



# UNLEASHING THE FULL POTENTIAL OF GENERATIVE AI IN MARKETING

Protaigé Market Analysis | July 2023



# The CMO's Superpower

## Introduction

Just imagine: It's 2028 and you're sitting in your office, looking at a marketing strategy that's been curated by an AI system. Like it or not, generative AI is a part of the corporate scenery, and despite growing pains with brand safety, copyright, and data security, it's revolutionising the way we market products. Despite its nascent stage, adoption rates are promising, with an estimated market value of \$107.54 billion by 2028 in marketing alone.

Why are companies pushing ahead? Because the return on investment, coupled with the potential to greatly improve productivity, is turning heads and shaking up boardrooms across the globe.

**"For CMOs,  
the benefits of  
generative artificial  
intelligence...  
will outweigh the  
brand risks."<sup>1</sup>**

*"Ready for Launch: How Gen AI Is Already  
Transforming Marketing" Bain & Co, 2023*

# Market Opportunity

## Market Size

In 2020, the value of artificial intelligence in marketing was a mere sapling with a value of \$27.37 billion. Fast forward to 2023, and that tree has bloomed with nearly 600 startups raising \$66.2 billion in funding.

NFX's Generative Tech Open Source Market Map shows nearly 600 startups have raised \$66.2 billion across all categories of generative AI products. Within this, 143 AI text generation startups account for \$29.1 billion in funding.<sup>2</sup>

## Embracing Change: The Corporate Shift

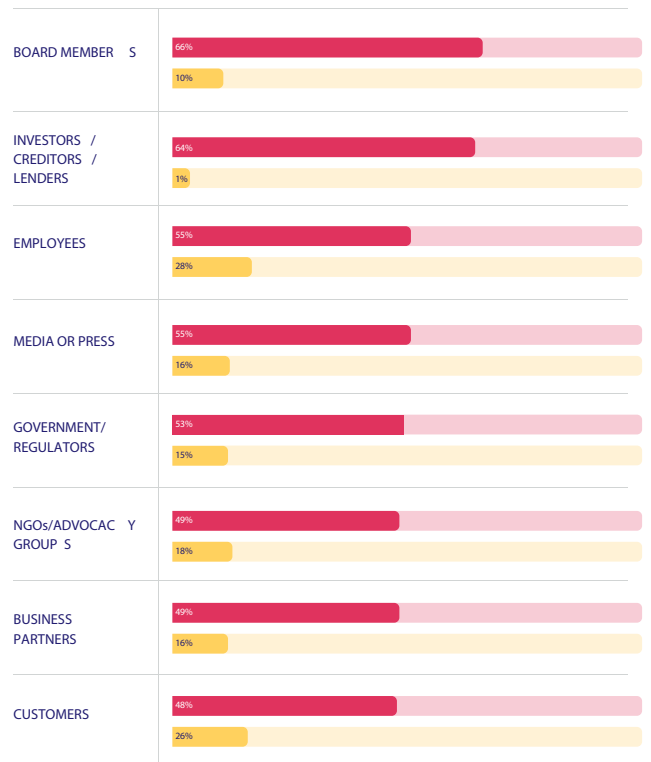
This isn't happening in the quiet corner of a boardroom. It's loud, it's clear, and in plain sight.

Around 92% of UK brand marketers are seeing their leaders not just supporting, but advocating for AI investment. In the USA, an IBM survey reveals two-thirds of CEOs are feeling the heat from investors to up their AI game.<sup>3</sup>

As a result, investment is expected to grow fourfold between 2023 and 2025.<sup>4</sup>



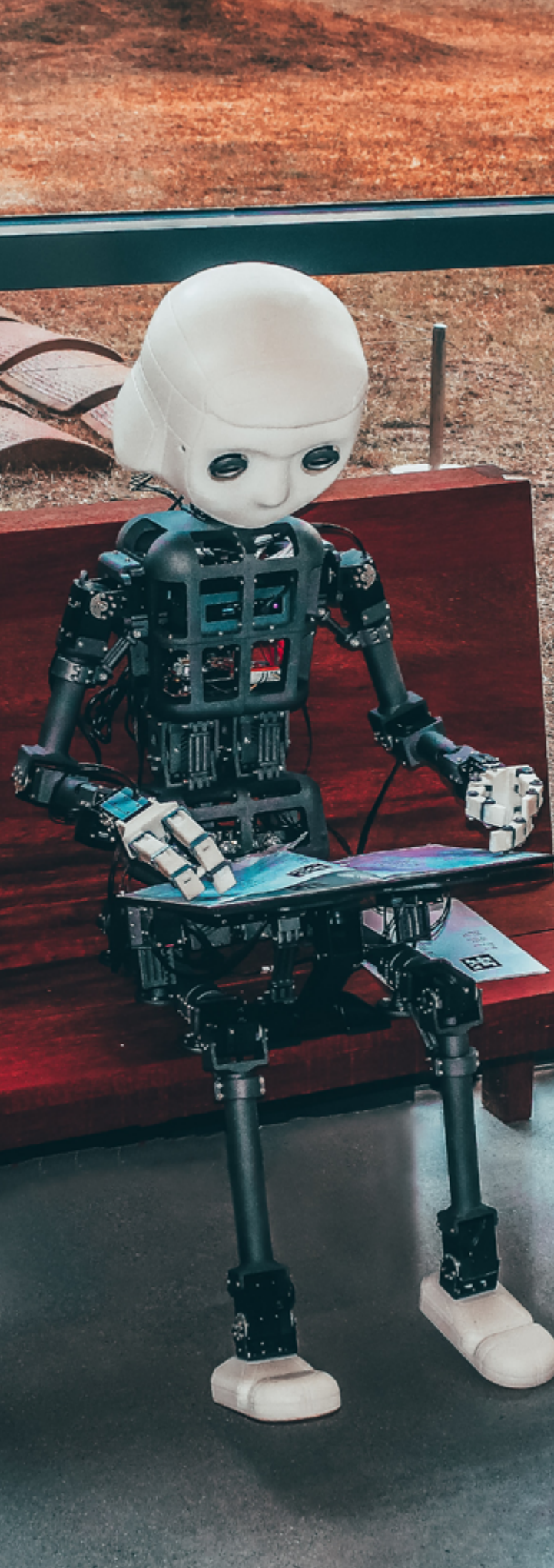
TO WHAT EXTENT ARE THE FOLLOWING STAKEHOLDER GROUPS APPLYING PRESSURE TO SLOW OR ACCELERATE ADOPTION OF GENERATIVE AI?



