

Chapter 8


Generative AI and Strategic Communication in Social Impact Campaigns

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ABSTRACT

The use of artificial intelligence in advertising is on the rise and it is already being used in all aspects of the creative process. This study seeks to review the use of artificial intelligence in the advertising process. To this end, the study aims to outline the state of the art on the use of AI in advertising, paying greater attention to creativity and the search for audiences, as well as the study of cases where this technology has been implemented. The transformative capacity of AI in advertising is evident, but a balance is required between the objectives set by organisations and ethical and responsible use.

INTRODUCTION

In recent years, artificial intelligence (AI) has gone from being a specialised technological concept to being present in the daily lives of citizens (FundéuRAE, 2022). AI has been recognised as a driver of economic growth and social progress for more than a decade (Hall and Pesenti 2017), but this recognition had not been extended to the creative field due to the demand for levels of innovation that could not be addressed by limited learning systems (Anantrasirichai & Bull, 2022). The studies carried out to

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apply AI in the creative sector clashed with the technology developed up to that point and with the aim of ensuring that AI replicated human behaviour (Rowe & Partridge, 1993).

Currently, the use of artificial intelligence in the advertising industry is booming. According to the Asociación Española de anunciantes (2024), generative artificial intelligence plays a crucial role in optimising and assisting a wide range of daily processes and tasks, including campaign development, media strategy planning, performance evaluation and advertising management. This technology makes it easy to obtain immediate answers, efficiently resolve queries and advanced analysis of large volumes of data in real time. In addition, it enables more accurate forecasting, automating and improving processes, personalising content, encouraging interdepartmental collaboration, facilitating the visualization and combination of data and accelerating the delivery of results, among other advantages. All of this implies a significant change and the need for users to adapt their working methods.

This research seeks to understand how artificial intelligence is being used throughout the advertising process, paying greater attention to the phases of creativity and audience searching. Therefore, the following questions were posed:

Question 1: What do we know about the use of artificial intelligence in the different phases of the creative process?

Question 2: How effective is the use of artificial intelligence in advertising creativity?

Question 3: Is artificial intelligence being used for audience segmentation in the advertising industry?

Question 4: What success stories have been studied that have used AI in advertising?

OBJECTIVES

From these research questions emerges the general objective detailed below:

O1. Study the use that is being carried out of artificial intelligence in advertising creativity and audience segmentation, identifying the different types of AI classification, the tools that are currently being used in advertising campaigns and differentiating in which phase of each campaign it is used.

In order to achieve this general objective, the study is broken down into the following specific objectives.

O1.1. Review of academic literature that allows us to contextualize what use is currently made of artificial intelligence in advertising.

O1.2. Study the level of implementation of artificial intelligence in advertising creativity.

O1.3. Analyse whether artificial intelligence is being used to segment advertising audiences.

O1.4. Identify success stories that have applied artificial intelligence to any of the advertising development phases.

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