

Advertising Research in the Era of Artificial Intelligence - How to automatically identify objects in commercials?

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Abstract: Artificial Intelligence impacts advertising in all areas. Whereas a lot of investigations focus on the use in advertising practice or the effect on consumer behaviour, this paper investigates AI as a tool for advertising researchers. Coming from the potential and challenges of qualitative data, an AI-based approach to detect via Computer Vision objects in commercials is presented. First, the paper describes the background of this topic and gives a basic technological foundation. Then, a working software prototype to automatically download, extract and analyse identified objects in commercials is developed. This prototype is implemented and tested in a first study. The results show that using AI in advertising research can be useful. At the end, conclusions are derived and limitations as well as future research aspects are discussed.

Keywords: advertisement; AI; advertising research; marketing research; computer vision