Note: Respondents were not asked to indicate the direction of pressure if they identified a stakeholder group as applying

Pressure to accelerate      Pressure to slow





# AI: The New Kid on the Block

As we leap into the age of AI, experts anticipate a staggering 90% of online content may be synthetically generated by 2026.<sup>5</sup>

**Gartner predicts that by 2025, 30% of outbound marketing messages from large organisations will be generated synthetically.<sup>6</sup>**

This forecast is a significant leap from 2021 when generative AI contributed to less than 1% of all data produced. In marketing and advertising, AI is not a buzzword; it's the secret sauce that is shaping the future.<sup>7</sup>

According to a survey conducted in January 2023 on AI adoption in the workplace in the United States, the following industries ranked as the top adopters:

- **Marketing/advertising** 37%
- **Technology** 35%
- **Consulting** 30%
- **Teaching** 19%
- **Accounting** 16%
- **Healthcare<sup>8</sup>** 15%

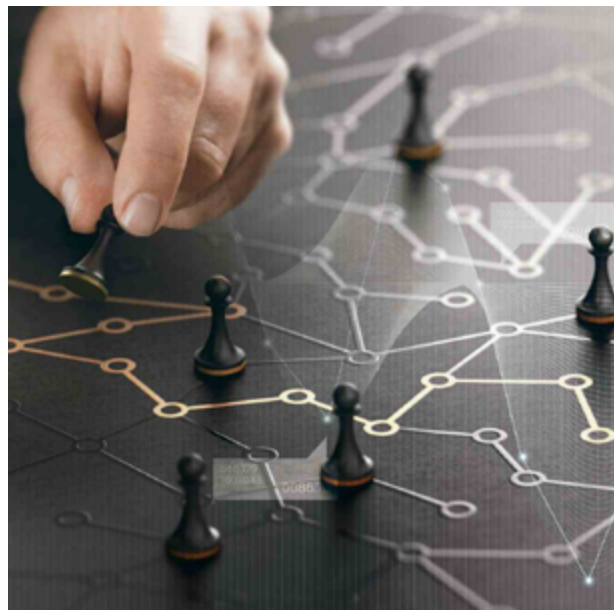
Bain's survey of 600 companies about their exploration of generative AI found that among the top use cases, 39% were using the technology for marketing content generation and localisation.<sup>9</sup>

# Usage in B2B and B2C

**B2B leads the way in using generative AI, with 78% adoption compared to 65% of B2C companies.**

Generative AI is most prevalent in B2B companies, boasting an adoption rate of 78%, as compared to the 65% adoption within B2C companies. Both sectors frequently apply generative AI in brainstorming sessions, first drafts, and outlines. More specifically<sup>10</sup>:

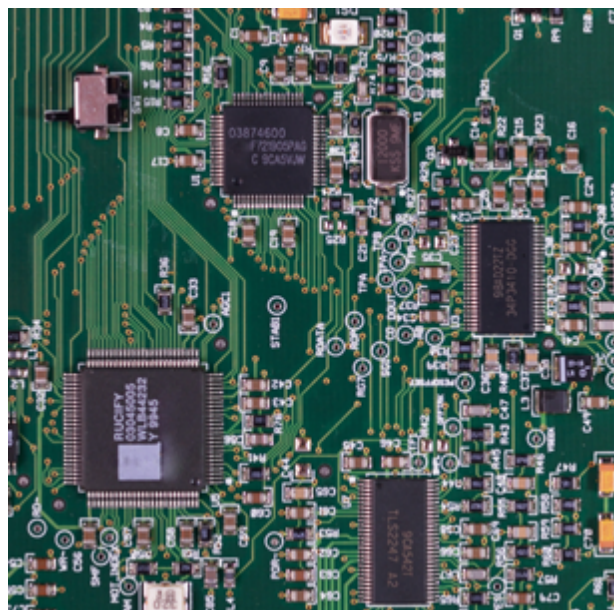
- **Email Copy** 44%
- **Social Media Copy** 42%
- **Social Media Images** 39%
- **Chatbots for Customers** 37%
- **Website Images** 36%
- **SEO Content** 35%
- **Blog Posts** 33%
- **Marketing/Sales Collateral** 33%



The most commonly used tools are:

- **ChatGPT** 55%
- **Copy.ai** 42%
- **Jasper.ai** 36%
- **Peppertype.ai** 29%
- **Lensa** 28%
- **DALL-E** 25%
- **Midjourney** 24%

These AI tools have the potential to revolutionise content creation and streamline tasks such as setting up campaign workflows, testing creative elements, and customising content, which have traditionally been less favoured by marketers.

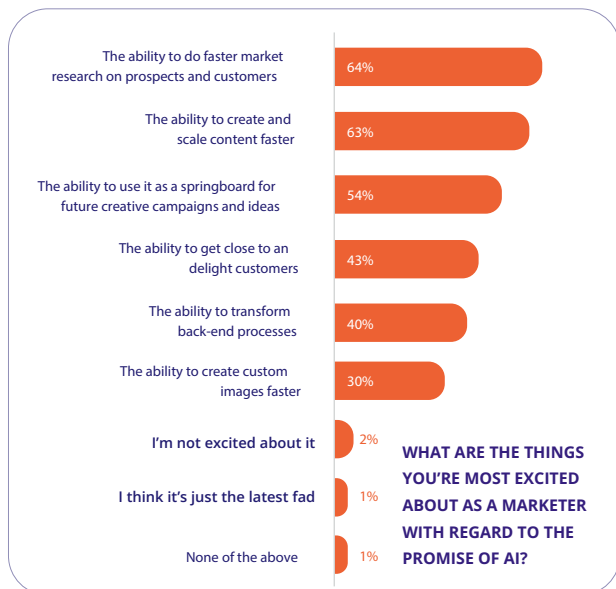


# The AI Advantage: Maximising ROI

**Of the companies that use GenAI, 66% have received a positive ROI, with 43% experiencing a 2x ROI and 22% achieving a 3x ROI. Moreover, half of the respondents indicated that cost efficiencies improved over time.**

Every investment demands a return, and generative AI isn't just promising a return, it's delivering it. The gains are palpable: performance increases, creative variety, cost efficiencies, and faster creative cycles.

UK brand marketers display a strong enthusiasm for AI applications, especially for content creation at scale and bolstering creative campaigns.



