



ARTIFICIAL INTELLIGENCE USAGE BY ADVERTISING INDUSTRY PROFESSIONALS

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Abstract:

Technological developments have had a great impact on the changes experienced by the entire world since the 20th century. Rapid advances in technology and transformations brought about by digitalization have led to extensive changes in the advertising industry, as in many other sectors, especially in the last twenty years. The concept of Industry 4.0, which entered the world agenda as of 2011, and the digital transformation progressing with the technologies it encompasses, have also brought about new and various applications in the functioning of the advertising sector. While digital advertising is developing alongside traditional advertising methods, the technologies used in this field have also made rapid progress. The advertising sector and its processes are currently being shaped by digitalization and artificial intelligence, which is among the Industry 4.0 technologies. While artificial intelligence technologies enable faster, more efficient and creative results to be obtained in advertising production processes (Kietzmann et al., 2018), the approaches of professionals in the sector to this technology have also become an important area of research. The use of artificial intelligence in advertising production processes has been evaluated in different dimensions such as target audience research, advertising targeting strategies, media planning, advertising impact analysis, campaign design, copy writing and creative processes. (Qin and Jiang, 2019; Li et al., 2021). In this study, the use of artificial intelligence in advertising production processes by advertising sector professionals was investigated.

Keywords:

Advertising, Artificial Intelligence, Advertisement Production Processes, Advertising Technologies

1. Introduction

Introduction:

Digitalization, digital transformation, artificial intelligence and many technologies related to industry 4.0 have had significant impacts on society and businesses. The transformation experienced with this effect has led to the emergence of new ways of doing business. This effect has created a new marketing paradigm in advertising and marketing processes. With this new paradigm, advertising processes shape many processes from planning to implementation to analyzing customer preferences. The fact that the advertising sector has become a business area that is increasingly based on data and technology has significant impacts on both advertisers and consumers. In the age of artificial intelligence, businesses face increasingly fierce competition. The advertising sector, which has the function of supporting companies' brands in terms of communication, continues to develop and change in line with changing consumer needs, technological developments and new communication dynamics.

2. Artificial Intelligence Technology

Artificial intelligence is a discipline that dates back to ancient times and has developed as a result of humans' desire to create things. It is used in various fields such as communication technologies, statistics, mathematics, business, finance, medicine, etc. The idea that intelligence can be automated dates back to ancient times. Homer's Iliad refers to non-human thinking machines, and Thomas Hobbes stated in Leviathan (Hobbes 1651) that human thought is nothing more than arithmetic calculation. Both Pascal and Leibnitz designed machines that can be considered the precursors of modern calculators with the aim of automating arithmetic calculations. With regard to the mechanization of thought, Alan Mathison Turing's paper at 1936 named "On Computable Numbers with an Application to the Entscheidungs problem" (On Computable Numbers with an Application to the Entscheidungs problem) defined a decision-making system based on a machine model proposed by Godel. This also confirmed that

what humans can do with pen and paper can also be done by a computer, i.e., a machine (Görz & Nebel, 2005). Alan Mathison Turing, recognized as the pioneer of computer science and the founder of artificial intelligence, published an article titled “Computing Machinery and Intelligence” in 1950, raising the question, “Can machines think?” This article, published in *Mind* magazine, is considered a turning point in the history of artificial intelligence. The reason Turing is seen as the founder of artificial intelligence is that he took the question “Can machines think?” further by attempting to formulate it as a test. The concept of artificial intelligence was first mentioned and used at a conference held at Dartmouth College in 1956, led by John McCarthy. This conference symbolizes the official birth of artificial intelligence as a discipline and has guided subsequent work (Boden, 2018).

For this reason, the Dartmouth Conference is recognized as the beginning of a new era in artificial intelligence. According to McCarthy, artificial intelligence is “the science and engineering of making intelligent machines and intelligent computer applications” (2007: 2).

However, the 1970s were a dark period in which all these efforts and expectations in the field of artificial intelligence failed to materialize, and disappointment prevailed. Scientific research funds allocated to artificial intelligence also gradually decreased as the claimed results could not be achieved (Haenlein and Kaplan, 2019: 2-4).

