

# **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