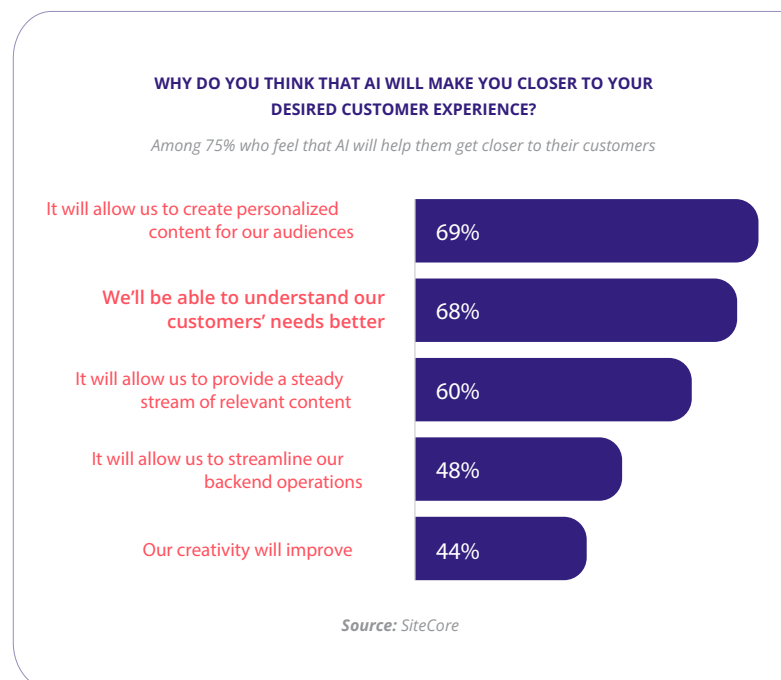
The most common deployment goals among these marketers include:

- Improve internal efficiencies 21%
- Improve loyalty 18%
- Drive more revenue 14%
- Content development 13%
- New customer expectations 13%
- Increase brand visibility 11%
- Internal system readiness 11%

The tasks/needs that UK respondents believe will most benefit from AI's assistance are:

- Customer service 27%
- Coding 17%
- Content Creation 14%
- Market research 14%
- Copywriting 14%
- Graphic design 10%
- Delivery 3%
- Other 1%

When it comes to customer experience, respondents believe that it will be driven by generative AI's ability to personalise content, understand customers more, and create a steady stream of relevant content<sup>11</sup>:







## Marketing Use Cases at the Forefront of Generative AI

Bain identifies the following marketing use cases at the forefront of generative AI deployment:



### IDEATION AND PLANNING

- Creative planning
- Workflow standardisation
- Efficient allocation of media spend across channels
- Integration of unstructured data into insights
- Sentiment prediction
- Automated asset repository



### CREATIVE AND PRODUCTION

- Creative production
- Localisation, translation, and dubbing
- Influencer marketing
- Automation of compliance with brand guidelines



### EXECUTION

- Personalisation at scale
- Generative AI-powered digital marketing
- Dynamic digital experiences
- Social media listening and response generation
- User-generated content
- Drafting of internal and external communications

### MEASUREMENT AND OPERATIONS

- Increased content for campaign testing
- Automated media reporting
- Operations improvements<sup>12</sup>

# CMO Sentiment

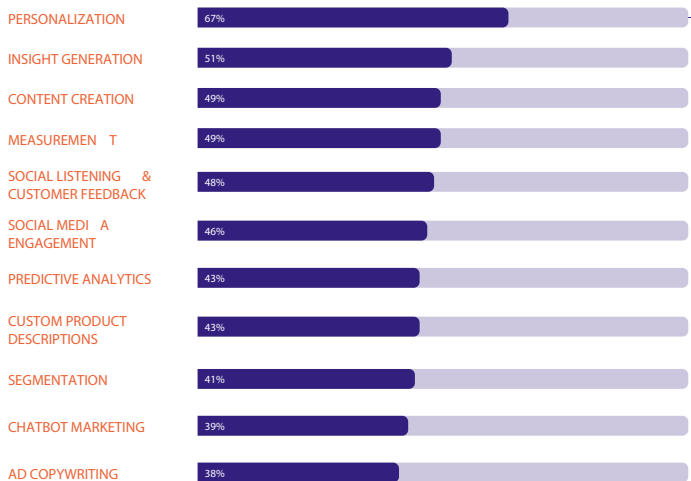
A Boston Consulting Group (BCG) study reveals that 70% of CMOs are already harnessing the power of generative AI, while 19% are in the testing phase. Their primary areas of exploration include personalisation (67%), content creation (49%), and market segmentation (41%).

These CMOs report notable improvements in work organisation (93%) and efficiency (91%) due to generative AI usage, affirming its potential to expedite operational tasks, with less risk, enhance work quality, and foster innovation.

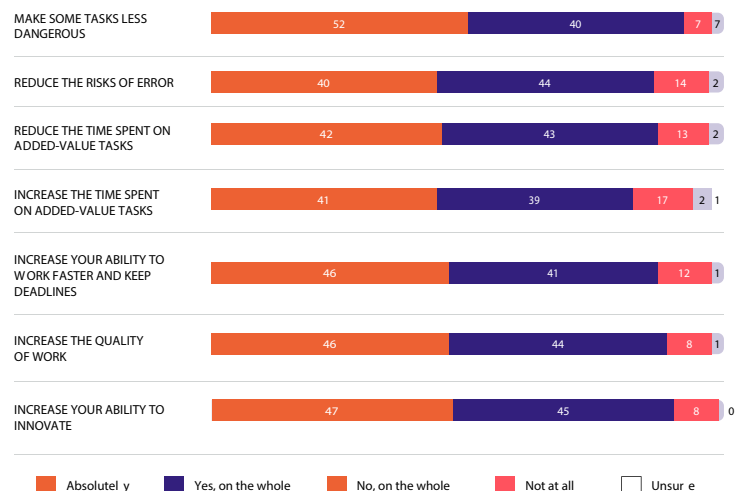
Looking to the future, Gartner predicts significant changes for CMOs regarding generative AI tools like ChatGPT. The current emphasis on production activities will shift towards the testing

WHERE YOU WORK, WHAT IS THE PRESENT SITUATION REGARDING TOOLS AND APPLICATIONS USING GENERATIVE AI?

Response	Some already in use	Currently in testing	To be tested within 2 years	No plans to test
Respondents	70%	19%	8%	3%



DO YOU THINK THAT, WHERE YOU WORK NOW, THE DEVELOPMENT OF GENERATIVE AI IN MARKETING AND ITS APPLICATION WILL HELP TO...?

