



Typeface

Signal Report

The Typeface



Meeting the Moment
Big Game Edition

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Meeting the Moment: Big Game Edition

When cultural moments strike – why large brands face the greatest challenges responding in real time

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Executive summary

The speed gap is widening. When a moment goes viral — whether it's a halftime performance, an unexpected celebrity appearance, or a real-time twist everyone's talking about — brands want to be part of the conversation. Teams need to respond quickly, creatively, and in a way that feels unmistakably on brand. But between wanting to act and actually being able to, there's often a gap.

This Signal Report explores what's causing that gap — and what it will take for teams to close it. This research is part of The Typeface Signal Report, a new insights series spotlighting the signals redefining marketing in the age of AI.

What we found

Missing the moment at scale

67%

of marketers say outdated review and approval processes cause their brand to miss key cultural moments

Personalization falls short

43%

of marketers are still manually creating different variations; in real time moments relevance matters as much as speed.

Big brands face most bottlenecks

71%

of large enterprises need more than a day to approve quick-turn content — and 27% need more than a week

AI adoption gap

55%

still rely on basic chatbots for written content only, missing out on multimodal AI marketing platforms

Time reclaimed

68%

say AI gives them more time for strategic and creative work — where teams see the most potential

The pressure is rising

With nearly 70% of viewers using a second screen during the Big Game, marketers face a high-stakes challenge: how do you reach people who are scrolling, chatting, and shopping while they watch?

Half of marketers are asked to create rapid-response content at least weekly, and 20% field these requests daily. Gen Z marketers are feeling this the most – 63% of younger marketers create quick-turn content every week.

And that demand keeps growing. 62% of marketers say requests for rapid content have increased over the past year. This creates a new kind of pressure: to respond both quickly and thoughtfully across channels while the moment is still alive.

Turnaround times are tight

70%

of rapid content is turned around within 1–2 days

38%

is turned around in less than a day

17%

of brands need a week or more

Big brands face the biggest challenges

Here's what makes this so costly: outdated processes lead to teams performing worse at exactly the wrong time. For companies with 1,000+ employees, the numbers tell a harder story:

- **71%** need more than one day to turn around quick content
- **27%** need more than a week – likely long after the moment has passed

The numbers reveal a fundamental disconnect. **Cultural moments move at internet speed – but most enterprise workflows still move at campaign speed.** By the time most large organizations get content out the door, the conversation has moved on.

Personalization still falls short

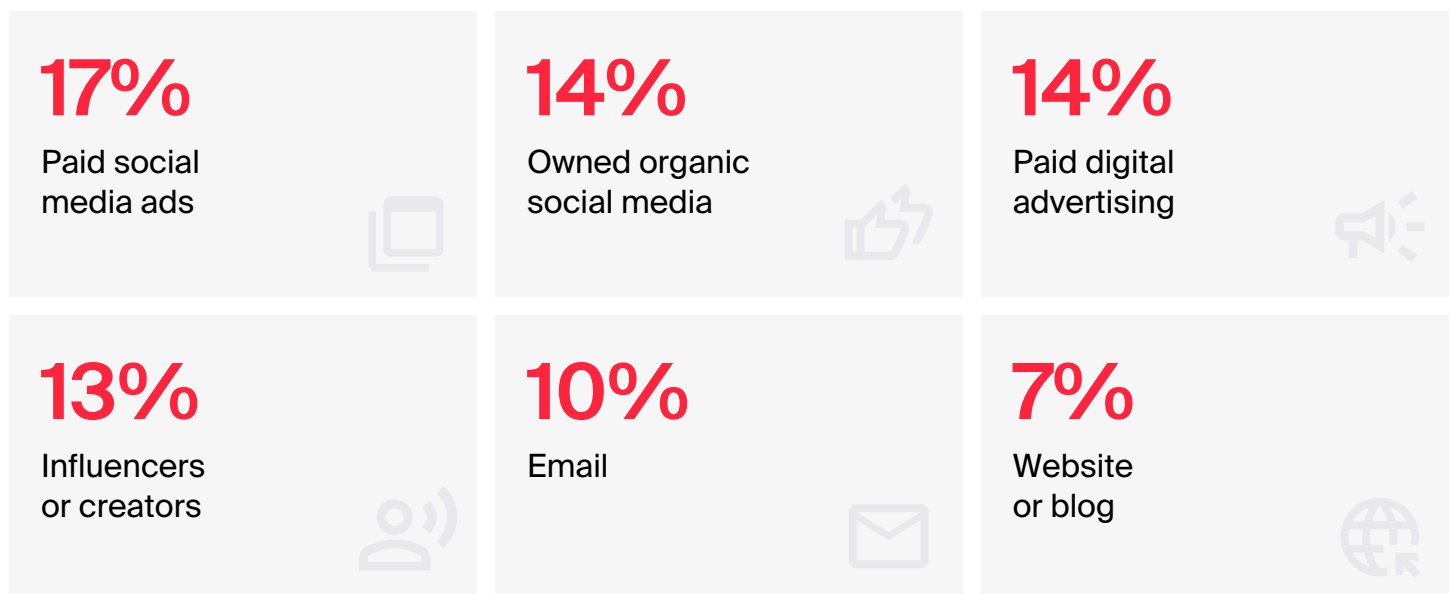
In real-time moments, relevance matters as much as speed — and that requires personalization at scale. Content tailored for different channels, audiences, and contexts.

