

**THE GENERATIVE TRANSFORMATION: ANALYZING THE IMPACT OF AI ON
CREATIVE ADVERTISING PRACTICES, PERSONALIZATION, AUTOMATION,
AND CAMPAIGN EFFICIENCY**

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INTRODUCTION

Generative AI is shaking up creative advertising since it fully transforms how campaigns are ideated, customized and executed (Ramachandran et al., 2025; Borrega & Daniel, 2025). As marketing becomes more heavily reliant on advanced technology, generative AI facilitates uniquely human creativity and intersection of machines, generating faster, more personalized, and importantly, scalable campaigns (Amoah et al., 2025; Vidrih & Mayahi, 2023). This harnessing of human creative talent alongside artificial intelligence is poised to create new opportunities to engage consumers and quicken resource deployment in an increasingly saturated market (Bozieva, 2024; Zou & Zou, 2023).

Historically, the power of generative AI for the advertising industry comes from automating repetitive manual tasks, scale large amounts of creative with strong diverse variations, and creating personalized brand communications in real-time and in the format consumers prefer (Pavão, 2023; Amoah et al., 2025). There is a plethora of benefits of generative AI that drive down the ideation and production phase of advertising; and adjusting brand messaging to provide more hyper-personnelised user experience and engagement (Ramachandran et al., 2025). Well-known brands, on a global scale, have shown that campaigns driven by AI can retain brand predictability and behaviour whilst at the same time enable innovative storytelling across unprecedented campaign scales (Borrega & Daniel, 2025). National and regional brands are also benefitting from these scalable opportunities to create localized content and optimize

campaigns based on market relevance and local cultures of audience (Vidrih & Mayahi, 2023; Bozieva, 2024).

Recent reports indicate that generative AI will not replace the human components of creative thinking, rather, it will enhance and possibly augment the human creative thinking through different ways to build upon ideas, access audience data, and measure the creative activity's performance (Zou & Zou 2023; Pavão 2023). Furthermore, this new approach provides a more dynamic and iterative way to operate within advertising, and permits creative activity to be data-informed and responsive to consumers' changing behaviour (Ramachandran et al., 2025). In many sectors/industries, the movement to adopt AI technology for all facets of marketing behaviour, is already achieving efficiencies in campaign management, its time to market and targeting (Amoah et al., 2025).

This paper explores the effects of generative AI on a creative advertising practice through the qualitative case studies of global brands Nike, Coca-Cola, and Snapchat, as well as national brands Myntra, Blinkit, and Cadbury. The analysis seeks to understand how generative AI enables personalisation, automation of campaign progression, and creativity in a more efficient environment and possible scalability. This study further critiques real-world outputs of campaigns, the methodologies of implementation, and performance outcomes to understand how the intersection of human creativity and AI technologies reimagines the future of advertising (Borrega & Daniel, 2025; Vidrih & Mayahi, 2023).

BACKGROUND OF THE STUDY

The advertising industry has undergone dramatic transformation over the past decade, fueled by exponential technology advancement and changes in consumer behavior (Ramachandran et al., 2025; Vidrih & Mayahi, 2023). The days of traditional advertising with mass messages and static campaigns is coming to an end - replaced by more nimble, data-inspired, and individualized tactics (Borrega & Daniel, 2025; Bozieva, 2024). The emergence of artificial intelligence (AI) began that transition for change, the automation of processes, and the augmentation of decisions (Zou & Zou, 2023).

Generative AI offers transformative possibilities as it expands the number of unique format possibilities for content generation, analyzes audiences to determine preferences, and move campaign phases while running (Amoah et al., 2025; Pavão, 2023). Generative AI is, thus, a radically different paradigm, as AI in the past assisted advertising with the analysis of data for

"aiming" advertising to targets generated from the data. With generative AI it combines creative assimilations, and creative processes performing concurrent activities that integrate and links the level of the creative process and human intelligence with a non-human or machine intelligence (Ramachandran et al., 2025). This has opened entirely new worlds for brands to serve consumers with personalized, relevant, and timely messages across both global, and local, markets (Borrega & Daniel, 2025).

