



AI and Ad Creative

Time To Regulate?
Advertisers Think So.

January 2026



Methodology

303 Online Interviews Conducted

January 2 to 12, 2026

Qualification

- Employed in the U.S.
- Involved in media brand selection decisions
- \$1 million minimum ad spend next 12 months

Sample

Marketer and Agency contacts from The Advertiser Perceptions AdPROs Community and trusted third-party partners as needed.

AdPROs

Our AdPROs Community represents the brands and agencies that are spending the most on advertising and marketing in the U.S. We continuously update, supplement, and refine the community based on movement in the market.



AI Use in Creative

The majority of advertisers have already incorporated AI in the creative process and are now seeking industry standards for guidance on disclosing AI use

91% are either using AI for creative development or plan to.

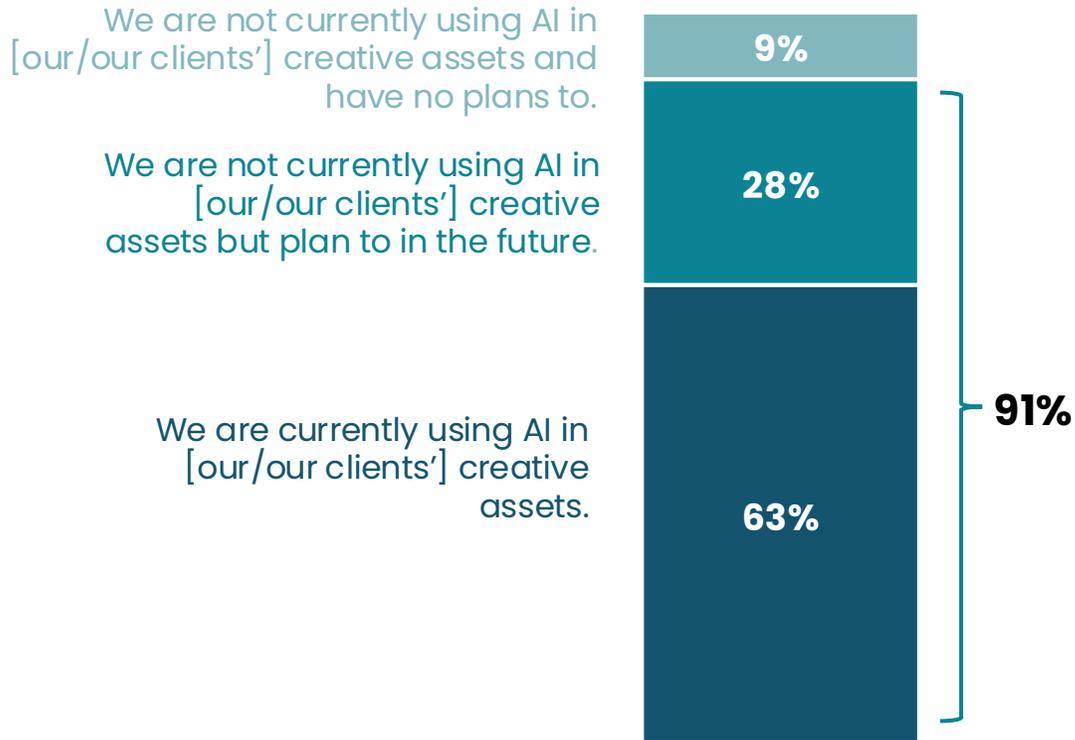
- Advertisers largely use AI to enhance or adjust non-AI-generated creative; 38% use AI to build entire creative asset.
- Only a quarter use AI for all creative assets, driven by SMB advertisers (\$1M to <\$25M).

72% of advertisers feel there should be industry standards for disclosure of AI use in creative asset development.

