



2025 AI INSIGHTS REPORT

How growing AI sentiment is building brand trust and sparking creativity

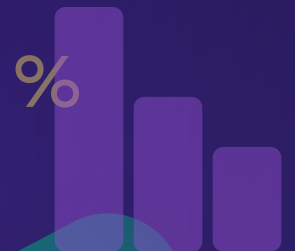


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Introduction

Video has become a cornerstone of how people connect, learn, and make decisions, fundamentally reshaping content consumption and business communication.

In 2023, more than **three billion people** watched, streamed, or downloaded video content—a staggering number that highlights its dominance in today's digital landscape. For businesses, video has become indispensable, with **86%** using it as a core marketing tool. And it's not just companies seeing the value. **90% of consumers** say video helps them make buying decisions.

This momentum only accelerated in 2024, fueled by the rapid adoption of AI-generated videos. Companies turned to this cutting-edge technology to unlock new creative possibilities, connect with audiences more dynamically, and streamline production processes. Yet, in this new frontier, one challenge looms large: the balance between innovation and authenticity. As businesses adopt AI, balancing creativity with authenticity is essential to ensure that AI implementation aligns with consumer values and preferences.

To understand the sentiment around AI video content, we surveyed 2,385 global consumers across various industries and roles, from marketing and product to small businesses and enterprises. The findings revealed key insights into how audiences perceive AI-generated video content, its impact on brand trust and creativity, and preferences for its use and disclosure, offering actionable insights for brands navigating the evolving video landscape. One thing is clear—AI video generation is the new creative frontier.

01 Comfort with AI is increasing

There is a growing acceptance and comfortability with AI-generated videos and avatars in brand content, highlighting the potential for broader adoption in content creation. These findings show that over half of respondents are “Very Comfortable” with brands leveraging AI-generated videos and avatars for engaging and innovative brand communications. However, neutral attitudes among some respondents highlight the need for brands to educate and advocate for the benefits of AI-driven media to unlock significant opportunities.

90.9%

don't have a problem with brands using AI-generated videos in marketing content

90.4%

don't have a problem with brands using AI-generated avatars in videos

69.8%

were likely to watch an AI-generated video

What words or phrases come to mind when you think of AI-generated videos?

A word cloud of terms associated with AI-generated videos. The words are arranged in a cluster, with 'Powerful' being the largest and most central word. Other prominent words include 'Innovative', 'Efficiency', 'Quality', 'Intelligence', 'Agility', 'Evolving', 'Futuristic', 'Professional', 'Amazing', 'Modern', 'Convenient', and 'Productivity'. The words are in various colors including purple, blue, green, and orange.

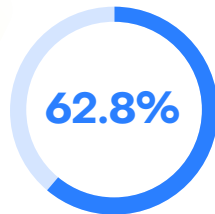
Powerful
Innovative
Efficiency
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02 Enhance brand authenticity

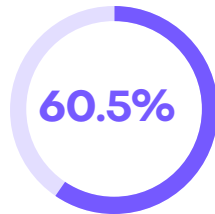
Audience perception toward brands using AI-generated videos is shifting positively, with many viewing these efforts as forward-thinking and innovative, creating a strong alignment between innovation and brand image. Consumers increasingly associate AI-driven content with modernity and creativity, enhancing a brand's authenticity and storytelling when executed effectively. This positions AI-generated videos as a powerful tool for engagement and differentiation in competitive markets.



of respondents said using AI wouldn't impact their perception of a brand



believe AI-generated videos enhance a brand's creativity and authenticity



have a positive perception of brands that use AI-generated videos

In what ways does it enhance or detract from a brand's authenticity?

“

AI-generated videos can enhance brand authenticity by ensuring consistent, personalized, and innovative content delivery.

“

It allows a smaller company to dream and achieve a marketing outlook that is cost effective.

“

You have to move with the times. Brands need to start to work with AI, otherwise they will be left behind.

03 Build trust and transparency

Transparency is a critical factor in building consumer trust, with respondents expressing greater confidence in brands that disclose their use of AI in video content. This emphasis on openness highlights the importance of proactive communication, as many consider disclosure important in fostering authentic brand-consumer relationships. By openly sharing their AI practices, brands not only align with audience expectations but also strengthen trust and credibility, paving the way for more meaningful engagement and loyalty.

