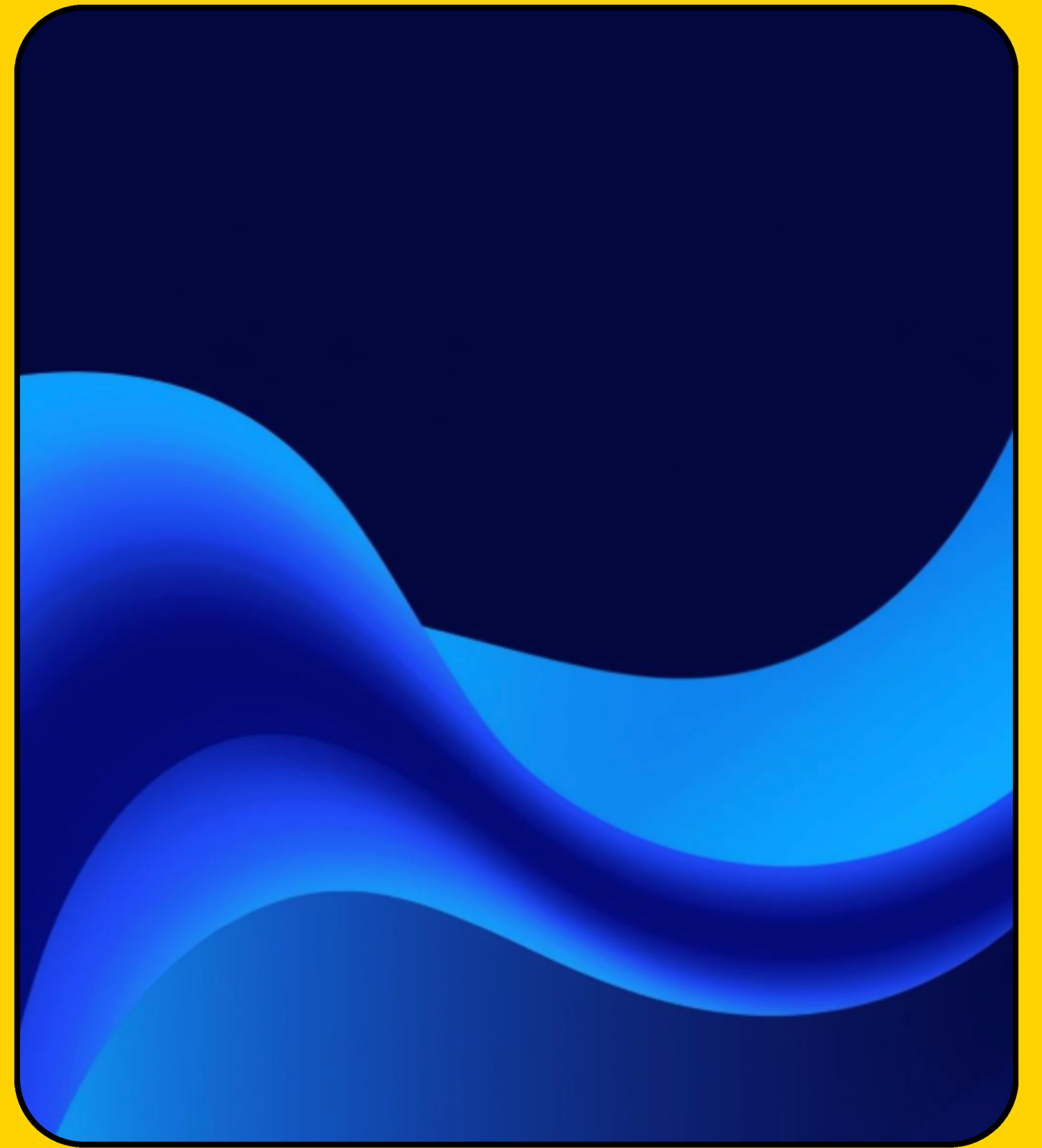


EXPLORING THE FUTURE OF

AI in Promo



How Promo Pros Are Using AI Now



Intro: We asked, you answered

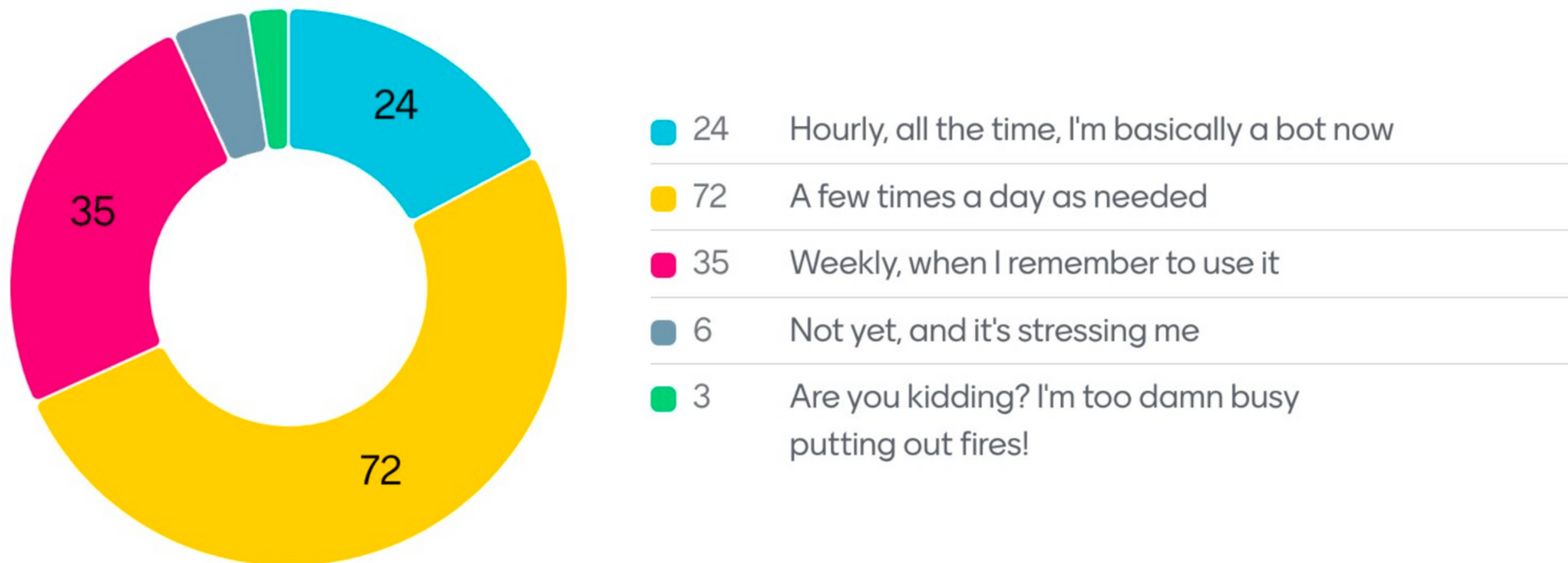
We're a curious bunch.

So we asked **150 promo pros** at skucamp 2025 how they're actually using AI: what they're trying, what's working, and what's just plain weird.

Behind the jokes and experiments, something real is emerging — a creative industry in transition.

This is what happens when curiosity meets technology (and a few hilarious prompts along the way).

How often are you using AI in your work?



AI's Transformative Impact

The honeymoon phase is over, AI isn't just a novelty anymore.