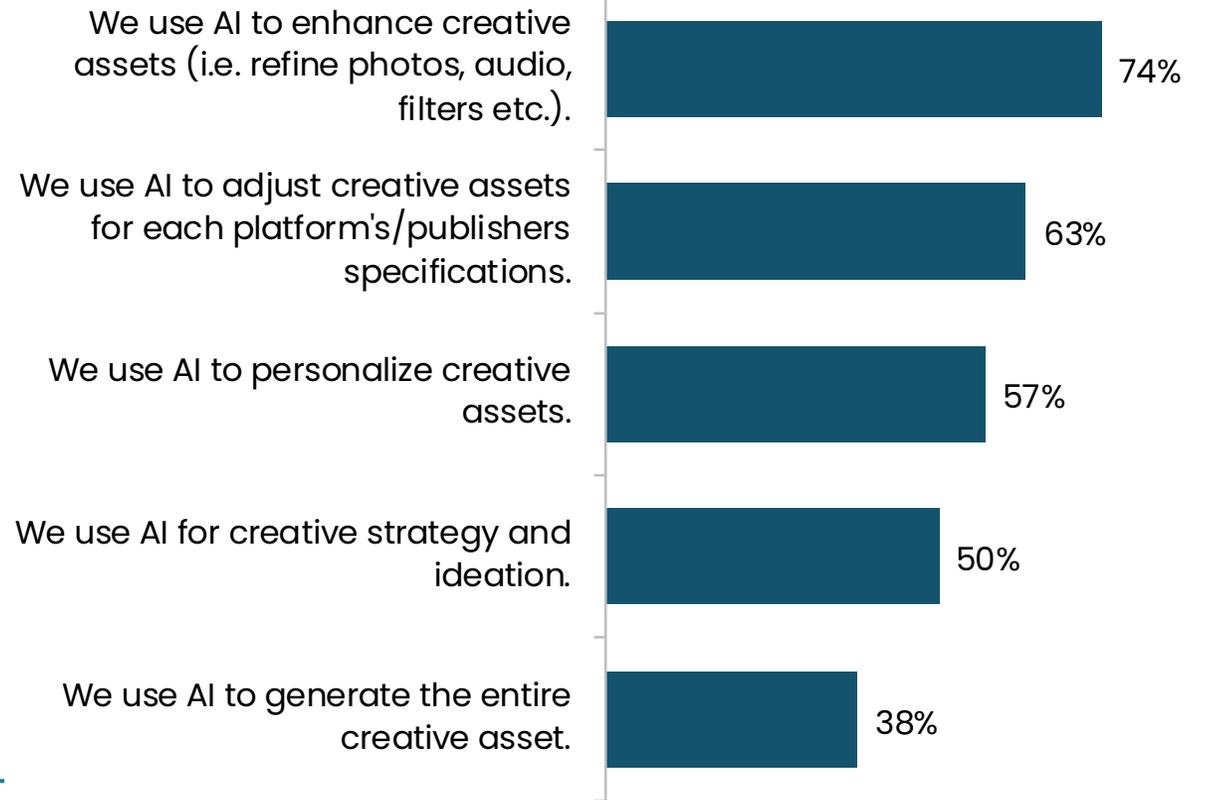
- Currently, advertisers are primarily motivated to disclose AI due to platform policies, legal obligations, or risk avoidance.
- The most used methods of disclosure are captions and platform-provided labels.
- Few (17%) feel AI needs to be disclosed for every instance it is used, suggesting industry standards would simplify decision-making.

About two-thirds of advertisers currently use AI in creative assets, primarily to enhance or adjust non-AI-generated content

Usage of AI to Generate Creative Assets in Ad Campaigns



Ways Using AI to Generate Creative Assets



Q. Which of the following best describes your [company's/main clients'] current and future use of AI in generating creative assets for advertising campaigns?

