

How generative AI's impact on digital advertising methodology is evolving

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The tidal wave of new generative AI tools is causing industries to reassess how they function and identify ways of up-leveling their processes. The current iteration of AI tools offers users unprecedented speed at creating text and visual assets — obviously an interesting proposition for brands and advertisers. But in the near term, the tools' real benefits are less associated with brand-visibility efforts, and more on paving the way for innovative solutions and quick campaign ideations.

However, today's generative AI comes with a trove of potential issues around content "ownership" and brand safety. While the digital marketing industry is poised to adopt the technology, it's important to consider the most impactful ways generative AI can move our industry forward in the near term.

Realities for ad creative today

One thing brands and advertisers need to consider is the potential for generative AI-created content to closely resemble existing artwork. Because content can be generated and implemented into campaigns so quickly, it's become very easy for brands and advertisers to unknowingly use imagery and messaging that infringes on intellectual property or copyrighted assets. We've also found that generative AI often suggests terms, mottos and slogans that are

copyrighted unless asked specifically to remove any copyrighted text.

Another consideration is around brand safety; there's a risk of generative AI creating assets that do not fit brand guidelines or are offensive to certain audiences. This obviously has brand reputation implications. That said, advertisers need to constantly ensure AI-generated content aligns with their brand values and will resonate with target audiences.

Tags: AI's, advertising, methodology