This led to the period between 1974 and 1980 being referred to as the AI winter and remembered as a dark period (OECD, 2019: 20).

By the 1980s, however, there was a revival in AI based on different factors. During this process, expert systems were developed that focused on specific actions in specific areas. Expert systems began to create a positive outlook on the development of artificial intelligence, and research focused on the ability of a computer to perceive the world, have a body, and move in order to prove that it could be intelligent (Haenlein and Kaplan, 2019: 7-8). The widespread use of the internet in the late 1990s and early 2000s, the emergence of big data, and the advancement of computer hardware have enabled the rapid development of artificial intelligence. The 1997 Deep Blue-Kasparov match was a critical milestone in the historical development of artificial intelligence. It is well known that the development of artificial intelligence has accelerated significantly since the 2000s and continues to advance today. In particular, major advances in deep learning technologies in recent years have enabled significant achievements in image recognition, natural language processing, and prediction (Goodfellow et al., 2016). The use of artificial intelligence in the advertising industry has become particularly evident in personalization, targeting, and optimization processes. Advertising campaigns are optimized in real time thanks to artificial intelligence algorithms and are able to better respond to consumers' individual needs and expectations (Kietzmann et al., 2018; Qin and Jiang, 2019).

3. Artificial Intelligence in the Advertising Industry

Artificial intelligence (AI) is rapidly transforming the advertising industry, introducing new paradigms for how brands communicate, strategize, and engage with audiences. From predictive analytics to programmatic advertising, AI technologies are redefining the processes through which advertisements are planned, created, and distributed. As a result, the traditional boundaries between human creativity and machine intelligence are increasingly blurred, giving rise to hybrid models of content production and decision-making.

The integration of AI into advertising workflows not only enhances operational efficiency but also introduces ethical, strategic, and creative challenges. Professionals in the field are now required to adapt to an evolving landscape where data literacy, algorithmic thinking, and human-AI collaboration become critical competencies.

3.1 Artificial Intelligence in Advertising Production Processes

Digital transformation supports the continuous change and development in the advertising sector with the effect of technological innovations. Artificial intelligence, which is considered to be one of the most powerful components of Industry 4.0 and digital transformation today, has been included in every stage of advertising production processes and has introduced important innovations. Advertising production processes are becoming increasingly automated, data-based and personalized with the effect of digitalization. Advertising production processes generally include stages such as target audience analysis, personalized targeting strategies, strategic planning, creative content development, media buying (text, visual, video), media planning, campaign optimization, campaign execution, and advertising impact analysis (Belch and Belch, 2021). In previous periods, these processes, which were carried out with traditional methods, have been digitalized and supported by artificial intelligence technologies, providing more personalization, effectiveness and efficiency in advertisements. In particular, machine learning algorithms analyze the

digital behaviors of the target audience in real time with the use of big data, ensuring that advertisements are presented in line with users' expectations and that the conversion rate of advertisements increases (Goodfellow et al., 2016).

3.1.1. Usage of Artificial Intelligence in Advertising Strategy Development

Today, the creative strategy frequently used by brands is positioning. The brand aims to place the product or service it produces in a focus that will provide benefits to the consumer. Another creative strategy is the sales promise. This strategy was put forward by Rooser Reeves. According to this strategy, the features that the brand has and that its competitors do not have should be highlighted in the advertisements. Another creative strategy is the brand image strategy put forward by David Ogilvy. When the consumer makes a purchase, he looks at the emotional benefits rather than the logical benefits.

Conducting target audience analysis is another dimension of the strategy. The product to be offered to the target audience is also very important in the advertising strategy due to its contributions to either the continuity of the service or the continuation of the brand or business's activities. It is of great importance to determine the target audience accurately and in detail in the success of advertising campaigns (Kietzmann et al., 2018; Davenport et al., 2020).