Base: Total Respondents (n=303)

Q. Which of the following describes your [company's/main clients'] use of AI for generating creative assets?

Base: Currently Using AI in Ad Creative (n=190)

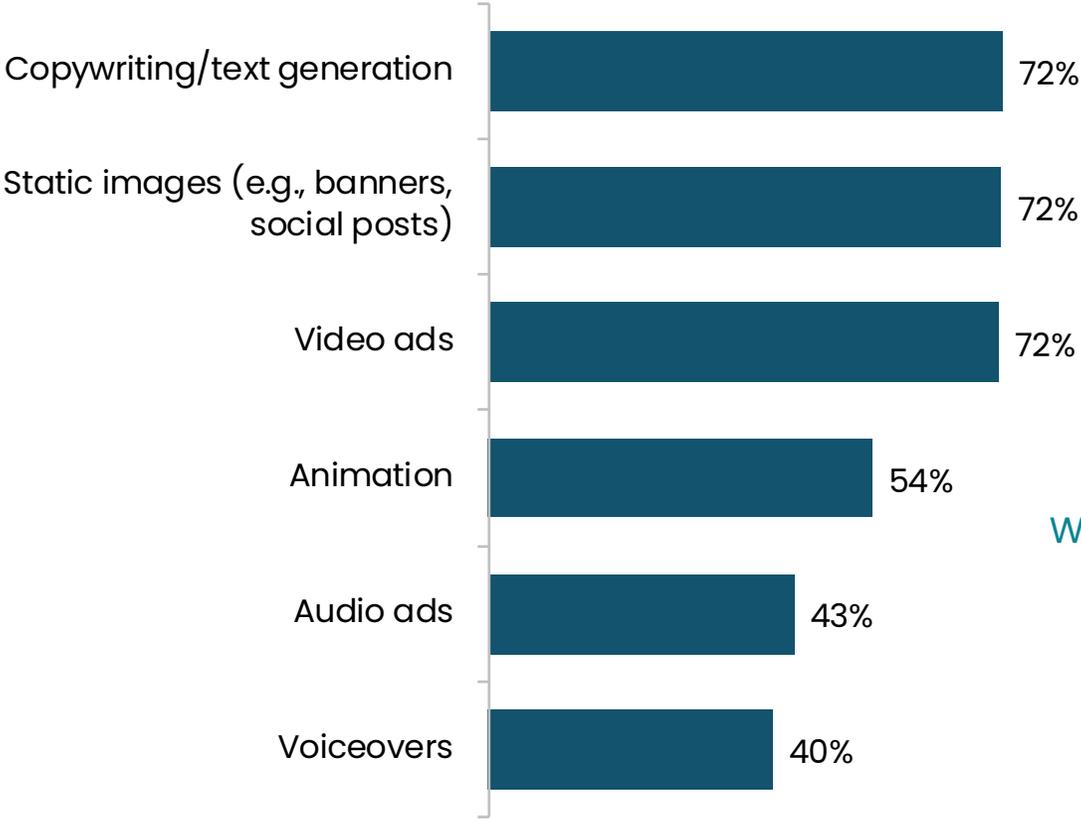
Significantly Higher / Lower than comparison group at a 90% LOC



