

AI-Driven Creativity: Revolutionizing Emotional and Rational Advertising from Script to Final Spot

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Abstract

Artificial intelligence (AI) has rapidly expanded from automating routine tasks to reshaping creative industries, particularly advertising. With tools like ChatGPT, Midjourney, Runway, and ElevenLabs, AI now enables fast, cost-effective production of high-quality advertising content. This study presents a practical method for developing an entire ad spot using only AI, from scripting to final video, highlighting strategies in prompt and emotional engineering. It also explores AI's ability to generate both emotional (transformational) and rational (informational) content. Beyond technical execution, the research reflects on the implications of AI-driven creativity for marketing, branding, and consumer engagement in today's digital landscape.

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Introduction

When ChatGPT launched, it became the fastest-growing application in global history, surpassing even social media platforms in adoption rate (Hu, 2023). Its emergence marked a pivotal moment by introducing artificial intelligence (AI) to the masses and embedding it rapidly into popular culture. Simultaneously, it compelled major technology companies to accelerate the development and release of their own AI systems (Stone & Love, 2023). Although discussions about AI were not new, the paradigm and public perception shifted significantly with the commercial availability of such models.

While this article primarily explores how AI technologies can autonomously generate advertising content, it is essential first to outline the broader historical context of AI development. For analytical clarity, the evolution of AI can be divided into two key periods: (1) the pre-generative AI era, and (2) the post-generative AI era. The distinction between these periods lies in the contrast between projected and realized impact: how AI was expected to influence society versus how it has actually influenced society.

Prior to the large-scale deployment of generative models, creativity was regarded as a uniquely human domain, inherently resistant to automation or AI-driven transformation (Frey & Osborne, 2013; Charlton, 2018). However, following the launch of ChatGPT and similar generative systems, creativity emerged as one of the fields most profoundly affected by AI advancement. Whether AI will ultimately replace human creativity remains an open question. Nonetheless, it is clear that today, creativity is being significantly augmented and in some cases, redefined through the use of artificial intelligence.

The Use of AI in Advertising

The primary objective of this article is to examine the applicability of artificial intelligence in advertising, with a specific focus on how advertising content can be generated entirely by automated systems. The release of GPT-3 marked a significant milestone in the rise of conversational AI, making such technology widely accessible to the public. This was soon followed by the emergence of generative models like DALL-E and Midjourney, both of which gained substantial popularity in 2022.

Within the communication and creative industries, this surge in development was often described as an “AI boom,” driven by growing interest from both users and companies in the potential of these tools. Although early AI models did not reach the level of sophistication seen in those available by 2025, they nonetheless sparked considerable enthusiasm for augmenting creative professions.

In the years that followed, a wide array of generative tools emerged, capable of producing images, voice, music, and even video content. According to the 2023 Cannes Lions Annual Report, artificial intelligence was explicitly referenced in the synopsis of 8.3% of the festival's winning entries, indicating its growing relevance in the advertising domain. Consequently, this study aims to address the following research question:

- **RQ1:** How can AI technologies be employed to generate advertising content?

Emotional Appeals

The use of emotion in communication, particularly in advertising, is a critical factor in enhancing message effectiveness. As Chaudhuri (2006, p. 27) notes, “emotions can never be wrong”. Emotional responses influence purchasing decisions, consumer satisfaction, and motivation to act (Bagozzi et al., 1999). Furthermore, emotional

appeals in advertising content can capture attention and generate purchase intentions, fostering greater consumer engagement (Das, 2020).

Emotion also operates on a deep cognitive level, shaping how individuals think and process information (Lerner et al., 2015). This, in turn, impacts attention allocation (Mitchell, 2023). Significantly, tailoring emotional messages to specific target audiences enhances effectiveness, as different age groups respond to distinct emotional triggers (Zulkifli et al., 2021).

Given this context, a key question emerges: can content generated by artificial intelligence evoke authentic emotional responses? One of the dominant narratives surrounding AI in communication is the belief that machines cannot produce genuinely "emotional" content. AI-generated texts and visuals are often perceived as synthetic or emotionally detached (Hall & Schofield, 2025), limiting their potential to resonate with audiences. Accordingly, the present study proposes the following research question:

- **RQ2:** What are the mechanisms through which AI can generate emotionally resonant content in communication?

Rational Appeals

Rationality plays a central role in persuasive processes, with persuasion often stemming from logical and deliberative evaluation of information (Albarracin, 2002). In specific contexts, particularly those that require cognitive processing and factual analysis, rational appeals may be more effective than emotional ones (Zhang et al., 2015). Additionally, combining rational and emotional strategies within a message has been shown to enhance persuasive outcomes (Kim & Yang, 2017).

Rational appeals influence perceptions of utilitarian value, cognitive trust, and satisfaction derived from product functionality (Grigaliunaite & Pileliene, 2016). In the context of social media, rational messaging has also been linked to higher user engagement, notably higher comment rates (Kim & Yang, 2017).

