



A Critical Analysis of AI Driven Creative Production: Images, Videos, and Copywriting in Digital Advertising

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Abstract: Artificial Intelligence (AI) has significantly transformed the process of creative production into digital advertising. Traditionally, advertising content relied entirely on human designers, writers, and video creators; however, the growing use of AI tools now enables the rapid generation of images, videos, and advertising copy. This study critically examines how AI-driven creative tools are reshaping creativity in digital advertising and influencing the way brands communicate with their audiences.

The research focuses on key aspects such as speed of content creation, cost efficiency, personalization, and consistency in brand messaging. At the same time, it explores important concerns related to originality, authenticity, and the changing role of human creativity in an increasingly automated creative environment. Using a qualitative approach, the study reviews existing literature, industry reports, and real-world examples of AI-generated advertising content to compare human-created and AI-assisted creative outputs.

Through a balanced analysis, the paper highlights how AI and human creativity can complement each other rather than compete. Overall, the study provides insights into how AI is reshaping creative workflows in digital advertising while emphasizing the continued importance of human judgment and creative thinking.

Keywords: Digital Advertising, Creative Production, AI-Driven Content Creation, Brand Communication

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