3.1.2. Usage of Artificial Intelligence in Creative Processes in Advertising

Advertising is considered a sector that is essentially based on creativity, and creative ideas play a key role in the success of advertising campaigns. "Creativity is sought at the root of facts and realities. As in science, in advertising: Observation is the mother of imagination (Séguéla, 1997)" defines the relationship between creativity and advertising with these sentences. The goal of advertising is to create demand for a product or service. While creating demand, messages are creatively conveyed in line with the wishes and needs of the target audience. The advertiser must analyze how the target audience will take action and their expectations. The power that drives the target audience to buy consists of needs. When a consumer buys a product or service, they perform this action in order to obtain a benefit. Especially today, since there are many alternatives, the target audience makes a purchase by making comparisons. Persuading the consumer creatively in this process is effective in making a difference. One of the main goals of digital advertising is to attract the attention of the target audience and mobilize consumers. The most critical elements in achieving this goal include creative design and original content. Creative content production is critical for advertisements to attract consumers' attention, to convey messages in an understandable manner, and to stimulate consumer behavior (Belch and Belch, 2021). The right advertising campaign is created with creative headlines, slogans, and visual elements. In this way, the target audience's attention is directed to the product or service. Today, reaching the target audience depends on advertising creativity. Artificial Intelligence technologies are also used in advertising design.

3.1.3. Usage of Artificial Intelligence in Advertising Design and Content Production

In recent years, thanks to the rapid development of digital technologies, design and content production processes have changed significantly and have become an integral part of advertising production processes (Belch and Belch, 2021). New generation technologies used in advertising design and content production accelerate creative processes and enable the development of more effective, personalized and innovative advertising campaigns (Rodgers and Thorson, 2017). Advertising design involves the creation of visual and audio elements that directly affect the way users perceive advertising messages. Technologies such as graphic design tools, video editing software and animation applications are widely used in the advertising design process. Design tools such as Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Canva, Figma are popular software that help professionals create advertising visuals, videos and other creative content (Busch, 2016). The importance of video content production has also increased, especially with the spread of digital platforms. Video ads provide high interaction rates due to their ability to deliver emotionally and visually strong messages to the target audience.

Text production is one of the basic building blocks of advertising content. It is important for advertising texts to attract consumers' attention and to effectively convey the brand's message. The success of digital ads largely depends on creative and meaningful writing of content. However, content production processes can be time-consuming, costly, and labor-intensive (Chaffey and Ellis-Chadwick, 2019). For example, advanced language models such as ChatGPT can create meaningful and fluent advertising texts in seconds with only a few word hints given by users

(Radford et al., 2019). The language generation ability of artificial intelligence makes it possible to create content much faster and more consistently, making campaign processes more efficient.

3.1.4. Usage of Artificial Intelligence in Media Planning and Buying Processes

Media planning and the advertising activities to be carried out in relation to it are part of a broad marketing and communication cluster (Macrury, 2009: 55). Media planning brings about media selection. In order for media selection to be most suitable for the limited budget offered, to reach the most people within the potential target audience and to be successful, it is possible for the advertising campaign to be broadcasted on the most efficient media channels. When the advertising campaign media selection is made correctly, it affects product sales and brings success. However, making the wrong media selection can be a sufficient reason for the advertising campaign to fail. In case of failure, this situation causes wrongly spent media costs and the loss of the potential profit expected by the company. Media planning strategies are also transforming with the digital revolution. The integration of artificial intelligence into digital advertising processes has improved the ability to predict and automatically optimize advertising performance. In this way, advertising budgets are used more effectively and the return on investment (ROI) of campaigns increases. Artificial intelligence algorithms can analyze consumer behavior data to predict which content creates more interaction with which consumer segments and automatically adjust campaign strategies accordingly (Goldfarb, 2014; Rodgers and Thorson, 2017).

