


# Chapter 2

## The Use of AI in Advertising Creativity: Impact on the Receiver

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### ABSTRACT

*The advances in technologies and the irruption of artificial intelligence (AI) represent a challenge for advertising agencies and for creative management. Generative AI may be used to enhance creativity and to create content that depicts a highly convincing version of reality. The use of AI in advertising has been related to terms such as synthetic advertising, computational creativity or intelligent advertising. This chapter aims to explain the use of artificial intelligence in the following areas of advertising creativity: text, image, voice, audio, music and video generation. It also addresses the impact that the use of artificial intelligence may have on the recipient of the advertising campaign. The results obtained by recent research are identified and organized depending on whether receivers are found to react positively or negatively to the use of AI in creativity. Main conclusions and future lines of research are presented at the end of the chapter.*

### INTRODUCTION

Artificial intelligence (AI) is revolutionizing our world and marketing practices are not an exception (Ameen et al., 2022; Huang & Rust, 2022). Traditionally, the advertising process comprises advertising research, market analysis, strategic planning, ad creation, media mix, media planning and buying,

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performance evaluation, and feedback (Qin & Jiang, 2019). AI is expected to change and have a critical impact on all these areas that revolve the advertising process.

Technological innovation has been a key factor in driving how advertising and marketing campaigns are conducted (Ciuchita et al., 2023; Matthews et al., 2023; Qin & Jiang, 2019). The rise of AI has come to further accelerate recent changes in the advertising industry due to digitalization of society and the advent of social media. In the advertising domain, AI may be used to automatically create content that depicts a highly convincing version of reality (Campbell et al., 2022; Haase & Hanel, 2023; Hubert et al., 2024; Wu & Wen, 2021). In fact, recent studies suggest that advertising messages will transition to an era dominated by AI in the coming decades (Arango et al., 2023; Campbell et al., 2022).

Given the importance of the AI phenomenon, many studies have been published about this topic recently. However, there are still several areas that need further research. One of them is the use of AI for creative purposes in the advertising domain (Ameen et al., 2022; Huang & Rust, 2022; Hubert et al., 2024). It is necessary to compile and organize previous research about the uses of AI in creativity (Ameen et al., 2022; Rincón, 2023). In addition, little attention in this research stream has been paid to the receivers' perspective (Arango et al., 2023; Hong et al., 2021; Wu & Wen, 2021). To cover this gap, this chapter aims to explain how AI is being used in creativity and how it may affect receivers of advertising campaigns developed with AI tools. The chapter is structured as follows. The first section deals with advertising creativity and the incorporation of new technologies including AI into creative work. The second section of this chapter outlines the main uses and applications of artificial intelligence in advertising creativity. The tools that can be used as well as real campaigns using AI are presented to illustrate this section. As for the impact on receivers, the findings obtained in recent literature are identified and organized depending on whether consumers react positively or negatively to the use of AI in creativity. Main conclusions and future lines of research are presented at the end of the chapter.

## **CREATIVITY, ADVERTISING AND AI**

### **The Importance of Creativity in Advertising**

Creativity is defined as the ability to produce novel, original, and suitable ideas (Lucchiari et al., 2018). Creativity is important in different areas of marketing, especially in advertising (Ameen et al., 2022). In order for an advertisement to be defined as creative, the ad must incorporate novelty/unexpectedness (Benoit & Miller, 2022). While most researchers agree that divergence is a central determinant of creativity, many argue that the ad also must be also relevant or appropriate (Rosengren et al., 2020; Smith et al., 2008; Vakratsas & Wang, 2021). In an attempt to incorporate both ideas, Vakratsas & Wang (2021, p. 4) have recently defined creativity as “a generative process, grounded in the search of conceptual spaces and defined by a set of rules, the outcomes of which are evaluated based on their novelty and value”.

Creativity is considered to be the most important determinant of advertising effectiveness (Lehnert et al., 2014; Sasser & Koslow, 2008; Shen et al., 2020). This principle is paramount, as advertising professionals and scholars alike believe that creativity is a central element of effective advertising (Kim et al., 2010). Creativity is so important that has been identified as the future of marketing (Ameen et al., 2022). As a result, marketers spend resources, such as money, time and labor resources to produce creative ads (Benoit & Miller, 2022).

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