



Research Article

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# Applications of AI in Creative Execution of Advertisements: A Content Analysis of Indian advertisements on YouTube from 2021 to 2024

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## ABSTRACT

Over the years, Artificial Intelligence has evolved from being just a supporting tool to becoming a central part of how ads are created and delivered. Using AI technologies like machine learning, generative Artificial Intelligence, chatbots, and deepfake tools helps brands in creating personalized, engaging, and emotion-driven advertisements, especially for digital platforms like YouTube. Thus, it becomes pertinent to study how these technologies are being used and to what extent. Since these are the creative experiments that touch the emotions and buying instincts of the consumers, it is crucial to enquire about the ethical aspects of their emerging use in India. The researchers conducted a content analysis of 20 random video advertisements on YouTube that contain at least one AI element. The objectives include analysing the creative use of AI in advertisements in terms of their content, examining the emerging trends of AI usage in the advertising industry with reference to their way of presentation and discussing ethical aspects of use of AI in advertisements. Interviews with the industry professionals reveal the underlying factors of using AI and trends in this direction. The research highlights the issues of data privacy, misleading visuals, deepfakes and emotional manipulation. As advertising keeps changing with the help of AI, this research suggests finding a balance between using smart technology and keeping ads honest and creative. The findings may help brands in creating such advertisements which connect with the audience by using AI, while still maintaining their trust.

## INTRODUCTION

Artificial Intelligence (AI) has transformed the global advertising industry over the last ten years, radically changing the way ads are produced, tailored, and distributed. Due to its thriving tech ecosystem, varied consumer demographics, and quick digital adoption, India in particular has become a key player in this shift. AI integration in Indian advertising increased significantly between 2021 and 2024, mostly as a result of developments in cloud computing, big data analytics, and machine learning. During this time, traditional advertising methods gave way to data-driven, real-time, and highly customized content delivery, particularly on digital platforms like YouTube and Instagram.

Generative AI, a technology that allows for the automated creation of personalized text, images, and videos for particular audience segments, is a significant advancement in this evolution. To create scalable, emotionally compelling, and regionally relevant content, Indian brands—from multinational giants like Cadbury and Tata Consumer Products to digital-first businesses like boAt—have embraced generative AI. This change gives marketers the ability to get past conventional creative barriers and produce ads that adapt to the tastes and behaviour of their target audience.

AI also makes it possible for real-time optimization, in which ads change in response to viewer interactions and real-time engagement metrics instantly. By aligning

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ad content with holidays like Diwali or Holi, this feature improves personalization and enables brands to remain culturally relevant. Deeper consumer engagement is being made possible by technologies like chatbots, voice assistants, and AI-powered A/B testing, which transform ads into engaging, interactive experiences.

Equally transformative is AI's role in multichannel execution, ensuring consistent branding while customizing ad formats across platforms like YouTube, social media, and websites. This adaptability has allowed Indian advertisers to achieve creative agility and operational efficiency simultaneously. As Satya Nadella, Microsoft Chairman and CEO aptly noted at the World Economic Forum, *"AI is the ultimate tool to augment human creativity... and empower individuals and businesses to achieve more."* (Nadella, 2023). AI has shifted from a support mechanism to a creative partner in the years between 2021 and 2024, driving not just performance but also industry-wide innovation in Indian advertising.

### Review of Literature

Numerous research approaches, including bibliometric, qualitative, and systematic approaches, have been used in studies on the incorporation of artificial intelligence (AI) in advertising to investigate how AI is revolutionizing strategy, content, and consumer interaction. Using a mixed-methods framework, Maria Bajak, Łukasz Spendel (2024) identified four major areas that AI has revolutionized: targeted advertising, e-commerce, campaign optimization, and consumer insights. (Bajak et al., 2024). To further highlight AI's multifaceted impact, Biao Gao and his colleagues carried out a bibliometric analysis of 241 academic publications, grouping the literature into five main clusters: digital marketing, content creation, machine learning applications, consumer experience, and ethical concerns. (Gao et al., 2023) Building on this line of inquiry, Amrita Devi (2025) implemented a systematic literature review using Google Scholar and Scopus to examine publication trends between 2015 and 2024, focusing on the emerging contribution of India to AI-enabled advertising research. Her findings point toward the sustained growth of Indian research activity within the fields of marketing and IT, hinting at the possibilities for geographically focused research, as well as the increased need for interdisciplinary collaboration. (Devi, 2025).

Velasco Lim and fellow scholars analyzed more than 11,000 data points pertaining to Generative AI (GAI) in 2024 using network analysis tools such as VOSviewer and NodeXL Pro. According to their findings, opinion mining and natural language processing are crucial. (Lim et al., 2024). In addition to highlighting issues like data misuse and integration barriers within legacy infrastructures, R. Kumar and N Sharma demonstrated through industry case studies in 2023 how real-time AI analytics improve

campaign efficiency. (Kumar et al., 2023). Along with this, Suraj Manoj Kumar Shah and other scholars analyzed the impact of hyper-local, AI-powered, and data-driven advertisements in India through SEM (AMOS) based analysis in 2023. Their analysis pointed out that these campaigns greatly improve the consumer attitude, and subsequently the intention to purchase, particularly in local retail settings. This study highlights the effectiveness of contextual personalization based on regional consumer data in advertising in India. (Shah et al., 2023). In a similar vein, Rania Ezzat in 2023 emphasized enhanced ROI and better consumer targeting via AI-powered tactics. (Ezzat, 2023).

The ethical ramifications of AI in advertising were highlighted by Campbell et al. (2021) and Yongqi Yu (2022), who also covered deepfakes, privacy violations, and the necessity of strict regulation. The use of AI tools like image recognition and natural language processing to decipher consumer behavior was historically contextualized by Jan Kietzmann and others in 2018. (Kietzmann, 2018). Following this, Geeta Sharma and Ruhi Lal conducted a netnographic study of advertising campaigns from India in 2025 that incorporated both AI-generated and human-created visuals. It was discovered that AI visuals could enhance social media engagement when incorporated into the content strategically, but also provoked contested views on perceived emotional and authenticity attachments. Moreover, audiences accepted AI-generated visuals more when the visuals were ethnically appropriate and there was transparent disclosure. Most importantly, the study highlighted that while advertising tools powered by AI could greatly enhance creativity and experimentation with visuals, lack of ethical boundaries could lead to a loss of trust and prompt ad messages to be biased inappropriately. In this way, the authors sought to integrate AI and ethical concerns of advertising in the context of India. (Sharma & Lal, 2025).

With an emphasis on India, Vijaykumar Mani and Ramakrishnan M Marimuthu investigated in 2024 how AI influences domestic advertising tactics, citing technological infrastructure and workforce preparedness as key obstacles. (Mani & Marimuthu, 2024). Metin Argan and others suggested in 2022 a consumer-centric engagement model for AI-enhanced campaigns (Argan et al., 2022), while Jisu Huh with his fellow scholars examined the incorporation of AI in advertising education in 2023. (Huh et al., 2023). On the other hand, Dhruv Sabharwal with other researchers pointed out in 2023 the importance of incorporating AI within the realm of digital marketing for the purposes of better audience segmentation, automatic ad dispatch, and customized content presentation driven by behavioral patterns, increasing marketing efficiency in India. (Sabharwal et al., 2023). All of these studies collectively illustrate the impact of AI on the ethical, pedagogical, and practical dimensions of advertising.