These findings emphasize the importance of incorporating rational appeals into advertising content. In this regard, the study raises the following research question:

- **RQ3:** How can AI generate rationally persuasive content in communication?

AI and Creativity

To fully grasp the influence that artificial intelligence can exert on creative processes, it is first necessary to understand the different forms that creativity may take. In this regard, Boden (1998) provides a seminal framework by analyzing the nature of creativity within the broader context of AI evolution. She identifies three main types of creativity, each offering a distinct perspective on how novel ideas emerge.

The first is combinational creativity, which involves generating new ideas by combining familiar concepts in unexpected ways. This form often relies on analogy, in which disparate elements are brought together through a shared structural logic. The second, exploratory creativity, involves navigating within structured conceptual spaces to produce ideas that are both new and surprising, yet remain consistent with existing frameworks (Suh & Cho, 2018). Finally, transformational creativity implies a more radical shift; it modifies the very dimensions of the conceptual space, enabling the emergence of ideas that would have been inconceivable before.

At present, the consensus among scholars and practitioners is that AI operates predominantly at the level of combinational creativity (Boden, 2010; Colton et al., 2012; Miller, 2019). Contemporary AI systems excel at synthesizing and recombining information across diverse domains, proposing novel configurations within given

contexts. However, they do not yet possess the capacity to redefine conceptual boundaries in the manner required for true transformational creativity. Nonetheless, their ability to generate innovative associations signals a remarkable advancement in the intersection between artificial intelligence and creative production.

The Use of AI in Communication and Advertising

Advertising content generally falls into three formats: text, static images, and video. Depending on the campaign, these elements may be produced separately or together by copywriters, art directors, and content creators. Copywriters craft persuasive messages informed by audience insights, brand voice, and strategy (Fauzi, 2024). Art directors develop key visuals that express the brand's aesthetic, while content creators produce dynamic video materials for digital platforms.

With the advent of generative AI tools, these roles are increasingly being augmented, or even partially replaced, by automated systems. One prominent example is ChatGPT, a conversational agent built on large language models (LLMs), developed by OpenAI (Wu et al., 2023). Now in its GPT-4o version, ChatGPT is designed for natural dialogue, problem-solving, content generation, code writing, image production, and a wide range of educational and creative tasks. Its versatility positions it as a powerful tool in the advertising industry, capable of contributing across multiple content formats (OpenAI, 2022). The latest versions of ChatGPT, including GPT-4 and GPT-4o, feature advanced multimodal capabilities, enabling interaction not only through text but also through images and voice.

Among the most significant enhancements are the integration of web browsing capabilities, support for third-party plugins, and the ability to generate images with DALL-E 3. In addition, the platform offers user memory and personalization features (OpenAI, 2025), enabling more contextualized and adaptive interactions for frequent users.

ChatGPT has quickly been adopted across fields like education, business, software development, copywriting, and the arts. Its versatility and ability to maintain coherent, context-aware conversations make it highly effective (OpenAI, 2025). Integrated tools—such as code interpretation, image generation, and web access—further enhance its usefulness, making it a strong asset for modern advertising content.

Gemini is a family of advanced AI models developed by Google DeepMind, integrated into key products across the Google ecosystem, including Gmail, Google Docs, Search, and Android (Bin Akhtar, 2024). The most recent iteration of Gemini stands out for its ability to handle extensive context, up to one million tokens, making it particularly suitable for document-intensive tasks and extended content generation (Gemini, 2025).

Among its core features is seamless integration with the broader Google Workspace environment, providing native support for processing text, code, images, audio, and video. Users can upload a wide range of materials, including transcriptions and multimedia documents, which the model can then analyze in depth (Gemini, 2025).

Gemini's key strengths include its deep compatibility with Google's existing services, making it ideal for users already embedded in that ecosystem. Its ability to interpret long, complex threads enhances its applicability to academic research, technical documentation, and strategic communication. Additionally, its real-time access to web search and dynamic hyperlinking enables it to provide up-to-date, source-backed responses, a handy feature for tasks that require current, verifiable information.

Grok is an artificial intelligence chatbot developed by xAI and embedded within the X platform (formerly Twitter). Positioned as a more unconventional alternative to

traditional AI models, Grok adopts a conversational style that is informal, often humorous or sarcastic, and deeply rooted in contemporary tech culture (x.ai, 2025). Its design reflects a deliberate departure from the more neutral and formal tone of mainstream AI systems.

Among its strengths, Grok offers a distinctive, human-like tone, relaxed, colloquial, and sometimes irreverent, which may increase its appeal in domains such as news, pop culture, and live events. Its alignment with real-time data from X enhances its utility for users seeking up-to-the-minute commentary and contextual relevance in fast-evolving information environments (x.ai, 2025).

Text-Based Content Generation

To evaluate AI systems' text-generation capabilities, this study includes a practical test focused on creating advertising slogans for a hypothetical brand. Specifically, the test involves generating a slogan for a product that had not been released at the time of writing: the iPhone 17. The objective is to observe how different AI tools approach creative language tasks in the context of brand communication.