While these possibilities for AI solutions are exciting, the context of generative AI in advertising also raises questions about the balance between artificial intelligence (AI) and human creativity, the ethics of AI and related value propositions that concern personalization, and the future of creative professionals (Borrega & Daniel, 2025; Pavão, 2023). Recognizing these contexts for AI is essential for leveraging AI tool features to their maximum capability while protecting brand identity and establishing consumer trust (Vidrih & Mayahi, 2023).

This study is designed to understand the evolving nature of generative AI in creative advertising using personalization, automation and creativity as its dimensions. Using qualitative case studies, the research will seek to identify, in depth, how advertising is changing because of AI technology, how advertising processes changed to facilitate efficiency, and how advertising allows brands to connect and engage with consumers in a complex and competitive market (Ramachandran et al., 2025; Amoah et al., 2025).

STATEMENT OF THE PROBLEM

The swift proliferation and adoption of generative AI in advertising has raised new challenges regarding the creation and management of campaigns. While generative AI is enhancing the creative, personalization and efficiencies, very little is known about marketing workflows and it remains to be seen how human creative roles will adjust or be impacted and how advertising agencies will manage to uphold some quality. Brands have the challenge of exploiting the automation capabilities of AI and at the same time trying to uphold the integrity of the creative. Brands must ensure the message is relevant in many market contexts. Furthermore, there has been very little experimental research done to determine the effects of generative AI on campaign effectiveness, intended reach and engagement both globally and for national brands. Without this understanding, marketers are exposed to the risk of underutilising AI tools, or worse, compromising brand integrity and consumer trust.

PURPOSE OF THE STUDY

This study aims to explore the use of generative AI in the execution of creative advertising campaigns, specifically looking at its effect on personalization, automation, and creativity leads. This research uses qualitative case study methods to assess creative advertising campaigns of some of the leading global brands, like Nike, Coca-Cola, and Snapchat, and national brands like Myntra, Blinkit, and Cadbury. Here, the research will develop a deeper understanding of the impact of generative AI on advertising strategies and workflows with the overall goal of developing advertising best practices when using AI as a co-create partner for human creativity. The research will also be looking at how AI influences advertising campaign efficiency, scale, and ultimately the relevance of personalized consumer interactions. This research aims to provide the domestic advertising profession with some insights on how to leverage and harness the generative AI revolution's future potential while remaining true to their brand and improving national advertising campaign outcomes.

RESEARCH QUESTIONS

- What are the uses of generative AI as it relates to automating and optimizing campaign implementation processes?
- What will the integration of generative AI mean for creativity in advertising teams, and what is the role of human creativity in this new workflow?
- What will be the demonstrable impact of generative AI on effectiveness, efficiency, scalability, and performance for advertising campaigns?
- How do global brands differ from national brands in their use of generative AI to protect their brand identity while localising content to target audiences?

SIGNIFICANCE OF THE STUDY

This research contributes both theoretically and practically to advertising and marketing. The study fills an important gap in understanding how emerging AI technologies are disrupting more traditional advertising workflows and creative processes by examining the use (and not just the potential use) of generative AI in creative advertising campaigns (Ramachandran et al., 2025; Borrega & Daniel, 2025). Identifying and understanding how AI is integrated into personalization, automation, and enhanced creativity in advertising will allow marketers to develop evidence-based marketing strategies based on their observations of their consumers (Amoah et al., 2025; Vidrih & Mayahi, 2023).

For marketing professionals and brand managers, this study provides the basis to inform working with generative AI with respect to maintaining brand consistency and relevance in local and global markets (Bozieva, 2024; Pavão, 2023). This involves establishing best practices when integrating AI with human creativity that will create a framework to develop a partnership and collaborative environment that maximizes the quality or innovation of the campaign (Zou & Zou, 2023). This is especially important as brands amass their marketing efforts to scale efficiently without sacrificing creative standards.