3.1.5. Usage of Artificial Intelligence in Ad Performance Measurement and Campaign Optimization

The success of advertising campaigns depends on continuous monitoring of campaign performance and evaluation of the results obtained through comprehensive analysis. One of the fundamental differences of digital advertising from traditional methods is that it offers the opportunity to measure the results of campaigns instantly and in a multi-dimensional manner (Chaffey and Ellis-Chadwick, 2019). The role of artificial intelligence technologies in the measurement and performance analysis processes of digital advertising is increasingly gaining importance, and these technologies are taking a central position in the sector in terms of optimizing campaigns (Kietzmann et al., 2018; Davenport and Ronanki, 2018). Artificial intelligence algorithms analyze the performance of advertising campaigns in real time and report the results instantly. Key performance indicators (KPIs) such as ad impression numbers, click-through rates, interaction rates, views and conversion rates are constantly analyzed by artificial intelligence, and instant data on campaign performance is obtained. Advanced analytics platforms such as Google Analytics, Adobe Analytics, and Nielsen offer AI-based solutions that track the real-time performance of advertising campaigns (Clifton, 2020; Rodgers and Thorson, 2017). Ad performance measurement and optimization have traditionally been done with basic metrics such as conversion rates, click-through rates (CTR), impression numbers, and cost effectiveness (ROI) (Clifton, 2020). However, as consumer behavior has become much more complex today, more detailed, more comprehensive, and real-time data analysis methods are needed to analyze the success of ad campaigns. At this point, AI-supported analysis tools come into play, monitoring the instantaneous performance of ad campaigns and automatically offering improvement suggestions (Rodgers and Thorson, 2017). The advantages of artificial intelligence in evaluating the performance of ad campaigns can be examined in three basic dimensions. These can be listed as instantaneous performance monitoring, campaign optimization, and attribution modeling. The role and impact of artificial intelligence in each of these areas is supported by different studies in the literature (Chaffey and Ellis-Chadwick, 2019; Martínez-López and Casillas, 2021).

4. Results of In-Depth Interview on Applications of Artificial Intelligence in Advertising Agencies

In order to explore the practical implications and professional perceptions of artificial intelligence (AI) within the advertising industry, a series of semi-structured in-depth interviews were conducted with twelve professionals currently active in the field. Participants represented a variety of roles—including creative directors, strategists, media planners, and technology specialists—offering a multi-perspective understanding of how AI is being integrated into advertising workflows. The primary aim of these interviews was to gain insights into how advertising professionals experience and interpret the impact of AI on their day-to-day practices. The interview format was designed to allow participants the flexibility to reflect on their individual experiences while still ensuring consistency across thematic domains. This section presents the key findings derived from these interviews. Responses have been categorized

according to recurring themes that emerged during the analysis process. Where relevant, direct quotations are included to reflect participants' voices and to support the interpretation of the data. These qualitative insights aim to complement the theoretical and quantitative aspects of this study by providing a nuanced understanding of how AI technologies are reshaping the advertising profession from within.

4.1. Research Methodology

This study adopts a qualitative research approach to explore the use of artificial intelligence (AI) in the advertising industry, with a particular focus on the perspectives of professionals actively engaged in the sector. In line with the nature of the research questions, in-depth interviews were chosen as the primary data collection method to gain rich, detailed insights into the experiences, practices, and perceptions of advertising professionals.

A total of twelve in-depth interviews were conducted with senior executives from leading advertising agencies in Turkey. These participants were selected based on their extensive experience in the industry and their current involvement in strategic and creative decision-making processes. The purposive sampling technique ensured that the selected individuals were knowledgeable about AI-related developments and capable of providing informed reflections on its integration into advertising workflows.

The interviews were semi-structured in format, allowing for both consistency across key themes and the flexibility to explore emerging ideas in greater depth. The interview questions were directly aligned with the main research questions of the thesis, which include:

- How do advertising professionals perceive the role and impact of artificial intelligence in the creative and strategic aspects of their work?
- What specific AI tools or technologies are being adopted within advertising agencies, and for what purposes?
- What are the perceived benefits, limitations, or ethical concerns associated with AI in the advertising production process?
- How is AI changing the roles, responsibilities, and required competencies of advertising professionals?

