

NIQ

What Do Consumers *Really* Think About AI-Generated Creative?





Jayati Basu

Based in Singapore

APAC

Practice Lead Ad & Design

- Jayati has spent almost 5 years supporting marketers with neuroscience backed insights to support their business decision making.
- Her career spans over 23 years with deep expertise in neuromarketing & quantitative research techniques, as well as analytics across Asia Pacific, the Middle East & Africa.



Sunila G Benjamin

Based in India

India & EEMEA

Practice Lead Ad & Design

- Sunila has spent over a decade passionately supporting brands and products with Neuromarketing research & insights
- While her current focus is on neuroscience based research she has expertise in Innovation, custom insights & media research over her career of 24 years



Steven Lindsay

Based in Singapore

APAC

Brand & Media Practice Lead

- Steve has over 20 years of experience in Consumer Research and Insight storytelling. Working with clients on New Product Innovation, Consumer Trends, Media Measurement, Brand Health, Ad & Media Effectiveness.
- He has spent the last 11 years of his career focused on Insights in Asia Pacific



Dr. Parul Savale PhD

Based in India

APAC & EEMEA

Neuroscientist

- Dr. Parul is an Ex-EdTech Startup founder with over 5 years of experience with product building using cognitive neuroscience principles.
- In her current role at NIQ, she designs, researches and consults with marketers on leveraging neuroscience insights to drive real world impact



AGENDA

What Do Consumers *Really* Think About AI-Generated Creative?



DURATION	TOPIC	SPEAKER
10 mins	How does our brain process AI generated advertising?	Jayati Basu
10 mins	What are the implications for brands?	Sunila G Benjamin
15 mins	How can you avoid common pitfalls of AI in advertising?	Steven Lindsay & Dr. Parul Savale PhD

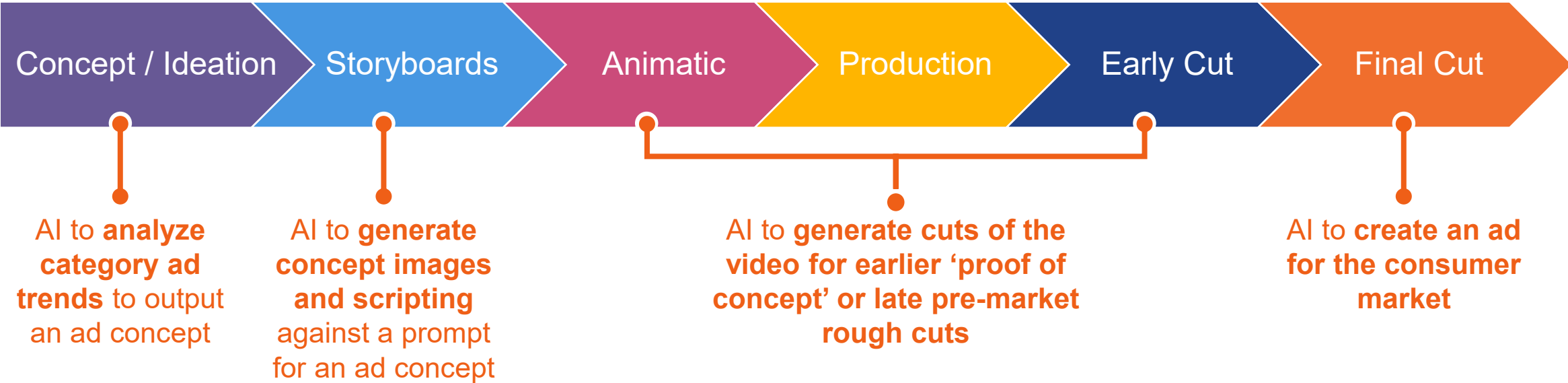
Generative AI models are already creating
advertising disruption