The study also contributes to the technology literature by enhancing our understanding of the efficiencies in operation, and optimizing capabilities in real time that generative AIs offer and subsequently could shorten time-to-market and minimize resources needed for campaign execution (e.g., Ramachandran et al., 2025; Amoah et al., 2025). Furthermore, the study may also guide future research in relevant ethical concerns, privacy of consumers, and the shifting roles of creative professionals in an era of AI-assisted advertising (e.g., Borrega & Daniel, 2025; Vidrih & Mayahi, 2023).

Ultimately, this study provides advertisers and other stakeholders throughout the advertising ecosystem the opportunity to responsibly and efficiently leverage the potential for transformative change, while reaffirming generative combustion's fundamental role, and that of AI more generally, in realizing the potential for personalised and scalable marketing communications in future (i.e., the future of advertising).

THEORETICAL FRAMEWORK

The theoretical framework presented in this study combines Media Richness Theory (MRT) and Human-Computer Interaction (HCI) Theory to understand the impact of generative AI (artificial intelligence) on creative advertising campaigns. Media Richness Theory (MRT) suggests the effectiveness of conveying a message is relevant to the medium's ability to carry complex information, have feedback potential, and to contain multiple forms of presence as in visual, emotional, and so forth. Generative AI enhances the media richness of advertising communications by creating hyper-personalized and realistically dynamic content (code-generated across various formats, including text, visual art, and interactive media). This allows advertisers to create messages with high levels of adaptability, emotional connections (including symbolism), and an additional tailoring element for specific audience segments, increasing engagement and reducing uncertainty around the outcome of the digital campaign.

HCI Theory can also contribute to the development of generative AI advertising, because it involves understanding how users interact with and experience advertising supported by AI technologies. HCI Theory expands upon this and can inform our understanding of usability, trust, emotional engagement, and user satisfaction, which is increasingly important for consumers who interact with AI-generated content and help create brand narratives and creative advertising campaigns. These two theories provide a comprehensive framework for analysis of the technological advancement related to message delivery, while human factor aspects that influence the adoption and subsequent effectiveness of an AI generative content advertising publication/experience, providing research evidence for a pathway exploration related to AI reshaping communication, creativity, and consumer experience in today's digital advertising practices.

LITERATURE REVIEW

Adoption & Integration of Generative AI in Advertising:

Jiang, Nikulkov, Chen, Bai, and Zhu (2025) completed a "massive" A/B test with ~35,000 advertisers and 640,000 variants of advertising text on Facebook. They introduced the reinforcement-learning model AdLlama. They found a 6.7% increase in click-through rates over the supervised baseline. The advertisers also were producing more creative variants, with the assistance of the AI, which not only shows the measurable business impact but confirms the potential of GenAI contributing to increased performance across advertisers at scale.

According to a report from Basis Technologies (2025), 100% of marketing leaders surveyed indicated their employees had adopted AI in some advertising tasks, while 25% indicated they were using AI to replace human labor. The primary use case for GenAI was ideation, brainstorming, and research, which shows that its integration is impacting not just speed of production but likely how the nature of creative labor relationships will play out in the future.

The IAB partnered with Aymara (2025) to illustrate how more than 50% of marketers are now using GenAI for creative and targeting purposes, with more than 70% reporting issues such as bias, hallucinations, and off-brand content. Yet, fewer than 35% of firms indicated they would be expanding governance or oversight structures. This noted gap between adoption and responsible AI management suggests GenAI will likely continue to face questions about its legitimacy.

Grewal, Saturnino, Davenport, and collaborators (2024) explained in the Journal of the Academy of Marketing Science that adoption of generative AI by companies such as Vanguard, Emirates NBD, and Unilever for ad copy, personalization, and customer response has produced conversion increases of 15%; and lead growth of 177%. These are examples of documented gains from early adoption.

Using social media sentiment metrics, Truong (2024) explored generative AI production, hype cycle, and adoption. He found that adoption was related to capability, but was more significantly related to public trust and emotional readiness, which is of interest as it highlights the meaningful effects of sentiment and feelings on consumers and their potential adoption of generative AI advertising.