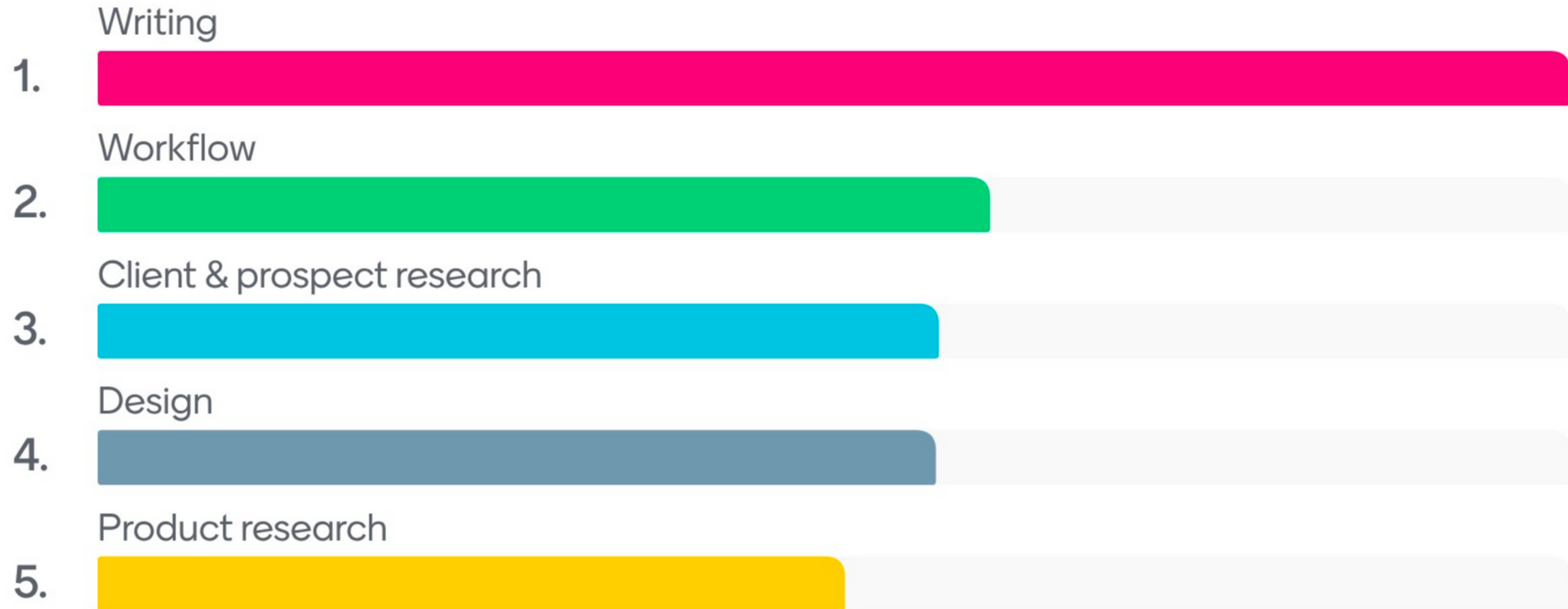
Most pros are using it weekly or daily, with a growing few saying "hourly" (and we believe them).

AI has quietly slipped into the daily toolkit: right between morning coffee and the next big pitch.

What's the most ridiculous thing you've used AI for personally?



What do you use AI for the most? (Stack rank)