Sora



AI augmentation in steps of the creative process is a reality



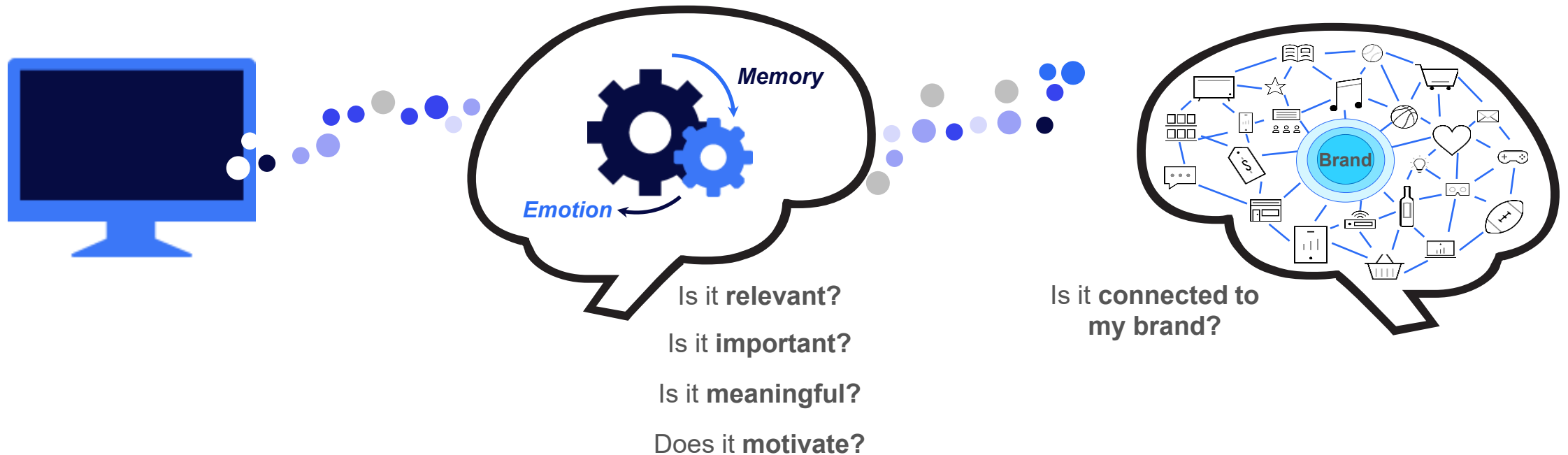
What does this mean for advertisers?

We seek to understand advertising by accessing the most foundational measures of sales-validated creative success

Great ad creative...

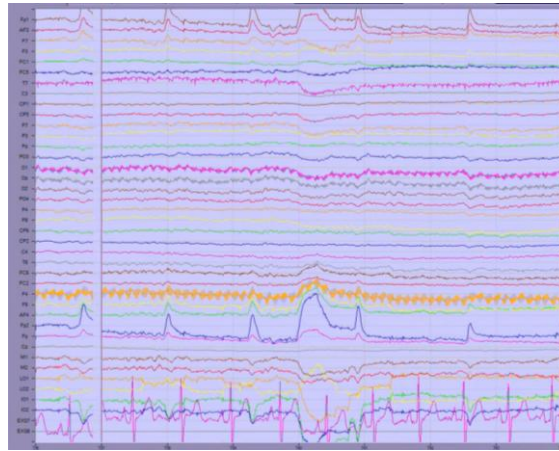
moves your consumer...

and lifts your brand



Brands see up to **85% correlation** of Neuro measures to sales lift*

NIQ creative research is rooted in best-in-class System 1...and gold-standard, System 2



Neuroscience EEG

32 EEG sensors measure brain response
250 times per second

Metrics:

Emotion | Memory | Attention
Brand Resonance



Eye-Tracking

What attracts attention,
where viewers focus



Survey with AI

Understand explicit viewer reactions
with quantitative responses, AI-powered
brand, sentiment & theme analysis

*How does the brain process
AI-generated advertising?*

AI-generated Advertisements for Today's Discussion

5 ads with varying degrees of AI quality

Volvo	Nike	Adidas	Coca Cola	Old Spice
				

Higher AI quality Lower AI quality

Consumers readily identify AI-generated ads, and perceptions over-index on negative attributes