Karnatak, Baranes, Marchant, and colleagues (2024) looked at small business owners in a UK context.. They identified prompt ambiguity and brand misalignment as obstacles to adoption. They developed “ACAI” as a tool that operationalized integrating generative AI to make it easier using structured prompting and multimodal interfaces. This demonstrates that usability and availability are considerations of successful GenAI adoption in advertising.

Soni (2023) conducted an empirical survey of 411 digital marketers, looking at motivations for use, for example efficiencies, personalization and scaling dimensions, and barriers to use, such as complexity integration, limits to creativity, and the potential need for human arbitration. The significant finding from this exploratory study, was pre-adoption anxieties persisted, even in the face of the value of adopting generative AI.

A report from BCG (Ratajczak, Kropp, Palumbo, de Bellefonds, Apotheker, Willersdorf, and Paizanis, 2023) reported that 70% of CMOs were already experimenting with generative AI tools, primarily for content generation and segmentation. Moreover, the reasons CMOs were looking to use generative AI tools were projected efficiency gains of 30% or more and the strong strategic interest at a senior level.

In Gartner's (2023) report from a survey of 405 marketing leaders, Bloom (2023) indicated that 63% of leaders were exploring generative AI investments within the next 24 months, and most marketing leaders perceived more opportunity than risk migration. This survey represented a prediction for and expected explosion of use in 2024-25.

TRANSFORMATIONS IN THE CREATIVE PROCESS THROUGH GENERATIVE AI

Issak, Rezwana, and Harteveld (2025) introduced a framework, MOSAAIC, that examines the distribution of autonomy, authority and agency both between humans and AI, and forms of distributed co-ownership, co-creation, and other modes of shared control that are becoming more pronounced in advertising creativity.

Rezwana and Ford (2025) developed a framework called FAICO for AI communication in human-AI co-creativity that focuses on shared communication that includes transparency, personalized interaction, and adaptive communication behaviours to enhance creative growth. Gmeiner, Marquardt, Bentley, Romat, Pahud, Brown, Roseway, Martelaro, Hinckley, and Riche (2025) highlighted their notion of "intent tagging" as a way of supporting micro-prompts in creative workflows, which also illustrates how discrete levels of control can also affect how creatives engage generative AI.

Islam, Miron, Nandy, Choudrie, Liu, and Li (2024) explored the affect of generative AI on digital marketing and described factors of content modularization, automatability, and the need to maintain a sense of brand consistency in the context of a rapidly changing creative cycles in one of their (or some version of their) papers.

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Grewal, Saturnino, Davenport and others (2024) took note of the shifting creative pathways within marketing, outlining how generative AI is becoming part of the pathways of ideation, prototyping, and scenario planning, and new forms of creativity are beginning to entail new kinds of creative roles with a more AI-mediated form of creativity.

The Boston Consulting Group (2024) acknowledged that organizations were using generative AI to reshape their creative workflows according to a three-stage framework that it deployed—deploy, reshape, and invent. Their framework recognizes the nature of creativity as moving away from efficiency toward new phenomenological spaces for interpreting creativity.

Soni (2023) reported early changes in the project-based creative processes, explaining that digital marketers were already relying on generative AI in their processes for ideation, copywriting, and generating content variants, but faced questions about integration and oversight.

Ratajczak, Kropp, Palumbo, de Bellefonds, Apotheker, Willersdorf, and Paizanis (2023) examined the increasing interest in generative AI by chief marketing officers' (CMOs), providing evidence of the emerging role for generative AI on the division of labor between human creativity and AI systems.

Bloom (2023) reports findings through a Gartner survey that the concerns of marketing leaders became plans to adopt generative AI at scale; and their anticipation that it could shift not only the route to efficiency but the shape of the creative process in advertising.