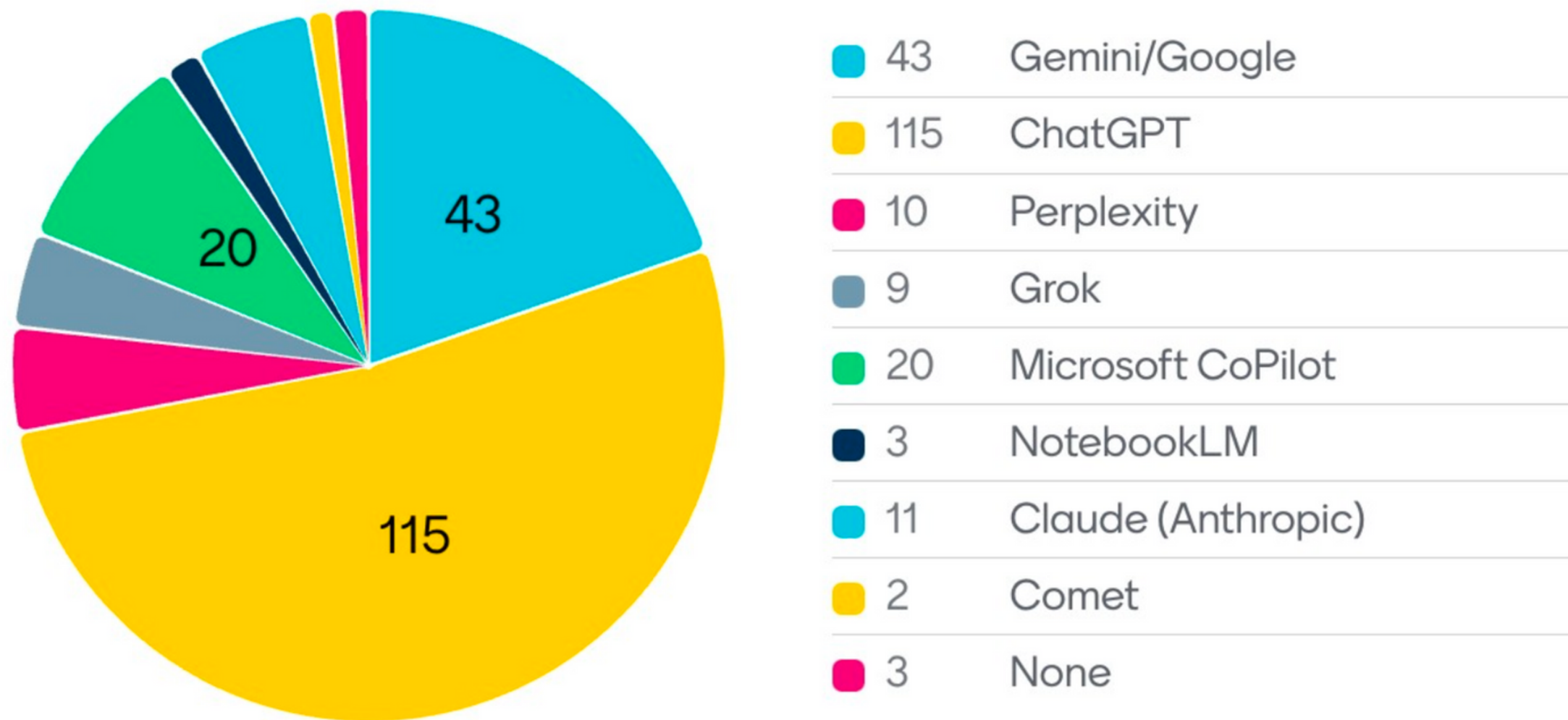


AI's Transformative Impact

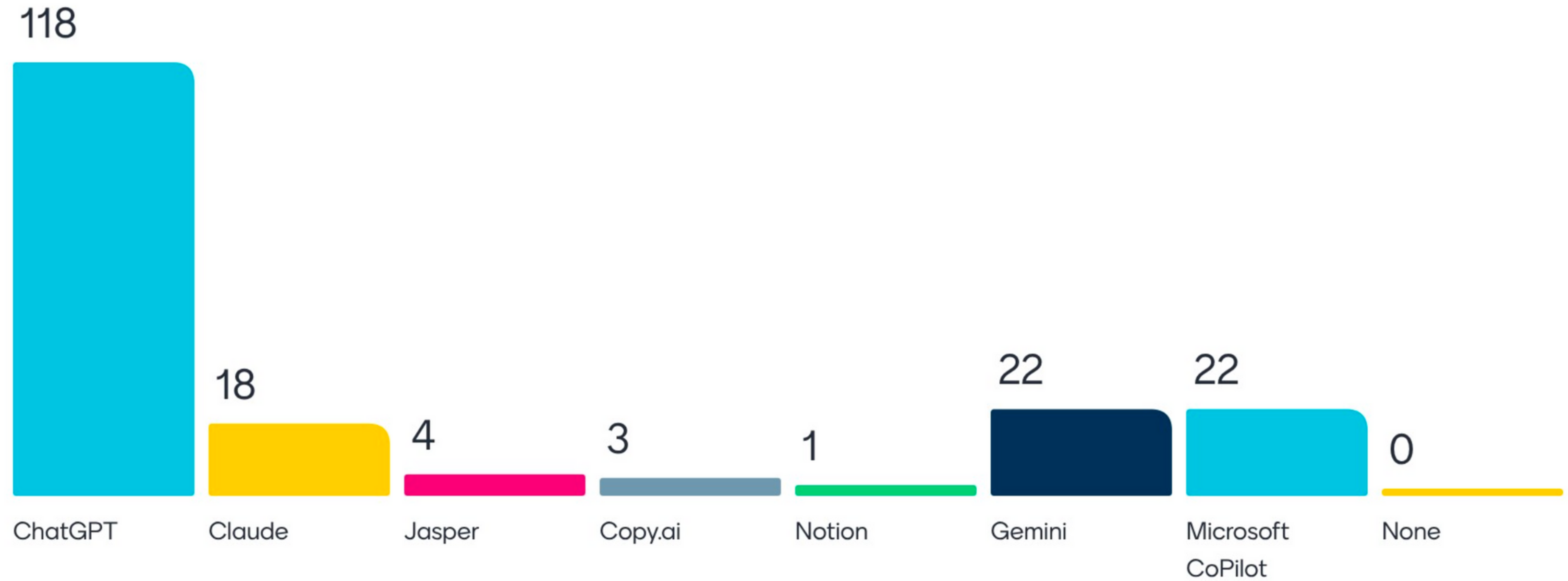
Most of us lean on AI for writing, research, and workflow optimization — not replacing creativity, but speeding up the boring parts so we can stay in flow.