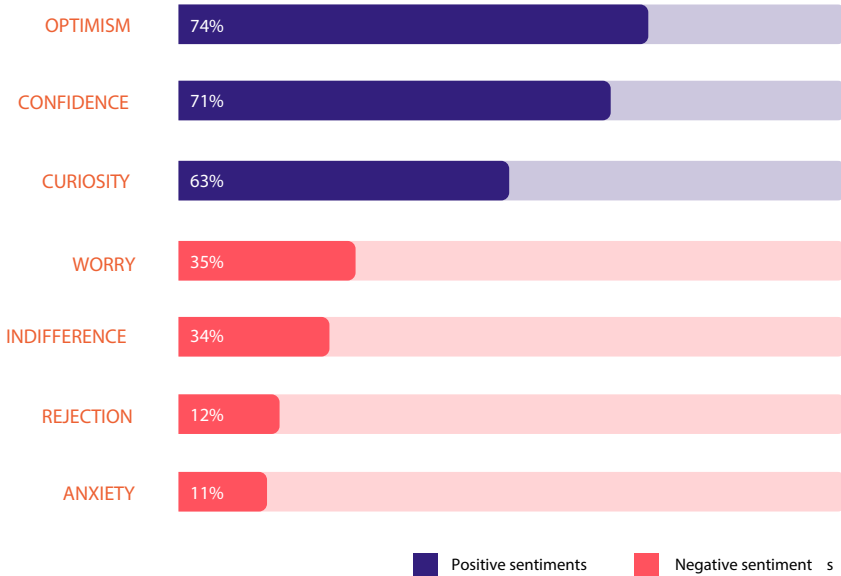




Agency budgets for content production are expected to drop significantly, and operational staff will transition from production to more strategic activities.<sup>13</sup>

With this rapidly evolving landscape, there's a wave of optimism and confidence among CMOs regarding the future impact of generative AI. This positivity is ubiquitous, with at least 70% of CMOs expressing optimism and confidence about GenAI<sup>14</sup>. Similarly, over 63% of marketing leaders are using AI to support autonomous campaign creation, execution, and optimisation.<sup>15</sup>

SURVEY: WHAT ARE YOUR MAIN FEELINGS WHEN YOU THINK OF THE CONSEQUENCES GENERATIVE AI WILL HAVE ON YOUR WORK OVER THE NEXT FEW YEARS?

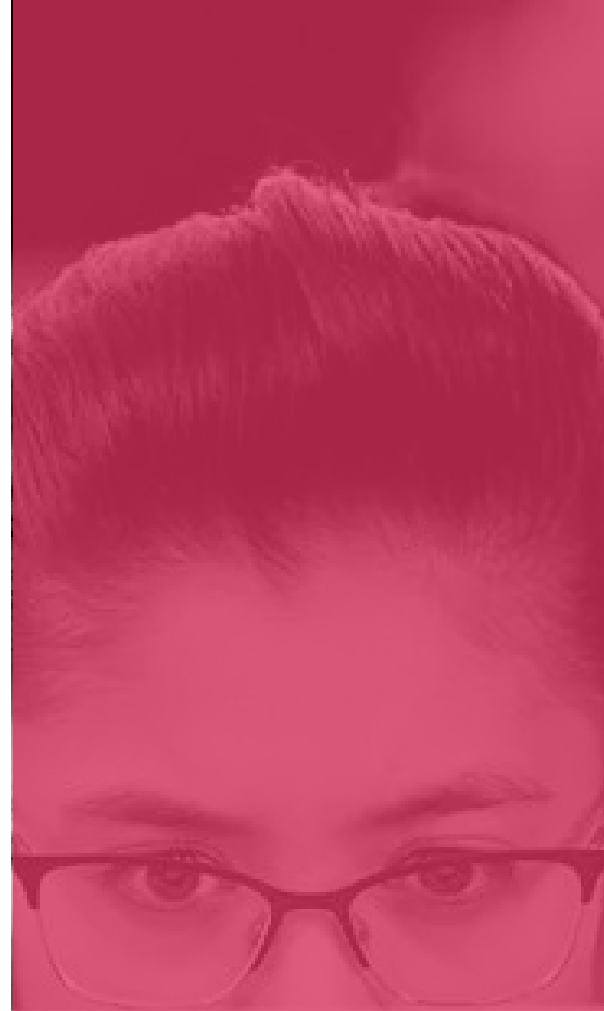


Source: BCG Generative AI Survey, April 2023 (n = 211)

Note: Chart reflects the percentage of times the answer choice was selected among the top 3.

**“In 12 months, call it next year this time, I think every company, every marketing team, every sales team, this generative and predictive AI is going to be a core part of every tool that they use. I just cannot see technology in the next year not incorporating this capability.”**

*“A top CMO reveals how AI is going to change sales and marketing across every company within 12 months” Yahoo Finance, June 2023*



**Joyce Kim**

CMO, Twilio



# Spending on AI-Related Technologies

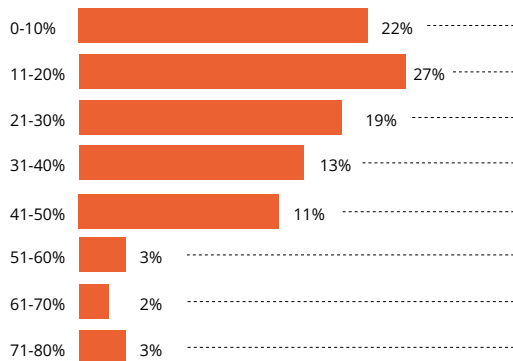
The trends and investment in AI-related technologies are mixed. On one hand, the pressure on CMOs to cut martech spend is evident, with average marketing budgets decreasing year-on-year from 9.5% of company revenue in 2022 to 9.1% in 2023. Yet, 75% of CMOs report being asked to do more with less.

To address this, less than a third (32%) of CMOs will cut investments in new martech solutions, compared to over half (62%) who plan to focus on improvements and optimisation of existing martech and in services around installing and integrating new martech solutions (58%).<sup>16</sup>

In contrast, Forrester anticipates that global marketing spending, which stood at approximately \$3.6 trillion in 2021 (5.6% of B2C marketers' revenue), will grow at a 7% compound annual growth rate (CAGR) between 2022 and 2025, reaching \$4.7 trillion.<sup>17</sup>

However, companies successful in their digital endeavours are investing more than 20% of their digital budgets in AI-related technologies.<sup>18</sup> Larger organisations are expected to invest a higher proportion of their marketing budgets in AI.

**WHAT PERCENTAGE OF YOUR MARKETING BUDGET ARE YOU PLANNING TO INVEST IN AI, OVER THE NEXT 12 MONTHS?**



**Weight:** Unweighted  
**Filters:** In what country do you work? England, Northern Ireland, Scotland, Wales  
**Base Size:** 366

