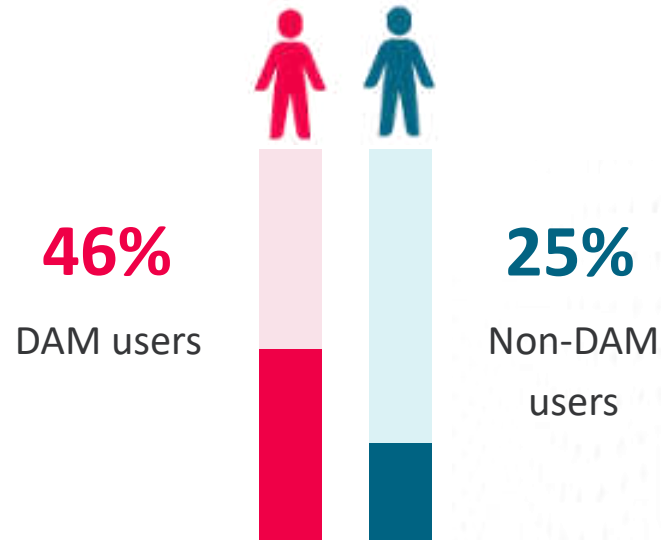
Streamline your workflow with out-of-the-box integrations and connectors that snap your DAM Platform into your existing tech ecosystem.

Teams with DAM platforms perform better

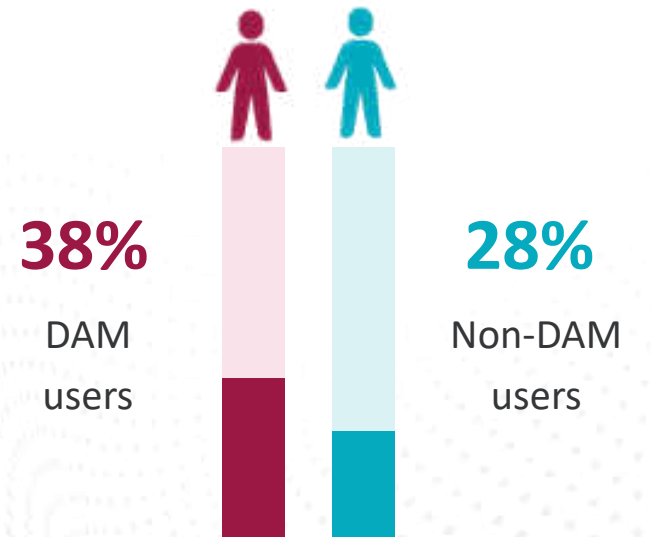


Nearly three quarters (72%) of DAM users saw an **increase in ROI** on content and creative production last year

DAM users have more confidence in their resources and technology



DAM users are more satisfied with how content is managed and distributed within their organisation



