



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

Introduction

The rapid advancement of Artificial Intelligence (AI) has brought significant changes to the field of digital advertising, particularly in the area of creative production. Traditionally, advertising creativity depended largely on human skills such as imagination, emotional understanding, and artistic judgment. Designers created visuals, copywriters crafted persuasive messages, and video editors shaped narratives through manual and time-intensive processes. However, with the emergence of AI-driven tools, the creative landscape of advertising is undergoing a fundamental transformation. Today, AI systems are capable of generating images, writing advertising copy, editing videos, and assisting in creative decision-making at unprecedented speed.

In digital advertising, where brands compete for attention across multiple platforms and formats, the demand for fast, personalized, and cost-effective content has increased sharply. AI-driven creative tools respond to this demand by enabling advertisers to produce large volumes of content quickly while maintaining visual and tonal consistency. These tools also support data-based personalization, allowing brands to tailor messages according to audience preferences, behaviour, and demographics. As a result, AI is no longer limited to technical support functions but has entered the core creative process of advertising.

Despite these advantages, the growing reliance on AI in creative production raises important questions. Concerns related to originality, authenticity, and emotional depth of AI-generated content have become central to discussions within advertising and media studies. There is also an ongoing debate about whether AI enhances human creativity or gradually replaces creative professionals, thereby redefining the role of human input in

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advertising agencies. Such concerns make it essential to move beyond a purely optimistic view of AI and adopt a critical and balanced perspective.

This study positions itself within this context by examining the role of AI-driven creative production in digital advertising. It seeks to understand how AI tools influence the creation of images, videos, and copywriting, while also evaluating their impact on creativity, brand communication, and human involvement. By doing so, the study aims to contribute to a deeper understanding of how creativity is evolving in the age of artificial intelligence.

Objectives

The study has three main objectives:

- To examine the role of AI-driven tools in creative production by analyzing how artificial intelligence is used for generating images, videos, and copywriting in digital advertising.
- To evaluate the impact of AI on advertising creativity and brand communication, with a specific focus on speed, personalization, cost efficiency, and consistency of creative output.
- To critically analyze the challenges and limitations of AI-driven creative production, particularly in terms of originality, authenticity, and the evolving role of human creativity in digital advertising.

Review of Literature

AI in Image Generation

Artificial Intelligence has significantly transformed image generation in digital advertising by enabling brands to create high-quality visuals quickly and cost-effectively. AI-powered tools assist advertisers in producing product images, promotional graphics, and campaign visuals while reducing production time and improving creative consistency. Gujar and Panyam (2024) argue that generative AI enables brands to produce multiple creative alternatives efficiently, making advertising campaigns more flexible and scalable. Similarly, Zhang et al. (2025) observe that AI-generated visuals can improve audience attention and engagement. However, they also emphasise that consumer trust depends on transparency, as undisclosed AI-generated images may reduce perceptions of authenticity and credibility. These findings suggest that while AI has improved visual content creation, human creative judgment remains essential to ensure originality, authenticity, and effective brand communication.

AI in Video Production

AI has also changed video production by automating several stages of the creative process, including script assistance, editing, visual effects, and post-production. These technologies enable advertisers to create promotional videos more quickly while maintaining production quality. Gujar and Panyam (2024) argue that generative AI improves production efficiency by supporting faster content creation and enabling advertisers to develop multiple creative alternatives for digital campaigns. These capabilities make AI particularly valuable for modern digital advertising by improving production efficiency and supporting faster campaign development. Industry examples such as AI-assisted production by Netflix and L'Oréal further demonstrate how AI helps reduce production time and optimise creative workflows. However, researchers also argue that emotional storytelling, narrative development, and audience engagement continue to depend largely on human creativity. Therefore, AI enhances technical efficiency but cannot independently replace the creative role of human professionals in video production.

AI in Copywriting

AI-powered language models have become increasingly important in advertising copywriting by generating headlines, product descriptions, social media captions, and promotional messages within a short time. Gujar and Panyam (2024) highlight that AI improves productivity and enables advertisers to create personalised content for different consumer segments. Similarly, Ashraf Ratta, Muneer, and Hassan (2024) found that AI-generated advertising content performs well in terms of efficiency and consumer engagement. However, Sicilia, Palazón, and Acosta-López (2025) argue that AI-generated copy often lacks emotional depth and originality when compared with human-written content. These studies indicate that AI is highly effective in supporting routine content creation, but human creativity remains essential for developing persuasive communication, emotional appeal, and a distinctive brand voice.