AI is becoming the new intern that never sleeps (and rarely complains).

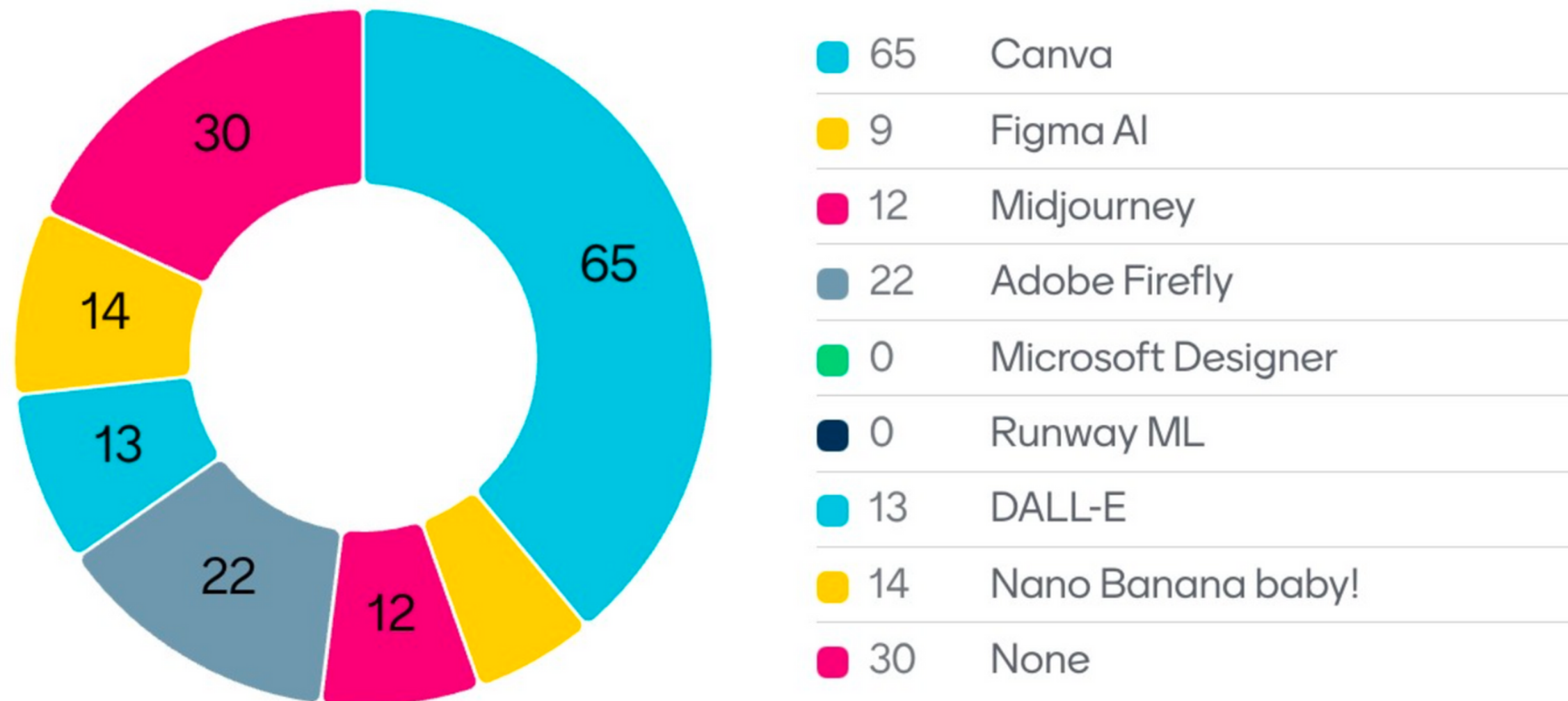
Which AI tools are you using for **research**?