Three of the most advanced AI platforms (Milmo, 2025), ChatGPT, Grok, and Gemini, were selected for this test. Each model was prompted with the same input to ensure a consistent basis for comparison. The full prompt used across all three platforms is shown in the first row of the results table under the "Prompt" section. This approach allows for a comparative analysis of stylistic tendencies, linguistic nuances, and persuasive strategies across different AI models.

Table 1
Prompting and results

Prompt	Creative Brief – iPhone 17 Global Launch Client: Apple Product: iPhone 17 Objective: Develop a globally impactful slogan for the launch of the new iPhone 17. Give me one single variant. Target Audience: Primary: Individuals aged 16–24, digitally native, socially connected, and trend-driven. Secondary: Adults aged 25–35, career-oriented, tech-savvy, and aspirational. Audience Profile: The typical iPhone user is creative, innovation-driven, and values high-end technology. They have a medium to high income, prioritize quality and aesthetics, and often see their smartphones as key tools for both self-expression and productivity. Key Message: Highlight the creative potential and cutting-edge innovation that the new iPhone 17 brings to users' lives. The slogan should reflect Apple's ethos of empowering imagination and shaping the future through technology. Tone: Inspiring, forward-thinking, emotionally resonant.
ChatGPT	Slogan Proposal for iPhone 17: "Create Tomorrow." Rationale: <ul style="list-style-type: none"> "Create" speaks directly to the iPhone user's identity: expressive, innovative, and imaginative. "Tomorrow" evokes futurism, aspiration, and Apple's continued leadership in shaping what's next. It's short, global, and emotionally powerful, aligning with Apple's minimalist brand language and inspiring tone. Works across both age groups by emphasizing both ambition (for Gen Z) and visionary utility (for Millennials).
Grok	Here's a slogan for the global launch of the iPhone 17: iPhone 17: Unleash Your Vision.
Gemini	Spark Your Future

Source: Author's work

Table 1 presents the slogans generated by each AI model in response to the same prompt. Grok produced the tagline “iPhone 15: Unleash Your Vision”, Gemini proposed “Spark your future”, while ChatGPT suggested “Create Tomorrow.” One notable distinction stands out: unlike Grok and Gemini, ChatGPT not only generated a slogan but also provided a rationale for its creative reasoning. Neither of the other models offered such an explanatory framework.

In advertising practice, the inclusion of a rationale is a common industry standard, often used to justify creative choices and provide strategic validation for taglines, concepts, and communication directions. This argumentative component serves as a conceptual anchor, aligning creative output with strategic objectives.

To further explore how generative AI handles complex creative briefs, a second prompt was introduced to each platform, this time requesting a short descriptive text for the iPhone 17. The task was designed to elicit two distinct styles of output: one based on emotional appeal and the other on rational persuasion. This comparison aims to assess how AI systems differentiate between transformational (emotion-driven) and informational (logic-driven) messaging strategies within advertising contexts.

Table 2
Emotional and Rational prompting results

Prompt	Task: Based on the chosen slogan, generate two short descriptive texts for the iPhone 17: One with an emotional appeal; One with a rational appeal. Both versions should be concise, yet impactful.	
	Rational	Emotional
ChatGpt	Powered by the fastest chip ever in a smartphone, the iPhone 17 delivers unmatched performance, advanced AI tools, and pro-level camera systems. Designed for creators and built for what is next. Create Tomorrow — with the smartest iPhone yet.	iPhone 17 is more than a phone — it is a canvas for your imagination. From spontaneous moments to bold ideas, it captures your world with precision and brings your vision to life. Create not just content, but your future. Create Tomorrow.
Grok	The iPhone 17 delivers unmatched innovation with cutting-edge performance and sleek design. Empower your productivity and creativity with a device engineered to redefine what is possible.	The iPhone 17 is your spark, igniting dreams and turning moments into memories. Unleash your creativity and shape a future that's uniquely yours with technology that feels like magic.
Gemini	Experience the cutting edge of mobile innovation. iPhone 17 delivers groundbreaking technology that seamlessly integrates into your life, enhancing your productivity and creative expression. With unparalleled performance and intuitive design, it is the ultimate tool for bringing your ideas to life. iPhone 17: Unleash Your Vision.	Feel the spark of your imagination ignite. iPhone 17 empowers you to capture every fleeting idea, to create without limits, and to share your unique perspective with the world. It is more than a phone; it's the key to unlocking your boundless potential. iPhone 17: Unleash Your Vision.

Source: Authors' work

Table 2 presents the text variants generated by the AI systems in response to prompts designed to elicit both emotional and rational appeals. A first notable observation is the apparent ability of all tested AI tools to produce both types of content, with each system successfully adapting its output to the requested communicative mode. The distinction between the emotional and rational approaches is readily apparent in the responses' tone, structure, and thematic focus.

The rational descriptions across all three AI platforms are predominantly centered on productivity and creativity, highlighting utilitarian benefits and practical functionalities. Notably, ChatGPT's rational response is the only one to incorporate specific technical elements, such as references to the "fastest chip" and built-in AI tools, details that enhance informational credibility.