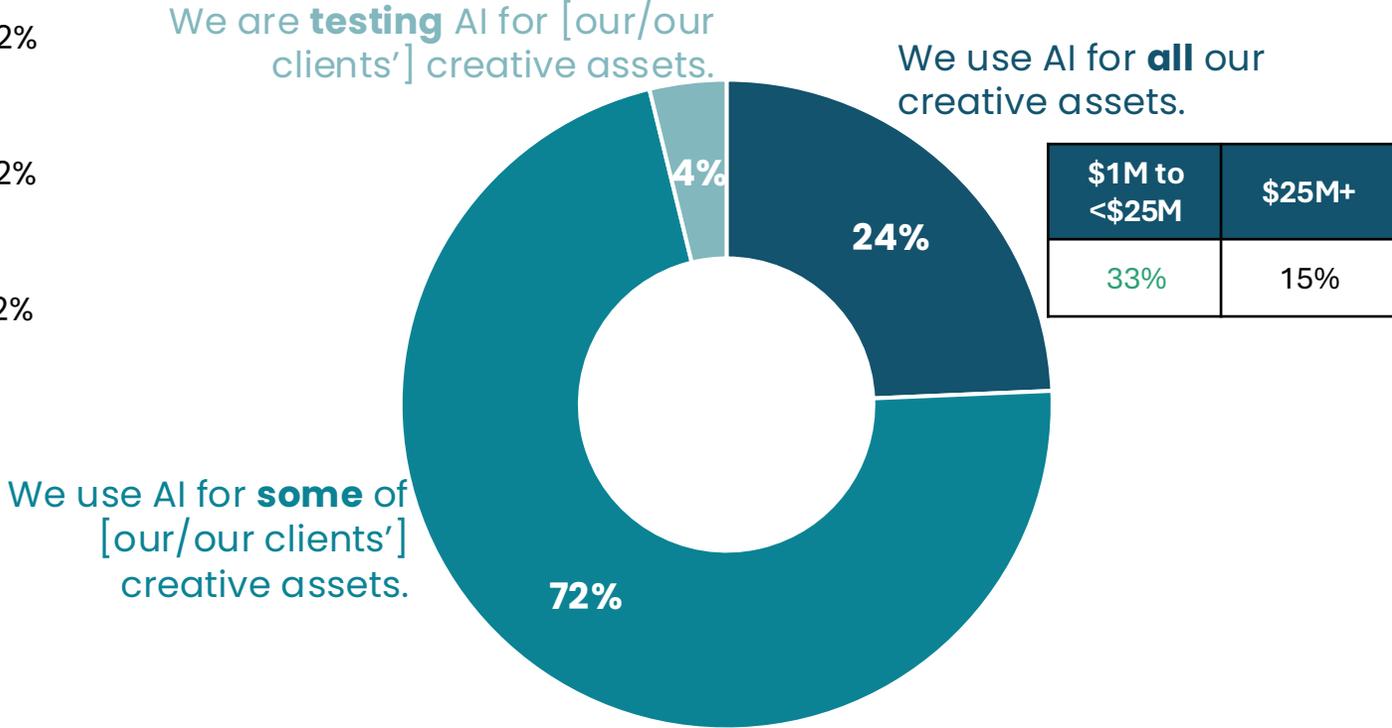
The most common creative assets used with AI include copywriting/text generation, static images, and video ads

- Only a quarter are currently using AI for all their creative assets, driven by SMB (\$1M to <\$25M) advertisers.