## Research Gap

Global studies on AI in advertising place a strong emphasis on targeting and personalization, but they mostly ignore the Indian context, particularly when it comes to creative execution, ethical issues like bias, and human-AI cooperation, according to ChatGPT. There is a need for more in-depth, regional research because there is little examination of AI's function across India's various media platforms or forecasting of future developments.

## Rationale of the Study

Indian advertising is changing due to artificial intelligence (AI), which calls for targeted academic study. Digital marketing has become more complex due to AI-driven personalization and interactivity, necessitating flexible, data-driven tactics. Particularly in the areas of targeting and content personalization, this increasing reliance on AI tools presents ethical questions about fairness, transparency, and consumer rights. To avoid fostering prejudices or jeopardizing trust, researchers must look into these problems. Agencies of all sizes can benefit from insightful analysis that promotes innovation and helps them use AI responsibly. In order to ensure a just and sustainable future for AI-powered advertising in India, contextualized research will be crucial in guiding the development of ethical and culturally sensitive AI applications.

## OBJECTIVES OF THE STUDY

The objectives of the study are:

- To analyse the creative use of AI in advertisements
- To examine the emerging trends of AI usage in advertising industry
- To discuss ethical aspects of use of AI in advertisements

## METHODOLOGY

The current study adopts a pragmatic research approach by combining quantitative and qualitative research methods at the level of data collection as well as analysis. Using the exploratory research design, Content analysis is used to measure the AI related elements of advertisements numerically including the apps and platforms used (Codesheet in Annexure II) while the method of personal interviews is adopted to supplement the quantitative information with the industry perspective, thus applying two methods to understand the phenomenon clearly.

Walizer and Wiener (1978) define content analysis as any systematic procedure devised to examine the content of recorded information while Kerlinger's (2000) definition highlights the aspect of objectivity and quantitative manner for the purpose of measuring variables. For the purpose of the current study, advertisement is taken as a unit of analysis. The universe comprises those advertisements that used AI in a visible and imaginative way—for example, through deepfake, NLP, GANs, or machine learning. AI

use at the backend or research level, which isn't visible in the advertisements, isn't taken into account. Since the visible use of AI in Indian advertisements began with the first noteworthy use of deepfake technology in Cadbury's "Not Just A Cadbury Ad – Supporting Local Retailers" with Shah Rukh Khan in 2021, the sample included the advertisements created on these parameters during the next four years which were 20 in number. Thus all 20 advertisements that appeared were chosen at random from YouTube (2021–2024) using keywords like "AI ads in India" and "Indian AI advertisements".

To carry out content analysis in a systematic way, 18 variables were used in the code sheet related to creative, technological, and ethical aspects. These were developed after watching the sample videos with reference to the objectives of the study. These include basic details of advertisements related to the type of industry, types of ad, duration and frequency to allow for a comparative understanding of the industries leading in this field along with the purpose, style and structure of advertisements used by the brands, variables like types of appeals and platforms, type of technology, type of characters, type of audio, length of captions and thumbnails to get idea of the trends in creative use of AI and variables of declaration by brand about use of AI, collection of consumer information and type of ethical concerns including deepfakes, privacy concerns and misleading claims to understand the direction in which this practice is going.

To understand the industry perspective, personal interviews are taken from professionals associated with the field of creative communication and strategy. Four to five professionals could be approached with common personal contacts but only two agreed to respond to the interview- Mr Pallav Moitra who is a veteran media and business strategist with over 30 years of leadership in creative communication, publishing, and media consultancy, and Mr. Samar Jeet, who is a seasoned media and communications expert with 17+ years of experience in brand storytelling, media relations, and creative communication strategy. Thus, the method of available sampling was applied and they were asked open-ended questions about the current trends, future impact and ethical aspects of using AI in creating ads.

## DATA ANALYSIS

The data was collected from YouTube advertisements using nominal scales and the analysis of data is done by looking at the frequency and percentage of different variables along with combining the responses of the interview for a comprehensive understanding and interpretation of the data and findings. The following trends have emerged during data analysis:

### Profile of advertisements

Chart 1 shows the composition of brands in the sample where Mondelez International, owner of Cadbury, has

Companies using AI in Advertisements from 2021 - 2024

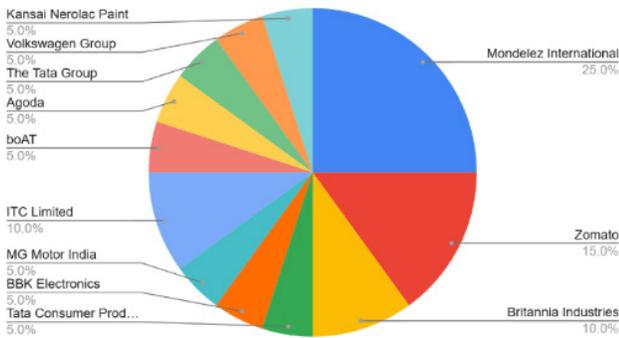


Chart 1: Companies using AI in Advertisements



Figure.1 : A screenshot from 'Britannia Nutri Choice's AI-powered Personalised Chatbot to beat Diabetes' showing how food and beverage brands are using AI applications

No. of Advertisements made in the years 2021 -2024

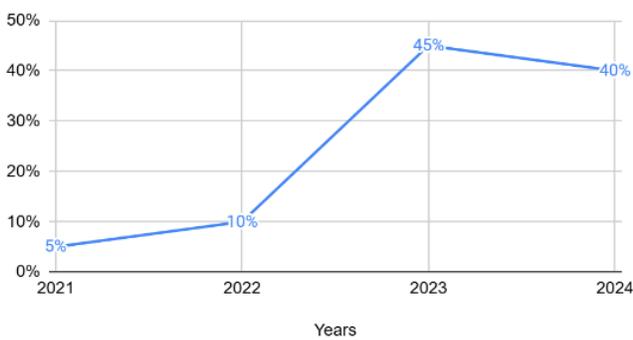


Chart 2 :Year-wise frequency of advertisements using AI

Duration of Advertisements

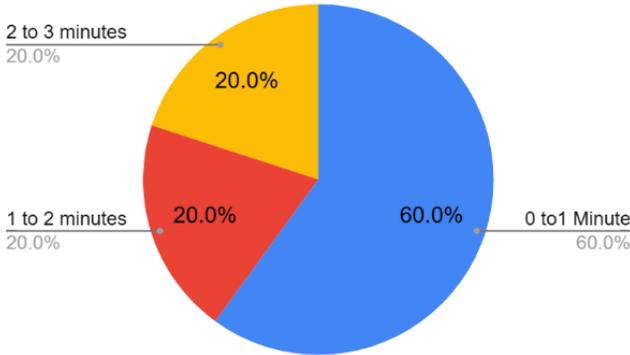


Chart 3: Duration of Advertisements

Industrial Background of the Advertisements

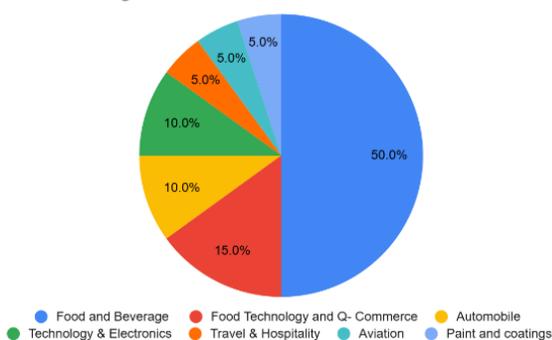


Chart 4 :Type of Industry in the Advertisements

made the most advertisements using AI applications, comprising 25%. Zomato has made 3 advertisements which shows the company's growing interest in staying relevant and using trendy AI technology. It is followed by other companies. Chart 2 shows the momentum gained in the use of AI from 5% in 2021 to 45% and 40% in 2023 and 2024.

