

AI passed an advertising Turing test for the first time

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AI-generated ads fooled marketing experts and outperformed typical US print ads on a test that measured creativity and potential to spur emotional responses BrXnd.ai AI-generated advertisements proved generally indistinguishable from human-made ads in a competition described as the first ad Turing test.

The competition was inspired by the original Turing test, which challenges how well machines can mimic humans in conversation. In this case, a panel of 17 marketing experts achieved just 57 per cent accuracy in correctly identifying three ads primarily made using generative AIs and seven ads made by marketing students. The results were announced at the inaugural

on marketing and AI in New York City ...

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