11 AI Tools That Ad Creatives Can’t Stop Using Now

AI tools have moved well beyond the hype cycle for advertising creatives. They’re now embedded in the daily work of conception, strategy, and production at agencies around the world.

But what’s actually working? We asked creative leaders across the industry to name one AI tool that has transformed how they work, and what they’ve learned along the way. From conversational research tools to video production suites to on-demand audio briefings, here’s what they had to say.

Notebook

Roni Sebastian, ECD, Monks:

We’ve embraced NotebookLM to address a classic creative hurdle: that people absorb information differently. We’ve moved from relying solely on static, text-heavy decks to providing on-demand, conversational audio briefings.

Recommended videos
https://www.adweek.com/creativity/11-ai-tools-that-ad-creatives-cant-stop-using-now/