Each interview lasted approximately 45 to 60 minutes and was conducted either face-to-face or via video conferencing platforms, depending on the availability and preference of the participant. All interviews were audio-recorded with consent and subsequently transcribed for thematic analysis. The data were coded and categorized to identify recurring themes and divergent viewpoints that would contribute to a deeper understanding of the phenomenon under study.

4.2. Participant Answers of Deep Interview

Participant 1 – The Creative Director: AI as an Invisible Team Member

In today's advertising agencies, the creative process has evolved beyond depending solely on human intelligence. As a creative director, I have experienced first-hand how artificial intelligence has become a crucial component in our daily work. I often describe AI as an "invisible team member" in our agency. It is no longer just a digital tool or a technical add-on—it has grown into a creative collaborator. AI does not merely accelerate our creative thinking; it also opens doors to perspectives that we might have otherwise missed. While brainstorming ideas, it feels like AI is actively present with us, shaping and reshaping concepts in real time. We have reached a point where we genuinely interact and engage in a sort of creative dialogue with AI. Working with AI is, for me, akin to holding a conversation with a colleague. We go back and forth, exchanging thoughts and building upon each other's suggestions. Sometimes, when we are stuck or looking for fresh inspiration, AI introduces alternative viewpoints or highlights unseen trends within the data. This dynamic has fundamentally changed how we operate. Now, AI has become part of the "creative synergy" of our team. We expect it to understand our language, offer ideas, and contribute meaningfully to our creative flows, just like any other team member.

Participant 2 – The Strategist: AI in Strategic Planning and Idea Generation

From my perspective as a strategist in an advertising agency, artificial intelligence has become an active and dynamic participant in our creative and planning processes. I no longer see AI as just a technical device used for optimization at the end of a campaign. Instead, it is present with us from the very birth of ideas—shaping and guiding the creative process from the outset. I often use the metaphor of a "passing game" to describe how my colleagues and I interact with AI: there is a constant, iterative exchange between human intuition and machine-generated insights.

In practice, this means that AI and humans are in a continuous feedback loop. We bring our own expertise, intuition, and experience, while AI analyzes massive datasets and delivers insights or suggestions grounded in data and trends.

This exchange helps us refine our ideas and structure our campaigns more efficiently. AI serves as a critical support in sorting, filtering, and organizing our thoughts, making sure that no good idea is lost in the shuffle. It enables us to spot opportunities and challenges early, resulting in more robust and adaptable strategies. Another essential aspect of AI's role is its influence on decision-making. By providing us with data-driven projections, AI helps validate or challenge our creative assumptions and strategic plans. This partnership has changed the way we define and pursue success in advertising. It has shifted us from relying solely on instinct to incorporating scientific methods into our ideation and planning. The result is a creative process that is both grounded and experimental—guided by both human ingenuity and the vast computational power of artificial intelligence. In short, AI is not only a partner in execution but a co-architect in the entire creative journey.

Participant 3 – Media Planning Manager: AI in Testing, Measurement, and Consumer Insights

As someone who works at the intersection of data analysis and creative development, I have witnessed how artificial intelligence has transformed the way we test and measure the effectiveness of our campaigns. AI now plays a pivotal role in assessing everything from consumer attention to the real-time impact of creative content. Previously, much of our understanding relied on intuition or limited focus group data. Now, AI empowers us to analyze large datasets, capturing consumer reactions with precision and speed.

One of the most valuable contributions AI offers is its ability to help us conduct thorough consumer tests. It allows us to observe and interpret audience responses not just subjectively, but in a scientifically robust manner. The data AI provides lets us detect patterns, measure attention spans, and understand how our campaigns are resonating in real time. This has moved us beyond guesswork—decisions are now backed by evidence and can be adjusted on the fly. In addition, AI's capabilities have elevated our storytelling. By analyzing customer problems through data, we can craft narratives that address real needs and emotions.