THE GROWING ROLE OF AI IN PERSONALIZED MARKETING AND CONSUMER ENGAGEMENT

Challapalli et al. (2025) created SLM4Offer, a fine-tuned model to deliver personalized marketing offers that improved customer acceptance with a fixed price, Srinivas et al. (2025) created a multimodal AI framework to create hyper-personalized B2B and B2C ads in different languages, with the ability to tailor it to different cultural situations.

Capgemini Research Institute (2025) found that 71% of consumers want generative AI-driven personalization in shopping behavior, especially Gen Z and millennials.

Microsoft Advertising (2025) cited an inflection point from demographic targeting to intent-based personalization improving ads results.

Bain & Company (2024) indicated that 40% of consumers identify most ads as irrelevant, and found that AI-based personalization drove engagement for, and return on ad spend.

Islam et al. (2024) detailed the growth of AI-enabled personalization within digital marketing, stressing modular content creation and active consumer engagement.

In a study published in *Computers in Human Behavior* (2024), it was illuminated that AI-drive personalization had an increasing impact on trust and usefulness, yet raised matters of perceived privacy.

In a study published in *Frontiers in Communication* (2024), hyper personalized ads increase brand connection more for Gen Z consumers.

According to Soni (2023), personalization is one of the main advantages of AI use in digital marketing because it helps scalability while increasing targeting capability.

Ratajczak et al. (2023) revealed that 70% of Chief Marketing Officers were trying out generative AI for segmentation and personalized content.

Gardner's survey (as cited in Bloom, 2023) reported that 63 percent of marketing leaders planned to invest in AI with personalization being a significant driver of consumer engagement.

RESEARCH DESIGN

This research utilized a qualitative design, specifically a case study research design allowing for an in-depth exploration of generative AI in creative advertisement campaigns from selected global and national brands. The case study method was appropriate to explore and understand the complex realities of advertising worldwide while taking into consideration the process of AI implementation as well as the outcomes.

CASE SELECTION CRITERIA

The case studies involved international known brands (e.g., Nike, Snapchat, Coca-Cola) and national brands (e.g., Myntra, Blinkit, Cadbury). The rationale for selecting brands was they had each employed the use of generative AI in their marketing approach, they were innovators, and they were abundant representation across industries and geographies. The diversity of brands across scales of production and markets would demonstrate the overall impact of generative AI in advertising.

DATA COLLECTION

Data was obtained through collecting secondary data including company reports, analytics of campaigns, published case studies, interviews with marketing experts where available, and documentation on the use of AI tools in the campaigns. This was supplemented with other performance metrics such as the overall engagement with campaign content, conversion rates by brand and sector, and analysis of content output to evaluate the contribution of generative AI in executing the campaigns.

CASE STUDIES

Coca-Cola: "Create Real Magic" campaign

Coca-Cola's "Create Real Magic" campaign is an excellent example of generative AI's creative potential in collaborating with consumers to produce consumer-generated content. Coca-Cola used generative AI tools including custom iterations of platforms like DALL-E, to allow consumers to co-create digital art that incorporated iconic elements from Coca-Cola's brand heritage with AI generated images. The process involved the brand asking consumers to submit keywords or ideas, which then the AI turned into unique pieces of art. The consumer

engagement associated with creativity and participation increased sharply, and Coca-Cola was able to build out their digital asset library at speed. Coca-Cola achieved increased social media interactions and brand recall, as well as a fresh and dynamic brand image associated with current digital trends.

NIKE: AI-BASED CREATIVE PERSONALIZATION

Nike integrated generative AI (using its own systems as well as ChatGPT) into its digital campaigns and was able to tailor content to the varying segments of audiences in every part of the world. Nike used AI to assess customer data in terms of purchasing habits, personal fitness goals, as well as cultural trends that generated personalized ad copy, creative imagery and collaborative product recommendations. To implement the generative AI, Nike automated content generation at scale, amounting to thousands of use cases, while still allowing for the creative marketing teams to drive brand voice and creative rationale from beginning to end. The campaign goals were to help to drive consumer engagement and conversions through relevance and personalization in a manner that was relevant to distinct audiences globally. The results showed increased click through rates, interaction rates, and increased revenue streams, which were correlated to AI-fuelled creative experimentation.

