

# three ai personas

three key marketer personas we are seeing in sea+india.

	the optimiser: do things better "ai frees my time to focus on what matters"	the accelerator: do better things "ai lets us turn action into insight faster"	the pioneer: create new things entirely "ai expands the boundaries of marketing"
<b>focus</b>	Efficiency & Productivity	Growth & Intelligence	Innovation & Transformation
<b>mindset</b>	"AI helps us do more with less."	"AI helps us make smarter, faster decisions."	"AI helps us reimagine what marketing can be."
<b>ai role</b>	Automate repetitive tasks and streamline workflows	Empower smarter targeting, insights and personalisation	Co-create and shape entirely new marketing frontiers
<b>human role</b>	Direct, review and refine automated outputs	Strategise, contextualise, and interpret insights	Lead vision, ethics, and create exploration
<b>example tasks</b>	<ul style="list-style-type: none"> <li>Automated campaign management</li> <li>AI copy variation</li> <li>Bid optimisation</li> </ul>	<ul style="list-style-type: none"> <li>Predictive analytics</li> <li>Creative Development &amp; Optimisation</li> <li>AI-enhanced media planning</li> </ul>	<ul style="list-style-type: none"> <li>Generative creative experiences</li> <li>AI-driven innovation labs</li> <li>Cultural trend prediction</li> </ul>
<b>key outcome</b>	Time savings, cost reduction, scalability	Incremental growth, agility, competitive edge	Category reinvention, thought leadership, creative breakthroughs