Milana Teshko
Science tutor *A.P. Huminskaya*
BSEU (Minsk)

ARTIFICIAL INTELLIGENCE IN ADVERTISING: INNOVATIONS, CHALLENGES AND PROSPECTS

Artificial intelligence has entered our personal and business lives and is now the defining technology of our time. As Michael Luck notes, artificial intelligence is not a single technology, but a field where a whole group of different technologies interact [2].

The main goal of this study is to examine the role of artificial intelligence in advertising: analyzing its innovative potential, identifying key challenges, and outlining development prospects within advertising practices.

One area of artificial intelligence in advertising is content generation using generative models. Neural networks such as ChatGPT, YandexGPT, Midjourney, Kandinsky, and DALL-E enable the creation of advertising texts, slogans, banner images, and even videos. These networks reduce dependence on large teams and accelerate campaign development [5].

Working with artificial intelligence requires manual moderation and correction of results. Since generated materials may contain inaccuracies, they require legal and quality verification. However, experience shows that the use of AI reduces development time and lowers the cost of advertising products, which is especially relevant for small and medium-sized businesses [1].

An important function of AI is the analysis of big data on consumer behavior in the digital environment [3]. Algorithms can segment audiences based on search history, website behavior, social interactions, and content viewing [4]. This allows advertising to be tailored so that messages reach users who are more likely to take action—buy a product, register, or subscribe. Such systems are already used in Google Ads, Yandex.Direct, and other platforms, where AI automatically adjusts.

Personalization of the advertising experience is becoming especially important in advertising. Instead of uniform messages addressed to a broad audience, AI helps create individualized communications. Personalized email newsletters, product recommendations, dynamic advertising on social media and websites are among these. In some cases, chatbots are used to communicate with customers in a dialog format. They answer questions, help with product selection, and redirect customers to the sales department [1]. Such solutions not only improve the customer experience but also collect additional data on preferences and objections.

However, the use of AI in advertising is associated with a number of serious challenges and limitations.

First, there's the protection of personal data. The collection and analysis of behavioral data necessary for targeting [6].

Second, neural network models can reinforce existing biases and social stereotypes, which creates the risk of discriminatory or unfair targeting [1].

Third, the "black box" problem remains—the difficulty of explaining why certain ads are shown to specific users, which complicates monitoring and auditing [6]. The prospects for AI development in advertising are linked to the further integration of generative and multimodal models, the expanded use of augmented and virtual reality, the introduction of intelligent assistants into voice and messaging platforms, and the emergence of new advertising formats in spaces. At the same time, there remains a need to develop the skills of specialists who will be able not only to manage AI tools but also to exercise legal control over advertising campaigns [1].

In this regard, it can be argued that AI does not completely replace humans in advertising, but is becoming a tool that requires thoughtful and responsible use.

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Maria Tolkacheva, Veronika Strelkovskaya
Science tutor *L.I. Vasilevskaya*
BSEU (Minsk)

ADVERTISING AS A COMPETITIVE TOOL: HIDDEN MECHANISMS OF INFLUENCE ON CONSUMER CHOICE

While traditional economic theory views advertising primarily as a tool for providing product information, this paper examines its deeper function as a competitive instrument that operates through subtle psychological mechanisms – reminding, shifting attention, and preventing forgetfulness – to redistribute market shares among established players without expanding overall market demand.

Our paper aims to identify, analyze, and systematize the techniques of competitive advertising – both explicit and implicit – through which brands influence consumer