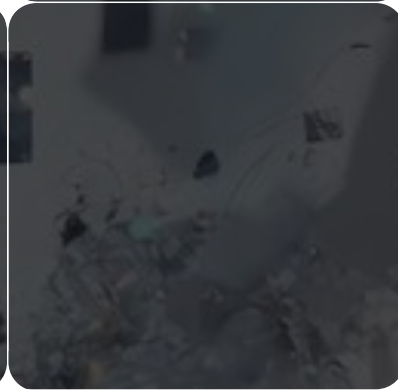
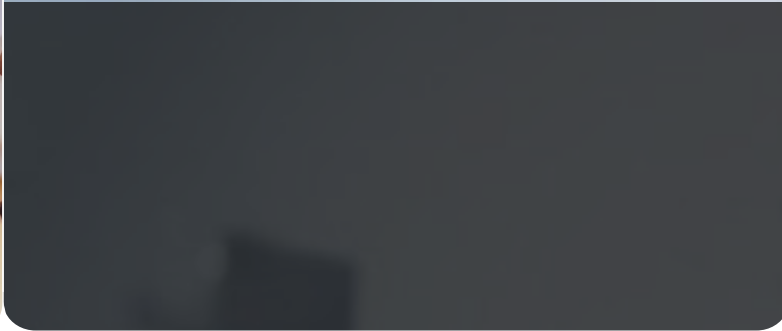


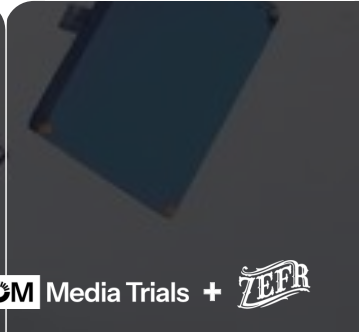
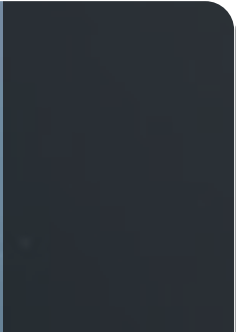
# AI Slop Or Not?

Navigating the Risks and Opportunities  
of Ad Adjacency to AI-Generated Content



# Gartner estimates that by 2030, 90% of the internet could be AI-generated

Source: Gartner® report: Emerging Tech Impact Radar: Generative AI





# Our Questions

Q1\_

What are the perceptions and emotional responses toward AI-generated content?

Q2\_

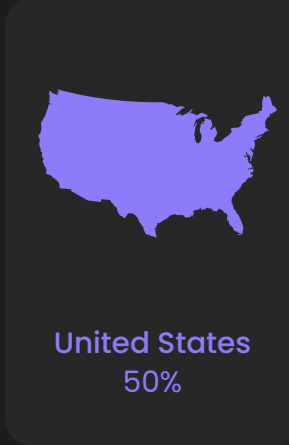
What potential risks and opportunities do brands face when appearing adjacent to AI-generated content?

# Methodology

## 01. Recruitment

Recruited nationally representative online panel in CA and US.  
A18+, who are weekly users of a popular video platform.

**Total n=4,917**  
Total # of exposures measured: n=9,837



## 02. Exposure

Viewers driven to a controlled mobile version of a popular video platform to browse video cards. While browsing, a randomized test or control ad was served directly after the assigned AI or human-created content.



## 03. Brand KPI Measurement

Post-exposure survey to measure impact on brand KPIs and collect feedback on ad adjacency to different types of AI-generated content.

## 04. Public Perceptions

Deep dive into viewers' opinions of various types of AI-generated content, platform exposure frequency, and sentiment toward each type of content.

# What we tested

## The Content

To assess the impact of adjacency to AI-generated content, we tested ads appearing immediately after 8 different types of content.