Chart 3 shows that most of the sample advertisements preferred short duration of 0 to 1 minute, followed by 20% ads of 1 to 2 minutes and 2 to 3 minutes respectively. Chart 4 presents the industrial background of the advertisements produced by brands. Food and Beverages industries have most used the application of AI in advertisements for their brands, comprising 50%, followed by Food Technology and Q- Commerce 15%, Automobiles and Technology & Electronics 10%, Travel & Hospitality, Aviation and Paint and coatings comprising only 5% of advertisements (figure 1).

Likes and Views on advertisements

Chart 5 shows the number of YouTube views for various advertisements till 15th February 2025. The ad of Sunfeast Dark Fantasy featuring Shah Rukh Khan (Theatre Edition) got the highest number of views, reaching 47 million, which shows the power of celebrities like Shah Rukh Khan in increasing an ad's visibility. Cadbury also performed strongly, with two of its campaigns

YouTube views till 15th Feb 25

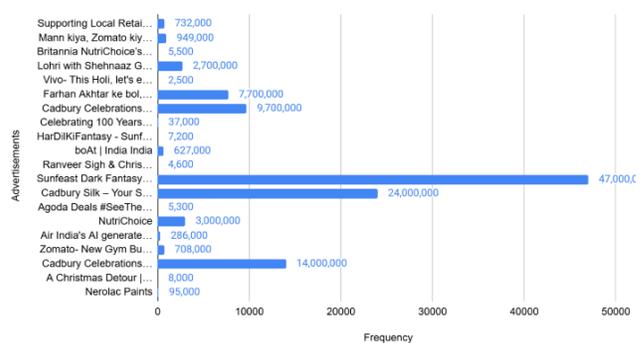


Chart 5 :Views on sample advertisements on YouTube till 15 Feb 2025



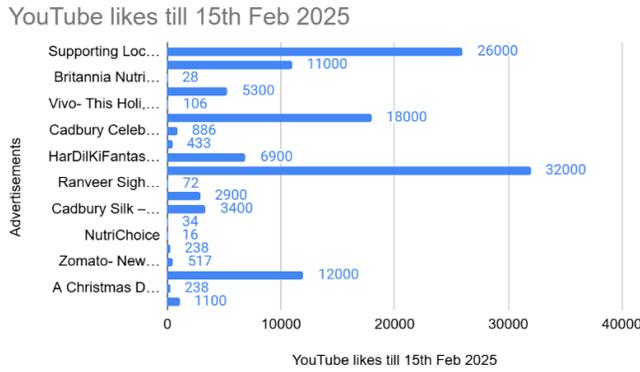


Chart 6 :YouTube likes on sample advertisements till 15 Feb 2025

#CreatingMemoriesNeverClicked and #MyBirthdaySong crossed 14 million and 9.7 million views respectively. These ads were likely successful because they focused on emotional storytelling and festive themes, which tend to connect well with Indian audiences. On the other hand, some advertisements struggled to gain traction.

The Vivo Holi ad embracing the #JoyOfEquality received only 2,500 views, while Tata Tea's Lohri campaign and Agoda's travel ad also remained under 6,000 views. This indicates that despite good intentions or themes, certain ads may not reach wider audiences if they lack star power, strong promotion, or engaging content. Overall, the data shows that ads featuring popular celebrities and emotionally resonant themes tend to perform much better in terms of online viewership.

Chart 6 shows that boAt India received the highest number of likes at 32,000, possibly because of its patriotic or youth-driven theme. Supporting Local Retailers Not Just A Cadbury Ad' followed with 26,000 likes, showing how emotionally driven or cause-based campaigns can resonate well with audiences. The third most liked ad was Farhan Akhtar ke bol with 18,000 likes, which again reflects the impact of celebrity presence. On the other hand, several ads received very few likes, such as Britannia NutriChoice's AI Chatbot with just 28 likes, Agoda Deals with 34 likes, and NutriChoice with only 16 likes.



Figure 2 : A screenshot from '#HarDilKiFantasy - Sunfeast Dark Fantasy featuring Shah Rukh Khan | Theatre Edition'



Figure.3 : A clip from 'boAt | India' earned the highest likes (approx. 32,000)

Thus, despite being part of AI-related campaigns, these ads may not have emotionally connected with viewers or generated enough engagement. Interestingly, even though Sunfeast Dark Fantasy featuring Shah Rukh Khan had the highest number of views, it received just 2,900 likes, hinting that high views don't always translate into high appreciation (Figure 2).

Overall, ads that involved emotional storytelling, relatable themes, or featured beloved public figures tended to receive more positive reactions in the form of likes (Figure 3).

#### Trends in the use of AI in advertisements

The study tried to understand the reason behind the use of AI in ads. The most common reason (Chart 7) is increased shareability as 80% of advertisements focus on this. This suggests that AI helps create content that spreads more easily among viewers, likely due to its engaging and personalized nature. Real-time customization is another key factor, appearing in 55% of the advertisements. This indicates that brands are using AI to tailor ads based on user preferences, making them more relevant and effective.

Enhanced visual creativity follows at 50%, that relates to improving the look and feel of advertisements through better graphics, animation, or unique visual effects that

#### Key Reasons to Adopt AI powered advertisement

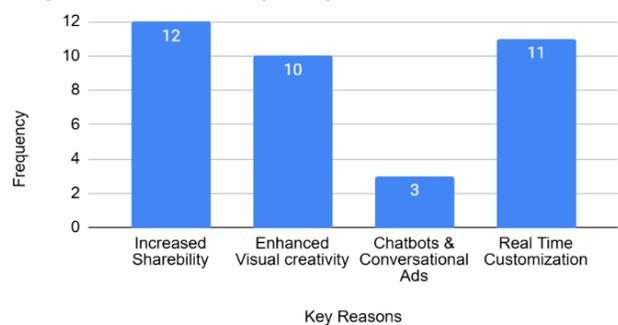


Chart 7 :Reasons why brands use AI in their advertisements

grab attention. Chatbots and conversational ads are the least common, appearing in only 15% of advertisements. Thus while some brands use AI for interactive ads, most prefer AI for improving visuals, customization, and shareability instead. Mr Pallav Moitra sees this as an advantage of personalising content while keeping the brand consistency. Talking about the creativity at the level of agency, he mentions the role of Adobe Firefly in streamlining the tedious design process. Mr Samar Jeet sees the future role of AI in assessing the creative campaigns completely by itself.

Data in table 1 indicates that companies prioritize AI-driven marketing to boost sales and brand visibility comprising 65%. More than 1/3 ads promote message-based campaigns like awareness, brand storytelling, or public service announcements. Thus, AI helps brands build relationships and communicate values effectively.