Which AI tools are you using for **writing/copy**?



What tools are you using for **design and art**?



How would you rate the AI tools you are using and your skill level today?



How will AI will impact our industry's future?

It will radically change how my team works.

4.1

All this tech will make tactile merch experiences even more important.

3.7

AI is over-rated and we're in a bubble.

1.5

It will significantly improve our creativity with clients.

3.8

AI will create even more competition in the industry.

3.4

I am actively using AI to outperform my competitors.

2.8

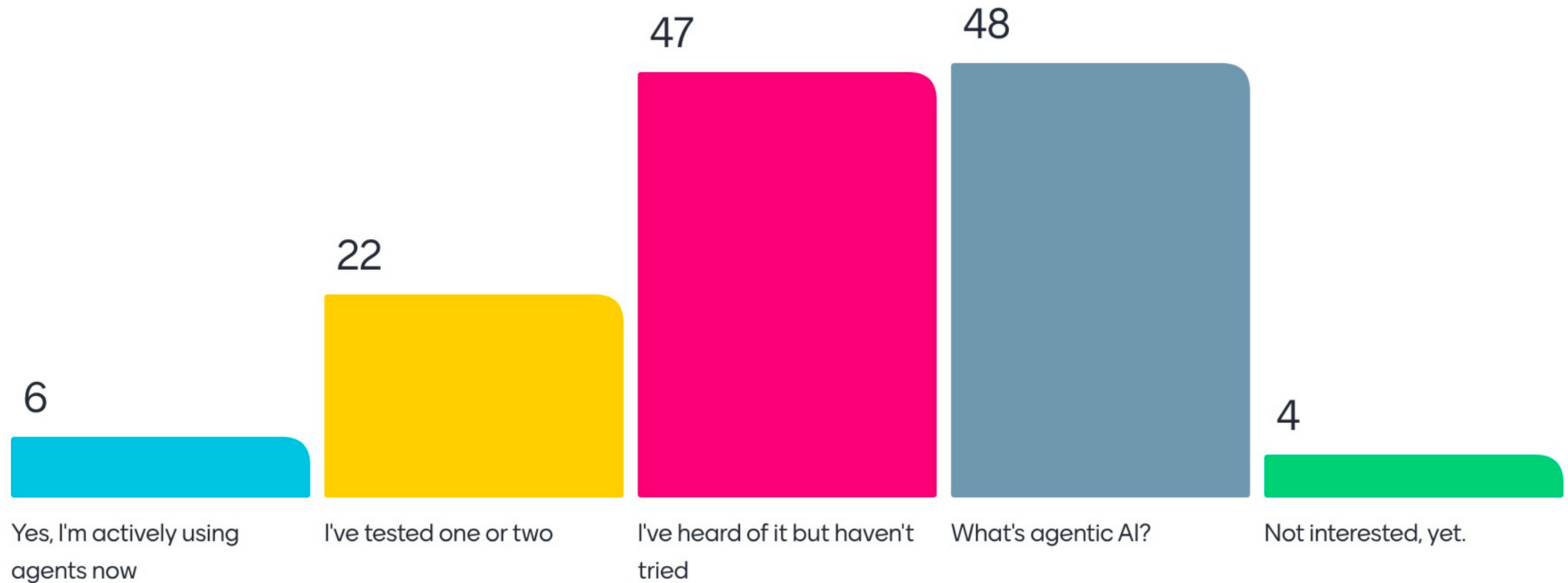
AI will reduce headcount but make us better.