Ad Themes	Volvo	Nike	Adidas	Coca Cola	Old Spice
	<i>"It was visually compelling, and I enjoyed the contrasting imagery of urban landscapes with natural foliage."</i> Visual Appeal	<i>"Clearly AI generated footage"</i> AI Generation	<i>"It's clearly made by AI and it bums me out that you're not using actual humans anymore."</i> AI Generation	<i>"The AI generated imagery was nauseating, the endless cheesy one-liners were cringe-inducing, and the use of Snoop Dogg was boring and predictable"</i> AI Generation	<i>"This made me uncomfortable as hell. The typical tropes of this type of advertisement are worsened by the bad AI generation."</i> AI Generation
Emotional Attributes	• Interesting • Calm • Surprising • Confusing • Boring • Disrespectful	• Inspired • Surprising • Boring • Confusing • Disrespectful	• Interesting • Surprising • Annoying • Confusing • Boring • Disrespectful	• Annoying • Confusing • Boring • Disrespectful	• Interesting • Annoying • Confusing • Boring • Disrespectful

All ads struggle to drive performance that will motivate consumers

Normative Performance Ratings

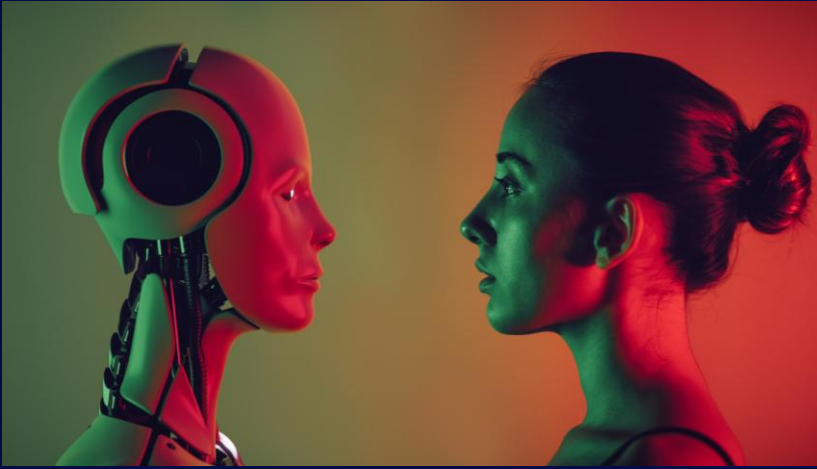
										
Performance summary	Volvo (A)		Nike (B)		Adidas (C)		Coca Cola (D)		Old Spice (E)	
Action Intent	6.8 ^{CDE}		6.5 ^E		6.2		6.4 ^E		5.9	

Contributing metrics

Emotion	7.7 ^{BCDE}		6.4 ^{CE}		5.8 ^E		6.9 ^{BCE}		5.2	
Memory	5.8		6.9 ^{ACD}		6.5 ^{AD}		5.9		6.6 ^{AD}	
Attention	7.9 ^{BCDE}	80-100th	6.2	20-40th	6.7 ^B	60-80th	7.4 ^{BCE}	80-100th	7.1 ^{BC}	80-100th