### Human-Created

Short video cards made by real people

### AI-Generated

Short video cards made by AI

AI  
Youth Depiction



AI  
Spam



AI  
Satire



AI  
Public Figure Misinformation



AI  
Sexualized Imagery



AI  
Art & Creative Expression



AI  
Brand Boycott



## 5 Verticals



Fast Food



Finance



Travel



CPG



Apparel

# AI In-The-Wild

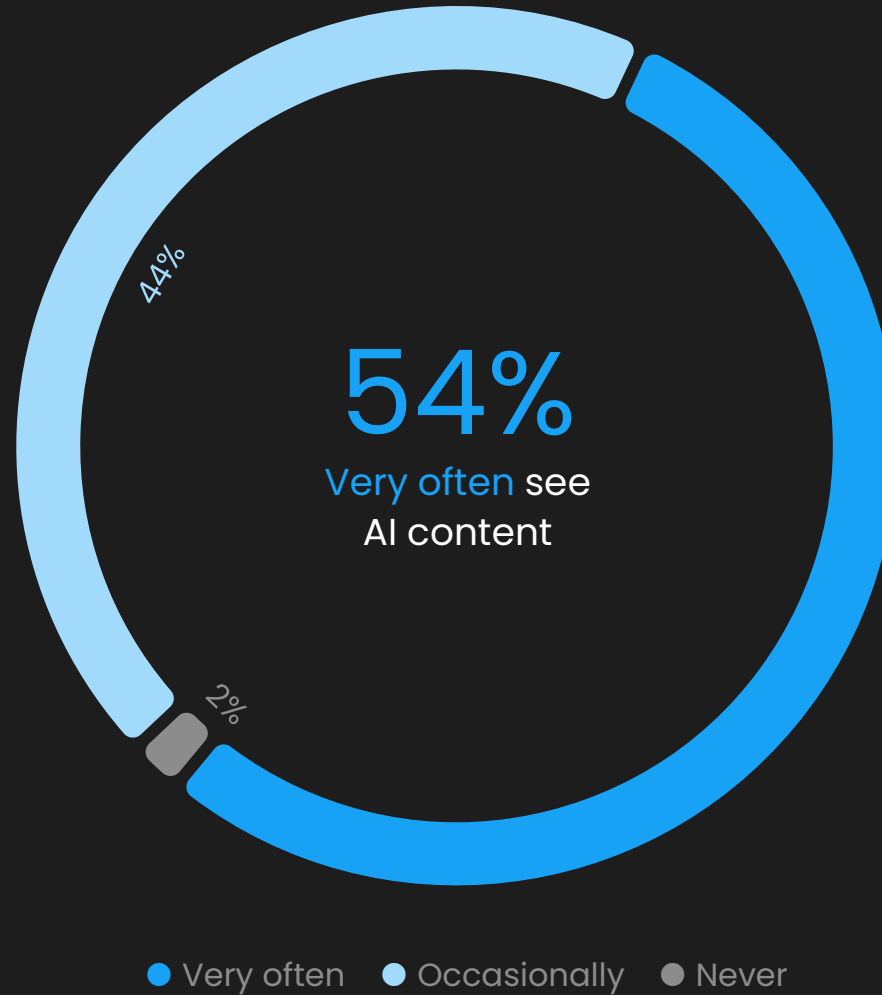
Perceptions and prevalence



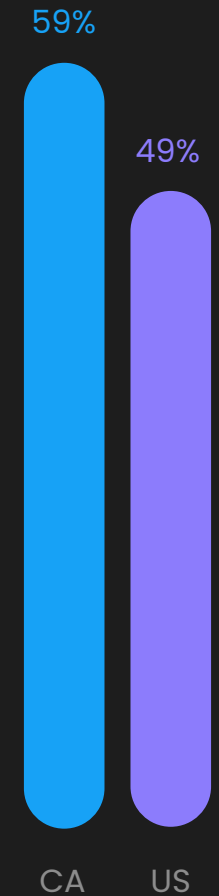
# AI Everywhere

Over half of people believe they see AI-generated content on the regular

Perceived frequency of AI content  
All Markets \_ % Selected



By Market \_  
% Selected 'Very Often'