As we can see in Chart 8, 70% of advertisements created by brands are likely to use emotional appeal in advertisements indicating that brands rely on emotions to connect with audiences, build trust, and create memorable experiences.

This suggests AI being used to craft personalized, sentiment-driven marketing campaigns. Rational appeal in advertising focuses on logic, facts, and reason to persuade consumers highlighting product features, benefits, quality, price, or performance to influence decision-making. A reasonable amount of 30% advertisements have used rational appeal. Humor appeal in advertising uses comedy or playful elements to grab attention, make people laugh and creates a positive, memorable association with the product or service the brand memorable. 1/5 ads used humour appeal making it less preferred.

Chart 9 presents the AI application in advertisement in the format of video, audio, text and image. The advertisements have used Ai in combination of more than one element as well. We can see the highest use of AI applications is in the element of audio and video, which is 75%. AI-generated audio uses artificial intelligence to create or modify sound, including speech, music, and effects. It can clone voices, synthesize speech from text, compose original music, and clean or enhance audio quality. AI-generated video uses artificial intelligence to create or enhance video content. It can turn text prompts into animations, generate realistic avatars, automate editing, and even produce deep fakes. Use of AI applications is lesser in the advertisements with only

Appeals used in advertisements

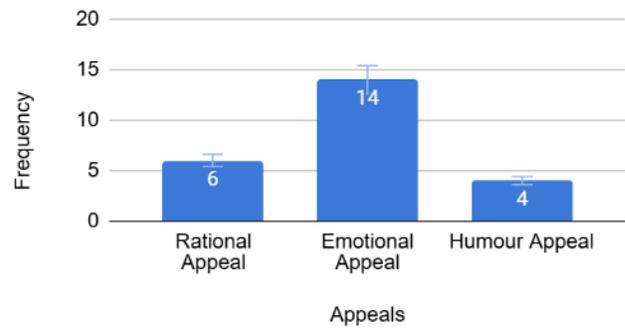


Chart 8 :Type of Appeal in the ad

Use of AI application in Video/ Audio/Text/Image

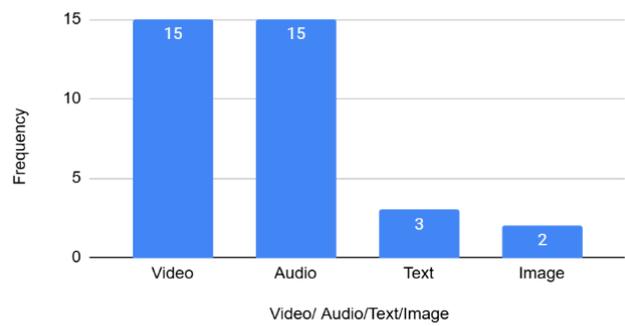


Chart 9 :Type of content which is AI generated

AI powered platforms or apps used

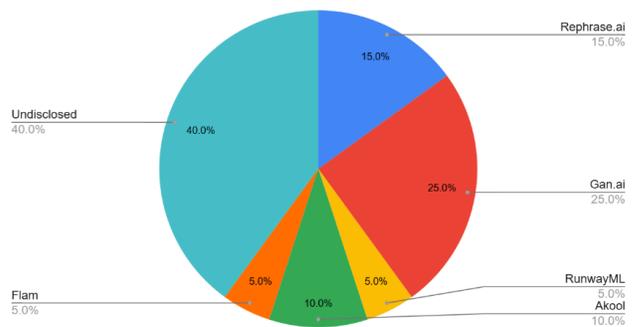


Chart 10 :Name of AI platform/app used

Table 1:Type of Promotion in advertisements

| Type of Promotion | Frequency | Percentage |
|-------------------|-----------|------------|
| Product           | 8         | 40%        |
| Service           | 5         | 25%        |
| Social Message    | 7         | 35%        |
| Total             | 20        | 100%       |



Figure.4 :A clip from ‘Britannia Nutri Choice’s AI-powered Personalised Chatbot to beat Diabetes’ showing how food and beverages brands are using AI applications.



15% advertisements using AI generated text. AI-generated text uses artificial intelligence to create or refine written content. It can write articles, generate chat responses, summarize information, translate languages, and adapt to different tones or styles.

The least used AI application in advertisement is that of image, comprising 10%. Advertisements are least likely to use AI generated images. AI-generated images use artificial intelligence to create or enhance visuals from text descriptions or existing pictures. These tools can produce realistic photos, digital art, 3D renders, and even edit images by adding or removing elements. We can see an emerging trend of mainly using AI applications in videos and audios in advertisements.

Chart 10 presents the various AI powered platforms or apps used by brands in using AI applications in their advertisements. Most brands about 40% had not disclosed the AI powered platforms or apps used in making advertisements indicating either proprietary technology or a lack of transparency in AI-driven marketing tools. About 25% have used Gan.ai in making advertisements making it a popular choice among brands. Gan.ai is a platform, accessible as a website which helps brands create personalized videos at scale, allowing them to address customers by name or deliver tailored messages automatically. About 15% have used Rephrase.ai also making it a desirable choice to make advertisements.

Rephrase.ai is an AI-powered platform that transforms text into engaging videos featuring digital avatars. About 10% have used Akool in making advertisements. Akool is an AI platform for creating personalized visual content. It offers AI avatars, face swaps, and video translation with lip-sync. Another 5% have used Runaway ML in making advertisements. RunwayML is an AI-powered platform offering tools like video editing, image generation, and more. Last 5% have used Flam in making advertisements. Flam is an AI-powered mixed reality publishing platform that enables brands to create immersive marketing experiences. Users can access these experiences by scanning QR codes or following links, without needing to download an app (Figure 4).

Table 2 presents the product or service or a message being promoted in advertisements. Brands are likely to promote their products and services while using the AI applications in advertising focused on promoting a product or service, indicating that companies prioritize AI-driven marketing to boost sales and brand visibility as the

**Table 2 :**Type of Promotion in advertisements

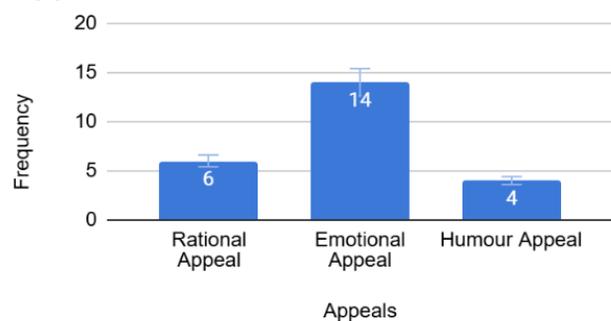
| Type of Promotion | Frequency | Percentage |
|-------------------|-----------|------------|
| Product           | 8         | 40%        |
| Service           | 5         | 25%        |
| Social Message    | 7         | 35%        |
| Total             | 20        | 100%       |

percentage is higher, comprising 65%. Brands also make advertisements which promote a positive message among its audience which could include awareness campaigns, brand storytelling, or public service announcements. This shows that brands are committed to societal good rather than just profiting from their business. The percentage of advertisements promoting a message is 35%. This highlights AI's role beyond direct sales, helping brands build relationships and communicate values effectively.