75.6%

believe it's important for brands to disclose the use of AI in video content

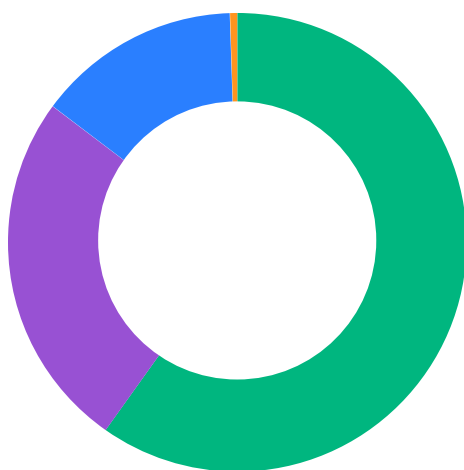
62%

trust brands more that disclose the use of AI in their video content

54.1%

stated that consistent use of high-quality AI video content increases brand trust

Respondents want brands to indicate a video is AI-generated through:



59.4% Icon/label

25.5% A note in the description

13.7% Social media tags

1.4% Other

04 Add a human touch to AI

This survey underscores the need for transparent communication about AI usage to maintain trust, authenticity, and align with audience expectations. To address these concerns, respondents emphasized the importance of human involvement in video creation. Combining AI technology with human creativity can not only alleviate authenticity worries but also enhance clarity and the overall quality and resonance of the content, offering a balanced approach to innovation and relatability.

85.5%

felt positive knowing an AI video was assisted by humans

61.1%

would have a positive perception if their favorite brand used AI-generated videos

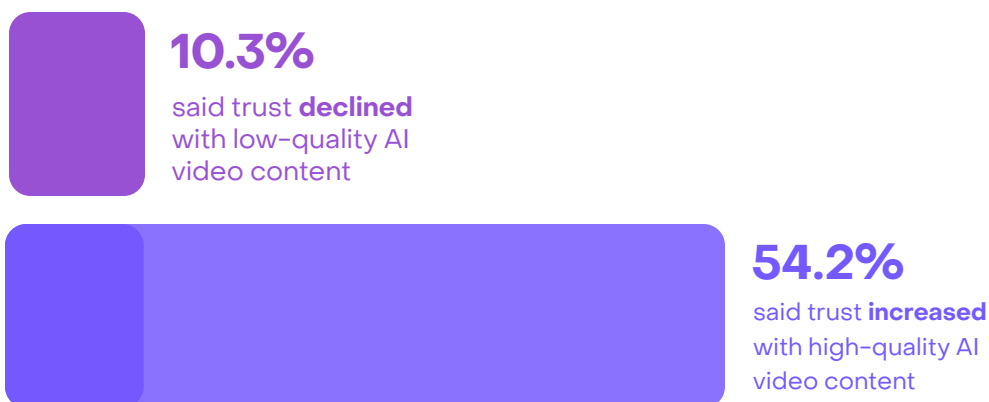
47.6%

emphasized the importance of human involvement in video creation

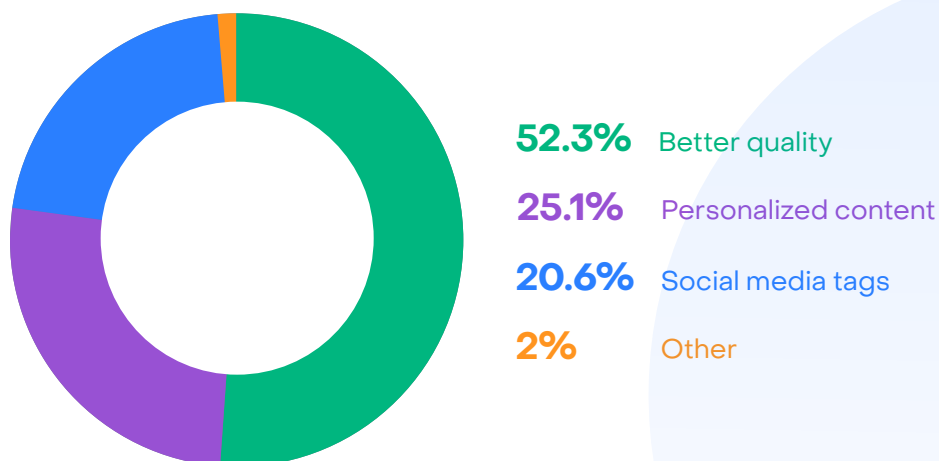


05 Create high-quality content

High-quality AI video content significantly influences consumer trust, with participants indicating increased confidence in brands that deliver well-executed AI avatars and videos. This underscores the importance of maintaining high production standards to meet audience expectations. Conversely, trust declined when the quality was lacking, highlighting the potential risks of low-quality execution. Ensuring excellence in AI-driven content is essential for fostering trust, credibility, and positive audience engagement.