Participant 4 – Agency Manager: The Multifaceted Value of AI in Agency Life

In my role as a agency manager in a creative agency, I have observed that artificial intelligence is now an integral part of almost every aspect of our operations. From idea generation and brainstorming to strategic planning and post-campaign measurement, AI contributes value at every stage. Importantly, the benefits are not confined to one area. In creative meetings, for example, AI serves as an equal participant, joining in on brainstorming sessions, suggesting alternative concepts, and helping us refine our initial ideas with evidence-backed recommendations. At the strategic level, AI has become indispensable for decision-making. Its data-driven insights help us navigate market realities and validate our choices, ensuring that our strategies are both creative and practical. I also value how AI facilitates real-time performance tracking and testing. It enables us to evaluate the effectiveness of our content and measure audience attention and engagement in ways that were simply not possible before. In addition, AI has transformed how we understand and respond to client problems. By analyzing data trends and customer feedback, we can craft stories and campaigns that are not only innovative but also directly address client needs and expectations. Ultimately, I see AI not as a threat to jobs, but as a catalyst for creating added value. It supports and enhances our work, empowering us to achieve more impactful results.

Participant 5 – The CEO: Strategy, Human-Centricity, and the New Era in Advertising

As a CEO in the advertising sector, I firmly believe that we are entering an entirely new era, one fundamentally shaped by artificial intelligence. This transformation, however, is not just about technological prowess; it has pushed strategy to the very center of our industry like never before. Today, advertising is essentially starting over, and within this renewed landscape, the importance of sound, empathy-driven strategy is at an all-time high. In my view, while technology and AI rapidly advance, truly understanding people, human values, and empathy is more critical than ever. This is why, amid the digital revolution, we must maintain a human-focused approach—technology should serve to enhance our understanding of individuals, not replace it. From my perspective, AI's integration into communication methods is also reshaping how we evaluate and discover real talent. The ability to interpret communication styles through AI-driven prompts can help reveal genuine skills, not just surface-level abilities. This means that those who can adapt, add value, and communicate authentically will stand out, while those who fail to do so may naturally be filtered out by the evolving industry. In this sense, the balance between human talent and AI capabilities is essential; it's not about machines replacing humans, but about empowering people who can harness AI in innovative, value-creating ways. Another crucial point is that we must never allow ourselves to become mere servants of technology. The relationship between humans and AI must be reciprocal, never one-sided. Maintaining human control, creativity, and judgment is paramount.

Participant 6 – Creative Director: AI, Creative Production, and the Evolution of Talent

Within the creative departments of advertising agencies, AI is dramatically reshaping the way we generate ideas and produce campaigns. The age where good ideas alone were enough is over; now, one must also be skilled in translating creative visions into effective AI prompts and leveraging these technologies to their full potential. As a creative director, I've seen firsthand how the best art directors are those who can collaborate with AI to unlock new possibilities, guiding the machine with the right questions and instructions. Understanding the underlying logic, the "mathematics" of AI, has become as important as mastering the art of storytelling itself.

This shift means that creative expertise is no longer defined by intuition and inspiration alone, but by the ability to engage critically with AI as a creative partner. The process of making a jingle, for example, now requires technical knowledge of AI systems and their workflows. Only by providing precise, meaningful prompts can we extract the most innovative and relevant outcomes. It's clear that in the near future, the industry's most successful creative professionals will be those who excel at this human-machine synergy.

Moreover, this transformation is not limited to content production. Agencies are already using AI across internal operations—storyboarding, animation, strategic planning, even vision and mission development. This has not only increased operational efficiency but has also enabled more precise and analytical approaches to problem-solving and competition analysis.

Participant 7 – Media Planning Manager: AI-Driven Targeting, Scenario Planning, and Strategic Insight

From the vantage point of media planning, artificial intelligence has become indispensable in designing, executing, and optimizing campaigns. No longer is media planning just about choosing the right channels; it's now about building refined, behavior-based target audiences using vast pools of data and predictive simulations powered by AI. Today, our teams can model potential audience responses across platforms, testing scenarios before a single ad goes live. This results in smarter, more personalized, and effective communication strategies.