N=1,227, Canada n=627, United States n=600

Among those randomized to human-created videos in media experience to avoid bias

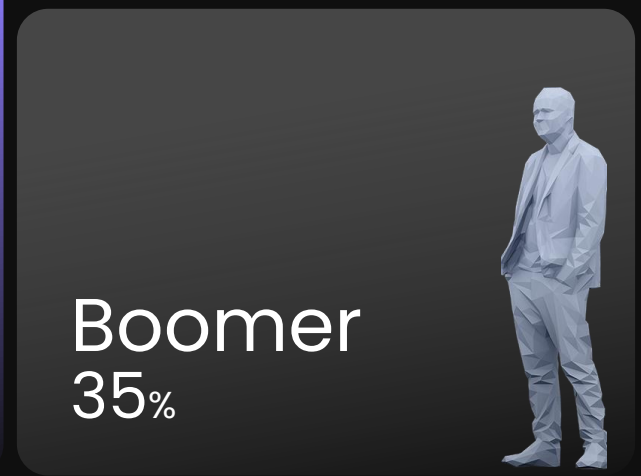
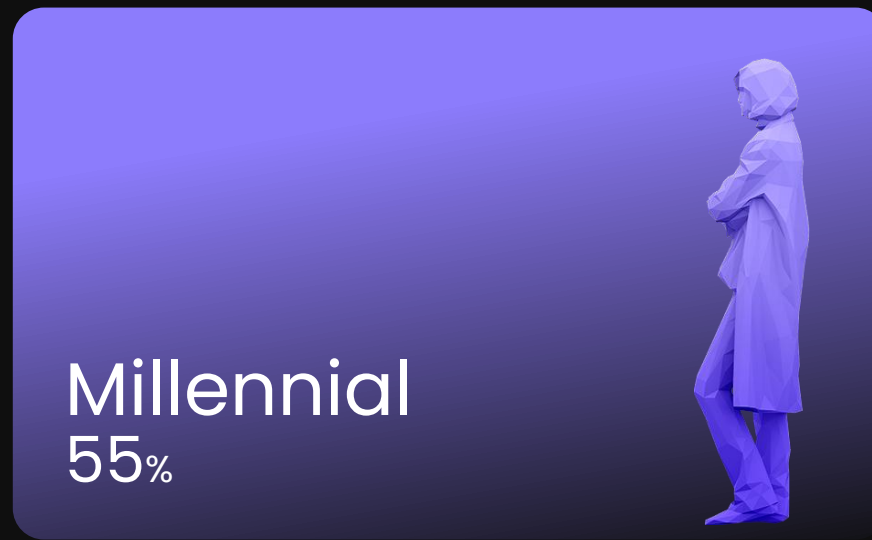
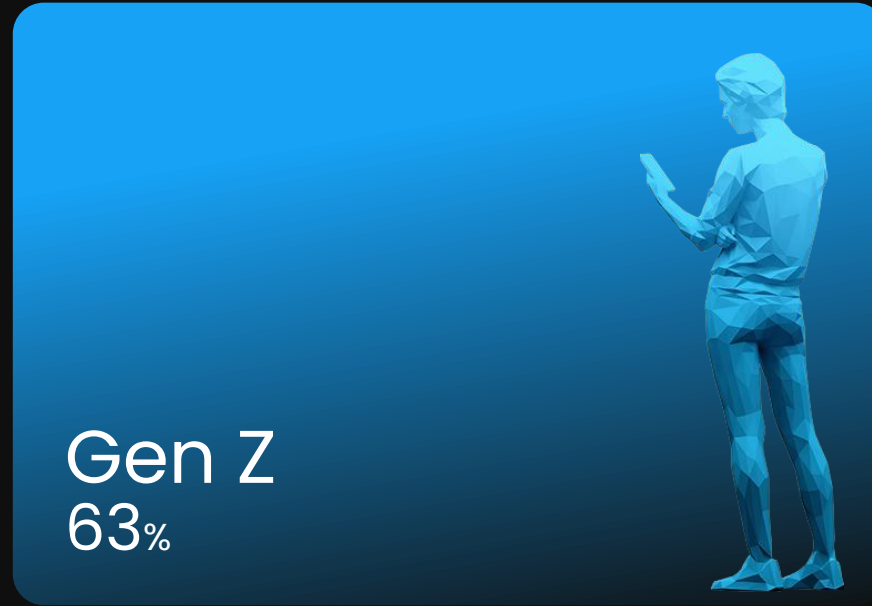
Q: How often do you come across AI-generated content when spending time online (e.g., images, videos, articles, or social media posts created using artificial intelligence)? – Select one