How marketers handle personalization today

- **43%** Still manually creating different variations
- **25%** Using technology to automate this work
- **17%** Limiting personalization due to time or resource constraints
- **14%** Outsourcing to agencies or freelancers

Even at companies with 1,000+ employees — where you'd expect more sophisticated systems — **42% still create variations manually**. Only **33% have automated the process**.

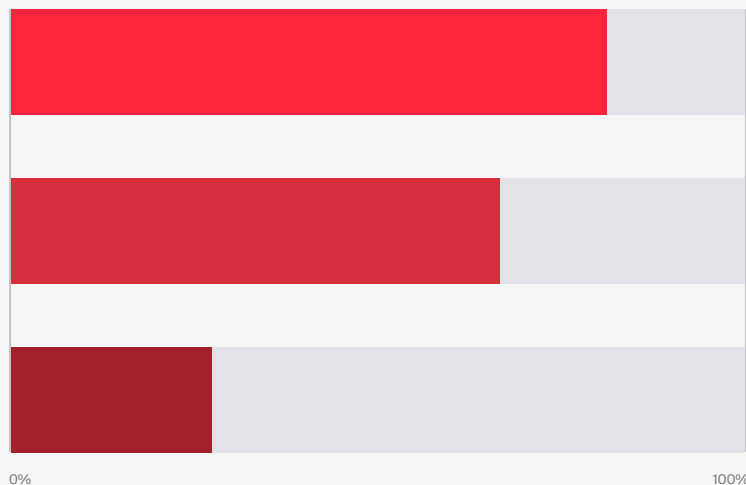
Channel complexity adds pressure



And the fastest-growing content formats? Short-form video leads at **42%**, followed by mobile app content at **24%**.

Outdated processes miss moments

Even when brand guidelines are clear, approvals can slow everything down.



81% of marketers say their brand guidelines are clear and accessible — but it's not leading to faster decisions for everyone

67% of marketers say their brands at least sometimes miss opportunities due to slow or outdated content review processes

27% of the largest firms say missed moments happen often

What's getting in the way

When asked about their biggest challenges in responding quickly to trends, marketers pointed to:

- **47%** Lack of time or resources
- **41%** Lengthy or complex approval processes
- **32%** Difficulty staying on brand with multiple versions of content
- **27%** Difficulty accessing customer data or connecting it to content outputs

At large companies with 1,000+ employees, lengthy approvals become an even bigger barrier — 58% struggle with complex approval chains. These challenges compound at scale, where more stakeholders, more channels, and more risk slow even well-prepared teams.

What drives missed opportunity?

The human cost of keeping up is becoming clear. When we asked marketers how they're feeling, the answers were sobering.

63%

of marketers are burnt out by the demands and pace of content creation

20%

report being very to extremely burnt out

53%

say burnout has increased over the past year

Manager-level marketers are hit hardest, with 69% reporting burnout — and 57% saying it's gotten worse in the past year.

Burnout is blocking action

Here's what makes this so costly: burnt-out contributes to teams performing worse at exactly the moments that matter most.

Marketers experiencing high levels of burnout are:

- **230%** more likely to say their brand misses cultural moments due to slow approvals
- **3x** as likely to say they've had to limit personalization and localization due to bandwidth
- **Nearly 2x** as likely to say lack of time or resources is their top challenge in responding quickly
- **16%** more likely to worry about low-quality outputs when making rapid content decisions

When your team is running on empty, speed becomes impossible — and quality suffers, too. Burnout changes how teams make decisions, often pushing brands toward safer, more generic responses when originality matters most.

What marketers need to close the gap

These priorities point toward something bigger than any single fix:

Marketers need orchestrated workflows that reduce friction, preserve quality, and make it easier to say “yes” when the moment matters.

53%

Better understanding of what their audience wants



41%

Easier access to pre-approved content and assets



39%

Fewer people in the chain of review



35%

Clearer or more accessible brand guidelines



What marketers need to make faster, better decisions

58%

More time for strategy vs. tactical execution



57%

Better insights into customers' behavior and values when developing creative



31%

Inherent trust from supervisors



24%

Automated enforcement of brand guidelines in content, without requiring human intervention



AI helps – but systems still lag

AI is helping marketers reimagine their processes and discover what is possible. But *how* teams are using AI matters more than whether they're using it at all.