AI Supercharging the DAM

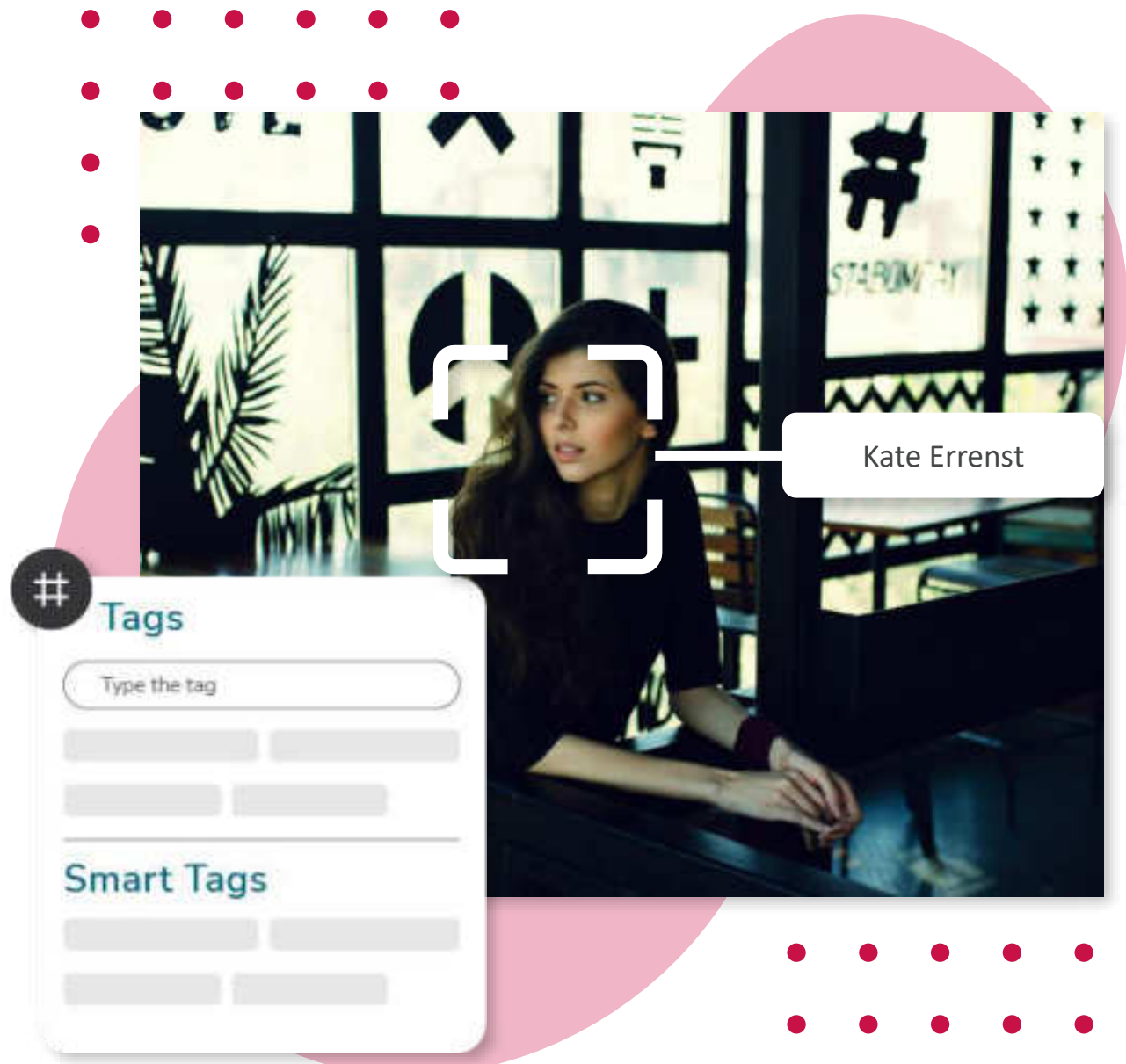


happy woman with dark hair against a pink background



Classic AI

- Smart tags
- Facial recognition

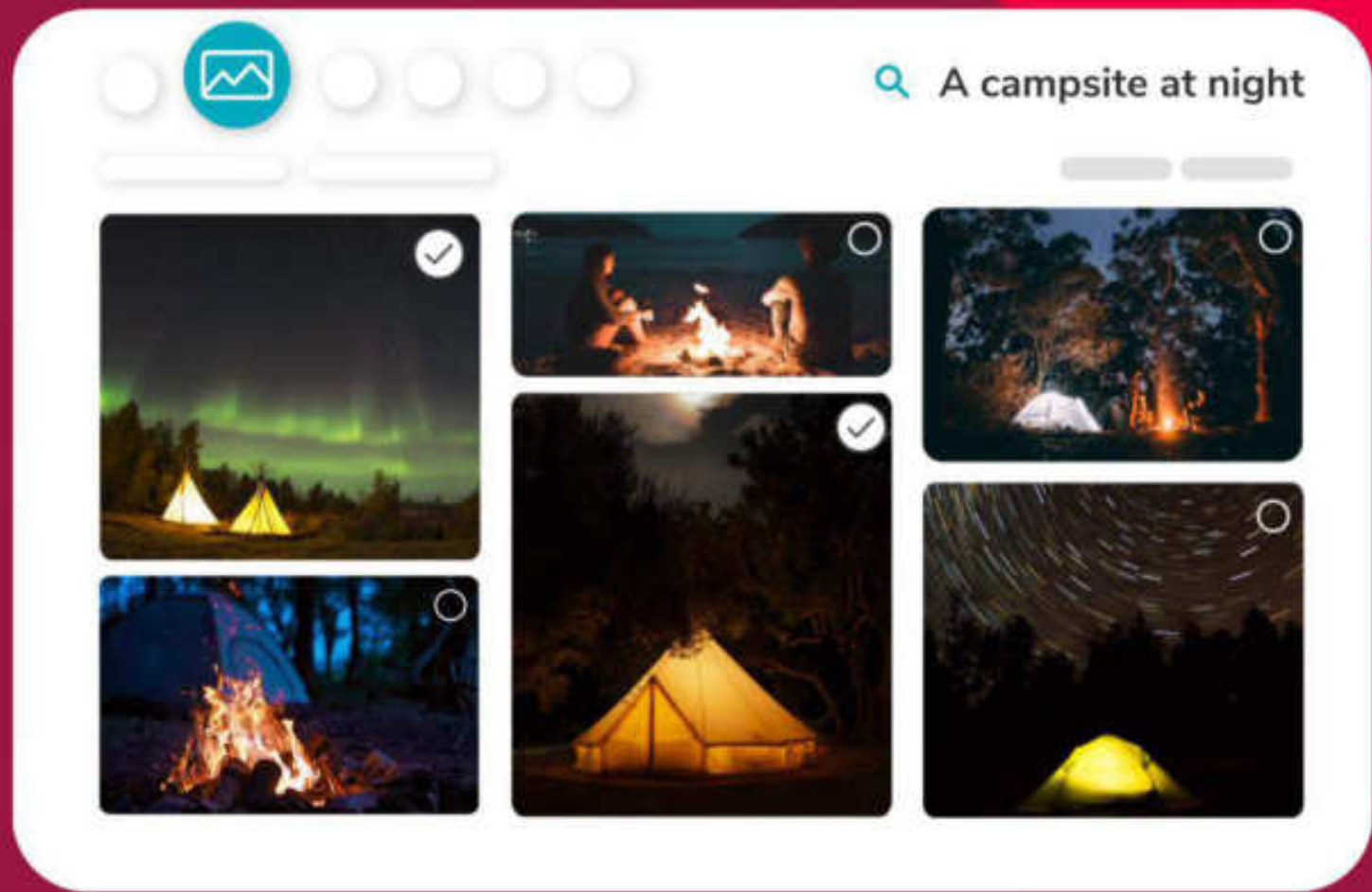


Q Woman with red top against a red background



Now:
Use AI to help you find
any image or video that
you need, instantly

 **Canto**^{AI}
VISUAL SEARCH



Enhancing Your Content Management with DAM + AI



AI Visual Search

Just describe what the image or video contains and powerful AI technology will instantly bring up everything in your content library that meet that criteria – all without relying solely on existing metadata.



Join 3,000 of the world's best brands at Canto

AMORE PACIFIC

“ We're now reusing more content and removing redundancies in our workflows. With everything managed centrally, our workflows have gotten a lot faster. We're now able to deliver content to global markets much more efficiently. ”

- Kyongsuk Lim, Team Lead, Digital Platform Innovation, Amorepacific



“ Canto helps a lot with deadlines. Having everything easily accessible and searchable increases our productivity. Now it's easier to find. I just type in a product and it's automatically there rather than searching through all the previous catalogs. ”

