Chapter 5
AI, Advertising, and the Creative Profession:
Ethical Challenges and Professional Transformations

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ABSTRACT

The text intersects artificial intelligence, advertising, and the creative profession. For the selection of texts and evidence of the relationship between the three concepts, we experimented with AI itself, using the Perplexity AI tool. From an exploratory approach, this qualitative meta-study aims to reflect the dialogue derived from these scientific and professional findings between academic researchers, active creative professionals, and Artificial Intelligence itself. Effectively integrating artificial intelligence into the creative process will provide a competitive advantage in the advertising industry. The coexistence of human creativity and generative artificial intelligence promises an exciting future full of possibilities for advertising, where the combination of the human mind and the capabilities of technology can lead to more innovative and effective campaigns. The text identifies the keys to this transformation and its actual or future penetration.

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INTRODUCTION

The text intersects four concepts: scientific research, artificial intelligence, advertising, and the creative profession. At the heart of this discussion, Artificial intelligence (hereinafter AI) is at the center of the debate in all scientific fields due to its enormous potential for transforming basic processes that today require a large amount of investment in time and resources. The term was coined in 1955 by McCarthy, Minsky, Rochester, and Shannon based on this idea: "every aspect of learning or any other feature of intelligence can, in principle, be described so precisely that a machine can simulate it" (McCarthy et al. 2006 [1955]: 12). As AI has evolved and diversified **over the decades,** the number of definitions across different scientific fields has multiplied, yet no universally agreed-upon definition exists.

Broadly speaking, two perspectives on AI coexist: the theoretical-scientific and the pragmatic-technological. The former, which is closely linked to philosophy, logic, linguistics, psychology, and cognitive science, uses AI concepts and models to help answer questions about humans and other living beings (Sartori & Theodorou, 2022). It seeks to answer questions such as: How to distinguish natural intelligence from artificial intelligence? Is it possible to create genuine intelligence of the same type and level as human intelligence? Moreover, AI raises deeper concerns, including metaphysical and ethical debates regarding human uniqueness and free will.

On the other hand, the pragmatic-technological perspective concerns engineering and information and communication technologies (ICT). It drives the creation of machines or programs capable of independently performing tasks that would otherwise require human intelligence and action. It is based on natural language processing, knowledge representation, automated reasoning, machine learning, deep learning, computer vision, and robotics (Dellermann et al., 2019).

A significant contribution to defining AI comes from UNESCO's World Commission on the Ethics of Scientific Knowledge and Technology (COMEST) proposed defining AI as "machines capable of imitating certain functionalities of human intelligence, including features such as perception, learning, reasoning, problem-solving, linguistic interaction, and even the production of creative works" (2019). Currently, this definition is among the most widely accepted.

The intersection between AI and ethics introduces a range of concerns, particularly regarding authorship, human replacement, beauty standards, and audience perception. Several high-profile advertising campaigns illustrate these concern.

For instance, a notable case is Under Armour's "Forever is Made Now" campaign (2024), featuring British boxer Anthony Joshua. The controversy arose from the use of AI-generated content mixed with repurposed footage from previous ads, raising ethical concerns about creative ownership and transparency.

Similarly, Artisan's "Stop Hiring Humans" campaign (2024) gnited debates about automation and job displacement. The minimalist ad, promoting an AI assistant in San Francisco, provocatively encouraged replacing human talent to cut costs, triggering significant backlash on social media. While some perceived the campaign as dystopian marketing, it successfully (Skoleska, 2024) generated virality and industry-wide discussion.

In the beauty industry, AI's role is also being critically examined. Dove's "The Code" campaign (2024) exposed how generative AI perpetuates unrealistic beauty standards. When given the prompt "real beauty," the AI initially produced idealized images, but when trained to be more inclusive, it generated more diverse representations, aligning with the brand's message. With forecasts suggesting that 90% of online content will be AI-generated by 2025 (El Publicista, 2024), Dove launched the Real Beauty Guide, a free resource promoting transparency and inclusivity in digital representation.