Chart 11 presents the following appeals used in advertisements. Emotional appeal in advertisements aims to evoke strong emotions like happiness, fear, love, or nostalgia to create a connection with the audience. As we can see 70% of advertisements created by brands are likely to use emotional appeal in advertisements indicating that brands rely on emotions to connect with audiences, build trust, and create memorable experiences. This suggests AI is being used to craft personalized, sentiment-driven marketing campaigns. Rational appeal in advertising focuses on logic, facts, and reason to persuade consumers. It highlights product features, benefits, quality, price, or performance to influence decision-making. A reasonable amount of 30% advertisements have used rational appeal. Humour appeal in advertising uses comedy or playful elements to grab attention, entertain, and make the brand memorable. By making people laugh or smile, it creates a positive association with the product or service. We can see that only 20% of advertisements had a humour appeal making it a lesser used appeal when creating advertisements using AI applications.

Chart 12 presents the AI application in advertisement in the format of video, audio, text and image. The advertisements have used AI in combination with more than one element as well. We can see the highest use of AI applications is in the element of audio and video, which is 75%. AI-generated audio uses artificial intelligence to create or modify sound, including speech, music, and effects. It can clone voices, synthesize speech from text, compose original music, and clean or enhance audio quality. AI-generated video uses artificial intelligence to create or enhance video content. It can turn text

**Appeals used in advertisements**



**Chart 11 :**Type of Appeal in the advertisements

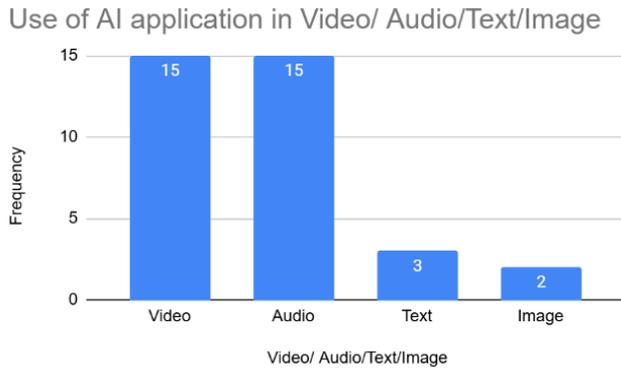


Chart 12 :Type of content which is AI generated

prompts into animations, generate realistic avatars, automate editing, and even produce deep fakes. Use of AI applications is lesser in the advertisements with only 15% advertisements using AI generated text. AI-generated text uses artificial intelligence to create or refine written content. It can write articles, generate chat responses, summarize information, translate languages, and adapt to different tones or styles.

The least used AI application in advertisement is that of image, comprising 10%. Advertisements are least likely to use AI generated images. AI-generated images use artificial intelligence to create or enhance visuals from text descriptions or existing pictures. These tools can produce realistic photos, digital art, 3D renders, and even edit images by adding or removing elements. We can see an emerging trend of mainly using AI applications in videos and audios in advertisements.

*Creative use of AI in advertisements*

The use of different AI technologies in the creation of advertisements is shown in Table 3. By switching faces or imitating voices, deepfake technology produces realistic-looking but phony audio, video, or images. It creates realistic content by learning from existing data, making people seem to say or do things they never did. 60% of advertisements use deepfake technology to recreate faces or voices of celebrities, making them appear in multiple versions of the same ad. In Cadbury’s Supporting Local Retailers This Diwali, Shah Rukh Khan’s face was deepfaked to create personalized local ads. Zomato used

Table 3 :Type of AI Technology used

| AI technologies                 | Frequency | Percentage |
|---------------------------------|-----------|------------|
| Deepfake Technology             | 12        | 60%        |
| Machine Learning                | 16        | 80%        |
| Generative Adversarial Networks | 9         | 45%        |
| Natural Language Processing     | 10        | 50%        |



Figure. 5 : A screenshot from ‘Supporting Local Retailers This Diwali | Not Just A Cadbury Ad’ Campaign showing use of Deepfake in advertisement.

a similar technique with Hrithik Roshan, and MG Motors brought back its late founder using deepfake for a tribute ad.

Machine Learning enables personalization by learning from user data. In this, computers learn from data to make predictions or decisions without explicit programming. These models are capable of tasks like image recognition, language translation, and recommendation systems. They also discover patterns in data and get better over time. It comprises 80% of the sample. Cadbury’s My Birthday Song used ML to generate customized birthday songs. Oreo’s #SayItWithOreo campaign trained a chatbot using ML on Farhan Akhtar’s voice, and Britannia NutriChoice used ML to power a chatbot that gave diabetes-related tips based on user inputs.

Generative Adversarial Networks are a type of deep learning model where two neural networks compete to improve each other: ‘Generator’ Creates fake data (like images or videos) and ‘Discriminator’ Evaluates data and decides if it’s real or generated. They train together and the generator tries to fool the discriminator, while the discriminator gets better at spotting fakes. Over time, the generator produces super realistic content. 45% advertisements using Generative Adversarial Networks (GANs) helped create entire ads without live shooting. Vivo’s Holi ad, Volkswagen’s Christmas Detour, and Air

Characters Featured in AI Advertisements

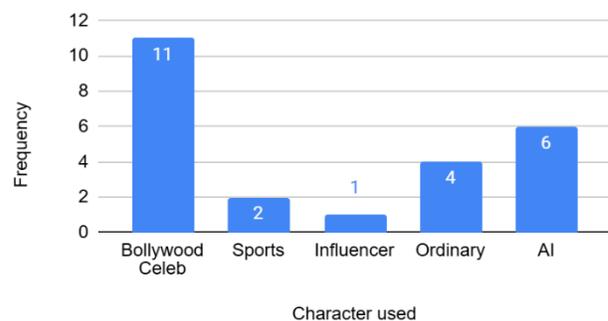


Chart 13 :Type of character used in the ad



**Table 4 :**Type of Audio in the ad

| <i>Ad Audio Type: Musical or Voiceover?</i> | <i>Frequency</i> | <i>Percentage</i> |
|---|------------------|-------------------|
| Musical                                     | 5                | 25%               |
| Voiceover                                   | 15               | 75%               |
| Total                                       | 20               | 100%              |

India’s Holi film used GANs to generate visuals, characters, and scenes fully through AI, offering high realism without traditional filming. GANs are used in deepfakes, art generation, video synthesis, and even game design.

Natural Language Processing (NLP) was used in 50% advertisements to generate human-like text and speech. Oreo’s campaign allowed users to hear their messages in Farhan Akhtar’s voice. Tata Tea’s Lohri ad with Shehnaaz Gill used NLP for personalized scripts, while Britannia’s chatbot used it to respond naturally to user queries. This technology helps computers understand, interpret, and generate human language by understanding meaning and sentiment of the text and speech recognition. It powers chatbots, voice assistants, and tools like automatic translators (Figure 5).

Chart 13 shows that Bollywood celebrities are the most common faces in AI-powered ads, appearing in 55% of them. This shows that brands prefer using famous actors to grab attention and build trust with viewers. 30% of ads rely on AI-generated digital figures instead of real people. This could be because AI characters are cheaper, more flexible, and can be customized to fit different brands.