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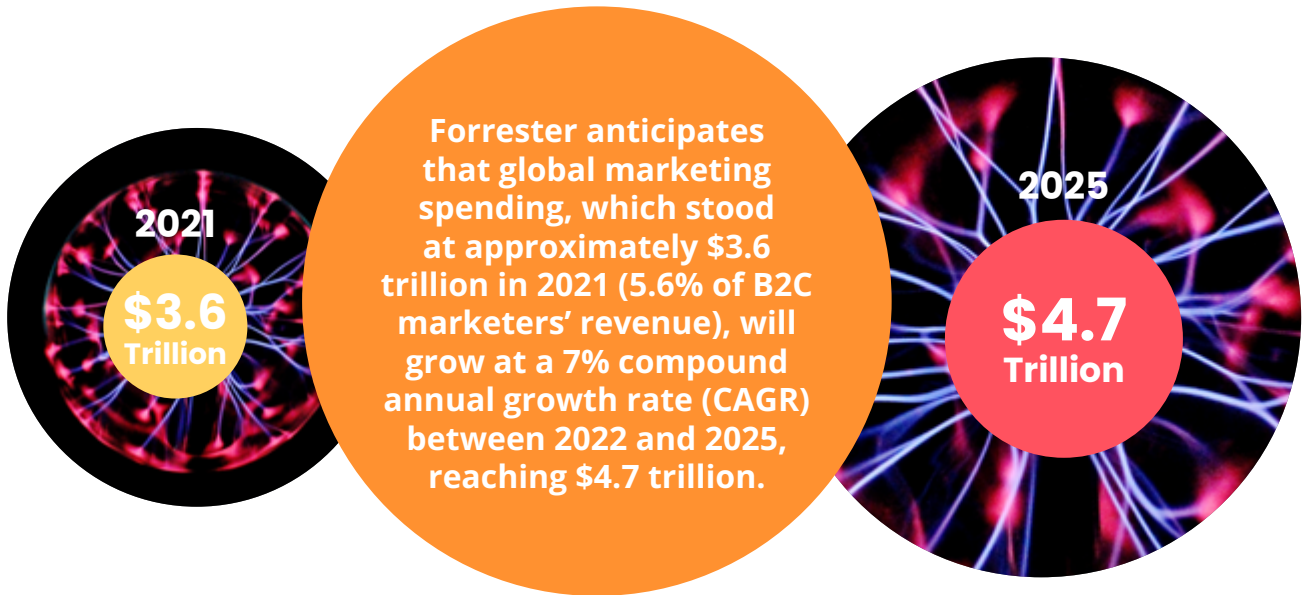
**BASE:**

**WHAT IS THE ANNUAL REVENUE (IN USD OR GBP) OF YOUR COMPANY, INCLUDING ALL DIVISIONS AND SUBSIDIARIES?**

NET less than 99 million £	NET 100-999 million £	NET 1 billion or more £
31%	15%	19%
28%	27%	20%
16%	21%	20%
12%	13%	15%
7%	15%	12%
2%	4%	5%
2%	3%	2%
2%	1%	7%
129	136	85

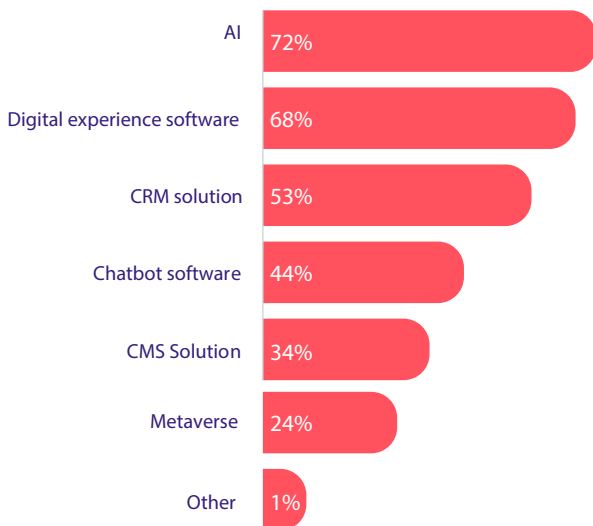
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**Filters:** In what country do you work? England, Northern Ireland, Scotland, Wales  
**Base Size:** see table above

Arrows indicate the direction of a statistically significant change. Each column is compared to the sum of all other columns, excluding itself. Statistical testing is not appropriate when n<30, interpret with caution.



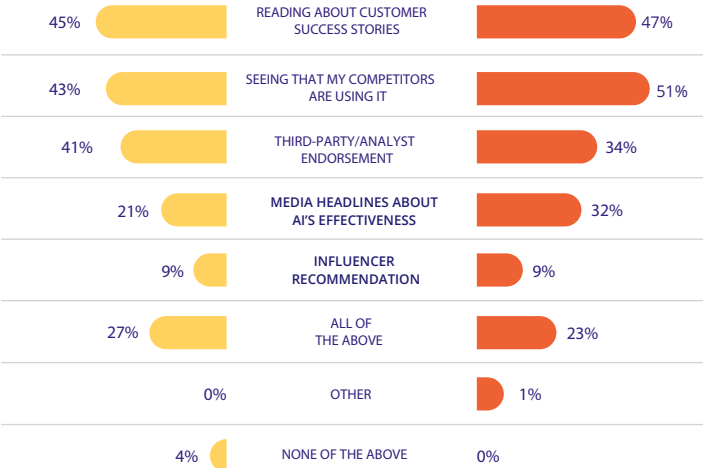
In a survey among UK brand marketers conducted in March 2023,<sup>19</sup> 68% of respondents believe that now is the optimal time to invest in Generative AI technology. AI tops the list of martech investment priorities. Funding for AI investment is anticipated to come predominantly from budget cuts in Metaverse and Field Marketing.

PLEASE REVIEW THE FOLLOWING LIST OF PRIORITIES FOR MARKETING TECH INVESTMENTS AND RANK THEM IN ORDER OF PRIORITY.



The primary factors encouraging brand marketers to invest in Generative AI are customer success stories and observing their competitors utilising the technology.

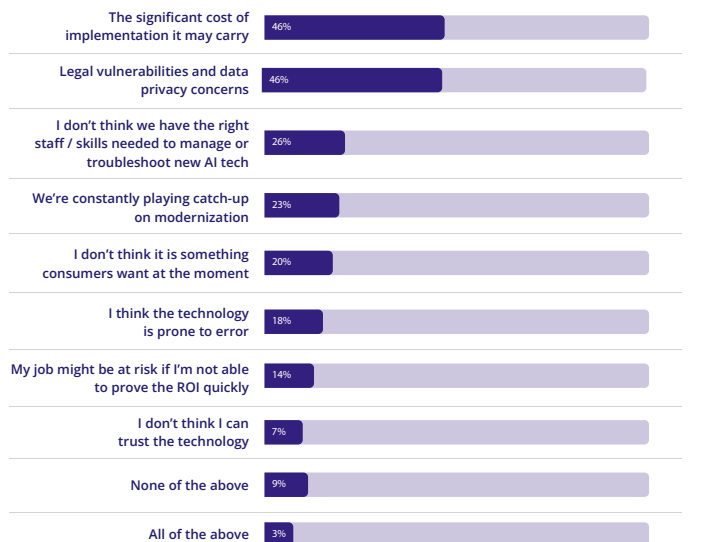
WHAT PROOF POINTS WOULD CONVINCE YOU TO INVEST IN GENERATIVE AI TECH?



WHAT WERE THE PROOF POINTS THAT CONVINCED YOU TO INVEST IN GENERATIVE AI TECH?

