



BIMA AI Standards

Why standards?

The AI Council has researched and led the development of six BIMA AI Standards to encourage action.

With AI all around, so many questions still to answer, and so much noise, the AI Council aims to provide a blueprint of priorities, to help our members reflect on whether we’re meeting best practice expectations, as set out by our community.

We seek to create a framework within which our members can work successfully with AI, because setting out what good looks like, helps us all make better, more-informed decisions.

Going beyond a set of principles, these standards include guidance on how to achieve stated goals, informed by experts who are navigating the realities of the disruption. This is especially important when it comes to issues like transparency, privacy, fairness and sustainability. These are specialist topics and many of us require clear guidance on how to implement best practice.

AI Standards

1. Human first, and last	3
2. Uphold the rights of creators	X
3. Design for transparency	X
4. Innovate with purpose	X
5. Safeguard fairness and accurate representation	X
6. Preserve trust through privacy & security	X

AI STANDARD #1

Human first, and last

1

Prioritise human creativity, thinking, and oversight. Not to preserve outdated processes, but for the connections your businesses hope to make in future.



Why it matters

1

Human centricity helps to preserve quality, build trust, and protect against homogenisation that undermines your brand.. The connection between your customers and your business is - fundamentally - human.

2

“Generative AI can now beat the average human on certain creativity tests... But there’s a clear ceiling. The most creative humans — especially the top 10% — still leave AI well behind, particularly on richer creative work like poetry and storytelling.” University of Montreal: Science Daily, Jan 2026.

3

Reaching for AI efficiencies to drive growth is yet to prove itself as a solution for businesses and brands You may be overlooking your most valuable growth drivers: your people.

4

“Without AI, we observed clear professional silos – Commercial specialists proposed predominantly commercial solutions while R&D professionals favored technical approaches.” The Cybernetic Teammate: A Field Experiment on Generative AI Reshaping Teamwork and Expertise, Harvard Business Review



How to build this standard into workflows

Consider running sessions to think together without AI in the room:

Host AI-free sessions where multidisciplinary teams come together to pick apart a brief, explore an idea that's in its infancy or unpack a big strategic question using only judgement and experience.

Experiment with how AI can enhance your creative processes:

That requires testable hypotheses, defined variables, experimental and control groups, and randomised assignment to ensure validity. Without these things, you're not experimenting, you're dabbling.

Create 'human-interrogation' moments:

Implement mandatory human review gates at concept development, pre-production, and final delivery stages. Consider assigning "human leads" on AI-assisted projects with clear authority to override or reject AI-generated work and then document these decisions and interventions in project files to maintain accountability and enable learning.

Consider not only what you measure, but how you measure:

Put the right KPIs and success metrics in place, across different time horizons, to guard against efficiency ruling them all. Traffic, engagement, and conversions are key but so too are brand awareness, perception and longer term customer loyalty.

If you do nothing else, put smart, passionate people in a room together.

Charge them with identifying and solving problems, and encourage them to be candid. Then consider how AI helps them do those things, and not how AI replaces them doing those things.



Questions that encourage positive action

- Q1** Does your organisation have a human-centred approach to projects, including AI-enhanced ways of working? At what points are humans meaningfully inputting to the process? How can you improve your human-centred approach?
- Q2** Do you fully understand the impact of having AI mediate your creative processes?
- Q3** Is the way performance and success are measured relevant for human and AI application? Can they be compared directly on the same metrics?
- Q4** Have you done your due diligence on what you will give up to gain any perceived advantage?
- Q5** What does testing, iterating, improving look like for your business? At what points are humans involved in your workflow?
- Q6** What human oversight is required to ensure you don't find yourself on the wrong side of regulatory lines thanks to using AI tools?

Pitfalls and behaviours to discourage

Don't become overreliant on AI tools.

If everyone is using them, it's likely everyone is giving roughly the same ideas and creative direction from them.