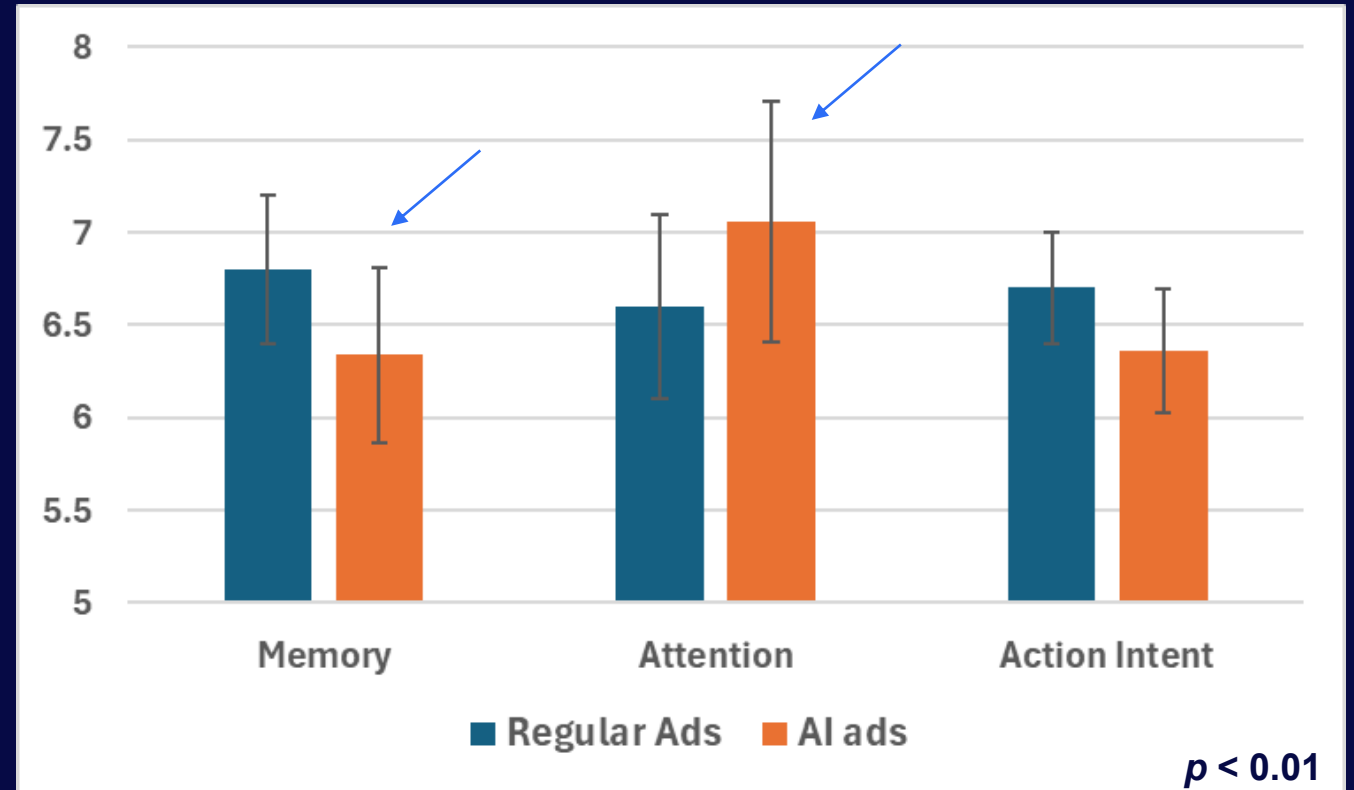
Individual Key Metrics (as estimates of the population) with an overall difference of +/- 0.4 are significant at a 90% confidence level.

Quintile Distribution	0-20	20-40	40-60	60-80	80-100
-----------------------	------	-------	-------	-------	--------



AI-generated creatives likely fail to meet our implicit expectations and are more effortful to process than “regular” ad creative

Comparative Activation, AI v. Non-AI Ads



- Low memory activation translates to lower Action Intent
- (i.e., are less likely to motivate consumers to act on what they just viewed)

What does this mean for brands?



Well rendered AI is fast paced and visually complex leading to moments of confusion and disengagement