Types of Creative Assets Using with AI



Frequency of Using AI to Generate Creative Assets

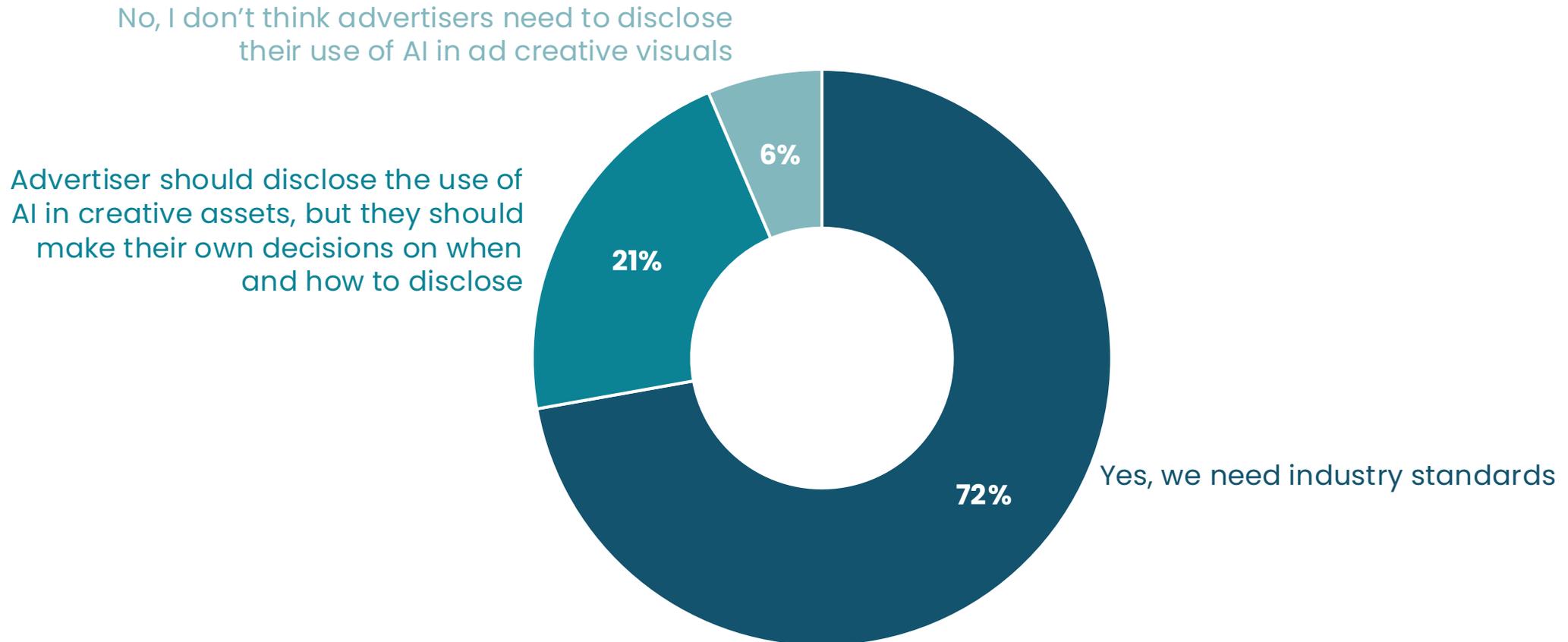


Q. How often do you use AI to generate creative assets for your advertising campaigns?
 Q. For which types of creative assets [is your company/are your main clients] using AI?
 Base: Currently Using AI in Ad Creative (n=190)
 Significantly **Higher** than comparison group at a 90% LOC



Nearly three-quarters believe there should be industry standards about the disclosure of AI use in creative assets

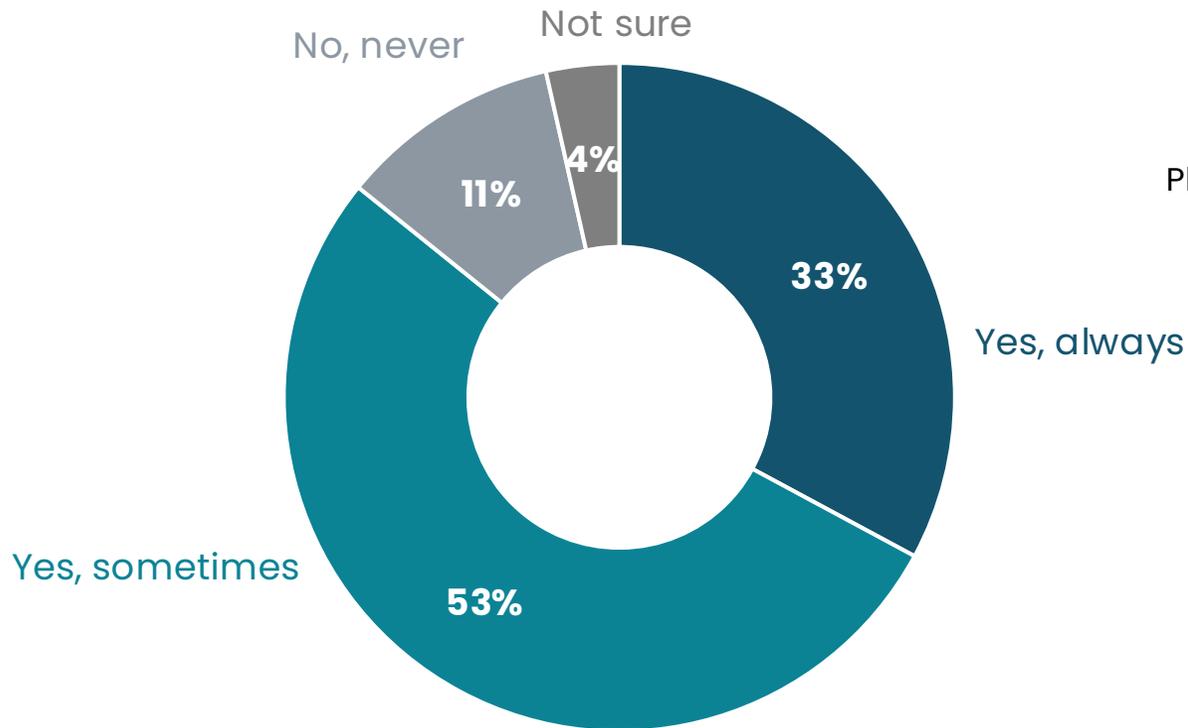
Opinion on Industry Standards and Regulations for Disclosure of AI Use in Creative Assets