3.1

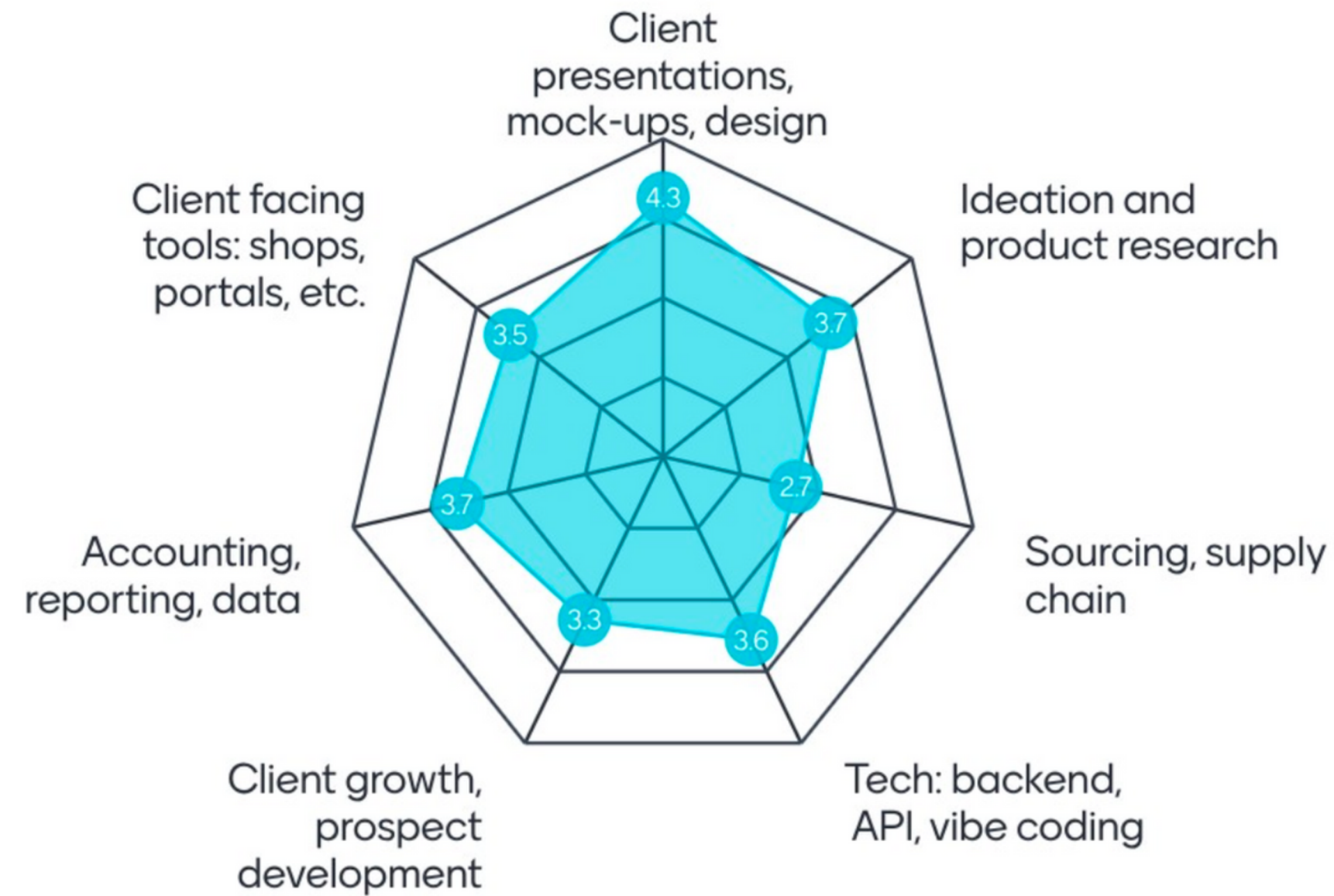
Strongly disagree

Strongly agree

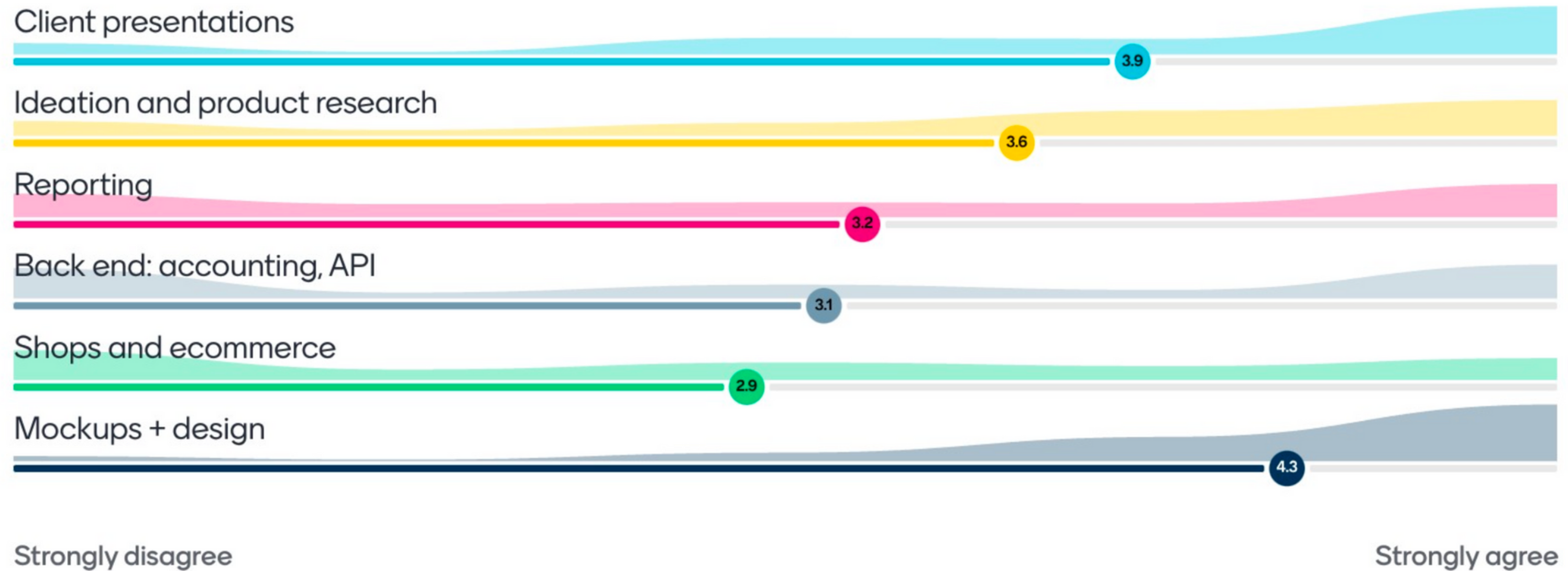
“Have you used Agentic AI — tools that act or complete tasks on your behalf?”



In one more year, AI will radically change:



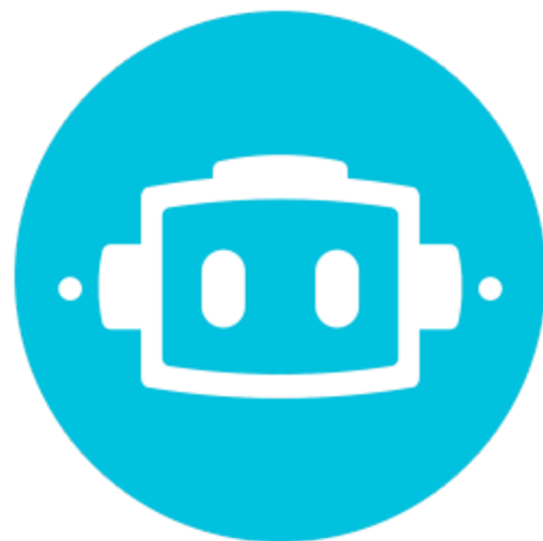
Where do you want more AI help with now?



The big picture

The promo industry has always been about creativity, connection, and community. AI doesn't change that, it amplifies it.





commonsku is where the promotional products community collaborates, connects, and creates together.

We believe creativity scales when people do.

AI is just the next evolution in helping pros spend less time managing and more time imagining.

Here's to the dreamers and tinkerers

— The commonsku team
commonsku.com