# Younger gens notice AI around every corner

Twice as many Gen Z'ers see AI-generated content very often compared to Boomers

Perceived frequency of AI content  
By Generation\_  
% Selected 'Very Often'

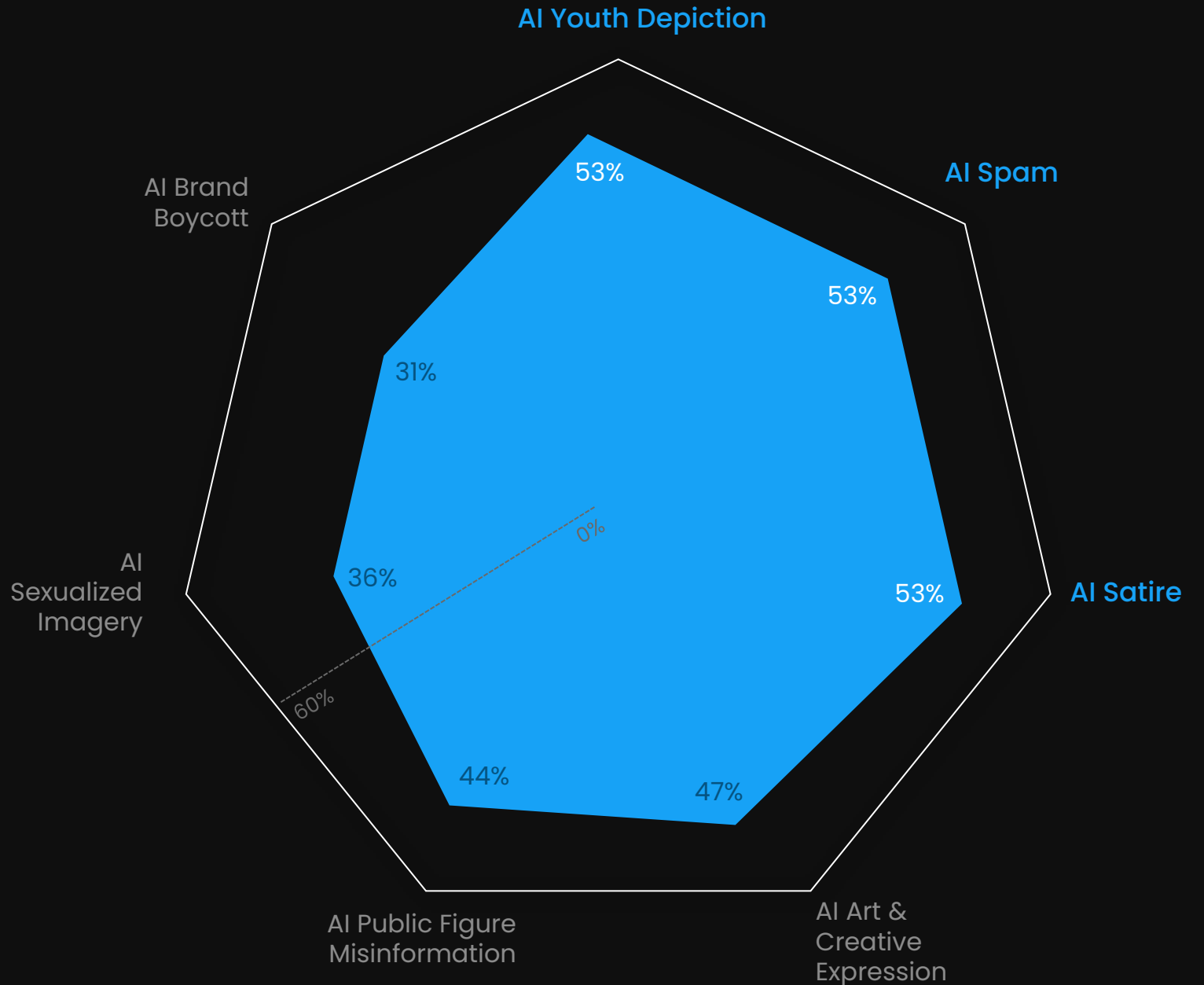
N=1,227, Gen Z n=312, Millennials n=499, Gen X n=284, Boomer n=132  
Among those randomized to human-created videos to avoid bias  
Q: How often do you come across AI-generated content when spending time online (e.g., images, videos, articles, or social media posts created using artificial intelligence)? - Select one