How marketers are using AI today

55%

AI chatbots for written content only

24%

AI marketing platforms that create multimodal content

21%

Point solutions for images and/or video

24%

Not using AI at all

Most teams are still working with basic tools – chatbots that handle text, or single-purpose solutions for images or video. That's a start, but it's not enough to transform how content gets made across channels.

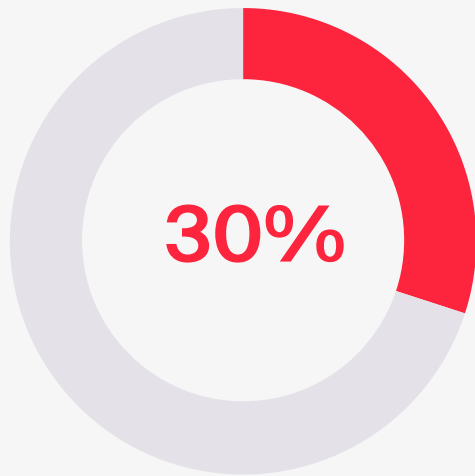
Where AI is making a difference

- 87% say AI-generated content is generic
- 68% say AI has freed up their time to focus on more creative and strategic work
- 48% believe AI output is good to excellent
- 83% say consumers find AI-generated content at least somewhat engaging

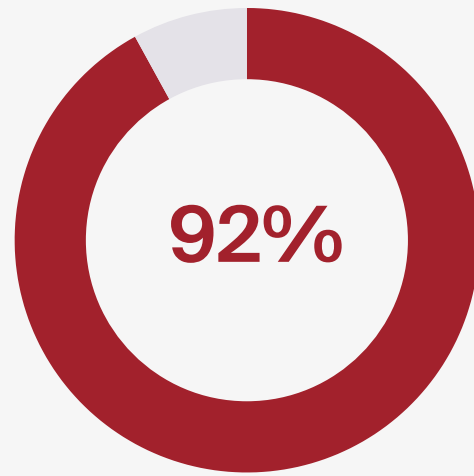
Speed alone isn't the problem; there is also the issue of coordination. Without systems that connect AI to brand standards, data, and approvals, teams still struggle to act with confidence in real time.

The platform advantage

Teams using a multimodal AI marketing platform see real differences:



30% more likely to say **AI content is very to extremely engaging** compared to those using point solutions



92% more likely to **automate personalization and localization** compared to those using standalone tools

What's still missing

64%

say AI-generated content is generic

23%

find it difficult to get AI to generate content that meets brand guidelines — **rising to 36%** at large companies

The takeaway: AI can accelerate the work, but without the right systems — connected to your brand, your data, and your workflows — it won't deliver its full transformational potential.

Marketers are attuned to risk

Even under pressure, teams are thinking carefully about what could go wrong:



The good news: 63% say it's easy to assess brand risks around creating content in response to cultural moments. But at large companies, 21% say it's difficult – a gap that signals a need for better tools and clearer frameworks.

The risk isn't just reputational – it's missed opportunity. When teams can't personalize quickly and confidently, brands lose relevance in the very moments that define them.

The path forward

Build trust into your workflows.

Connect your AI tools to your brand guidelines, customer data, and approval processes – so teams can move fast without second-guessing every decision.



Shift from chatbots to platforms.

Multimodal AI marketing platforms that can create text, images, and video together – all on brand – give teams the flexibility to respond across channels in real time.



Reclaim time for strategy.

When AI handles the production work, marketers can focus on the creative thinking and strategic decisions that actually differentiate great campaigns.



Imagine fully developed campaigns in real time.

Not just a tweet or a caption, but on-brand video, social, and display content created in hours instead of weeks, with human direction guiding AI production. That future is closer than many teams realize.



What comes next

The brands that win in real-time marketing move faster, and they move with confidence. That confidence comes from systems that connect people, platforms, and safeguards, allowing teams to act quickly without sacrificing creativity, quality, or brand integrity.

“AI can help teams move faster, but its real value is helping marketers act with confidence – staying creative and on-brand even in high-visibility moments.”



Jason Ing

Chief Marketing Officer
Typeface

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Methodology

The Typeface Signal Report: Big Game Edition is based on an online survey of 200+ marketing professionals responsible for digital content across social, web, email, and mobile channels. The survey was conducted between November 19 and December 9, 2025. Respondents spanned manager to VP-level roles and represented organizations including large enterprises, across industries such as retail, financial services, professional services, manufacturing, healthcare, education, and hospitality. Results are reported in aggregate.