Conversely, the emotional responses are consistently framed in the second-person singular, employing direct address ("you," "your") and evoking themes of imagination, inspiration, and vision. These stylistic and rhetorical differences underscore how emotional content seeks to establish a personal, affective connection with the reader, while rational content remains grounded in factual value and performance.

Overall, this comparative exercise demonstrates the capacity of generative AI systems not only to create slogans but also to produce differentiated creative texts aligned with distinct persuasive strategies.

AI Image Generation Capabilities

AI-based image generation tools have advanced rapidly in recent years, now enabling the production of high-quality visuals across a wide range of styles and purposes (Ramesh et al., 2022; Saharia et al., 2022). To illustrate the current capabilities of these systems, this study explores image generation along three key dimensions inspired by prior research on output quality: realism (Nichol & Dhariwal, 2021), illustration (Ramesh et al., 2022), and specificity (Saharia et al., 2022). Each dimension is tested through a series of prompts submitted to two of the most widely adopted image-generation platforms: Midjourney and the image generation module integrated into ChatGPT.

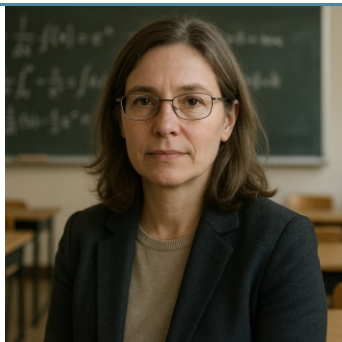

The first test focuses on realism, aiming to produce an ultra-realistic portrait using AI. It is important to note that while both platforms accept natural language prompts, there are slight syntactic differences between them due to platform-specific input requirements. Midjourney relies on more technically structured prompts, whereas ChatGPT's prompting interface is more conversational.

In this case, the task was to generate an image based on the following conceptual brief: a hyper-realistic portrait of a 45-year-old female professor teaching in an academic environment. The prompt used for ChatGPT was: "Generate an extremely realistic portrait of a 45-year-old female professor who teaches in an academic environment. Style: hyperrealism, photo-realism. Technical specs: DSLR 35mm lens, global illumination."

For Midjourney, the adapted prompt was: "/imagine an extremely realistic portrait of a 45-year-old female professor who teaches in an academic environment, hyperrealism, photo-realism, DSLR 35mm lens, global illumination –ar 16:9".

This exercise aims to compare the rendering fidelity, visual coherence, and semantic accuracy of the results produced by each platform in response to the same conceptual brief.

Table 3
AI Generation results for realism prompt

<p>ChatGPT Result</p>	
<p>Midjourney Result</p>	

Source: Authors' work

Table 3 presents the results obtained from both ChatGPT and Midjourney for the task of generating a hyper-realistic portrait. Midjourney produced four visual outputs, as its platform is designed to generate a set of four iterative variations from which users can select a preferred image for further refinement. In contrast, ChatGPT generated a single image.

Upon visual inspection, the portrait produced by ChatGPT appears significantly more realistic than any of the four versions generated by Midjourney. While Midjourney's outputs exhibit various degrees of stylization and artistic distortion, characteristics that may reveal their synthetic origin, the image generated by ChatGPT demonstrates a higher degree of photorealism. In fact, at first glance, the presence of AI-generated artifacts is barely noticeable, suggesting that ChatGPT's image generation module may be more effective in simulating photographic realism in this specific use case.

This comparison underscores the varying aesthetic outcomes produced by different AI platforms, even when responding to the same prompt, and highlights ChatGPT's capacity to meet hyperrealistic standards in portrait generation (OpenAI, 2025).

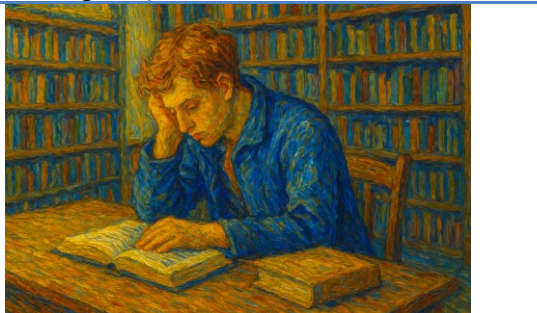

The next stage of analysis focuses on assessing the illustrative capabilities of the two AI platforms. To conduct this test, both ChatGPT and Midjourney were prompted to generate stylistic illustrations, with Midjourney allowing users to select the most appropriate image from multiple generated outputs.

For this category, two distinct artistic styles were selected to evaluate the systems' ability to reproduce recognizable visual aesthetics: the post-impressionist style of Vincent van Gogh and the surrealist style of Salvador Dalí. In both cases, the prompt focused on a student studying in a library, ensuring consistency in content while allowing the systems to demonstrate their interpretive versatility through stylistic rendering.

This test provides insight into the extent to which generative AI models can not only create realistic visuals but also emulate historically significant artistic movements with stylistic fidelity and contextual coherence.