# Spam, satire, and youth depictions are the most frequently noticed type of AI content

Results are similar by market

Perceived frequency of AI content  
By AI content type\_ % Selected 'Very Often'



N=1,198  
Among those randomized to human-created videos to avoid bias & 'very often' see AI generated content  
Q: Regardless of the platform, how often have you seen the following types of AI-generated content? – Select one for each option

Percentage total applied

# People were more likely to mistake AI Public Figure Misinformation and AI Sexualized imagery as real or human-made

Results are similar by market

## Mistake AI content for human-created

By AI content type

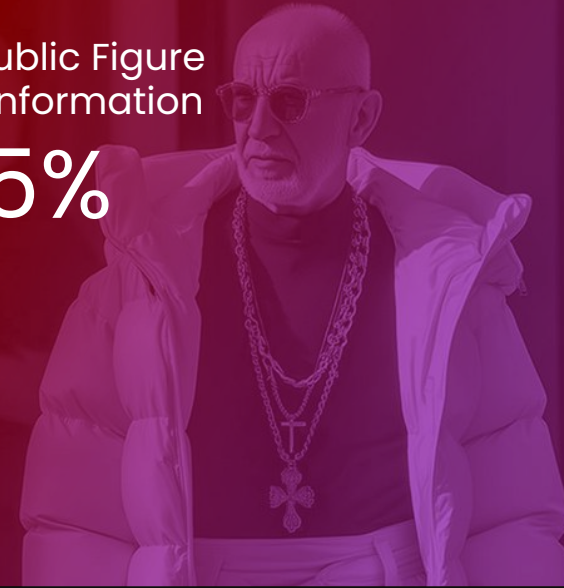
% Selected 'I'm positive' / 'I think the video was real'

AI Satire n=1,203, AI youth n=1,198, AI Art & Creative Expression n=1,198, AI Public Misinformation n=1,200, AI Spam n=1,199, AI Brand Boycott n=1,198, AI Sexualized Imagery n=1,198  
Among those randomized to AI content

Q: Thinking again about that same video, do you think the video was an AI-generated video or a traditional, human-created video? – Select one