Adidas | second-by-second brain systems

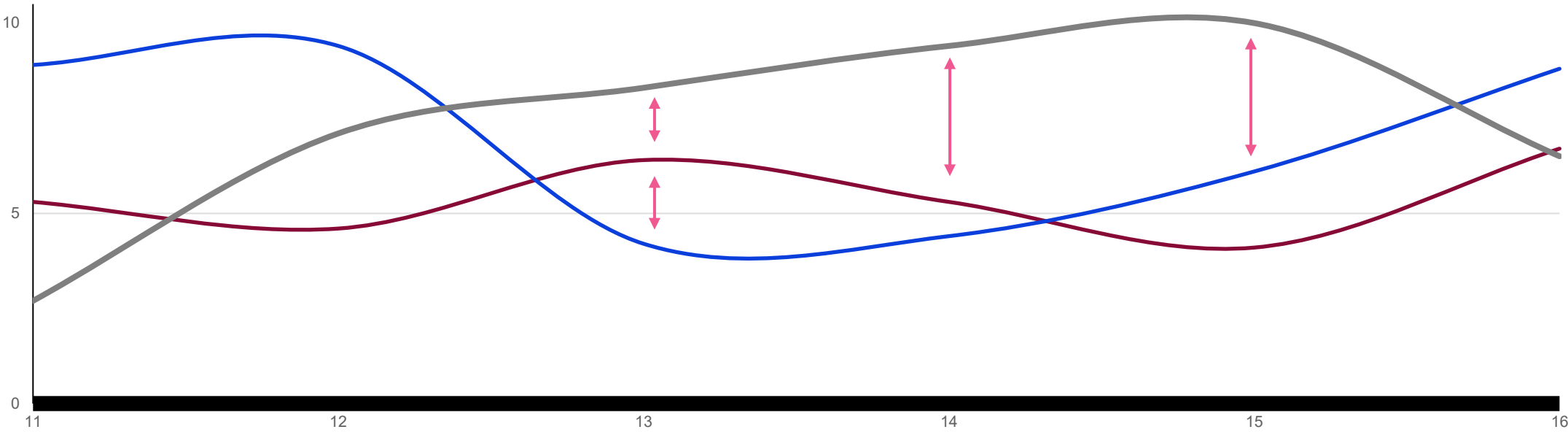


Emotion
5.4

Memory
6.9

Attention
7.3

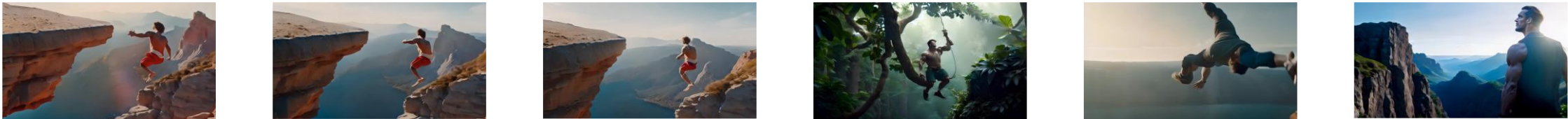
“Color”
Seconds
11 – 16



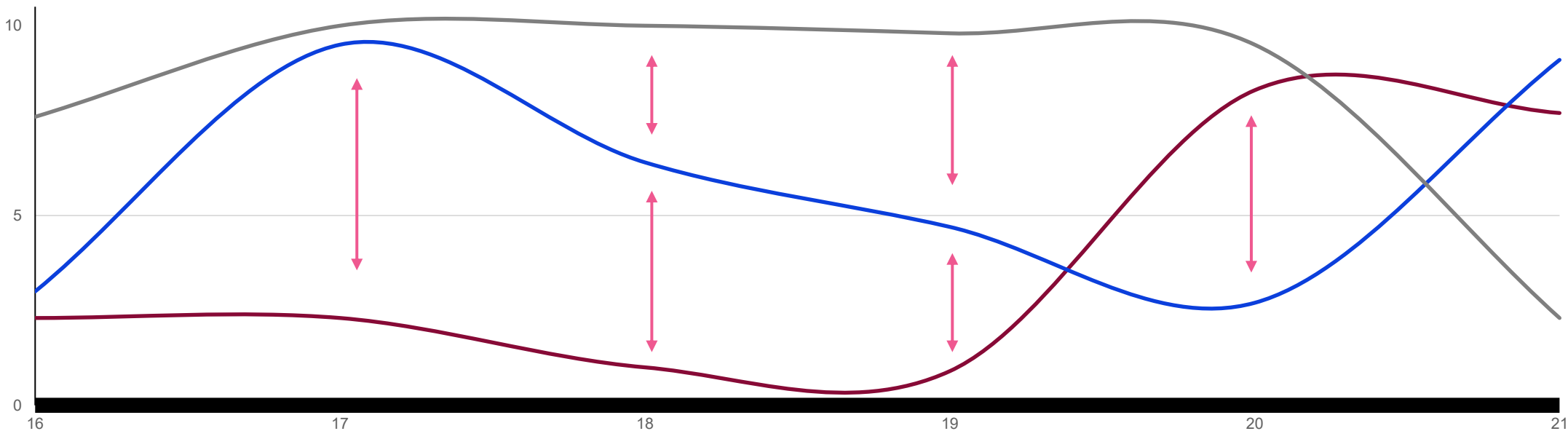


