



**When Can I Use AI  
Exclusively to Produce  
My Advertising Creative?**

# When Can I Use AI Exclusively to Produce My Advertising Creative?

This is a question we hear every week now from clients and advertisers. After all, the promise of AI is faster, better, cheaper, and who wouldn't want that?



## Asking AI About AI's Capabilities

To answer this question, I decided to take a deep dive into multiple AI tools to see just what AI thinks about itself when it comes to advertising, then I personally created this compilation. So, rest assured that you are reading the words of real human, not AI-generated content.

I started the work by asking AI to tell me if AI-created advertising assets perform better than human created assets. This is the area where my AI companions really showed their confidence. They “felt” good about themselves when discussing digital advertising but did not feel so confident when it came to TV.

# AI's Capabilities - Digital









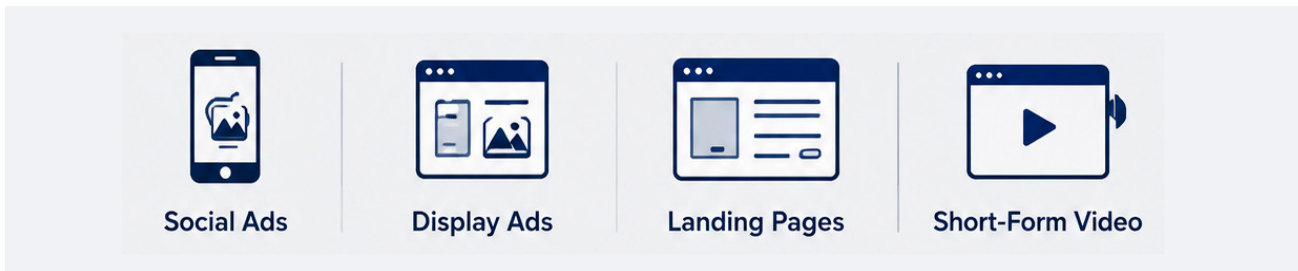
Studies are showing (and our own experiences at Jekyll + Hyde agree) that effective digital advertising takes a high-volume of creative assets. AI really shines in this realm. AI can test multiple creatives, landing pages, and even short online video at incredible speed. And its ability keeps iterating new items is crucial as online assets burn out and lose effectiveness in just days.

In addition to speed to market, AI can really help control the cost of production - provided you have some very smart humans operating the AI.

AI, again, with the right humans has the ability to optimize creative and campaign in real time which is another big advantage.

Consumers seem to respond well to perfectly stylized images that AI can produce. And since most digital ads today are consumed on a mobile device the size of the screen makes some of the AI misses unnoticeable.

AI DIGITAL SCORECARD		
	Speed	10/10
	Volume	10/10
	Cost Efficiency	9/10
	Asset Testing	10/10
	Iteration	10/10
	Real-Time Optimization	10/10



# AI's Capabilities - TV

I then asked the AI (soon to be overlords) to tell me how effective AI can be in Television. My AI coworkers suddenly got very apologetic and did not feel so good about themselves.

The first information our silicon friends kicked out was they lack authenticity, emotional nuance, human “imperfections” (snobs), trust, memorability, taste, and judgment.

But the self-flagellation didn't stop there. AI pointed out that humans, like AI, are pattern recognition machines, but admitted that the humans' brains can pick up on the slightest micro expression that a computer cannot generate. These micro expressions are nearly undetectable, but our brains see them; this is how you know when a poker player is bluffing versus holding the cards.

It went on to point out yet more problems AI has with TV creative. The first being that the average TV people watch is 65 inches as opposed to the 3-4 inches of a phone where many digital ads are viewed. So, the details are obviously more visually available and evident.

But there is much bigger issue. It is adjacency. TV commercials viewed in context are surrounded by real humans. You are watching your favorite TV show or newscaster (who is a real human of course), then a commercial cuts to a non-human AI ad and then back to real humans. Your brain knows there is something different, even if you do not consciously call it out as AI.

## WHERE AI STRUGGLES

- ❌ Lack of emotional nuance
- ❌ Lack of human imperfections
- ❌ Lower trust
- ❌ Lower memorability
- ❌ Lack of taste + judgment



## WHERE HUMANS EXCEL

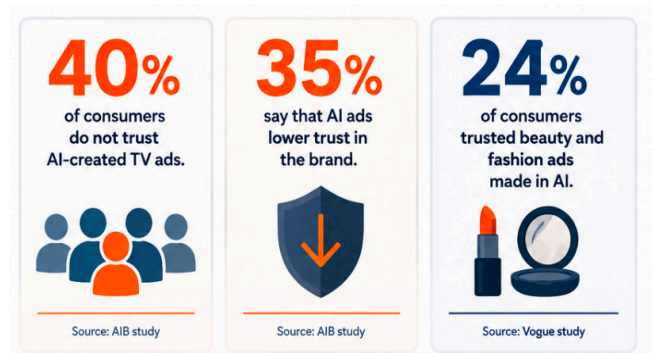
- ✅ Emotional connection
- ✅ Human imperfections
- ✅ Higher trust
- ✅ Memorability
- ✅ Taste + judgment

# What Do Studies Show?

## Study

A study conducted by AIB found that 40% of consumers do not trust AI-created TV ads, with 35% saying that AI ads lower trust in the brand. A Vogue magazine study found that only 24% of consumers trusted beauty and fashion ads made in AI.

Another study found that 30 to 50% of viewers react negatively when shown an AI TV spot. Older consumers are more skeptical than young consumers. And higher income viewers associate AI TV production with cheap production and even call it “mass produced manipulation”.



# What is the Answer?

The AI bottom line is that TV takes trust, emotional memory, authority, familiarity, and long-term branding. The best way to accomplish that is with:

- Human spokespeople
- Real products
- AI **assisted** production

I am happy to report that this is exactly how we leverage AI in all of advertising work at J+H - as an assist - not as the primary driver.

But AI is moving fast and its ability will continue to improve. Our goal is to stay at the bleeding edge of technology, always leveraging its capabilities to be faster and more efficient while never sacrificing outcomes. And rest assured, as the technology improves, we will follow it and keep you abreast of those changes.

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