AI Public Figure Misinformation

25%



AI Sexualized Imagery

18%



AI Satire  
16%

AI Brand Boycott  
15%

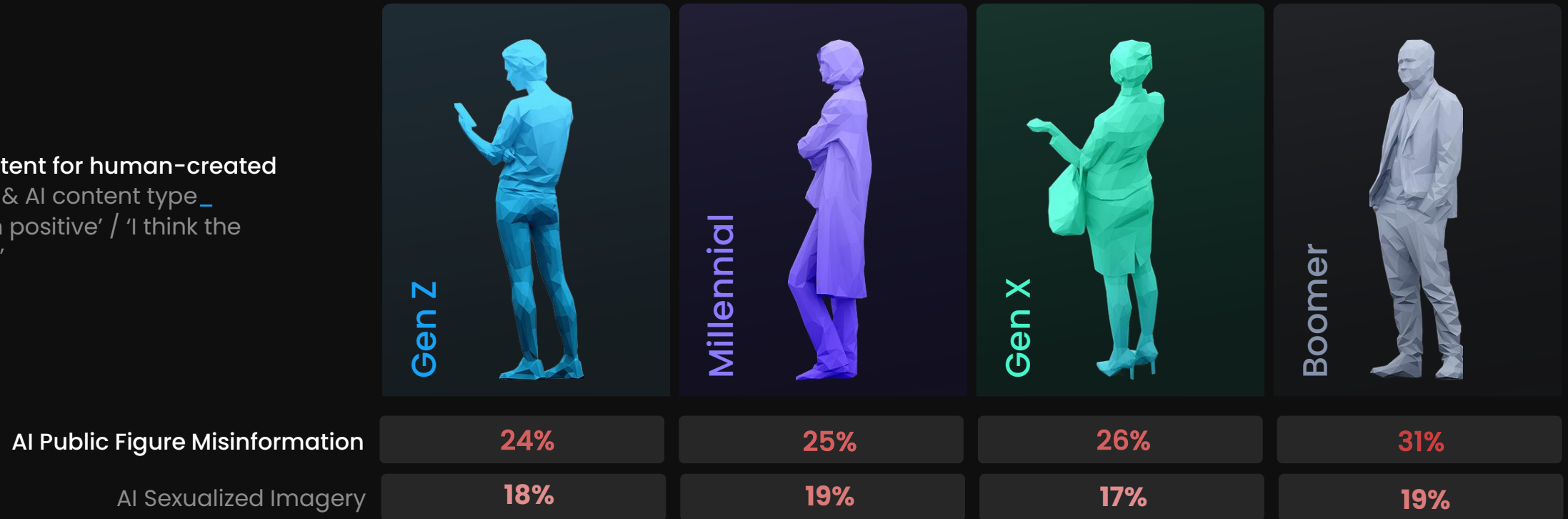
AI Spam  
14%

AI Art & Creative Expression  
13%

AI Youth Depiction  
10%

# AI Public Figure Misinformation and Sexualized Imagery are misidentified across generations

**Mistake AI content for human-created**  
 By Generation & AI content type\_  
 % Selected 'I'm positive' / 'I think the video was real'



AI Public Misinformation n=1,200, AI Sexualized Imagery n=1,198  
 Among those randomized to AI content  
 Q: Thinking again about that same video, do you think the video was an AI-generated video or a traditional, human-created video? – Select one

# The AI mirage: now, even real content is doubted

The public even questions whether human-created content is real or not. Results are similar by market

**Mistake human-created content for AI**  
All Markets \_ % Selected 'I'm positive' / 'I think the video was AI' / 'I couldn't tell'

N=1,194  
Among those randomized to human-created content  
Q: Thinking again about that same video, do you think the video was an AI-generated video or a traditional, human-created video? – Select one



Fake

Real



# 32%

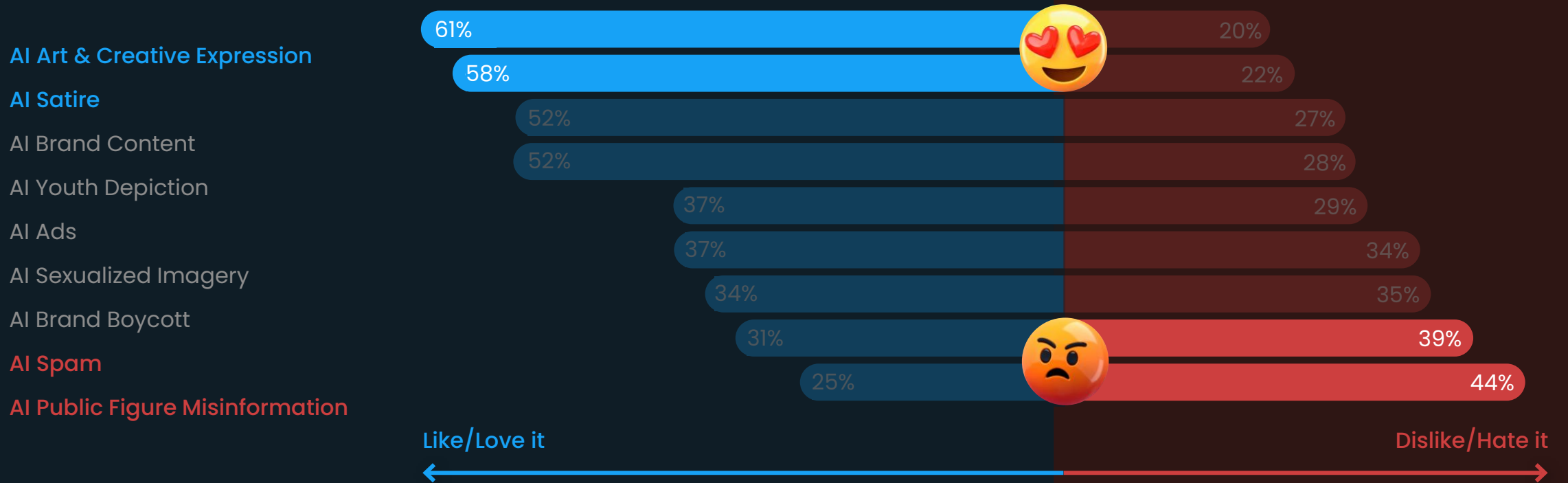
Nearly a third of people are skeptical of human-created content