Barriers to AI investments primarily include the fear of significant costs and data privacy/legal concerns.

WHAT SCARES YOU THE MOST WHEN IT COMES TO INVESTING IN AI TECHNOLOGIES TO SUPPORT THE MARKETING AND CUSTOMER EXPERIENCE FUNCTIONS?

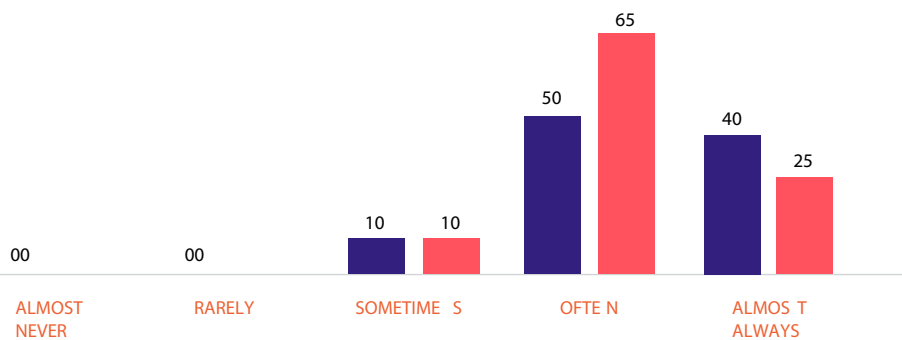




# Impact on Sales and Marketing

The application of Generative AI within sales and marketing has the potential to generate significant value and improve productivity. For sales and marketing executives, marketing optimisation (including A/B testing and SEO strategies) is the second use case with the highest estimated ROI/impact on their organisations. 90% expect to use generative AI solutions frequently over the next two years.<sup>20</sup>

EXTENT TO WHICH COMMERCIAL LEADERS THINK THEIR ORGANIZATIONS SHOULD BE USING MACHINE LEARNING/GEN AI\*, % OF RESPONSES



\*Q: How much do you think your organization should be using ML / gen AI solutions?  
Source: McKinsey analysis

The projected impact of GenAI on the marketing and sales business function is significant. It has the potential to generate \$760-1,200B in value from productivity gains. The value of increased productivity in the marketing function due to Generative AI could range between 5-15% of total marketing spending, equating to between \$232-695B.<sup>21</sup>

According to a Salesforce survey, 71% of marketers say that generative AI will eliminate busy work and allow them to concentrate on more strategic work, saving them over 5 hours per week, or over a month per year at work.<sup>23</sup>

BCG estimates that the use of GenAI can improve productivity in marketing content generation by 2-3 times.<sup>22</sup> Marketers generally report favourable results when using GenAI for content creation. Some of these outcomes include increased performance (58%), increased creative variety (50%), cost efficiencies (50%), and faster creative cycles (47%).



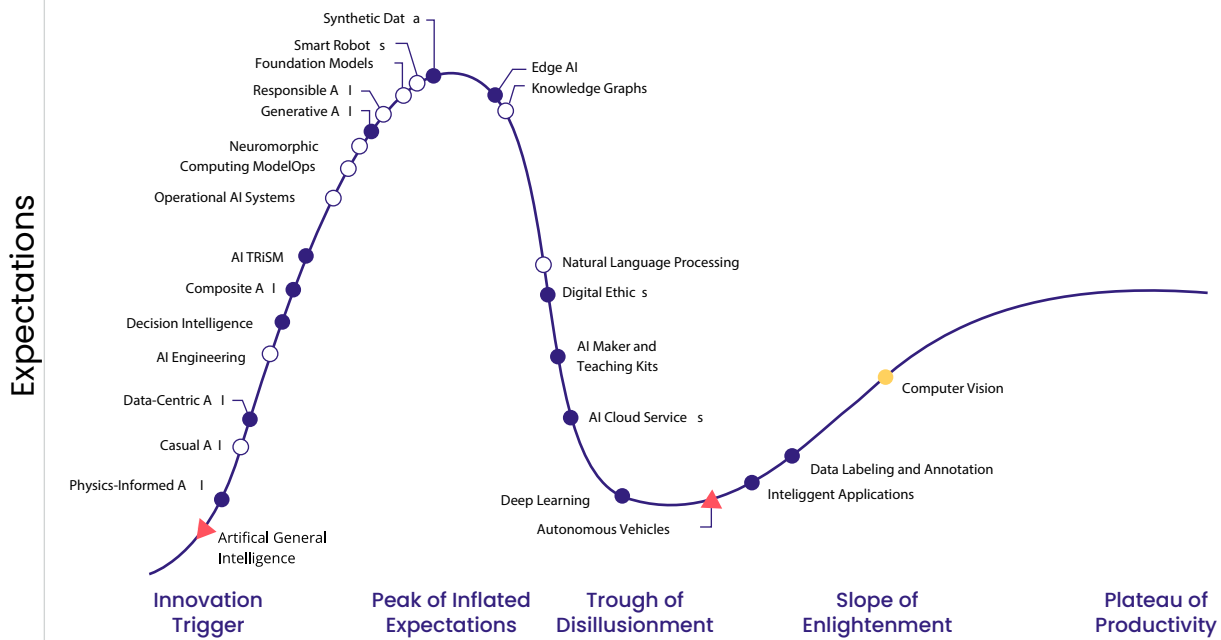
# The Time is Now

**Generative AI is expected to reach top-quartile human performance earlier than previously estimated.**

The timing for generative AI could not be better. Gartner places this technology at the peak of the Hype Cycle™, with an expected transition into the Plateau of Productivity within two to five years.<sup>24</sup>

Based on developments in generative AI, technology performance is now expected to match median human performance and reach top-quartile human performance earlier than previously estimated. The earliest year when median human performance for creativity might be achieved is 2023, contrary to previous predictions which pointed to 2030.

## Hype Cycle for Artificial Intelligence, 2022<sup>25</sup>



Plateau will be reached:

● less than 2 years

● 2 to 5 years

○ 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

As of July 2022



# Barriers to Widespread Adoption

However, various barriers impede widespread adoption of generative AI. Executives have identified cybersecurity, privacy, and accuracy as the three most significant obstacles.<sup>26</sup>

The primary concern among CEOs involves data security. Other concerns include the difficulty of explaining decisions made by generative AI, ethical implications, bias, and lack of trust in the responses provided by the AI<sup>27</sup>.