SNAPCHAT: DYNAMIC AI-OPTIMIZED ADS

Snapchat used generative AI to generate dynamic short-form video ads that served personalized ads in real time, based on user interaction data. It utilized generative AI tools that automatically created a number of variants of direct response ads in video using user preferences and trending content themes. Campaign builders would then monitor and continuously optimize the content flow using AI dashboards thus creating a constantly evolving advertising narrative that maximized relevance and engagement for each user cohort. This case highlighted AI's potential to enable more content to be produced faster while simultaneously optimizing user experience - as evidenced by substantial uplift in video ad views and interactions rates.

MYNTRA: HYPER-LOCAL AI-DRIVEN CUSTOMIZATION

Myntra, a national leader, adopted generative AI to create hyper-localized ad and marketing content for numerous districts in India and various segments of customers. Specifically, they utilized a multitude of AI platforms such as ChatGPT and local language processors to produce ads in the region's language, more locally relevant messaging, and locally trending topics at a high quantities. Workflows integrated AI-personalization with manual curation to incorporate

cultural nuances, and brand fit. The outcomes comprised improvements in customer affinity, deeper penetration in regional markets, and better results in heterogeneous markets with hyper-local based, affordable, adaptable, and relevant messaging.

BLINKIT: AI-OPTIMIZED REAL-TIME PROMOTIONS

Blinkit used AI-enabled tools to automate promotional content by geography, and user behavior based on time from an initial point (the application). The generative AI defined offers, dynamic messaging, and personalized calls-to-action, that were altered based on the supply chain availability as well as a pattern of consumer demand. The operational processes merged AI analysis with campaign management software so that as customers interacted with content, they were distinctively triggered customized promotions. Results were a quicker go-to market, higher conversion rate, as well as more operational efficiencies due to no manual intervention.

CADBURY PRODUCT: CREATIVE ARTIFICIAL INTELLIGENCE FOR FESTIVAL CAMPAIGNS

Cadbury used generative AI to develop highly engaging, culturally connected, festival campaign content. The creative teams put in cultural festival themes, emotion and cultural symbols, and the AI tools generated scripts, slogans and visuals, which the creatives took and refined. The aim was to celebrate cultural practices, while promoting a connection to younger, digital natives. The campaign showed how you could supercharge and improve the creative brainstorming and speed up production, without losing the special emotional and cultural authenticity. Metrics showed increased social sharing, increased participation in the digital contests and brand sentiment was positively enhanced.

DATA ANALYSIS

Data analysis for this study involved using thematic analysis to systematically identify patterns related to how generative AI relates to personalization, automation, creativity, and efficiency in advertising campaigns. Thematic analysis allows for a systematic examination of qualitative data like case reports, campaign reports, and performance data to emphasize the repetition of themes throughout applications across both global and national brands. Additionally, we completed some comparative analysis of AI strategies, tools and outcomes for multinational

brands, compared with regionally captured brands, to make distinctions between the two approaches. Furthermore, to enhance the credibility of findings case data insights were triangulated against current academic literature and industry articles on AI-enabled marketing to give credible and valid empirical grounding to recommendations.

ETHICAL CONSIDERATION

Ethical concerns were at the very heart of the research process. The study used only data that was available publicly, and followed confidentiality procedures regarding proprietary information. The study also recognized strongly ethical concerns related to AI usage in advertising: transparency in informing consumers about AI-generated content, protecting personal data used for hyper-personalization, and mitigating algorithmic biases in a manner that did not undermine fairness or inclusivity. It also emphasized the importance of preserving human oversight in AI creative processes with any ideation, to protect brand authenticity, ethics and cultural sensitivities. This offered an assurance that there would be no opportunities for inadvertent misinformation or discrimination. The research also indicated that there were well-defined governance policies and accountability structures for AI use in advertising that would promote ethical compliance and transparency, responsible data privacy, and enduring consumer trust to cope with the rapid expansion of AI driven marketing.