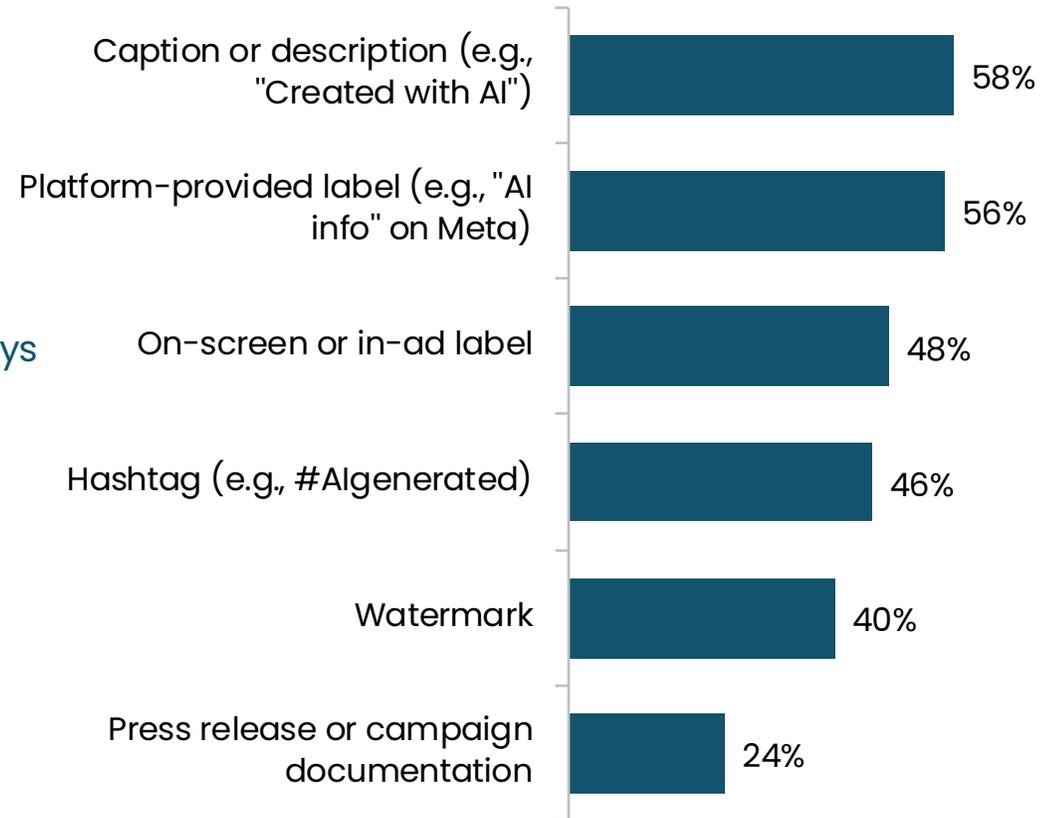
The majority of advertisers disclose AI usage in creative assets at least some of the time