Ordinary people appear in 20% of the ads, suggesting that some brands still want their ads to feel real and relatable. Seeing regular people in advertisements can help connect with a wider audience. Sports personalities are featured in only 10% of AI-powered ads. Since AI ads often focus on innovation and futuristic themes, traditional influencers might not fit as well in these campaigns.

Table 4 shows that Voiceovers are used in most AI-powered ads, making up 75% of them. This shows that brands prefer voiceovers because they help explain the message clearly and connect better with the audience. Music, which includes background tunes or instrumental sounds, is used in 25% of the ads. While it helps set the mood and make the ad more attractive, it’s not used as much, may be because it doesn’t explain the message directly.

The data in Table 5 shows that most AI-powered YouTube ads keep their descriptions short, with 80% using fewer than 50 words. This suggests that brands

**Table 5 :**Description of Ad: YouTube Ad Overview

| <i>Description of Ad : YouTube Ad Overview</i> | <i>Frequency</i> | <i>Percentage</i> |
|--|------------------|-------------------|
| Detailed (more than 50 words)                  | 4                | 20%               |
| Short (less than 50 words)                     | 16               | 80%               |
| Total  | 20               | 100%              |

**Table 6 :**Type of Thumbnail used in the Ad

| <i>Thumbnail of Ad</i> | <i>Frequency</i> | <i>Percentage</i> |
|------------------------|------------------|-------------------|
| Inside shot form video | 14               | 70%               |
| Designed               | 6                | 30%               |
| Total                  | 20               | 100%              |

prefer concise and to-the-point messaging to quickly grab the viewer’s attention. Given the short attention span of online audiences, shorter descriptions help ensure that key information is delivered efficiently. On the other hand, only 20% of ads have detailed descriptions with more than 50 words. This indicates that some brands still opt for a more informative approach, possibly to provide extra context or highlight product details.

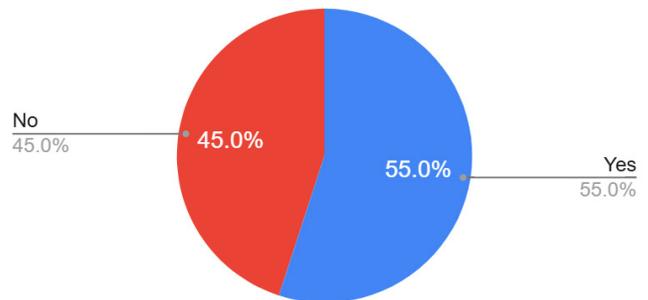
Table 6 shows that 70% of AI-powered advertisements use a thumbnail taken from the actual video. This suggests that brands prefer a more natural and direct approach, allowing viewers to get a glimpse of the content before clicking. Using a frame from the video makes the ad feel more authentic and aligned with what the audience will see. On the other hand, 30% of ads use a designed thumbnail, meaning a custom image is created specifically to attract attention. However, expert Mr Samar Jeet warns that despite the attraction and charm of the creative attempts in this field, there is a risk of non-human touch to the creative outputs and possible stereotypes as well.

## ETHICAL ASPECTS OF USE OF AI IN ADVERTISEMENTS

### Acquiring customer details

55% advertisements (Chart 14) have asked the consumers to fill their details to fill in details or biometrics through the mention of a website or scanner in advertisements or on products have used. These details to further generate AI content, indicating a strong reliance on data-driven strategies to enhance ad effectiveness. The other 45% rely on general content and targeting broad audience.

Acquired consumer details through brand websites or scanners in advertisements



**Chart 14 :**Whether Consumer details are acquired

This trend raises concerns about data privacy, consent, and ethical use. Commenting on heavy reliance of AI on customer data, expert Mr Pallav Moitra reminds of the case where Google had to remove ‘the third party cookies’ from its site, following an order to protect the privacy of online customers data (Figure 6).

**Major ethical concern in the advertisements**

Table 7 shows the main ethical concerns about using AI in advertisements. The biggest concern is fake and misleading content (65%), which means that in more than half of the advertisements, AI was used to make products look more appealing for example, by improving photos, adding effects, or showing ideal situations. This helps grab attention of the viewers, but it can also lead the customers to expect more than what the product actually offers. While not always done on purpose, it may still confuse or mislead viewers. Emotional manipulation through voice AI (60%) appears in a large number of advertisements. Many brands use AI-generated voices that sound very real and trustworthy. These voices can make people feel emotionally connected to the ad, sometimes pushing them to buy things they don’t really need.

Data privacy concerns (55%) come from how AI uses people’s personal information to show them ads they might like. Not everyone knows their data is being collected, which raises concerns about how safely it is stored and whether it could be misused or leaked. Deepfake concerns (45%) show that almost half of the advertisements raised worries about AI being used to create fake videos that look real. Visual deception (40%) refers to using AI to change how things look, like making a product appear more attractive than it actually is. This can lead to disappointment when the product doesn’t meet expectations. Persuasion (35%) shows that AI is often used to strongly influence people’s choices. AI can create highly personal ads that make someone feel like they truly need the product even if they don’t. Bias and discrimination (10%) was the least common but important concern which refers to reflection of unfair patterns sometimes, like showing certain groups more than others or leaving people out, because it learns from older data which may

be biased. Mr Pallav Moitra highlights the difficulty in checking deepfakes on the part of the consumers. He also cautions about the risk of violation of Intellectual Property Rights by use (Figure 7).

of AI. The issue of possible infringement of Indian Copyrights Act 1957 due to the use of generative AI tools has been discussed in detail in the report on ‘Generative AI and Advertising’ published by Advertising Standards Council of India (ASCI) on 27th July 2023. It suggests that input prompts should be reviewed by the team before using them to generate any content. It mentions ‘mimicking a specific artist or using copyrighted material from any source in the output received from such tools can lead to violation of copyright laws in India (pp12). It further cautions that any input material being uploaded in the AI tools should have ‘authorities for commercial use ‘ and the creative team should know about ‘obtaining permissions and licenses for using any third party content or data ‘(pp.12)

**Disclosing about the use of AI**

Chart 15 reveals that 55% of ads include AI in some way, while 45% do not. This means more than half of the brands choose to highlight AI, possibly to attract tech-savvy customers or show innovation. However, a good number of ads still avoid mentioning AI, possibly because brands feel it’s not necessary to highlight or they worry about how people might react to AI in advertising. In this context, ASCI (2023) suggests that as a part of necessary AI Action that appropriate disclaimers about use of AI in marketing materials, user interface and terms of use should be included in the advertisements. (pp.13) This not only protects the consumer from being misled by fake beliefs and perceptions, but also builds their trust on the brands.