# AI content doesn't necessarily = negative

People view **creative** uses of AI more positively, while reactions are far less favorable toward AI-driven **misinformation and spam**

## How people feel about AI content

By AI content type\_ % Selected for each option



N=1,198

Among those randomized to human-created videos to avoid bias & 'very often' or 'occasionally' see AI generated content  
Q: In general, how do you feel about each of the following types of AI-generated content? - Select one for each option

# Brand Adjacency to AI

Comfort levels revealed



# Most people draw the line somewhere

Vast majority of people consider ad adjacency to at least one form of AI content inappropriate for brands

## Perceived inappropriateness of ad adjacency to AI content

All Markets\_ % Net score for 'Inappropriate' across all types of AI content



# 81%

Find at least one type of AI content inappropriate for brands

N=1,227

Among those randomized to human-created videos in media experience to avoid bias  
Q: In general, how appropriate is it for brands to have their ads appear alongside the following types of AI-generated content? – Select one for each option

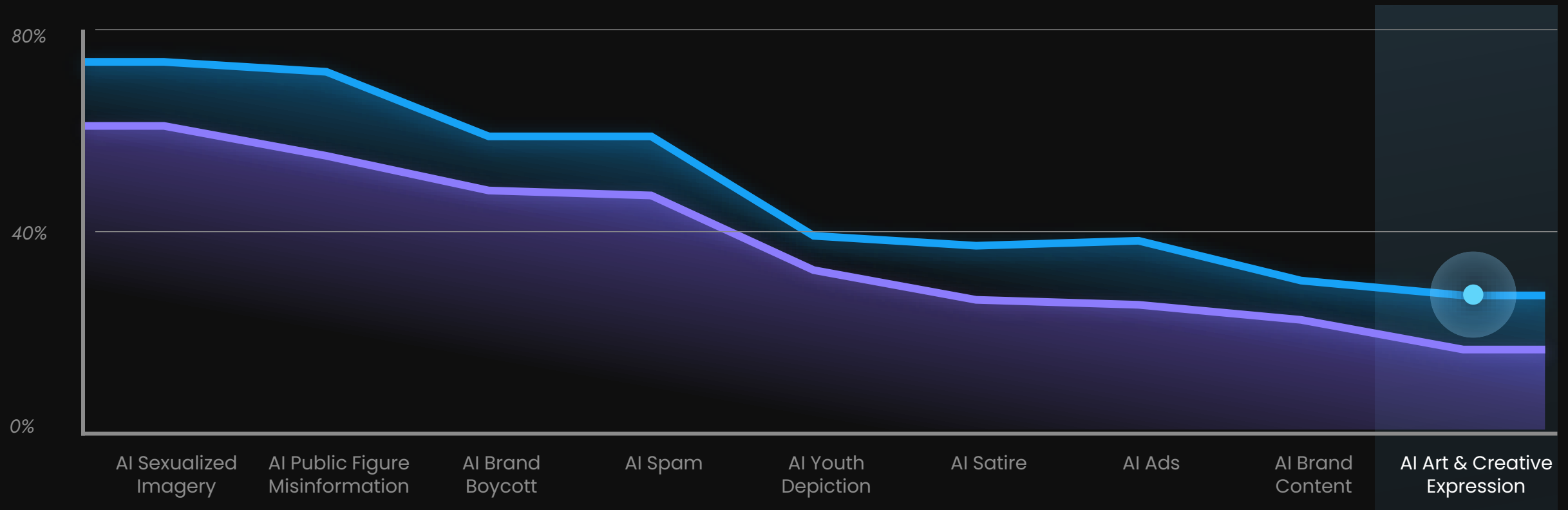
# AI content isn't one-size-fits-all

Adjacency to AI Art & Creative Expression poses the lowest risk of being seen as inappropriate

## Inappropriateness of ad adjacency to AI content

By Market\_ % Selected 'Inappropriate'

■ CA ■ US



N=1,227

Among those randomized to human-created videos in media experience to avoid bias

Q: In general, how appropriate is it for brands to have their ads appear alongside the following types of AI-generated content? – Select one for each option