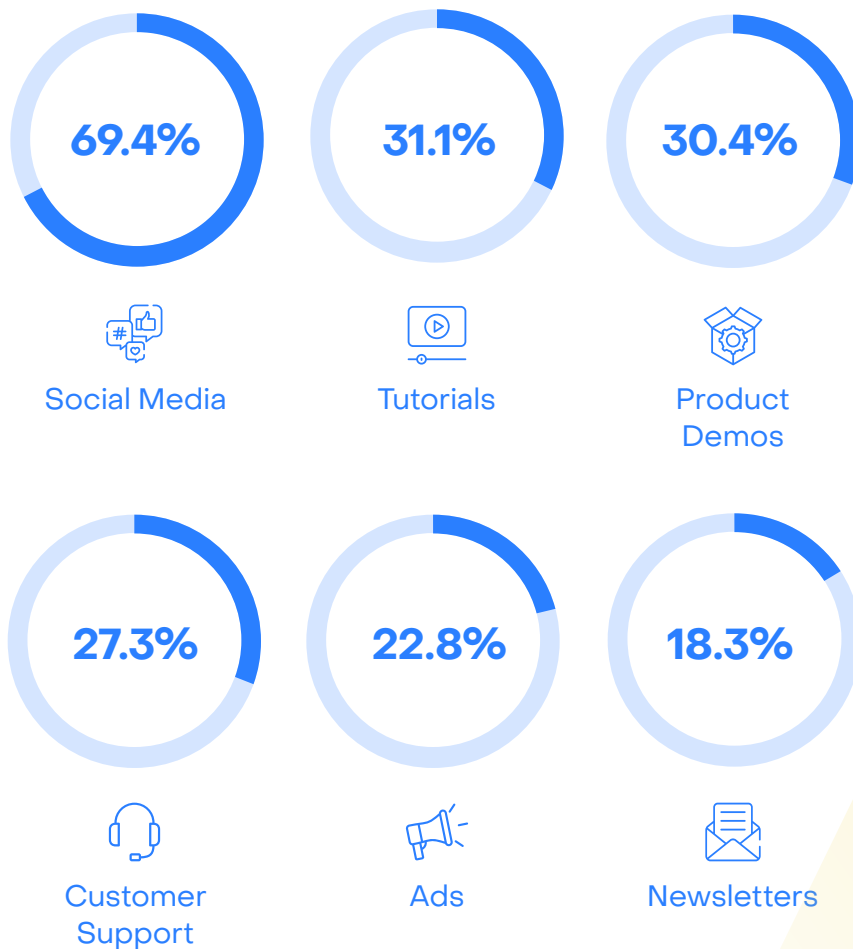


The top drivers for engaging with video content are:



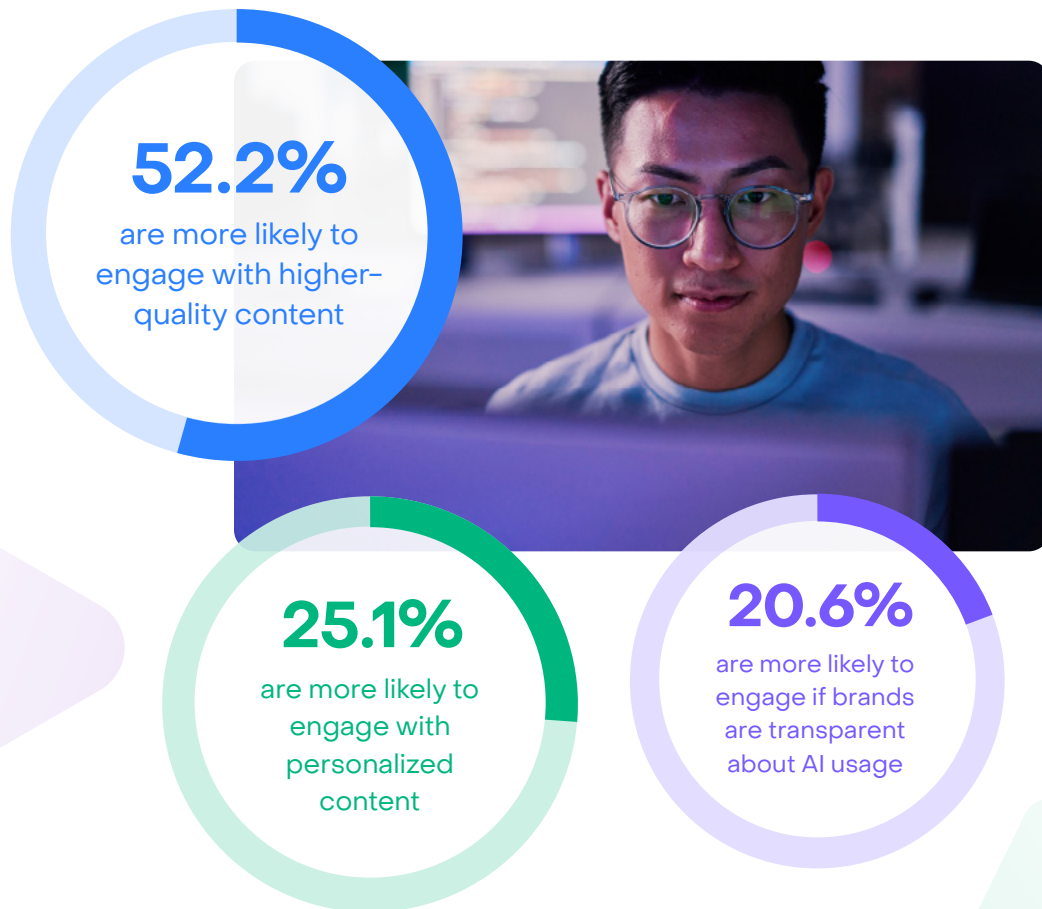
06 Meet users where they are

Social Media is the most comfortable context for AI-generated videos, with respondents favoring its use on fast-paced, visually-driven platforms. This preference underscores the alignment between AI-generated content and the dynamic nature of social media. Tutorials and Product Demos were also identified as favored scenarios, showcasing the versatility of AI videos in delivering educational and promotional content that resonates with diverse audience needs and expectations. Respondents were most comfortable seeing AI-generated video content for:



07 Prioritize engagement factors

Engagement with AI-generated videos is driven by key factors, with respondents prioritizing better quality, personalized content, and transparency. These findings highlight the need for brands to align their AI-driven content with audience expectations, ensuring high production standards, tailored messaging, and open communication about AI usage. Addressing these preferences can enhance audience trust and maximize the impact of AI-generated video marketing.



08 Recommendations for using AI video

Engagement with AI-generated videos is driven by key factors, with respondents prioritizing better quality, personalized content, and transparency. These findings highlight the need for brands to align their AI-driven content with audience expectations, ensuring high production standards, tailored messaging, and open communication about AI usage. Addressing these preferences can enhance audience trust and maximize the impact of AI-generated video marketing.

- ▶▶ **Prioritize transparency:** Clearly label AI-generated content, using methods such as icons or labels within the video (preferred by 59.5%). Transparency fosters trust and sets clear expectations for viewers.
- ▶▶ **Focus on quality:** High-quality production values are crucial, as they were the top factor influencing engagement (52.2%). Investing in the most lifelike AI tools possible ensures results.
- ▶▶ **Blend AI and human creativity:** Highlight human input in AI workflows to boost trust and acceptance. Of respondents, 62.8% believe AI enhances a brand's creativity and authenticity. Combining human ingenuity with AI efficiency can address authenticity concerns and enhance creativity.
- ▶▶ **Tailor content for popular contexts:** Leverage AI for Social Media (69.4%), Tutorials (31.1%), Product Demos (30.4%), Customer Support (27.3%), and Ads (22.9%), which resonate most with audiences. Aligning content formats with audience preferences can maximize impact.
- ▶▶ **Emphasize human-AI collaboration:** It's "Very Important" to 47.6% of respondents to create messaging that underscores human involvement in AI video creation, which can alleviate concerns about authenticity and foster a more positive perception (85.5% said yes).

CONCLUSION

The future of AI video

Looking ahead, AI's role in video will continue to expand. Advances in machine learning and natural language processing are expected to enable even more sophisticated content creation tools. Brands that stay ahead of these developments will be well-positioned to capitalize on emerging trends.

As the survey reveals, audiences are open to AI-generated videos but demand authenticity, quality, and transparency. By addressing these priorities, brands can not only meet current expectations but also shape the future of digital storytelling. This report provides a roadmap to leverage AI video technology effectively and ensure long-term success in a rapidly changing landscape.