Table 4

AI Generation results for illustration prompt – Van Gogh style

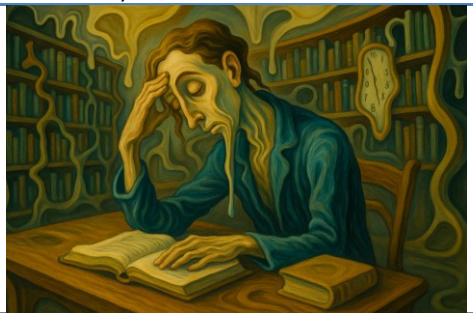

<p>ChatGPT</p>	
<p>Midjourney</p>	

Source: Authors' work

The results of the first illustrative prompt demonstrate that both platforms successfully generated images reminiscent of Vincent van Gogh's signature style (Table 4). However, a closer examination reveals that the image generated by ChatGPT aligns more closely with van Gogh's distinctive brushwork, color use, and compositional aesthetics. By contrast, the Midjourney output incorporates stylistic elements that are suggestive of van Gogh's technique, but lacks a direct 1:1 adaptation of the visual characteristics typically associated with his work.

Table 5

AI Generation results for illustration prompt – Salvador Dali style

<p>ChatGPT</p>	
<p>Midjourney</p>	

Source: Authors' work

Following this initial comparison, the next test introduces a prompt that emulates Salvador Dalí's painting style (Table 5), to further evaluate each platform's ability to capture the essence of surrealist visual expression.

In this test case, all four images generated by Midjourney have been included for analysis. Unlike the Van Gogh example, where a single image stood out as the most stylistically accurate, no single image among the Midjourney outputs could be definitively identified as superior. Each version captured unique elements of Salvador Dalí's surrealist aesthetic, warranting their collective inclusion.

Both platforms demonstrated an apparent ability to replicate Dalí's defining characteristics. However, it is important to note a procedural distinction: while Midjourney generated a new and varied set of images in direct response to the Dalí-specific prompt, ChatGPT appeared to adapt the previously generated Van Gogh image by altering certain stylistic features, rather than producing a completely new composition.

This observation highlights a key difference in generative strategy: Midjourney tends to produce diverse iterations from scratch. At the same time, ChatGPT may sometimes optimize or reinterpret prior outputs within a single conversational thread. Nevertheless, both tools succeeded in creating visuals that were recognizably influenced by Dalí's dreamlike, surrealistic visual language.

In this final test, the goal is to evaluate each AI platform's ability to generate a specific image from detailed visual instructions, without invoking abstract artistic styles or conceptual interpretations, as in the illustrative category. Instead, the focus shifts to the precise rendering of concrete elements within a defined scene.

Given Apple's frequent branding associations with students and educational environments, the prompt was designed to reflect a realistic academic context. The task involved generating an image of a student studying at a desk, incorporating several explicit visual components such as the student's posture, the objects they are interacting with, and the overall scene atmosphere. The prompt used was:

"An image of a student sitting at a desk and studying. It is evening. The student is holding a tablet in their right hand and a pen in their left hand. The student is at a desk with a computer. In front of them is a laptop, and on the right side, there are several open books. To the left of the student is a desk lamp."

For this initial version, stylistic qualifiers such as "hyperrealism" or "DSLR 35mm lens" were deliberately excluded to assess the platforms' baseline ability to interpret and visually structure detailed prompts without enhancements intended to boost realism. This test emphasizes functional comprehension and composition fidelity over aesthetic embellishment.

Table 6 presents the results of the specific visual prompt test, revealing that both AI platforms successfully generated images consistent with the core elements outlined in the instructions. However, upon closer examination, several differences emerge, highlighting varying degrees of alignment with the original prompt.

Notably, the image produced by ChatGPT conveys the evening atmosphere more clearly, effectively capturing the ambient lighting and mood. In contrast, while Midjourney also generated a well-composed image, one visible discrepancy lies in the objects depicted on the desk. Instead of multiple open books, Midjourney rendered a single open notebook, whereas



ChatGPT adhered more faithfully to the prompt by including clearly visible books positioned on the right side of the desk.

Additionally, prompt accuracy is better observed in the student's hand gestures. ChatGPT generated a student holding both a tablet in the right hand and a pen in

the left, as explicitly instructed. Midjourney, however, deviated from this detail, with the student shown holding only one object.

Table 6

AI Generation results for specificity prompt

<p>ChatGPT</p>	
<p>Midjourney</p>	

Source: Authors' work

Overall, while both platforms demonstrated strong prompt adherence, ChatGPT's output showed greater specificity and fidelity to the detailed visual requirements in the input.

In the second iteration of this test, realism-enhancing keywords such as "hyperrealism," "photo realism," "global illumination," and "DSLR 35mm lens" were added to the prompt to assess the platforms' ability to elevate visual quality while maintaining semantic accuracy.