LIMITATIONS

Generative AI in the world of advertising has enormous potential, however, there are obviously limitations. Ideally, the output product will be free of limitations, and have be based on training data that is representative, valid, reliable, and broad enough in scope. If the training data are narrow or bias, the content produced by AI may be derivative, stereotypical, or culturally unaware. Generative AI experiences problems of its own in terms of creativity, as it generates content in patterns using prior works (often without context), and lacks true novelty or a nuanced understanding of context (especially for humour, irony, satire, or emotional context). The degree of transparency with which models produce their outcomes is mediated by the ever-present 'black box' problem, which will, in turn, determine the explainability and associated trust. Lastly, while generative AI will automate many tasks and considerably speed up processes, its integration and implementation into previously well-defined marketing ecosystems will require significant technical capability, from individuals or companies, and is not always accessible, resulting in additional time, money and space. Furthermore, reliance on

even large language models can and will inevitably result in issues with language or communicative errors which, particularly within culturally complex markets, and result in reputational damage. Ethical issues associated with privacy issues in data, overlooking use of AI for nefarious purposes (or normalizing its use), copyright issues, regulatory issues, etc., prohibit many organizations from trusting the use of AI more thoroughly. Lastly, many advanced models present cost and environmental issues/issues with resource consumption.

FINDINGS

The findings indicate that generative AI is greatly improving brands' personalization of advertising, efficiency of operations, and ultimately their creative capabilities. AI is allowing brands to quickly generate many pieces of content that relate to one another, are contextually appropriate, and allows for the personalization at a segmented and sometimes micro-segmented level for the consumer allowing brands to elevate consumer engagement and higher rates of conversion. Workflow processes producing automation resulted in a quicker time-to-market and let the creative team works on strategic and innovative thinking. However, we found that AI adoption and execution is still specific to the brand's size and sophistication of the market in which they operate. The larger global brands are concerned with brand consistency, while national brands are being able to exploit localized personalization to their advantage. The need for human intervention remains important for ethical compliance and cultural appropriateness and while there is considerable promise for continued AI adoption, our findings stress the limitations of AI, as it does not fully replace the need for human creativity. In addition, as we adopted and integrated AI into marketing strategies, we also need to devise bias mitigation, transparency and ethical governance to preserve consumer confidence.

RECOMMENDATIONS

In deploying generative AI, advertisers should delete it with hybrid workflows, using generative AI, while also harnessing humans to add creativity and oversight. Investing in the training of the staff employed by the organization on the utilization of AI tools, and the ethical use case, will collectively build valuable internal expertise. Brands should review the outputs of generative AI to prevent bias, and correct errors, but they should also invest resources to identify datasets that promote fairness by redressing bias. Though marketers will want to be honest with consumers (i.e., audience) about which AI they were using, they must also be clear to uphold their obligations under the application of data privacy laws. Working through the role

that the AI service may have in amplifying, or connecting with, the brand purpose and campaign goals has informed the marketing decision around using AI at a global level or locally adapting it for connection. Equally, planning for AI deliveries by talking with technology partners and legal advisors can help eliminate ambiguities in the engagement process and strengthen readiness and manage potential emergent risks. Continuing research and feedback loops are highly recommended to help organizations improve their AI applications and help improve their ethical challenges.

CONCLUSION

Generative AI is transforming creative advertising by offering unprecedented amounts of personalization, content creation efficiency, and new ways to tell stories. While it enhances many campaign execution tasks, it is an enhancement to human creativity and not a substitute. Like any new technology, there are ethical considerations and process issues that need managing, however, we can responsibly create opportunities by being proactive with generative AI. As generative AI matures, advertisers that strategically adopt generative AI in conjunction with human judgement, transparency, and cultural awareness will benefit from competitive advantage to understand how to deliver advertising that is engaging, scalable, and authentic. This study has begun to offer clarity to generative AI, outlining the possibilities and limitations of generative AI to the advertising industry in modern marketing.

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