

AI makes originality the most valuable asset for brands, says EDGE Creative

EDGE Creative explores why originality, expertise and distinctive brand identity are becoming more valuable as AI transforms content creation.

BIRMINGHAM, UNITED KINGDOM, September 2, 2026 /EINPresswire.com/ -- As AI makes it easier than ever to produce content, imagery, and digital experiences, businesses face an unexpected opportunity: to stand out by being genuinely different.

Louise Pinnington, Creative Director at [West Midlands-based marketing agency](#) EDGE Creative, highlights why originality could become one of the most valuable assets a brand can have in an increasingly AI-focused landscape.

“

AI can produce something that sounds convincing, but it doesn't have your years of experience in your industry or your understanding of your customers.”

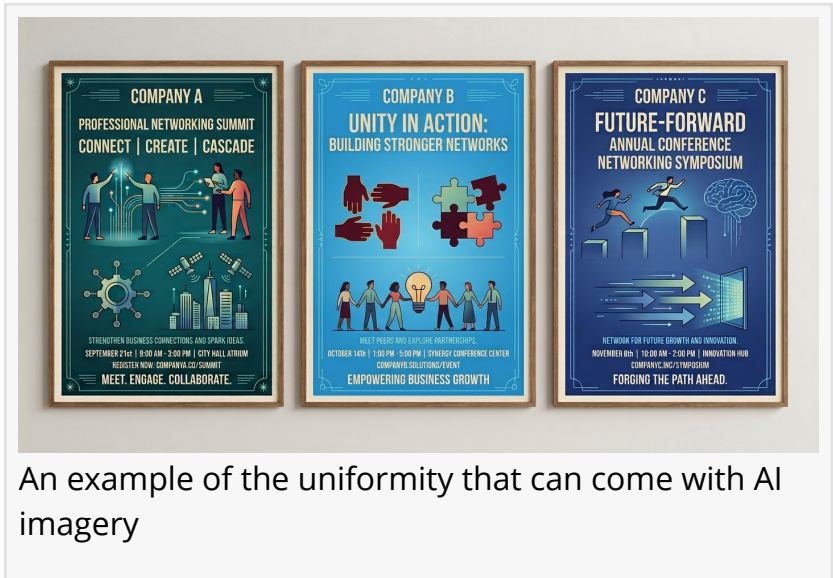
Louise Pinnington

Popular software such as ChatGPT, Claude, and Google Gemini can generate copy, imagery, ideas, and layouts in moments.

However, there is a catch. When businesses are using the same tools and similar prompts to create their content and imagery, there is a growing risk that brands begin to look and sound the same, as we're currently experiencing with the rise of AI-generated posters and graphics.

“When the tools become available to everyone, the tools stop being the differentiator,” says Louise.

“That creates an interesting opportunity for businesses. Instead of competing on how much content they can produce, they can start thinking much more seriously about what makes their content worth noticing.”



An example of the uniformity that can come with AI imagery

The value is in shifting from production to perspective.

AI can make the process of creating content significantly faster. But speed does not make an idea more relevant, and polished execution does not necessarily make a message memorable.

The things that are harder to replicate become more important: experience, expertise, personality, opinion, and a genuine understanding of the customer.

"AI can produce something that sounds convincing, but it doesn't have your years of experience in your industry or your understanding of your customers," Louise explains.

"That's where businesses have an opportunity. They already have a huge amount of original knowledge within their people and their organisation. It's about finding a way to turn that knowledge into marketing that feels distinctive."

That could mean sharing insight from real customer experiences, developing a stronger point of view on industry issues, using original photography, or creating a visual and verbal identity that is recognisable without relying on a logo.

The goal isn't to be different for the sake of being different. It is to make sure there is something about a brand that couldn't simply be swapped for a competitor.

The same principle applies visually. AI image generation and website templates make it increasingly easy to create something that looks professional. But professionalism and recognisability are not the same thing.

A distinctive brand is built through a collection of deliberate choices: how it speaks, what it shows, the stories it tells, the visual language it uses, and the ideas it repeatedly owns.

Louise says: "If you removed a logo from a piece of content, could you still tell which brand it came from? That is a much more useful test of brand distinctiveness than whether something simply looks good."



EDGE Creative's Creative Director and Founder Louise Pinnington

“The aim is to build consistency around the things that make a business recognisable, rather than using AI to make everything look polished but interchangeable.”

As AI reduces the time and cost involved in production, businesses can potentially redirect some of that resource towards the areas that have traditionally been harder to prioritise, developing stronger ideas, gathering original insight, investing in their brand, and understanding their audiences more deeply.

This does not mean every business needs to become radically different. It means businesses have an opportunity to become more themselves.

To learn more about EDGE Creative and the [bespoke marketing support](#) they provide to businesses across the UK and internationally, visit their website.

Louise Pinnington
EDGE Creative
+441213558092 ext.

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/939013502>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.