Human–AI Collaboration in Creative Processes

Recent studies increasingly suggest that AI should be viewed as a creative partner rather than a replacement for human creativity. Kietzmann, Paschen, and Treen (2018) argue that AI creates the greatest value when it is integrated into the advertising process as a decision-support tool, allowing creative professionals to focus on strategic thinking and innovation while AI supports routine production tasks. Similarly, Ashraf Ratta et al. (2024) found that advertising professionals consider AI valuable for improving productivity but continue to rely on human expertise for storytelling, emotional communication, and creative innovation. Collectively, these studies indicate that the future of digital advertising is likely to depend on collaborative creative models where AI enhances human capabilities instead of replacing them.

Ethical and Authenticity Concerns

The rapid adoption of AI in advertising has raised important ethical concerns regarding originality, copyright, transparency, and consumer trust. McStay (2020) explains that AI-driven communication introduces new ethical challenges because automated systems increasingly influence emotional interactions between brands and consumers. Zhang et al. (2025) further demonstrate that audience trust is closely linked to transparency about AI-generated advertising content. In addition, Sicilia et al. (2025) argue that excessive dependence on AI may reduce authenticity and emotional engagement, particularly when human creative involvement becomes limited. These findings suggest that while AI offers significant advantages for creative production, responsible implementation, ethical oversight, and human supervision remain essential for maintaining originality, credibility, and public trust in digital advertising.

Research Gap

Existing research on AI-driven creative production in digital advertising largely concentrates on technological efficiency, personalization, and automation benefits. However, there is limited objective-wise analysis of how AI-generated images, videos, and copywriting together influence overall advertising creativity and brand communication.

Furthermore, many studies discuss AI adoption or audience response separately, but fewer critically examine the balance between AI automation and human creativity within real advertising workflows. This study addresses this gap by focusing on originality, authenticity, and the evolving role of human creators alongside AI tools.

Purpose of the Study

The purpose of this study is to examine how AI-driven tools are transforming creative production in digital advertising, particularly in the areas of image creation, video production, and copywriting. It aims to understand the impact of AI on creativity, brand communication, and content quality while critically analyzing the balance between automation and human creative involvement in contemporary advertising practices.

Significance of the Study

This study is significant as it provides a critical understanding of the growing role of artificial intelligence in creative production within digital advertising. It offers insights into how AI tools influence creativity, efficiency, and brand communication, while also highlighting challenges related to originality and authenticity. The findings can benefit advertising professionals, students, and researchers by supporting informed and responsible use of AI in creative practices.

Methodology

This study adopts a qualitative research approach to examine the role of Artificial Intelligence (AI) in creative production within digital advertising. Since the objective of the study is to understand current developments, emerging trends, and the broader implications of AI-assisted creativity, a qualitative review was considered the most appropriate research design.

The study is based entirely on secondary data collected from peer-reviewed journal articles, books, industry reports, and documented advertising case studies. Relevant literature was identified through academic databases such as Google Scholar, Scopus, SpringerLink, Taylor & Francis Online, and Emerald Insight. In addition, selected industry reports and publicly documented AI-assisted advertising campaigns were reviewed to understand the practical application of AI in creative production.

The literature search was conducted using keywords including Artificial Intelligence, Generative AI, Digital Advertising, Creative Production, Image Generation, Video Production, Copywriting, Brand Communication, Human–AI Collaboration, and AI Ethics. Preference was given to recent studies published between 2018 and 2025, as this period reflects the rapid growth of generative AI technologies in advertising and marketing communication.

The selected literature was screened based on its relevance to the objectives of the study, academic credibility, and its contribution to understanding AI-driven creative production. Studies unrelated to advertising, duplicate publications, opinion-based articles, and sources lacking academic or industry credibility were excluded from the review. The final review included peer-reviewed journal articles, scholarly books, and documented industry case examples that directly examined AI applications in image generation, video production, and copywriting within digital advertising. Only sources that provided substantial theoretical or practical insights relevant to the objectives of the study were included in the final analysis.

The collected literature was analysed using a thematic analysis approach. The findings were organised into five themes: AI in Image Generation, AI in Video Production, AI in Copywriting, Human–AI Collaboration in Creative Processes, and Ethical and Authenticity Concerns. The selected literature and industry examples were comparatively examined to identify recurring themes, similarities, and differences in AI-driven creative production.

Interpretation & Analysis

The increasing integration of Artificial Intelligence (AI) into creative production has significantly changed the way digital advertising content is created, managed, and delivered. As brands compete across multiple digital platforms, the demand for faster content production, personalised communication, and consistent brand messaging has increased considerably. AI-powered creative tools have emerged as an effective solution by assisting in the generation of images, videos, and advertising copy within a shorter time. Rather than functioning as an independent creative force, AI has become an important part of the creative workflow, supporting advertising professionals in improving efficiency and productivity.

