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**MEDIA ALERT FOR IMMEDIATE RELEASE**

# Australian consumers expect brands to maximise the value exchange with generative AI

**SYDNEY, Australia — December 12, 2024** — New research from Adobe has found that while many brands are embracing generative AI to enhance customer experiences, they are still being outpaced by consumer expectations.

Adobe’s [State of AI-driven Customer Value](#) report surveyed Australian marketers and customers to understand how much value generative AI brings to brand interactions. While adoption of this emerging technology has been notable, with 44% of brands already using it, the research shows consumers want brands to speed up adoption. Four in five Australians expect brands to have adopted generative AI by the end of this year, while only 72% of marketers share that view.

## Consumer expectations for embedding generative AI into customer experience



However, while consumers are keen for brands to embrace generative AI technology to improve the customer experience, they still demand responsible implementation. Most consumers (92%) and marketers (93%) agree that transparency of usage and sources is the most important consideration when a brand implements AI. Privacy (67%) and clarity on how their data is used (59%) are also important to consumers.

Duncan Egan, Vice President of Digital Experience Marketing, Adobe Asia Pacific and Japan said people are right to be cautious about the potential risks of generative AI.

“With rising concerns around AI, Adobe has been careful to develop its generative AI technologies in a thoughtful and responsible way, including with Adobe Firefly, our family of creative generative AI models. Firm ethical principles have been integrated at every step of product development and we continuously test our generative AI features to reduce the potential for harm and bias. To promote transparency around wholly AI-generated content, Content Credentials are attached to Firefly outputs,” he said.

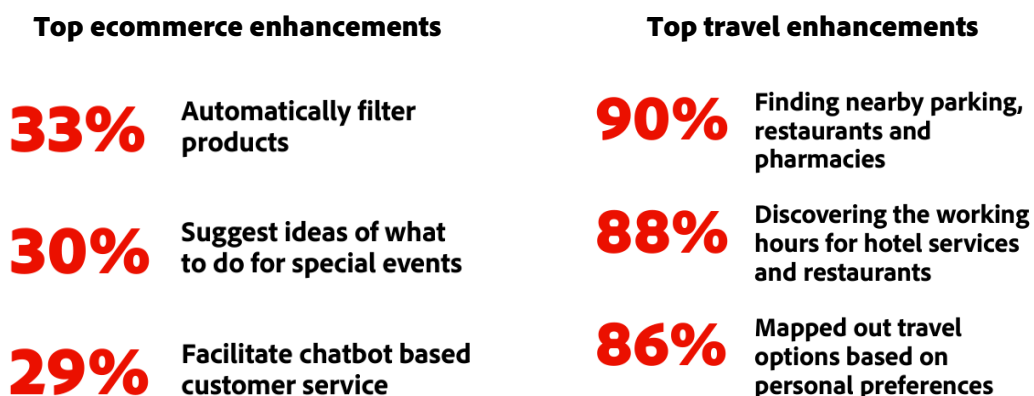
“We want to make it easy for brands to adopt generative AI to drive business value and consumer trust. This is why we’ve embedded generative AI directly into the workflows and tools that marketers and creatives use every day. We’ve also trained our models to create content designed to be safe for commercial use, and integrated tools that reviews this content for brand compliance.”

### Where consumers see untapped value for generative AI

Already more than half (55%) of Australian consumers said generative AI has improved their online shopping experience, and consumers want more, particularly in the areas of convenience, personalisation and customer support. Excitement is building for what future digital experiences could look like, especially for online shopping and travel.

For ecommerce, shoppers are most excited by generative AI’s ability to help automatically filter products, suggest ideas of what to do for special events, and facilitate chatbot-based service. Another feature on people’s wish list is being able to produce images of them wearing a product, with seven in ten saying this would likely boost their confidence when making a purchase.

Consumers are also excited about generative AI’s ability to simplify the process of planning and partaking in travel. For example, generating price comparisons for travel options is the most appealing use case, followed by finding nearby amenities, discovering hotel and restaurant working hours, and mapping out travel options based on their preferences.



### About the research

The [State of AI-driven Customer Value Australia](#) research was derived from an online survey of 400 marketers and 1,000 consumers conducted between February and May 2024.

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