Strange visuals from poorly rendered AI drive strong pullback, though opportunity exists as the look of the AI somewhat improves

Old Spice | second-by-second brain systems



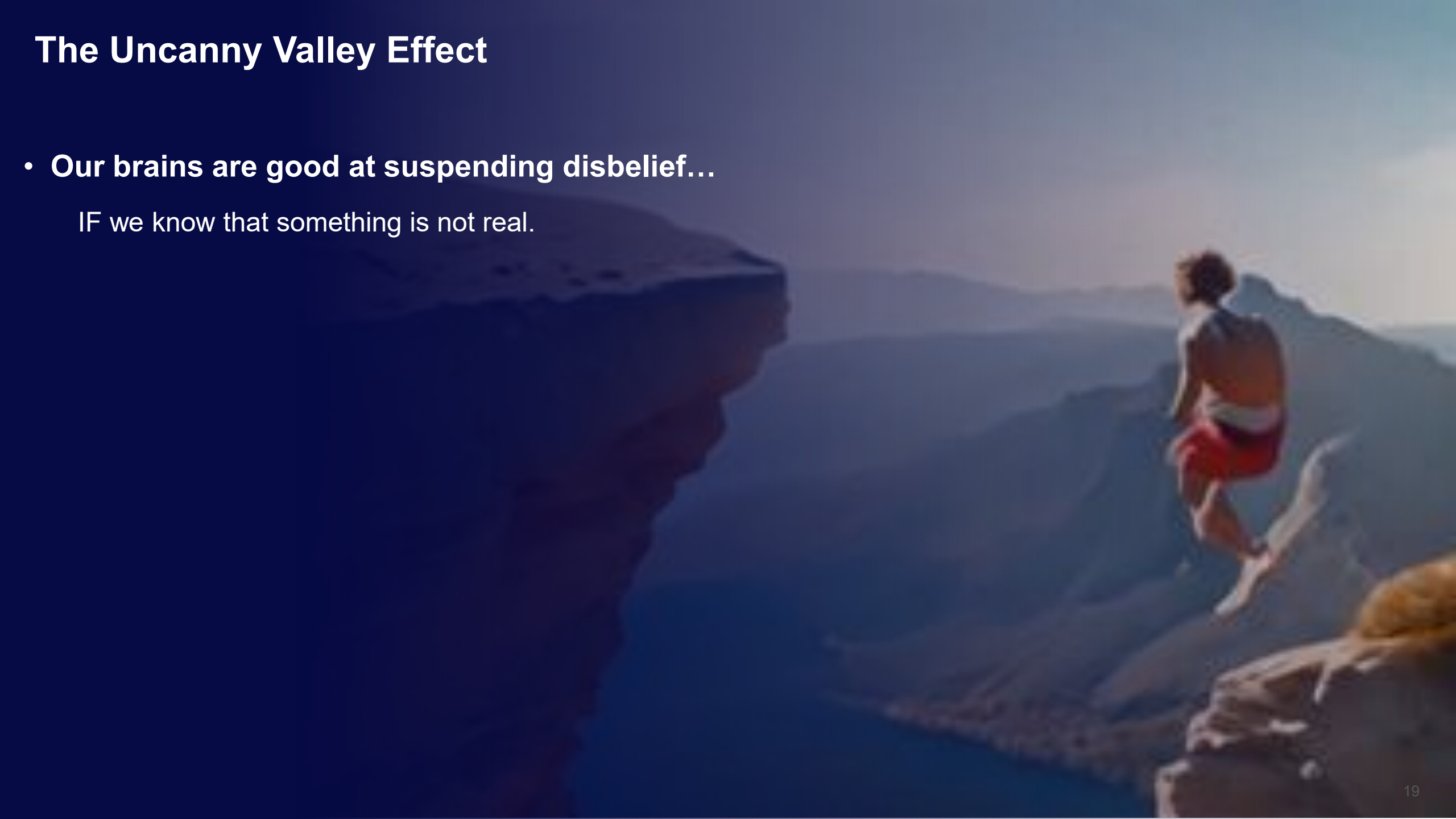
Emotional
3.7
Memory
5.9
Attention
8.2
Man of Action
Seconds 16 – 21