- Disclosure is primarily via captions or a platform-provided label

Whether Disclose AI Usage in Creative Assets



Methods Used to Disclose AI Usage in Creative Assets



Q. Do you disclose when you have used AI in your creative assets?

Base: Currently Using AI in Ad Creative (n=190)

Q. How do you disclose the use of AI in your creative visuals?

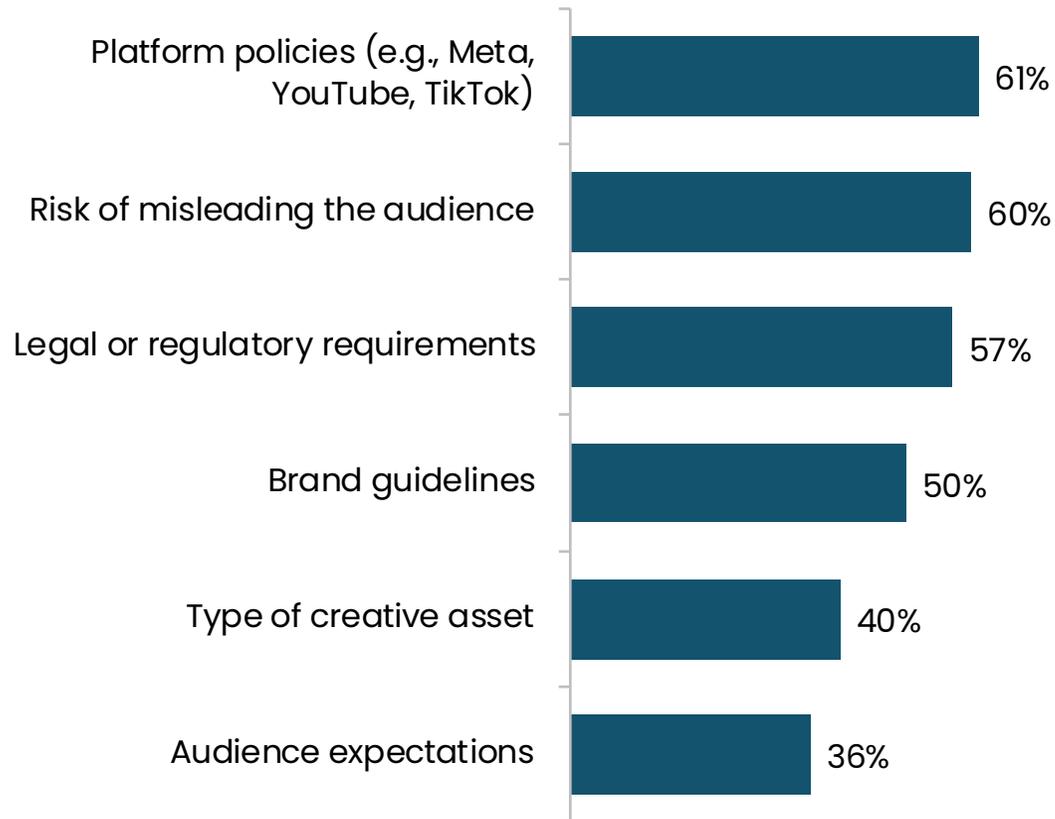
Base: Those Who Disclose AI Use in Creative Visuals (n=163) | Other = 1%