Table 7 presents the results obtained after incorporating realism-enhancing parameters, such as "hyperrealism," "photo realism," "global illumination," and "DSLR 35mm lens," into the original prompt. Interestingly, adding these technical cues did not result in drastic visual changes in the ChatGPT-generated image. The most notable refinement was in the character's gaze, which was adjusted to face the laptop, thereby increasing semantic alignment with the implied narrative context.

In the case of Midjourney, integrating realism-oriented keywords did not lead to significant improvements in image quality. One visible limitation remains the representation of the character's hands, which display minor visual inconsistencies, a recurring issue in generative models that affects realism and coherence.

From an objective comparative perspective, ChatGPT demonstrates superior performance in generating realistic imagery. It produces fewer anatomical inaccuracies (e.g., in hand rendering) and exhibits more precise adherence to the visual elements explicitly stated in the prompt. These findings suggest that when tasked with ultra-specific visual compositions involving human subjects, ChatGPT provides more consistent and accurate results than Midjourney.

Table 7

AI Generation results for specificity prompt, including realism mentions

<p>ChatGPT</p>	
<p>Midjourney</p>	

Source: Authors' work

The Role of Video in Advertising

In the context of declining attention spans (Lang, 2000), video has emerged as one of the most effective advertising tools for brands to capture and sustain consumer interest. Video formats combine visual, auditory, and narrative elements simultaneously, enhancing their ability to attract attention and deliver persuasive messages in a short time (Wyzowl, 2023).

One of the key advantages of video advertising lies in its high potential for engagement. Studies have shown that videos consistently generate higher click-through and interaction rates compared to static content such as images or text. Viewers are more likely to share a video, leave comments, and recall its core message when the video is structured around a coherent, emotionally resonant story.

Beyond engagement, videos also play a critical role in shaping consumer behavior (Elder & Krishna, 2012). Video advertising enables a dynamic presentation of a product, highlighting its benefits, demonstrating its use, and placing it within relatable lifestyle contexts. This allows consumers to mentally simulate the product experience, fostering a stronger emotional connection and a higher likelihood of purchase (Elder & Krishna, 2012; Schank & Abelson, 1995). Moreover, video campaigns contribute to brand identity construction, enhancing memorability and consumer loyalty.

Additionally, with the evolution of social media and video-centric platforms such as YouTube, TikTok, and Instagram, content distribution has become more accessible and easily tailored to various audience segments (Dehghani et al., 2016). The algorithms of these platforms increasingly prioritize video content, thereby amplifying brands' organic visibility and reach in the digital space.

AI and Video Generation: The Case of Runway

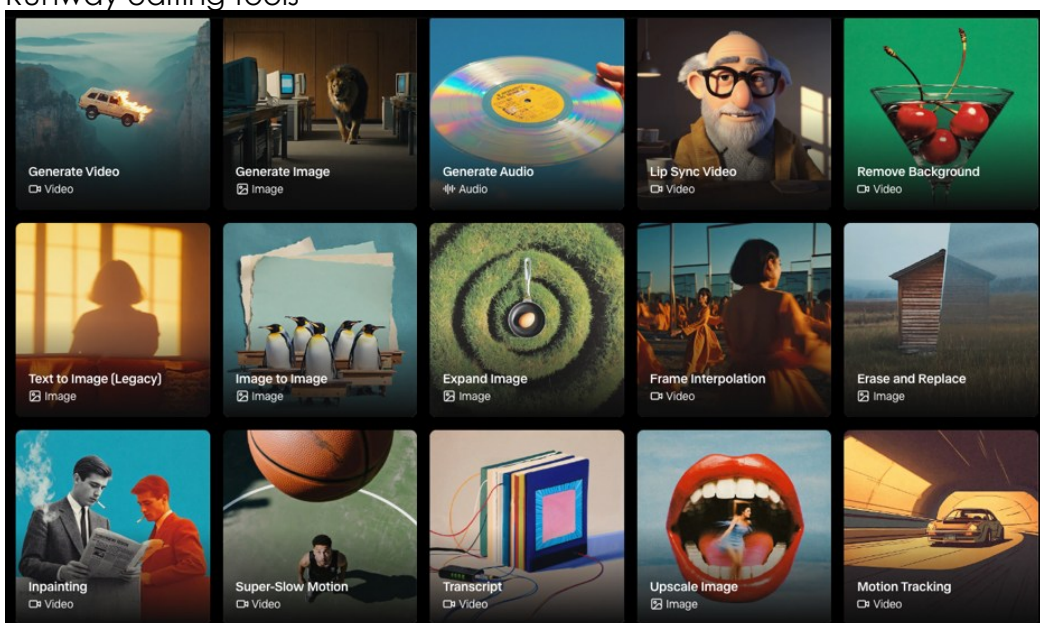
At present, two of the most prominent video generation tools powered by artificial intelligence are Sora and Runway. While Sora, developed by OpenAI, has garnered considerable attention, it is not yet available to the public. Consequently, this study focuses exclusively on Runway as the platform selected for empirical analysis.