AI's impact is also strongly felt in KPI-oriented planning. With the introduction of copilot systems and advanced algorithms, we are now able to generate, test, and optimize multiple plans in real time based on any key performance indicator—reach, conversion, or brand awareness. These systems, often developed by global teams and integrated into our local planning tools, automatically propose the best media plans and adjust them dynamically according to performance data. This transition from static, human-made plans to AI-optimized, flexible strategies is revolutionizing how we allocate budgets and evaluate campaign success.

Participant 8 – Advertising Strategist: AI, Human Touch, and Responsible Innovation

In my experience leading sustainability and culture-focused strategy in an agency, AI's influence extends far beyond performance and efficiency; it is now central to how we approach creativity, cultural resonance, and environmental responsibility. One of the most exciting developments is the use of AI for eco-friendly campaign design and carbon footprint optimization. Today, our creative and media teams can measure and minimize the environmental impact of every campaign element—from content production to media placements—using AI-powered analytics. This not only aligns with brand sustainability commitments but also appeals to increasingly eco-conscious consumers.

Yet, amid this technological revolution, I am convinced that authentic creativity will always be grounded in cultural depth, empathy, and humor. As our CEO often remarks, the enduring popularity of iconic local figures—like Keloglan—stems from the warmth, humanity, and cultural codes they embody.

Participant 9 – Agency President: AI as an Accelerator and the Value of Human Creativity

As someone who considers myself a member of the last generation raised in the traditions of classic advertising, I see artificial intelligence as an exceptionally powerful accelerator and a complementary tool in today's agency operations. The creative level that generative AI has achieved so far is, in my view, similar to what we might expect from a talented junior in the agency—it's fast, effective in generating volume, but not yet capable of the kind of deep, conceptual thinking that sets exceptional work apart.

For example, in a typical creative flow, we'll start by brainstorming ideas verbally, then use AI to help concretize and visualize them. If we have five ideas, AI can help us realize three as rapid prototypes, from which we select the two strongest to refine and present to the client. What once took countless staff hours and late nights is now dramatically faster. Even with recent advancements, such as in e-commerce visuals, AI's efficiency gains are clear.

However, when it comes to truly original ideas, slogans, or strategic concepts, AI still lags behind. It can generate hundreds of slogans, but perhaps only 20% have genuine creativity or contextual relevance. With additional prompting and human direction, AI can expand on those ideas—offering input for 360-degree campaigns, social media hashtags, outdoor placements, emails, and more. In essence, the senior strategists and creatives still develop

the core idea, while AI and junior teams execute and scale the vision. Text content is where AI shines most, supporting rapid copywriting and editing.

Participant 10 – Social Media Agency CEO: AI Tools, Workflow Transformation, and the Changing Nature of Value

Having spent decades in the advertising world, I can see how artificial intelligence is revolutionizing our field. I view AI as a tool that dramatically increases our production capacity, akin to how agencies once had to browse through stock image catalogs before the days of Shutterstock. Today, we have access to tools like Gemini, Google Notebook, Kling, and Flux—each providing unique efficiencies across the creative and production pipeline. For instance, when ChatGPT generates excessively long outputs, we can turn to Notebook or more targeted LLMs to get concise, actionable content. What's striking is that AI's greatest impact is on the bulk work—the repetitive, time-consuming tasks that used to dominate agency life. It now handles the day-to-day, allowing our teams to focus on the core, irreplaceable value: breakthrough ideas and conceptual thinking. In practice, this means that our creative workflow—ideation, prototyping, and presentation—has fundamentally shifted. Rather than laboring over five concepts in long workshops, we can quickly prototype several ideas and iterate, using AI to simulate, test, and refine before anything goes to the client.

There are clear efficiency gains in copywriting and visual production; AI generates and edits text swiftly, reduces animation budgets, and makes real-time adjustments possible.

Participant 11 – Senior Creative Director: AI as a Technical Accelerator

In my experience as a senior creative director, I have witnessed firsthand how artificial intelligence is transforming both creative agencies and digital media planning and buying. AI's impact is most significant in technical and production-oriented aspects of our industry. It is a remarkable accelerator—what used to take a full week can now be accomplished in just two or three hours. For example, creating storyboards for commercials once required a team of artists working long hours for just ten frames; today, I can do it myself with AI tools in a single afternoon and preview ideas before presenting them to the client.