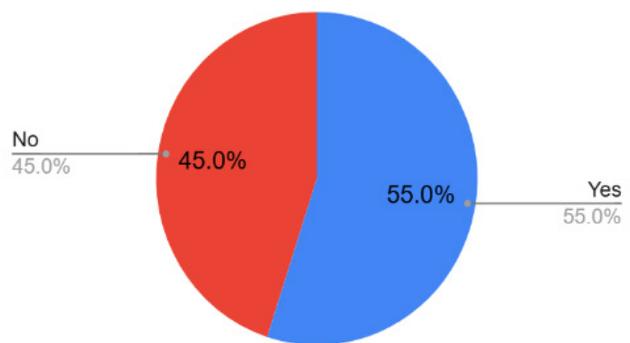
**FINDINGS AND DISCUSSION**

- AI is being adopted by various industries across the market for advertising. Major brands in the market spanning across food and beverages, automobiles, electronics, paints etc. Thus, use of AI is an emerging



**Image 6 :** A screenshot from ‘Lohri with Shehnaaz Gill | Tata Tea Premium’ showing QR code being used

**Use of ‘AI’ Mentioned in Advertisements**



**Chart 15 :** Does the ad mention the use of AI



**Table 7:** Ethical concerns regarding use of AI application in advertisements

| <i>Ethical concerns regarding use of AI application in advertisements</i> | <i>Frequency</i> | <i>Percentage</i> |
|---|------------------|-------------------|
| Persuasion  | 7                | 35%               |
| Fake & Misleading Content   | 13               | 65%               |
| Data Privacy Concerns   | 11               | 55%               |
| Visual deception  | 8                | 40%               |
| Deepfake Concerns   | 9                | 45%               |
| Emotional Manipulation Through Voice AI                                   | 12               | 60                |
| Bias & Discrimination   | 2                | 10%               |

trend in the creative field between 2021 to 2024 with big brands like Britannia and Zomato trying their hands on it in 2022, followed by a notable increase.

- Most of the brands using AI in advertisements prefer brief duration of the content, but make it more eye-catching with the creative use of new technology. This is consistent with a larger trend in advertising on digital platforms. Only those ads which need to demonstrate or explain things, are 1-2 minutes or 2-3 minutes long.
- Emotional appeal was employed in 70% of AI-driven ads in an effort to arouse emotions like joy, nostalgia, or love. This demonstrates how brands prioritize producing sentimental and intimate content over logical tactics in order to engage their audience.
- Though AI is being adopted in a variety of formats, brands continue to prioritize applications of AI on the elements of audio and video, probably to produce immersive experiences through dynamic visual content, voiceovers, and animations. This seems to draw a larger audience rather than only AI-enhanced text or still images. This corresponds with developments in digital advertising, where multimedia content is more likely to hold attention and drive interaction.
- The most popular AI technology used by brands in advertisements is Machine Learning that facilitates

the analysis of customer data by brands and the creation of tailored content. It is followed by use of deepfakes, primarily to produce lifelike videos of celebrities uttering pre-written lines. Use of Natural Language Processing (NLP) and Generative Adversarial Networks (GANs) are also used.

- A good number of brands avoid disclosing information about the AI platforms used in the ads, probably because they want to keep their strategies confidential or use in-house tools. Among the ones that are disclosed, GAN.ai, which is renowned for producing customized videos that speak directly to consumers, was the most widely used platform. Other applications include Rephrase.ai, Akool, Runway ML and Flam. Moreover, brands which explicitly show the use of AI do this to draw in tech-savvy customers or demonstrate innovation. But a good number of brands seem to be cautious about the perception of the audience regarding its use in their ads.
- According to the findings, 55% of AI-driven ads asked for customer information via websites or scanners, enabling targeted marketing and personalized content. On the other hand, 45% were entirely AI-generated for a larger audience and did not gather any consumer data. The growing use of data raises questions about privacy and ethical marketing practices, highlighting a gap between personalized and general AI ads.
- The way AI is used in most of the ads reveals that the primary reason for using it is to produce interesting content that is simple to share on various platforms. Other benefits include customizing content according to user preferences, increased visual appeal by graphics and animation. User of chatbots and conversational elements in ads for interactive experiences is least preferred.
- Use of AI in fabricating idealised situations to show products better than they are is a concern as it may arise unrealistic expectations in the audience. Additionally, alluring the customers by using fictionally created emotional voices while gathering their personal data for marketing-related use is not only a violation of privacy, but also runs the risk of



**Figure.7:** A screenshot from 'Farhan Akhtar ke bol, Farhan Akhtar ki awaaz mein' | #SayItWithOreo' shows how Farhan Akhtar voice is used using AI and consumers could be misled by hearing a celebrity voice

becoming a common practice by brands in the coming years on the name of right to experiment creatively. Using deepfakes for the purpose of selling products is clearly a visual deception.

- Emotional content and celebrity endorsements are essential for AI advertisements as these elements garner attention and foster trust which converts into millions of views. Other ads, even if they use out of the box ideas get lesser reach and engagement of the audience. Use of AI generated-characters is seen by the brands as a more flexible and cheaper alternative to it.

## DISCUSSION AND CONCLUSION

AI has become a potent tool for improving content optimization, fostering creativity, and facilitating real-time personalization. However, it presents unique challenges along with benefits. Various generative AI applications like DALL-E, GPT-4, Mid Journey, Google Bard and Adobe firefly are available at low costs which makes the execution of the campaign cost-effective on one side but poses a threat of replacing the creative labour in the Indian advertising industry. The urgent need for transparent and responsible AI deployment is indicated by worries about algorithmic bias, deepfake misuse, data privacy, emotional manipulation, and misleading content. This can be the probable reason that while many brands emphasize the use of AI to demonstrate innovation, others maintain a low profile, reflecting the dynamics of consumer trust and regulatory sensitivity.

Thus, the creative use of AI is a double-edged sword that needs a proper regulatory framework especially in India, just like the Artificial Intelligence Act being brought by the European Union. But the policymakers have to look at the unique requirements and developmental goals in the Indian context. One more area of concern, as pointed out by The AI Index 2023 Annual Report by Stanford University, is the possible gender, race, culture and identity bias in the output data given by generative AI tools primarily due to 'dominance of English language data and models in training data' of these platforms from where they pick up the information. Thus, it can be concluded that training of creative teams and personnels in advertising and related communication agencies to become literate in terms of identifying the bias and following the ethics of social responsibility towards the consumers and society at large can save the situation from worsening unless any legal framework is put in place.

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## ANNEXURE I

### Operational definitions:

#### *Generative AI*

A type of AI that can create new content, such as images, videos, or text, based on patterns in data.

*Real-Time Adjustments: Making changes to something as it happens, without delay, based on live feedback.*

#### *AI-Generated Visuals and Videos*

Images and videos created by AI that are customized based on specific needs or preferences.

*Predictive Analytics: Using data to predict future trends or behaviours, such as what customers might want next.*

#### *Multichannel Execution*

Using multiple platforms (e.g., TV, social media, websites) to share the same advertising message.

Automated A/B Testing: A process where different versions of an ad are tested automatically to see which one works better.

