

Using Generative AI to Create Experimental Stimuli for Advertising Research

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This paper presents the MADE (Mapping, Assembling, Demonstrating, Executing) framework for the effective use of generative AI to create experimental stimuli for advertising research. We apply the MADE framework, demonstrating the process of creating high-quality, realistic experimental ads using Midjourney. Our empirical illustration and testing of the framework reveals that stimuli generated by AI can be used as valid stimulus materials, with consumers scoring them equally high on quality, appropriateness, and realism as professionally created ads. Overall, this highlights the viability of AI-generated ads to be used in advertising research.

Keywords: generative AI; advertising; stimulus material; Midjourney

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