ANALYSING CREATIVE WORKER'S PERCEPTION ON THE USE OF AI IN ADVERTISING

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Abstract

In recent years, the creative industries, especially marketing, branding, and advertising, have undergone a transformative evolution driven by advancements in artificial intelligence (AI) technologies. This research focuses on how AI influences the perception of creative workers within the advertising industry on their professional future, while also indicating a deeper exploration of the balance between creative input and technological advancement. We have conducted quantitative research, through a questionnaire applied to 83 respondents, all working in advertising. Many professionals reported leveraging AI applications, such as ChatGPT, to streamline ideation, expedite brainstorming, and reduce repetitive tasks. However, the reliance on AI tools also raised critical questions about the preservation of human creativity and the potential displacement of traditional creative roles. Ultimately, this research seeks to contribute to the broader discourse on AI's role in creative industries, offering a nuanced analysis of how these technologies reshape professional landscapes and influence job opportunities.

Keywords*: artificial intelligence, advertising, creativity, generative AI.*
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