- Troy Schindler, Senior Graphic Designer, Ramsay Pharmacy



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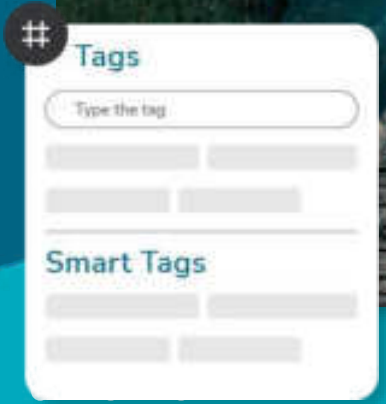
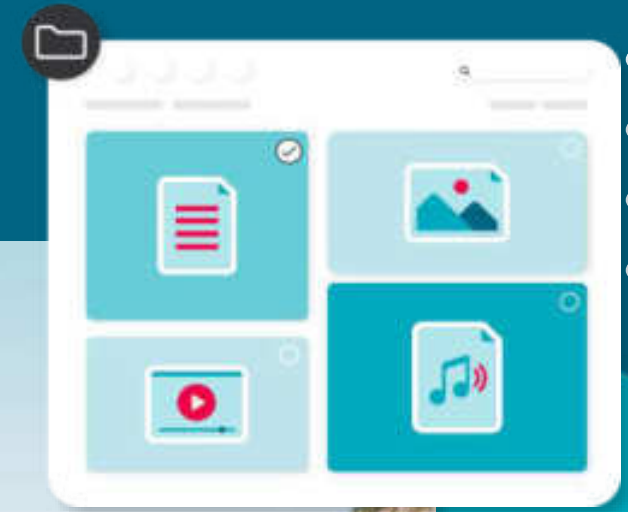
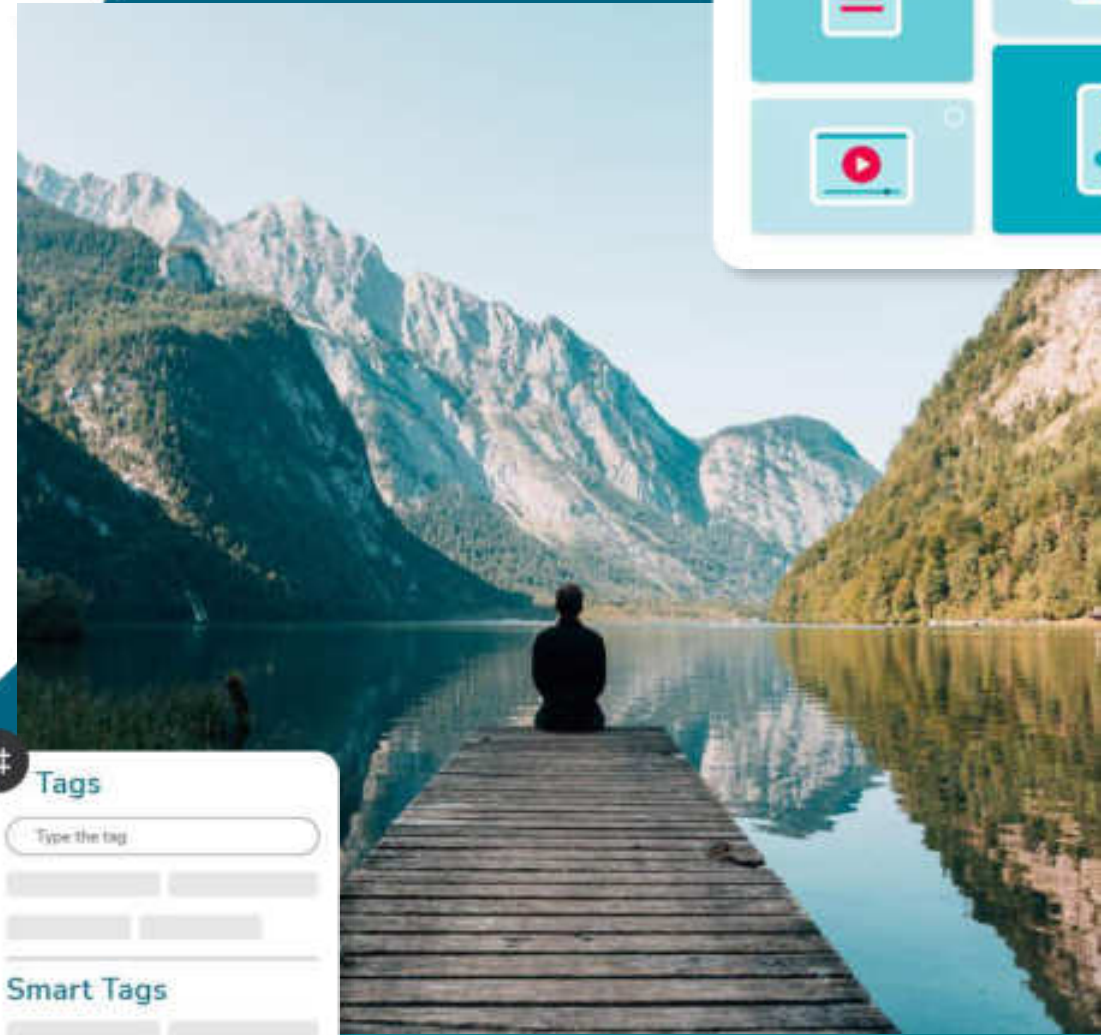
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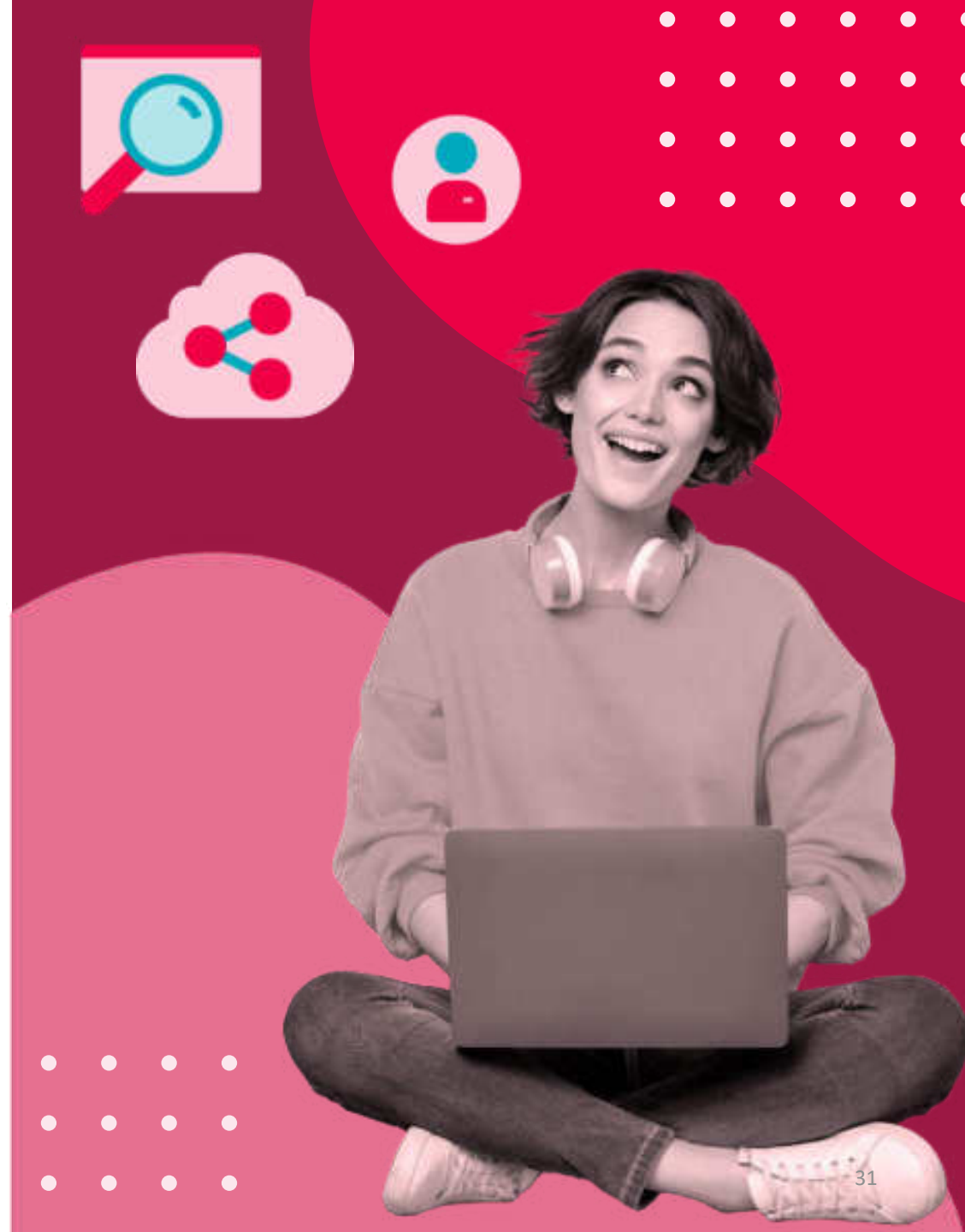
Continue the journey

Book a demo by following the link in the **Useful Resources** widget or email frumsey@canto.com to continue the discussion around how you can utilise Canto's leading digital asset management technology and AI innovations to improve your team's creative workflows, asset visibility and much more...



New research report!

Get the latest 'State of Digital Content 2024' report here!





Questions?



Thank you!

Visit the canto.com
for more information