The Uncanny Valley Effect

- Our brains are good at suspending disbelief...

IF we know that something is not real.



The Uncanny Valley Effect

- **Our brains are good at suspending disbelief...**

IF we know that something is not real.

- **With AI imagery, our brain unsure of what is real or artificial...**

Deviation from the expectation of reality triggers an innate “WTH” response - high Attention and low Memory.

The Uncanny Valley Effect

- **Our brains are good at suspending disbelief...**

IF we know that something is not real.

- **With AI imagery, our brain unsure of what is real or artificial...**

Deviation from the expectation of reality triggers an innate “WTH” response - high Attention and low Memory.

- **The brain evolved sensitivity to faces and human motion.**

These are the fastest processed visual signals in the brain linked to evolutionary threat detection.

- **AI is especially poor at generating faces and human motion.**

These visuals don't work well and can create a sense of uneasiness and even threat.

However, these same creatives are successful at implicitly cueing the brand

Implicit Brand Activation

		Distribution					
			Volvo	Nike	Adidas	Coca-Cola	Old Spice
Minimum Recommended Level	Excellent	5%				Coca-Cola	
	High Strong	6%					
	Low Strong	13%	Volvo	Nike	Adidas		
	High Good	21%					Old Spice
	Low Good	25%					
	High Fair	19%					
	Low Fair	8%					
	None	3%					

Note: A two-step difference is significant at a 90% confidence level.



Brand Resonance: Association of your brand and competitor brands with ad content.

