



# Multilingual 3.0

## *Predictions for the language industry in 2025*

### **Part 4: Four predictions for the future of creative content and copywriting, by Paul Mangell**

#### White Paper

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As with almost every other human endeavour, AI and machine learning are likely to have an increasingly disruptive impact on the fields of creative content and copywriting in the years to come. But will our blogs be written by bots? Can technology displace the copywriter from their role in bringing brands to life for audiences around the world?

In this fourth part of Multilingual 3.0, we talked to Alpha's CMO Paul Mangell to make some bold predictions about this rapidly evolving field. Distinctly human and always interesting, we hope you'll find his insights useful.

- **Prediction #1:** The rise of AI-generated creative content won't make the (versatile) copywriter redundant.
- **Prediction #2:** AI-content generation will continue to expand in "industrial-scale" copywriting.
- **Prediction #3:** Creative content will increasingly make use of sophisticated online writing tools.
- **Prediction #4:** Content creators/copywriters will need to demonstrate "added value".

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### **Prediction #1: The rise of AI-generated creative content won't make the (versatile) copywriter redundant.**

AI-produced professional writing is already here. Among other news outlets, The Washington Post is reported to use AI to write some of its basic news stories.

Stories about how AI-powered computers have written a Harry-Potter style adventure or a Kerouac-inspired road trip story pop up with regularity these days. Leaving aside an assessment of these artistic endeavours for the moment, does this mean AI is slowly but surely going to take over the role of the copywriter in delivering creative content to global brands at greater speed and for a fraction of the cost?

The short answer is no, for the same reasons that humans are still crucial to the translation process [as discussed earlier in this series by Isabell Weiss](#).

Understanding context, having a sense of empathy with your audience (and expressing it through the written word), applying both curiosity and common sense to a project, and "reading between the lines" to interpret a brief are very much all qualities that an AI-content creation "engine" is highly unlikely to match in the near future.

Can an AI-powered engine produce a grammatically correct paragraph on a subject using a suitable range of vocabulary in – let's say – an informal tone of voice? Absolutely.

But can it interpret a client brief and get inside the minds of a target audience to create content that engages through humour, cultural references or the connection of seemingly disparate ideas? Absolutely not. Copywriters may need to adapt their skills for the future, but good ones will always be in demand.

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### **Prediction #2: AI-content generation will continue to expand in "industrial-scale" copywriting.**

Many companies are already using AI to create and manipulate content. For example, with the advent of big data and highly personalized digital channels, AI-driven content creation engines can generate millions of highly targeted ads which modify the same core format and key messages.

Where AI-powered copywriting will play an increasingly important role is in creating large-scale content based on big-data analysis which can be easily adapted for different target audiences.

So, for example, there you'll see a growth of services such as those offered by Phrasee. This company uses AI to generate highly effective subject lines based on the analysis of large pools of user behaviour data.

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### **Prediction #3: Creative content will increasingly make use of sophisticated online writing tools.**

As discussed above, AI content engines aren't about to take over the role of the copywriter for most aspects of content creation.

But technology will increasingly play a role in making the creative process more consistent and "on brand" through online writing tools. (NB: here we need to distinguish between "online writing tools", which help improve the quality of written content, and "content authoring tools", which are geared towards helping educators create lesson materials or learning content).

Many content creators already make use of online writing tools such as [Hemingway Editor](#) and [Grammarly](#), which go beyond catching glaring errors and provide advice on issues such as style and readability.

With the ability to analyze large bodies of different styles of content, online writing tools powered by machine learning will increasingly be able to assess content on its adherence to a particular tone of voice. Writing tools such as [SEO Writing Assistant](#) already analyse the consistency of tone of voice on a sliding scale from casual to formal.

Expect this type of tone-of-voice assessment to become ever more sophisticated, with engines trained in assessing content according to highly nuanced brand-specific tones of voice. Your online writing tool could advise if your content is sufficiently "considerate yet bold", "friendly and down-to-earth" or "strong and assertive", for example.

At the moment, the majority of development in this area is being carried out for writing tools in English. But we'll also start to see tools able to deliver the same type of analysis in a growing number of other languages – obviously, the most widely used ones (such as Spanish or Chinese) first.

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### **Prediction #4: Content creators/copywriters will need to demonstrate "added value".**

Our first three predictions have outlined how technology will have a growing influence on the way we create content, but certainly won't dispel the need for human writing expertise. The question is, as mentioned in our first prediction, how will copywriters (and other content creators) need to adapt to this changing environment?

The simple answer to this is that they will need to demonstrate the "added value" and insight that machines can't yet provide (and may never do, depending on whom you talk to).

So, while a machine might find it relatively easy to mimic the formal structures of language required for technical manuals or financial updates, for example, copywriters will still be in demand by brands who want to connect with their audiences to recreate the cadences and rhythms of spoken language – particularly in the ever-evolving idioms and slang of youth culture.

It's also worth bearing in mind the acronym EAT, which stands for expertise, authoritativeness and trustworthiness; this is at the core of the guidelines by which Google assesses the value of content (and, as a result, its ranking).

Clearly, Google has a highly sophisticated set of algorithms in which to evaluate EAT, including backlinks to authoritative sites, the use of keywords, the amount of time users spend on particular pages and the amount of shares it generates.

However, we will continue to rely on humans to develop ideas, strategies and tactics for content that demonstrates the values of EAT.

There are an increasing number of technology tools which can help us with this. For example, [BuzzSumo](#) helps content authors with research by creating a summary of the most-shared material on a particular keyword topic. [InLinks](#), meanwhile, constructs a knowledge graph of competitor content to help you create effective new content or optimize existing pages.

But while such SEO content creation tools will become progressively sophisticated, they will still require humans to take their insights and deliver upon them. The most engaging content often relies on original research, insightful analysis or providing a point of view that moves beyond reliable-yet-predictable conclusions into new areas of interconnected meanings.

The technology will increasingly play its part. But it's the humans who will continue to provide the added value that can't (yet) be gleaned from even the most sophisticated machine.

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## Biography

### Paul Mangell, CMO



Paul is currently Alpha CRC's CMO and enjoys working with a wide range of colleagues and collaborators globally. Having lived in several countries, and travelled to quite a few more, he really has seen language at work in the everyday. Culture and language, he says, "define much of our human experience, and working in languages and cultures daily is of more or less never-ending interest".

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## The future is *Multilingual 3.0*

As part of *Multilingual 3.0*, Alpha's team of in-house experts explore how digital transformation in the language industry is going to affect the role of human translators, internationalization strategies, e-commerce localization and individual sectors such as games and lifestyle.

- Part 1 on the future of machine translation is available [here](#).
- Part 2 on the future of human translation is available [here](#).
- Part 3 on the future of eCommerce localization is available [here](#).

Look out for more predictions in the coming weeks and the forthcoming eBook *Multilingual 3.0* in which we'll bring together full versions of all our experts' forecasts for the future.

As ever, if you have any thoughts on the above or predictions of your own, please drop us a line at [alphamarketing@alphacrc.com](mailto:alphamarketing@alphacrc.com).

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