One of the major strengths of AI-driven creative production is its ability to automate repetitive tasks and generate multiple creative alternatives quickly. In image generation, AI enables advertisers to create product visuals, promotional graphics, and campaign concepts with greater speed and consistency. Campaigns such as Heinz's AI-generated visual experiment demonstrate that AI can successfully reinforce strong brand associations while reducing the time required for visual production. However, this also reveals an important limitation. Since AI generates images by learning from existing datasets, its outputs are largely based on recognised visual patterns rather than independent imagination. As a result, AI performs effectively in improving production efficiency but remains dependent on human creativity for originality, symbolic meaning, and innovative design concepts.

A similar pattern can be observed in video production. AI-assisted technologies have simplified several technical stages of production, including editing, visual effects, subtitle generation, and post-production optimization. These capabilities allow advertisers to produce high-quality video content more efficiently while reducing production costs. Industry examples such as Netflix and L'Oréal illustrate how AI supports creative workflows by improving technical efficiency and accelerating content production. Nevertheless, successful advertising videos depend not only on technical quality but also on storytelling, emotional engagement, and cultural relevance. These creative elements continue to rely on human experience and judgment, indicating that AI serves as a production assistant rather than an independent storyteller.

Copywriting represents another important area where AI has demonstrated considerable potential. AI-powered language models can generate headlines, product descriptions, email campaigns, and social media content within seconds, allowing advertisers to personalise communication and respond quickly to changing consumer preferences. This has improved the speed and scalability of digital advertising campaigns. However, persuasive advertising requires more than grammatically correct language. Emotional appeal, humour, cultural sensitivity, and a distinctive brand voice continue to depend on human creativity. Consequently, AI-generated copy often requires human review to ensure that advertising messages remain authentic, engaging, and consistent with brand identity.

The analysis further suggests that the relationship between AI and human creativity should be viewed as collaborative rather than competitive. AI performs exceptionally well in analysing information, automating repetitive tasks, and supporting creative execution, whereas human professionals contribute originality, emotional understanding, strategic thinking, and ethical judgment. Instead of replacing creative professionals, AI is changing the nature of creative work by allowing designers, copywriters, and marketers to focus more on conceptual development and communication strategy while AI supports routine production activities. This collaborative approach represents one of the most significant transformations taking place in contemporary digital advertising.

The findings of this study also support Amabile's Componential Theory of Creativity, which suggests that creativity develops through the combination of domain knowledge, creative thinking skills, and intrinsic motivation. While AI can analyse information and generate creative alternatives efficiently, it lacks intrinsic motivation, emotional experience, and independent imagination. Therefore, AI enhances creative production by improving efficiency and supporting execution, whereas originality, strategic thinking, and meaningful storytelling continue to depend on human creativity.

The growing adoption of AI also raises important ethical concerns. Questions relating to authorship, copyright ownership, transparency, authenticity, and the potential for misleading advertising have become increasingly relevant as AI-generated advertising content becomes more sophisticated. Consumers may question the credibility of advertising when they are unable to distinguish between human-created and AI-generated promotional material, particularly when AI use is not clearly disclosed. At the same time, AI systems trained on existing creative works continue to raise concerns regarding originality and intellectual property. These issues suggest that the successful use of AI in advertising depends not only on technological advancement but also on responsible implementation, ethical oversight, and transparent communication.

Overall, the analysis indicates that Artificial Intelligence has significantly improved the efficiency, speed, and scalability of creative production in digital advertising. However, creativity cannot be evaluated solely in terms of automation or productivity. Originality, emotional storytelling, cultural understanding, and ethical responsibility continue to depend primarily on human creativity. Therefore, the future of digital advertising is likely to be shaped by collaborative creative models in which AI enhances creative production while human professionals continue to guide strategic thinking, innovation, and authentic brand communication.

Conclusion

Artificial Intelligence has emerged as a significant force in transforming creative production within digital advertising. By enabling the rapid generation of images, videos, and advertising copy, AI has improved production efficiency, reduced costs, supported content personalisation, and strengthened consistency across digital communication platforms. These developments have made AI an increasingly valuable tool for advertisers seeking to meet the growing demand for fast and scalable creative content.

However, the findings of this study indicate that technological efficiency should not be equated with creative capability. Although AI performs effectively in automating repetitive tasks and supporting creative execution, it remains limited in originality, emotional understanding, cultural interpretation, and ethical judgment. These qualities continue to depend on human creativity and play a crucial role in developing authentic and meaningful brand communication.

The study therefore concludes that the future of digital advertising lies not in replacing human creativity but in strengthening it through responsible Human–AI collaboration. AI is most effective when used as a creative support tool that enhances productivity while allowing human professionals to lead strategic thinking, storytelling, and creative decision-making. A balanced integration of technological innovation and human creativity will be essential for developing advertising that is efficient, ethical, and capable of building long-term consumer trust.

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