Runway is a creative AI platform designed to streamline and augment visual production workflows, with particular applications in video editing, digital design, advertising, and visual storytelling (Runway, 2025). Developed as a collaborative tool for content creators, marketers, and developers, Runway enables the generation, transformation, and animation of visual media through state-of-the-art AI models. Among its most notable features are text-to-video synthesis, video-to-video transformation, content remixing, and object removal from video frames, all accessible via user-friendly interfaces that require no advanced coding or professional video editing skills (Runway, 2025). This low-barrier entry fosters accessibility, enabling individuals and teams across creative disciplines to integrate AI seamlessly into their production pipelines.

By combining human creativity with machine learning algorithms, Runway opens new frontiers in visual storytelling. It democratizes access to advanced content-creation tools and fosters innovation across industries such as advertising, filmmaking, digital art, and educational media.

Figure 1 below displays the full range of generative and editing tools currently available within the Runway platform.

Figure 1
Runway editing tools



Source: Runway platform


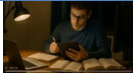
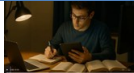
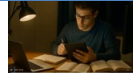
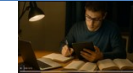
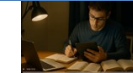
In the domain of AI-powered video generation, Runway offers a distinctive feature that enables users to create animated video sequences from a single image. This feature enables static visuals to be transformed into dynamic content by leveraging generative algorithms that simulate motion, context, and stylistic progression.

Moreover, Runway allows users to apply predefined visual styles to the output, such as vivid, vivid warm, or black & white, enabling further customization of the video's aesthetic tone. These stylistic filters enhance the expressive capacity of the output, aligning it with specific brand narratives or campaign goals.

For this experiment, the previously generated image using ChatGPT was selected as the source input for video generation in Runway (Table 8). This choice facilitates a cross-modal workflow, combining the strengths of two AI systems, text-to-image from

ChatGPT and image-to-video transformation via Runway, to demonstrate a full-cycle content production scenario powered entirely by artificial intelligence.

Table 8
Video frames generated in Runway

Frame						
Timing	1:00	3:00	5:00	7:00	9:00	10:00

Source: Runway platform

To provide a more comprehensive understanding of the animation output, Table 8 presents a series of screenshots captured at specific timestamps throughout the generated video. These frames illustrate the animation's temporal progression and the consistency of its visual elements. The video, rendered by Runway, was generated in approximately two minutes and has a total runtime of 10 seconds.

Runway also allows users to enhance video generation by adding custom animation descriptions or letting the system generate motion autonomously. For this test, no descriptive prompt was provided; the video was generated automatically from the input image (Runway, 2025).

The results indicate a high level of visual stability and semantic fidelity. Across all frames, the animated video remains remarkably faithful to the original static image. The AI accurately interprets the action suggested by the scene: the animated student naturally transitions between interacting with a tablet and writing in a notebook, without additional prompting. This suggests a sophisticated capacity for scene comprehension and motion simulation.

The animation maintains a coherent visual flow, with consistent lighting, posture, and framing. Moreover, Runway allows generating multiple iterations of the same source image, typically at 5- or 10-second intervals. This functionality enables users to refine results and select the most stable and visually coherent version for use in creative workflows.

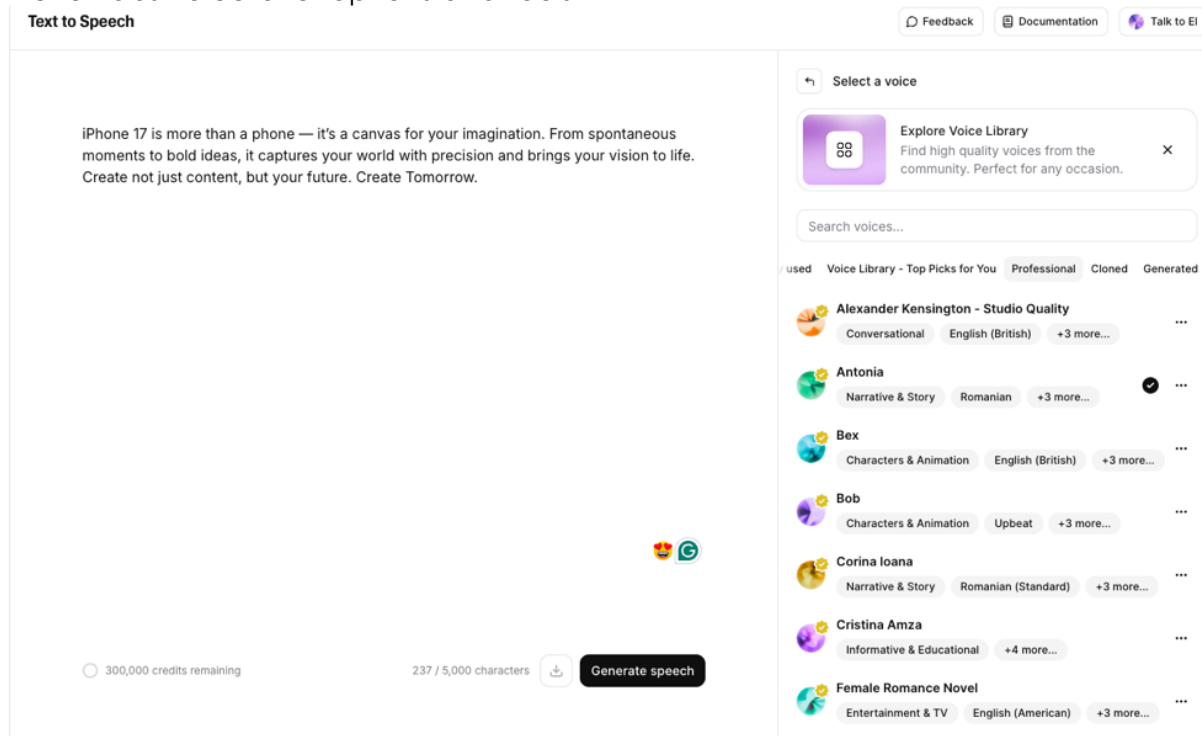
AI Voice Generation: Enhancing Video Narratives

