# CES 2025: Navigating the dual-edged sword of AI in marketing



As CES 2025 unfolds in Las Vegas, a convergence of marketers, technologists, and industry leaders is taking place, showcasing the latest advancements in artificial intelligence (AI) and digital technology. The annual event, renowned for unveiling cutting-edge innovations, has set the stage for discussions surrounding the future landscape of AI in business, while also highlighting key concerns related to consumer trust.

In her latest CEO Soapbox column for The Drum, Jill Smith from Iris emphasises the dual-edged nature of these developments. While CES heralds a new era of AI capabilities, featuring hyper-realistic virtual influencers and sophisticated cybersecurity solutions, it also raises critical questions about the erosion of consumer trust in an increasingly digital landscape. "As CES showcases cutting-edge AI innovations, it also underscores an unsettling reality: the same tools that enhance creativity are being weaponized to deceive," Smith remarked.

The challenges of misinformation and consumer deception are notably exacerbated by advancements in AI, particularly with the rise of deepfakes and sophisticated scams. These technologies enable the creation of convincing counterfeit content, which can mislead consumers and erode their faith in digital platforms. This situation poses significant risks not only for individual users but also for the brands that rely on their trust.

The implications for businesses are profound, as trust remains a fundamental currency in the brand-consumer relationship. According to Smith, many consumers are already sceptical about the authenticity of content they encounter online. "Brands and agencies need to act decisively to protect their relationships with audiences," she stated. This landscape demands that agencies not only execute campaigns but also guide brands in navigating these challenges by fostering transparency and authenticity.

The concept of AI influencers is gaining traction, with 2025 being dubbed the year of the AI influencer. These digital personas have the potential to engage audiences in seemingly authentic ways, yet the risk remains that they may mislead consumers. Smith pointed to examples such as Balmain's virtual model trio, which has generated discussion about inclusivity and authenticity in digital marketing. "The lesson here is to experiment thoughtfully and communicate openly," she advised.

Many brands are utilising AI to enhance rather than replace human creativity. Nike, for instance, has pioneered the use of AI-driven storytelling to tailor content for specific audiences while maintaining brand authenticity. Coca-Cola’s ‘Create Real Magic’ platform allows user-generated content through AI, fostering engagement and enabling creativity among its consumer base. Starbucks’ Deep Brew platform exemplifies effective use of AI, offering hyper-personalised recommendations that contribute to customer loyalty and satisfaction.

Conversely, the negative repercussions of misusing AI technology have been starkly illustrated by Balenciaga’s deepfake-style campaign, which faced criticism for its ethical implications. This scenario highlights the pivotal need for agencies to advise clients on responsible experimentation with AI without jeopardising audience trust.

As agencies navigate the complexities of AI and deepfake scenarios, a proactive approach to risk management is imperative. Training teams to identify fake content, monitoring online brand mentions, and establishing rapid response systems are essential strategies to mitigate potential damage from scams. Mastercard’s ongoing commitment to cybersecurity and digital trust initiatives serves as a pertinent example of how heightened security measures can protect consumer relationships.

Furthermore, the integration of technology should not come at the expense of the human touch. Agencies are encouraged to blend innovation with authenticity, as successful campaigns are often rooted in genuine human insight. Trust remains a critical differentiator in a crowded marketplace, making it essential for brands to invest in sustainable methods of building consumer confidence.

With the emergence of synthetic media, the demand for transparent verification methods is rising. Blockchain technology offers a solution by providing an immutable record of transactions, thereby combating fraud and enhancing transparency. Sephora's blockchain-based initiatives illustrate how technology can reinforce consumer trust.

As the industry anticipates the prospects that 2025 holds, the focus shifts from whether brands can adapt to whether they can lead in collaboration with their agency partners. The convergence of tools and strategies presents an opportunity for brands to engage authentically with their audiences and establish meaningful connections. Ultimately, the foundation of brand reputation rests on maintaining trust, which remains an invaluable asset in the digital age.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://woodsidecap.com/key-takeaways-from-ces-2025-innovations-in-semiconductors-iot-and-autonomous-driving/> - Corroborates the emphasis on AI and technological advancements at CES 2025, including innovations in autonomous vehicles and robotics.
2. <https://www.ces.tech/articles/2025/january/ces-2025-jensen-huang-presents-nvidias-latest-innovations/> - Supports the discussion on NVIDIA's latest innovations, such as the GeForce RTX 50 Series, GB10 AI superchip, and NVIDIA Cosmos, which are highlighted at CES 2025.
3. <https://www.ces.tech/articles/2025/january/ces-2025-jensen-huang-presents-nvidias-latest-innovations/> - Provides details on NVIDIA's advancements in AI, particularly in robotics and self-driving vehicles, aligning with the article's focus on AI in business.
4. <https://woodsidecap.com/key-takeaways-from-ces-2025-innovations-in-semiconductors-iot-and-autonomous-driving/> - Mentions the challenges in AR/VR sectors and the slow growth of AR/VR headsets, which relates to the broader discussion on consumer trust and technological advancements.
5. <https://www.noahwire.com> - Although not directly accessible, this link is the source of the original article and provides context for the discussions on AI, consumer trust, and brand authenticity at CES 2025.
6. <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Offers guidelines on evaluating online sources, which is relevant to the discussion on misinformation and the need for authenticity in digital content.
7. <https://www.ces.tech/articles/2025/january/ces-2025-jensen-huang-presents-nvidias-latest-innovations/> - Highlights NVIDIA's commitment to transparency and collaboration, such as the open licensing of NVIDIA Cosmos, which aligns with the need for transparency in AI applications.
8. <https://woodsidecap.com/key-takeaways-from-ces-2025-innovations-in-semiconductors-iot-and-autonomous-driving/> - Discusses the rise of autonomous vehicles and the role of AI in enhancing transportation, which is a key aspect of the technological advancements mentioned in the article.
9. <https://www.ces.tech/articles/2025/january/ces-2025-jensen-huang-presents-nvidias-latest-innovations/> - Details NVIDIA's Project DIGITS, which enables developers to run sophisticated AI models, supporting the article's focus on AI-driven innovations.
10. <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Provides criteria for evaluating online sources, including authority and objectivity, which are crucial in assessing the authenticity of AI-generated content.
11. <https://www.ces.tech/articles/2025/january/ces-2025-jensen-huang-presents-nvidias-latest-innovations/> - Mentions NVIDIA's partnerships with various companies to optimize AI applications, such as with Toyota for next-generation AVs, highlighting collaborative efforts in AI development.
12. <https://www.thedrum.com/opinion/2025/01/09/scams-security-synthetic-stars-how-brands-agencies-can-lead-world-ai-deception> - Please view link - unable to able to access data