With a strong brand identity, even implied branding leaves a strong impression

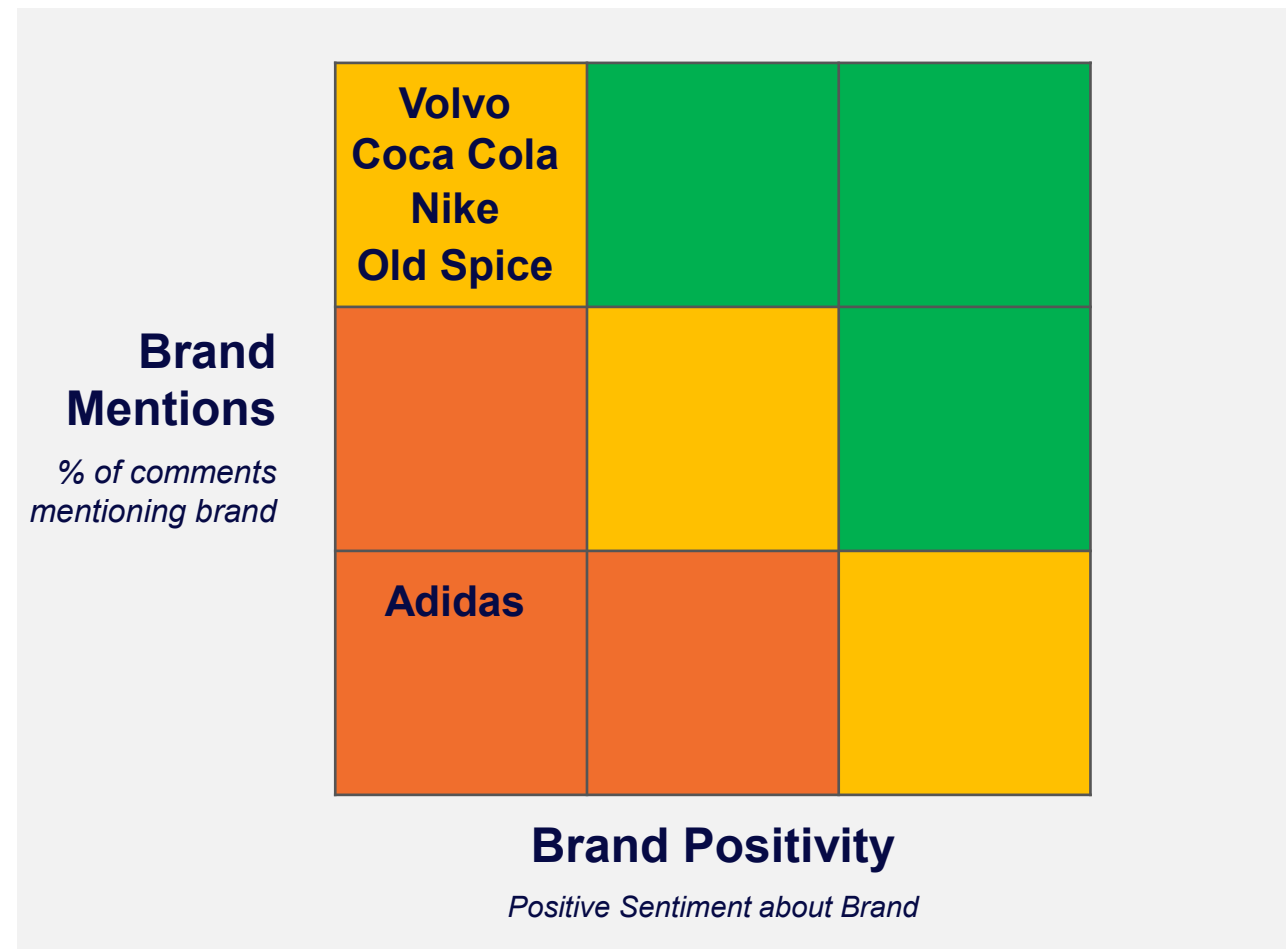


Implicit Brand Activation	Excellent	5%	Coca-Cola
---------------------------	-----------	----	-----------



Despite generally high explicit recognition, the ads fail to drive positive sentiment in association with the brands

Explicit Branding



Common pitfalls of AI-generated video content

Generic imagery, reminiscent of stock footage

- AI-generated videos often lack storytelling progression and can look like a **collection of moving pictures**

Blurred or smoothed edges (image averaging)

- A good example are the trucks in the Coca Cola Holiday ads, where truck wheels are gliding instead of rotating

Common pitfalls of AI-generated video content

Generic imagery, reminiscent of stock footage

- AI-generated videos often lack storytelling progression and can look like a **collection of moving pictures**

Blurred or smoothed edges (image averaging)

- A good example are the trucks in the Coca Cola Holiday ads, where truck wheels are gliding instead of rotating

Low fidelity in depicting:

- Humans
- Animals
- Biological motion
- Text

Bad at rendering human interactions

- When people are depicted in groups interacting, they are not looking at each other (no eye contact). Instead, they appear to look past each other.

Violation of laws of physics (“matrix glitching”)

Common pitfalls of AI-generated video content

Generic imagery, reminiscent of stock footage

- AI-generated videos often lack storytelling progression and can look like a **collection of moving pictures**

Blurred or smoothed edges (image averaging)

- A good example are the trucks in the Coca Cola Holiday ads, where truck wheels are gliding instead of rotating

Low fidelity in depicting:

- Humans
- Animals
- Biological motion
- Text

Bad at rendering human interactions

- When people are depicted in groups interacting, they are not looking at each other (no eye contact). Instead, they appear to look past each other.

Violation of laws of physics (“matrix glitching”)

Any realistic AI-generated videos have undergone multiple rounds of human-supervised post-processing



Dr. Parul Savale PhD

**Based in India
APAC & EEMEA
Neuroscientist**



Steven Lindsay

**Based in Singapore
APAC
Brand & Media Practice Lead**

Interviewer