Significantly Higher than comparison group at a 90% LOC

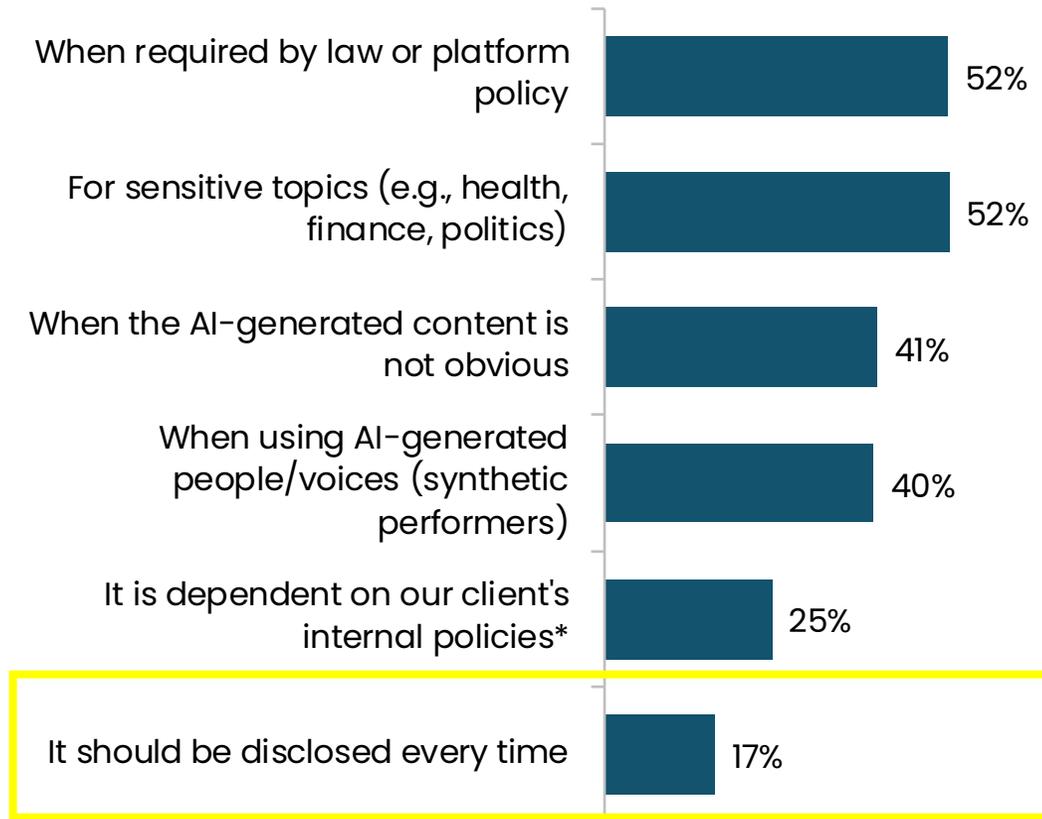
Policies, concerns over misleading an audience, and legal requirements top the reasons for AI disclosure

- Only 17% feel it should be disclosed every time

Factors Influencing AI Disclosure



Most Important Time to Disclose AI Use in Creative Assets



Q. What factors influence your decision to disclose AI use in creative assets?

Base: Those Who Disclose AI Use in Creative Visuals (n=163) | Other = 1%

Q. In your opinion, when is it most important to disclose the use of AI in creative assets?

*Asked of Agency respondents only

Base: Total Respondents (n=303)





Thank you!

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Respondent Profile

Job Title/Level	
VP+	47%
Director/Supervisor	41%
Manager/Associate	12%

Annual Ad Spend	
<\$25M	48%
\$25M+	52%

Agency/Marketer Mix	
Agency	60%
Marketer	40%

Advertising Involvement by Media Types	
Social media platforms	88%
Connected TV/Streaming TV	81%
Digital display	80%
Video	79%
General search	77%
Digital/Streaming audio	74%
Mobile app	69%
Retail media/eCommerce platforms	67%
Linear TV	66%
Digital outdoor/out-of-home	64%
Print	52%
AM/FM radio	52%
Traditional outdoor/out-of-home	49%
Augmented Reality (AR)/Virtual Reality (VR)	36%