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## Biggest barriers to generative AI adoption<sup>28</sup>

**61%** Concerns around data lineage or provenance

**57%** Concerns about security of data

**53%** Constrained by regulation/compliance

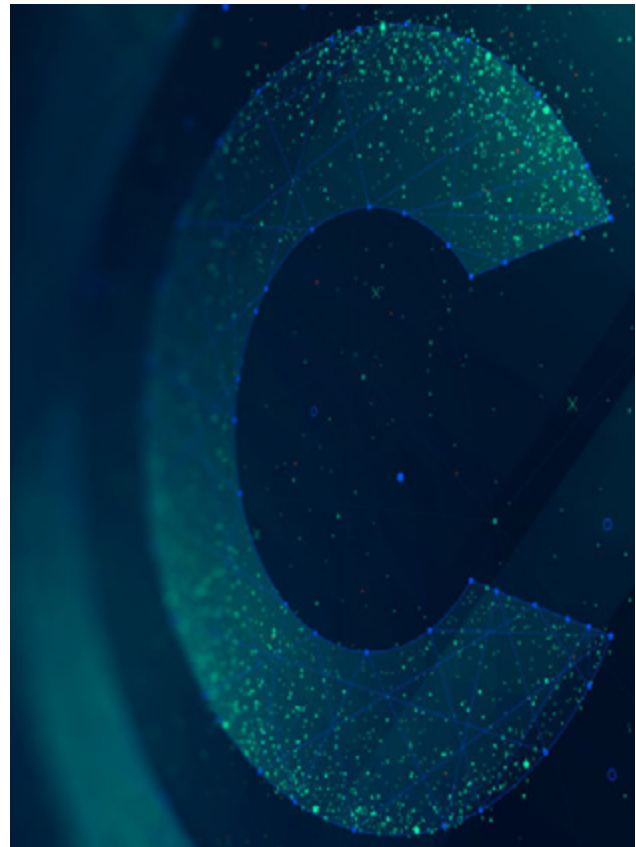


## Intellectual Property and Brand Safety Concerns

Marketers share similar concerns, with additional issues arising around copyright. This includes the reusing of existing material in a way that infringes on the intellectual property rights of human creators, and uncertainty around asserting copyright over content generated via AI tools.<sup>29</sup>

The U.S. Copyright Office's guidance provides some clarity, but nuances remain.<sup>30</sup>

Concerns about brand safety also persist. The potential for AI to generate offensive or inaccurate content, or propagate stereotypes, may conflict with a company's commitment to diversity, equity, and inclusion<sup>31</sup>. This has led to some agencies rejecting work produced by AI<sup>32</sup> and a push for guidelines requiring client consent before the use of AI in projects.<sup>33</sup>



**“Works generated by AI technology in response to human prompts, where the AI system executes the “traditional elements of authorship” (i.e., the expressive elements of the output) and the human does not exercise sufficient creative control over the way in which the prompts are interpreted, are not protectable by copyright. The Guidance does note that works containing AI-generated materials may contain sufficient human authorship to support a copyright claim where: (1) a human has selected or arranged the AI-generated materials in a sufficiently creative way such “that the resulting work as a whole constitutes an original work of authorship” – in such cases, the computer generated materials will not be protected outside of the compilation; (2) a human modifies AI-generated materials to such a degree that the modifications meet the standard for copyright protection (i.e., if the modifications contain a sufficient amount of original authorship). In such cases, copyright will only “protect the human-authored aspects, which are ‘independent of’ and do ‘not affect’ the copyright status of the AI-generated material itself.”**

*U.S. Copyright Office*



## Criticisms and Concerns

Generative AI has been criticised for producing bland, generic content that lacks a distinctive voice or perspective<sup>34</sup>. In fact, 71% of marketers believe the technology's lack of human creativity and contextual knowledge is a potential barrier to successful implementation. This belief has resulted in 66% of marketers insisting on human oversight in the use of generative AI.<sup>35</sup>

The lack of transparency in the use of generative AI is not yet a significant concern for brands, but it could become one. Disclosing and explaining the use of AI in the production of marketing materials can be awkward, but consumers have a right to understand the implications.<sup>36</sup> A 2023 survey found that 72.5% of UK adults believe that brands should always disclose their use of AI-generated content.<sup>37</sup>

**71% of marketers believe the technology's lack of human creativity and contextual knowledge is a potential barrier to successful implementation.**

# Facilitating Adoption

## Team Training

To facilitate the adoption of generative AI, effective team training is required. This is viewed as the most common roadblock by 50% of marketing professionals<sup>38</sup>. Data quality and accuracy are also important concerns<sup>39</sup>. As generative AI models become more common, proprietary data becomes increasingly valuable—AI algorithms are only as good as the data that fuels them<sup>40</sup>.

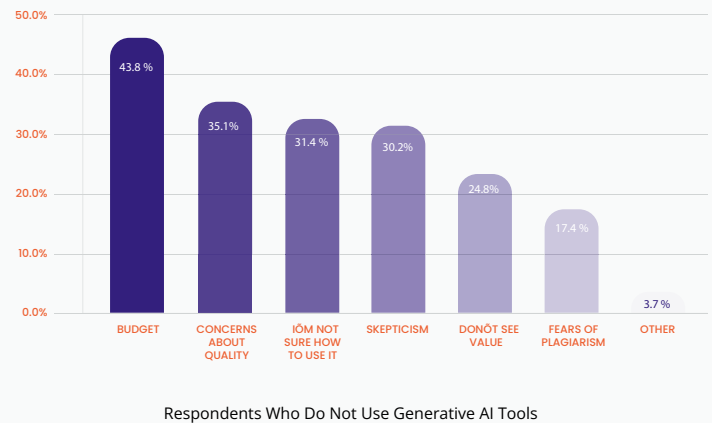
## Model Training

The accuracy of generative AI is frequently highlighted as a concern, particularly in situations where 'hallucinations' occur. In advertising, this issue is somewhat mitigated because the emphasis often lies more on evoking emotional responses than on conveying precise factual information. Nonetheless, when specific factual information must be incorporated, it can be explicitly included in the prompts given to the AI model. By doing so, the probability of the AI 'hallucinating' during the copy generation is significantly reduced.

Training the generative AI model using a brand's proprietary content can effectively ensure greater alignment with brand content, circumventing potential accuracy issues.