## ANNEXURE II

**Table A1** :(II)Code sheet for Content Analysis

| S No | Code  | Definition   | Categories  |
|------|---|--|---|
| 1    | Duration of Ad  | How brands use short versus slightly longer content formats. This is especially important on platforms like YouTube, where ad length affects viewer retention.           | 0 to 1 minute 1<br>1 to 2 minutes 2<br>2 to 3 minutes 3   |
| 2    | Type of industry                                      | which sector of the industry uses AI in ads more frequently.   | Food and Beverage 1<br>Food technology and Q-commerce 2<br>Automobile 3<br>Technology and Electronics 4<br>Travel and Hospitality 5<br>Aviation 6<br>Paint and Coatings 7     |
| 3    | Type of promotion                                     | Which type of selling does the ad intends to do ? This helps assess whether AI is primarily used for sales or broader brand communication.                               | Product Ad 1<br>Service Ad 2<br>Message Ad 3  |
| 4    | Type of Appeal in the ad                              | what kind of persuasive strategy is used to connect with the consumers.  | Rational Appeal 1<br>Emotional Appeal 2<br>Humour Appeal 3  |
| 5    | Type of content which is AI generated                 | Which media element of the ad has been used for application of AI ?  | Video 1<br>Audio 2<br>Text 3<br>Image 4   |
| 6    | Type of AI Technology used                            | Which type of AI technology is visibly applied in the ad ?   | Deepfake Technology 1<br>Machine Learning 2<br>Generative Adversarial Networks 3<br>Natural Language Processing 4   |
| 7    | Name of AI platform/ app used                         | Name of the AI software mentioned or inferred from brand disclosures. It tells about the transparency and the popularity of tools used in creative production.           |   |
| 8    | Whether Consumer details are acquired                 | Does the advertisement collect personal information, like through QR codes or sign-ups? It reflects aspects of data-driven personalization and potential ethical issues. | Yes 1<br>No 2   |
| 9    | Key reason to adopt AI powered advertisement          | The purpose or type of advantage behind using AI   | Increased shareability 1<br>Enhanced Visual Creativity 2<br>Chatbots and conversational Ads 3<br>Real Time Customisation 4  |
| 10   | Ethical concern(s) regarding use of AI for persuasion | If creative use of AI crosses ethical boundaries intentionally or unintentionally  | Fake & Misleading Content 1<br>Data Privacy Concerns 2<br>Visual description 3<br>Deepfake concerns 4<br>Emotional manipulation through Voice AI 5<br>Bias & Discrimination 6 |
| 11   | Does the ad mention the use of AI                     | Whether the brand discloses its use of AI? It helps evaluate openness and whether consumers are informed that the content was generated by AI.                           | Yes 1<br>No 2   |
| 12   | Number of YouTube views till 15th Feb 2025            | How many viewers are reached by the ad?  |   |

|    |  |   |  |                       |
|----|--|---|--|-----------------------|
| 13 | No of YouTube likes till 15th Feb 2025 | How many viewers are engaged by the ad?   |  |                       |
| 14 | Type of character used                 | Which type of main character is present in the ad? This reveals how Ai is used to manage identity and relatability in the ad. | Bollywood Celebrity<br>Sports<br>Influencer<br>Ordinary person<br>AI | 1<br>2<br>3<br>4<br>5 |
| 15 | Type of audio used in the ad           | In what way does AI contribute to auditory experience in the ad ?   | Music<br>Voiceover   | 1<br>2                |
| 15 | Description length of Ad               | What is the style of giving information in the captions of ad ?   | Detailed (50 + words)<br>Short (less than 50 words)                  | 1<br>2                |
| 16 | Type of thumbnail of Ad                | what kind of cover image is visible for identification of the ad  | Inside shot from the ad<br>Designed                                  | 1<br>2                |

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Automated A/B Testing: A process where different versions of an ad are tested automatically to see which one works better.

## ANNEXURE II

(II) Code sheet for Content Analysis is shown in Table A1.

## ANNEXURE III

### Sample Advertisements

- Supporting Local Retailers This Diwali | Not Just A Cadbury Ad Campaign Video Oct 23, 2021 <https://youtu.be/5WECSbqAQSk?feature=shared>
- Mann kiya, Zomato kiya! ft. Hrithik Roshan, Jul 11, 2022 - [https://youtu.be/\\_rTEWgQHTcl?feature=shared](https://youtu.be/_rTEWgQHTcl?feature=shared) [https://youtu.be/SNfls\\_EeX34?feature=shared](https://youtu.be/SNfls_EeX34?feature=shared)
- Britannia NutriChoice's AI-powered Personalised Chatbot to beat Diabetes Nov 15, 2022 <https://youtu.be/jj5155TkYxk?feature=shared>
- Lohri with Shehnaaz Gill | Tata Tea Premium Jan 8, 2023

- <https://youtu.be/UICO4kO9Z7I?feature=shared>
- Farhan Akhtar ke bol, Farhan Akhtar ki awaaz mein | #SayItWithOreo Jul 22, 2023 <https://youtu.be/fP-WXYk1wVc?feature=shared>
- <https://youtu.be/blXTjDevfkk?feature=shared>
- Cadbury Celebrations | #MyBirthdaySong Jul 26, 2023 <https://youtu.be/uvzX71ff2pg?feature=shared>
- Celebrating 100 Years of Driving Smiles with MG! Aug 5, 2023 <https://youtu.be/KutPQpINqaU?feature=shared>
- #HarDilKiFantasy - Sunfeast Dark Fantasy | Ft. Shah Rukh Khan Aug 13, 2023 <https://youtu.be/sXSCi7O2HhI?feature=shared> <https://youtu.be/sAdDifwMlCo?feature=shared>
- boAt | India India | India's First AI Video Anthem Oct 14, 2023 <https://youtu.be/EKGcDxtRXuw?feature=shared>
- Ranveer Sigh & Chris Gayle's Stunning New AI Ad for Zomato, Dec 11, 2023 Ranveer and Gayle discuss a 'Khatarnaak' suggestion <https://youtu.be/7gtOxkvqIUI?feature=shared> [https://youtu.be/SazCl\\_fif88?feature=shared](https://youtu.be/SazCl_fif88?feature=shared)
- #HarDilKiFantasy - Sunfeast Dark Fantasy ft. Shah Rukh Khan | Theatre Edition Dec 15, 2023 <https://youtu.be/PX2-IUxTPwo?feature=shared> <https://youtube.com/shorts/CyqPmOOYGzA?feature=shared>
- Cadbury Silk – Your Special Moments. Crafted by Zoya. Powered by AI. Jan 28, 2024 <https://youtu.be/8FMhNiKYdOw?feature=shared>
- Still watching Vlogs? Switch to Voyaging with Ayushmann & Agoda Deals #SeeTheWorldForLess Mar 5, 2024 [https://youtu.be/Ds93W-G\\_VFg?feature=shared](https://youtu.be/Ds93W-G_VFg?feature=shared) <https://youtu.be/2TAptFBhfUQ?feature=shared>
- Vivo This Holi, let's embrace the #JoyOfEquality. Mar 7, 2023 <https://youtu.be/LUU6hPGWJQo?feature=shared>
- India's first ever AI-powered camera campaign for NutriChoice Mar 21, 2024 <https://youtube.com/shorts/wsSbsV9hXVM?feature=shared> <https://youtu.be/LdoajkU7x-c?feature=shared>
- Colours of Travel | Air India's AI generated Holi Film Mar 24, 2024 <https://youtu.be/>

- ZRyIkMQL5nI?feature=shared 23
- New Gym Buddies | T20 League | Samantha | Pujara | Ranveer Apr 15, 2024 <https://youtu.be/4NPWtI5e5bU?feature=shared>
- Cadbury Celebrations #CreatingMemorie
- sNeverClicked Aug 5, 2024 <https://youtu.be/-3d3akxcGKA?feature=shared>
- A Christmas Detour | Volkswagen India Dec 24, 2024 <https://youtu.be/BDGYehLZj7o?feature=shared>
- Santa's Home Makeover | Kansai Nerolac Paints Dec 24, 2024 <https://youtu.be/P1SEkX360Uk?feature=shared>

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