A video narrative remains incomplete without an accompanying voiceover. Recent advances in AI-driven voice generation have brought these technologies to a level where the synthetic nature of the voice is barely perceptible to the human ear. In this section, we explore ElevenLabs, one of the most prominent and widely adopted AI voice-generation platforms in the creative industry.

For this experiment, we used the text previously generated by ChatGPT for the iPhone 17 campaign and uploaded it to the ElevenLabs platform to create a voiceover. The platform offers a wide range of customization options, allowing users to choose from multiple voice tone presets, including emotional and rational tones, as well as stylistic categories such as characters and animation.

This functionality makes ElevenLabs (Figure 2) particularly suitable for advertising use cases, where the voiceover must align with the emotional or persuasive strategy of the message. The seamless integration of synthetic voice with visual storytelling enhances the immersive quality of AI-generated content and brings us closer to full automation of creative production pipelines.

Figure 2
Elevenlabs voice-over options and tools



Source: Elevenlabs

Each voice option in the ElevenLabs platform includes a range of adjustable parameters that allow for fine-tuned vocal output. Once a specific voice is selected, the interface enables users to manipulate key attributes such as speech speed, stability, style, and similarity to a reference voice.

These customization options significantly enhance the flexibility and precision of AI-generated voiceovers. By adjusting these settings, users can tailor the emotional tone, pacing, and naturalness of the narration to align with the intended communicative purpose, whether persuasive, informative, or narrative. This level of control is particularly valuable in advertising, where vocal nuance plays a crucial role in audience engagement and message retention.

AI Generation: Summary

In relation to RQ1, examining how AI can be used in advertising, the study reveals that the tools currently available provide substantial creative input across multiple dimensions of content production. AI systems can be employed to generate advertising copy, slogans, visual assets, videos, and even strategic components such as campaign ideas, video scripts, and storyboard designs (Kietzmann et al., 2018; Gasaymeh et al., 2025). Thus, AI's current capabilities span a wide range of functions that can support nearly every stage of the advertising creative process.

Regarding RQ2 and RQ3, focusing on emotional and rational appeals in advertising, it is evident that AI systems can produce content with distinct persuasive tones (Zhang et al., 2024). For example, ChatGPT can tailor the same message to adopt either an emotional or rational orientation depending on the structure of the prompt. Likewise, voice generation tools such as ElevenLabs provide various tonal presets (e.g., narrative, informative) that influence the emotional register of the output.

These findings confirm that current AI technologies can not only replicate but also customize the persuasive dimension of communication, whether emotional or logical.

Conclusion

The transformations driven by artificial intelligence in the advertising industry can no longer be regarded as mere technological advancements; they represent a paradigm shift in how advertising content is conceived, produced, and distributed. As demonstrated in this study, AI possesses the capability not only to generate written, visual, and video content but also to embed essential persuasive dimensions, both emotional and rational, within the structure of its messaging.

With regard to RQ1, this research shows that AI can be used effectively to produce complex advertising materials, including slogans, product descriptions, images, and customized video content. Tools such as ChatGPT, Runway, and

ElevenLabs enables scalable, accessible automation of the creative process without eliminating human input. Instead, they enhance it.

The findings related to RQ2 and RQ3 clearly show that AI can generate emotionally and rationally nuanced content (Zhang et al., 2024; Vicci, 2024), adapting its tone, structure, and vocabulary to the prompt. These capabilities make it possible to integrate AI into all phases of creative development, from ideation to execution.

In an oversaturated, fragmented media environment where consumer attention is increasingly volatile, AI's ability to deliver relevant, personalized, and persuasive content becomes a significant competitive advantage. Therefore, artificial intelligence should not be seen merely as a technological resource, but rather as a strategic partner that is reshaping the boundaries of contemporary creativity. This augmentation of human creativity by AI opens new pathways for the future of visual communication, where the boundaries between human and machine become not only more fluid but also more fertile for innovation.

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