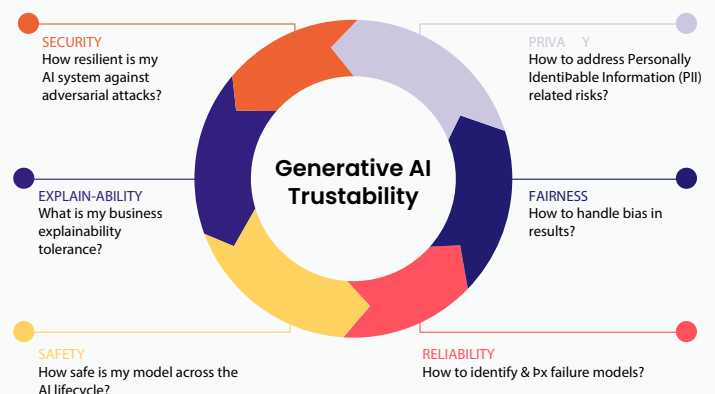
In this regard, BCG outlines six essential components to establish trust in generative AI technology<sup>41</sup>:

WHAT ARE THE BIGGEST OBSTACLES TO GENERATIVE AI AT YOUR COMPANY?<sup>42</sup>



- **Security:** How resilient is the AI system against attacks?
- **Explainability:** What is the business's tolerance for explainability?
- **Safety:** How safe is the model throughout the AI lifecycle?
- **Privacy:** How is the risk related to personally identifiable information (PII) addressed?
- **Fairness:** How should bias in results be handled?
- **Reliability:** How can failure modes be

GENERATIVE AI TRUST FRAMEWORK | SECURITY CONSIDERATIONS







**“Intelligent Creativity is a process of creative problem-solving in which teams of creators and strategists conceive, design, produce, and activate business solutions with the assistance of AI, intelligent automation, and data.”<sup>43</sup>**

*“Generative AI Revolutionizes Marketing Creativity”, Forrester, 2023*

# The Future is Here

The journey towards adopting generative AI in marketing isn't simple or straightforward. There are barriers to break, challenges to overcome, and a lot of learning to be done. As we balance the burden and blessing of AI, we're ushering in a new era of “Intelligent Creativity” where human ingenuity and AI capabilities coalesce.

There are significant challenges to navigate, including data privacy and brand integrity. But as we tackle these issues, we can unlock the full spectrum of opportunities that generative AI presents. The fusion of efficiency, personalisation, and boundless creativity enabled by AI is poised to reshape the contours of traditional marketing.

As we step into this thrilling era of AI-powered creativity, we urge stakeholders to embrace the blend of human ingenuity and artificial intelligence to usher in a new chapter of commercial creativity.

# Sources

- <sup>1</sup> "Ready for Launch: How Gen AI Is Already Transforming Marketing" [Bain & Company](#)
- <sup>2</sup> "[NFX's Generative Tech Open Source Market Map](#)"
- <sup>3</sup> "CEO decision-making in the age of AI" [IBM Institute for Business Value](#)
- <sup>4</sup> "Data Story for AI" [IBM Institute for Business Value](#)
- <sup>5</sup> "Facing reality? Law enforcement and the challenge of deepfakes" [Europol](#)
- <sup>6</sup> "Beyond ChatGPT: The Future of Generative AI for Enterprises" [Gartner](#)
- <sup>7</sup> "Gartner Identifies the Top Strategic Technology Trends for 2022" [Gartner](#)
- <sup>8</sup> "ChatGPT Sees Strong Early Adoption In The Workplace" [Fishbowl](#)
- <sup>9</sup> "Ready for Launch: How Gen AI Is Already Transforming Marketing" [Bain & Company](#)
- <sup>10</sup> "The State of GenAI Chatbots in Marketing" [Botco.ai](#)
- <sup>11</sup> "AI & Composable Software Perceptions" [Sitecore](#)
- <sup>12</sup> "Ready for Launch: How Gen AI Is Already Transforming Marketing" [Bain & Company](#)
- <sup>13</sup> "Quick Answer: How Should CMOs Respond to ChatGPT Today?" [Gartner](#)
- <sup>14</sup> "How CMOs Are Succeeding with Generative AI" [BCG](#)
- <sup>15</sup> "Gartner delivers actionable, objective insight, guidance and tools to enable stronger performance on your organization's mission critical priorities" [Gartner](#)
- <sup>16</sup> "The State of Marketing Budget and Strategy in 2023" [Gartner](#)
- <sup>17</sup> "Planning Guide 2023: B2C Marketing Executives" [Forrester](#)
- <sup>18</sup> "AI-powered marketing and sales reach new heights with generative AI" [McKinsey & Company](#)
- <sup>19</sup> "AI & Composable Software Perceptions" [Sitecore](#)
- <sup>20</sup> "AI-powered marketing and sales reach new heights with generative AI" [McKinsey & Company](#)
- <sup>21</sup> "The economic potential of generative AI: The next productivity frontier" [McKinsey & Company](#)
- <sup>22</sup> "Demystifying Generative AI—A New LinkedIn Live Series from BCG" [BCG](#)
- <sup>23</sup> "New Research: 60% of Marketers Say Generative AI will Transform Their Role, But Worry About Accuracy" [Salesforce](#)
- <sup>24</sup> "What Is Artificial Intelligence?" [Gartner](#)
- <sup>25</sup> "What's New in Artificial Intelligence from the 2022 Gartner Hype Cycle" [Gartner](#)
- <sup>26</sup> "Data Story for AI" [IBM Institute for Business Value](#)
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- <sup>29</sup> "Ready for Launch: How Gen AI Is Already Transforming Marketing" [Bain & Company](#)
- <sup>30</sup> "U.S. Copyright Office Provides Guidance on Registrations Involving AI-Generated Works" [White & Case](#)
- <sup>31</sup> "Quick Answer: How Should CMOs Respond to ChatGPT Today?" [Gartner](#)
- <sup>32</sup> "BBDO Warns Against Generative AI for Client Work" [AdAge](#)
- <sup>33</sup> "Salesforce Unveils Generative AI Tool for Marketing and Commerce" [AdAge](#)
- <sup>34</sup> "How the generative A.I. boom could forever change online advertising" [CNBC](#)
- <sup>35</sup> "New Research: 60% of Marketers Say Generative AI will Transform Their Role, But Worry About Accuracy" [Salesforce](#)
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- <sup>37</sup> "AI Generated Content" [Kansas City Public Library](#)
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- <sup>40</sup> "Demystifying Generative AI—A New LinkedIn Live Series from BCG" [BCG](#)
- <sup>41</sup> "Demystifying Generative AI—A New LinkedIn Live Series from BCG" [BCG](#)
- <sup>42</sup> "The AI in Business Trend Report 2023: Insights, Use Cases, and Sentiments from 500 Professionals" [Jasper](#)
- <sup>43</sup> "Generative AI Revolutionizes Marketing Creativity" [Forrester](#)

# About Protaigé

Protaigé is an AI content and design SaaS ecosystem. By pairing brand-trained AI models with creator-trained generative models, Protaigé enables businesses to effortlessly generate personalised marketing content at scale.

Our technological framework, Protaigé ARC™, is built on the power of two generative AI models, guided by carefully designed prompts, to form a self-regulating structure that is designed to produce a coherent, dynamic, and engaging narrative arc throughout the customer journey. This Adaptive Recursive Chain optimises, refines, and maintains a structured chain of operations aligned with each stage of the customer journey.

Our innovative business model rewards creators for work produced by their digital protégés, protecting intellectual property while providing companies access to a talented, scalable creative workforce.

Embrace the future of commercial creativity with Protaigé.

Learn more at

[www.protaige.com/preseed](https://www.protaige.com/preseed)



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