However, I am deeply aware of AI's current limitations in creativity. While I use AI extensively, and it often tells me that my standards for creativity are very high, I find that its results, especially in idea generation and slogans, are still generic or uninspired. AI can generate hundreds of slogans, but only a handful are truly creative or contextually relevant—the rest feel formulaic. This is why the most original and impactful 20% of our work—the kind that really moves people—remains something only humans can deliver. AI is excellent for handling the remaining 80%, the routine, production-heavy aspects.

In technical fields, especially in production and budgeting, AI offers undeniable value. Visual production costs can now be reduced to a fraction of their previous levels, and I see great improvements in voiceover and animation technology as well. In the past, recording a 30-second spot could take an hour or more, with voice actors, copywriters, and sound engineers all involved. Now, while AI-generated voices may not rival the best celebrities, the progress is impressive and getting better every day.

Participant 12 - Creative Director: Navigating AI Abundance, Practicality, and Human Factor

From my vantage point as both a creative practitioner and a technology enthusiast, I see artificial intelligence as both a blessing and a challenge in today's advertising landscape. I use a wide range of AI programs—Midjourney, Apple apps, various tools for copy and visual generation—and I can attest that AI excels at technical and production tasks. For example, it can reduce a production budget dramatically, and in digital advertising, it streamlines everything from image generation to advanced segmentation through programmatic platforms like Google and Meta.

Yet, I believe AI is not yet truly creative. It can mimic styles, generate text, and even compose music, but originality is rare. In brainstorming sessions, I rely on AI to help structure ideas, but its results often lack the spark of unique perspective. AI can support strategic framing, but the most original concepts, those that make a campaign unforgettable, still require human input and intuition. That's why I always say: advertising is about setting trends and loving novelty, but it is fundamentally about crafting original ideas. AI will handle the average, everyday work, but for truly standout creativity, people are still irreplaceable. Another reality is that the sheer abundance of AI programs can be overwhelming. Sometimes, I even ask ChatGPT how to write more emotionally, or how to bring more nuance into my copy. But with so many apps and constant updates, it's easy to lose track, and I often find myself struggling to keep up with the latest versions or techniques. I rely heavily on social media and LinkedIn for updates,

influencer insights, and articles—but the depth and retention of knowledge I once got from books is not quite the same

5. Conclusion

This study has explored the multifaceted integration of artificial intelligence into the advertising industry through the perspectives of agency executives, creative professionals, and media specialists. The findings reveal that AI is reshaping advertising practices on both operational and strategic levels, serving primarily as an accelerator for routine and technical processes, while also presenting significant opportunities and ongoing challenges in creative and conceptual domains. Across agency roles, there is consensus that AI delivers remarkable gains in efficiency and production capacity. Routine tasks that once required substantial human labor and time can now be accomplished in a fraction of the effort, transforming workflows in creative development, media planning, production, and campaign execution. Particularly in visual content generation, copywriting, voiceover, and data-driven targeting, AI has proven itself an indispensable tool, driving down costs and enabling more agile agency operations. However, the research also underscores persistent limitations in the current creative capacity of AI. While generative models can rapidly produce large volumes of ideas, slogans, and visual prototypes, the truly original, emotionally resonant, and strategically significant work—often described as the “heart” of advertising—remains largely the domain of experienced human professionals. Participants emphasized that AI’s contributions are most valuable in supporting, rather than replacing, the creative process, and that human expertise, cultural knowledge, and emotional intelligence continue to be decisive in crafting distinctive campaigns. Furthermore, the rise of AI is prompting a re-evaluation of talent and skillsets within the sector. There is a growing need for professionals who can both master their craft and effectively leverage AI tools—creative leaders who are able to translate ideas into technical prompts and interpret machine-generated outputs with strategic insight. While AI is expected to reduce the demand for some roles, it is also creating new opportunities for those who can navigate the intersection of technology and creativity.

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