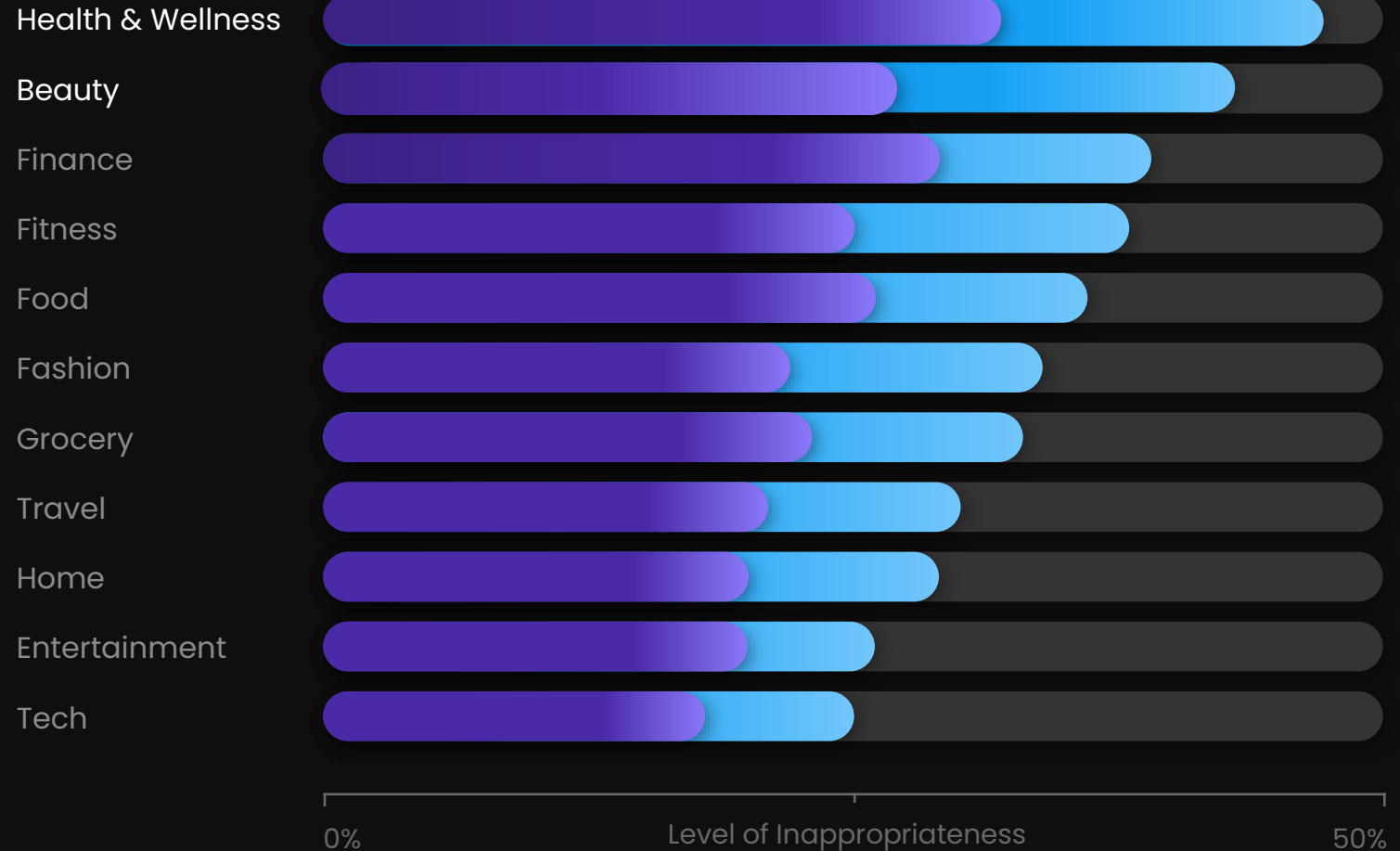
# All brands, regardless of vertical, need to be thoughtful about alignment with AI content

Across verticals, there is less tolerance for ad adjacency to AI content in Canada

## Inappropriateness of ad adjacency to AI content

By market & brand vertical\_ % Selected 'Inappropriate'

■ CA ■ US



N=1,227, Canada n=627, United States n=600

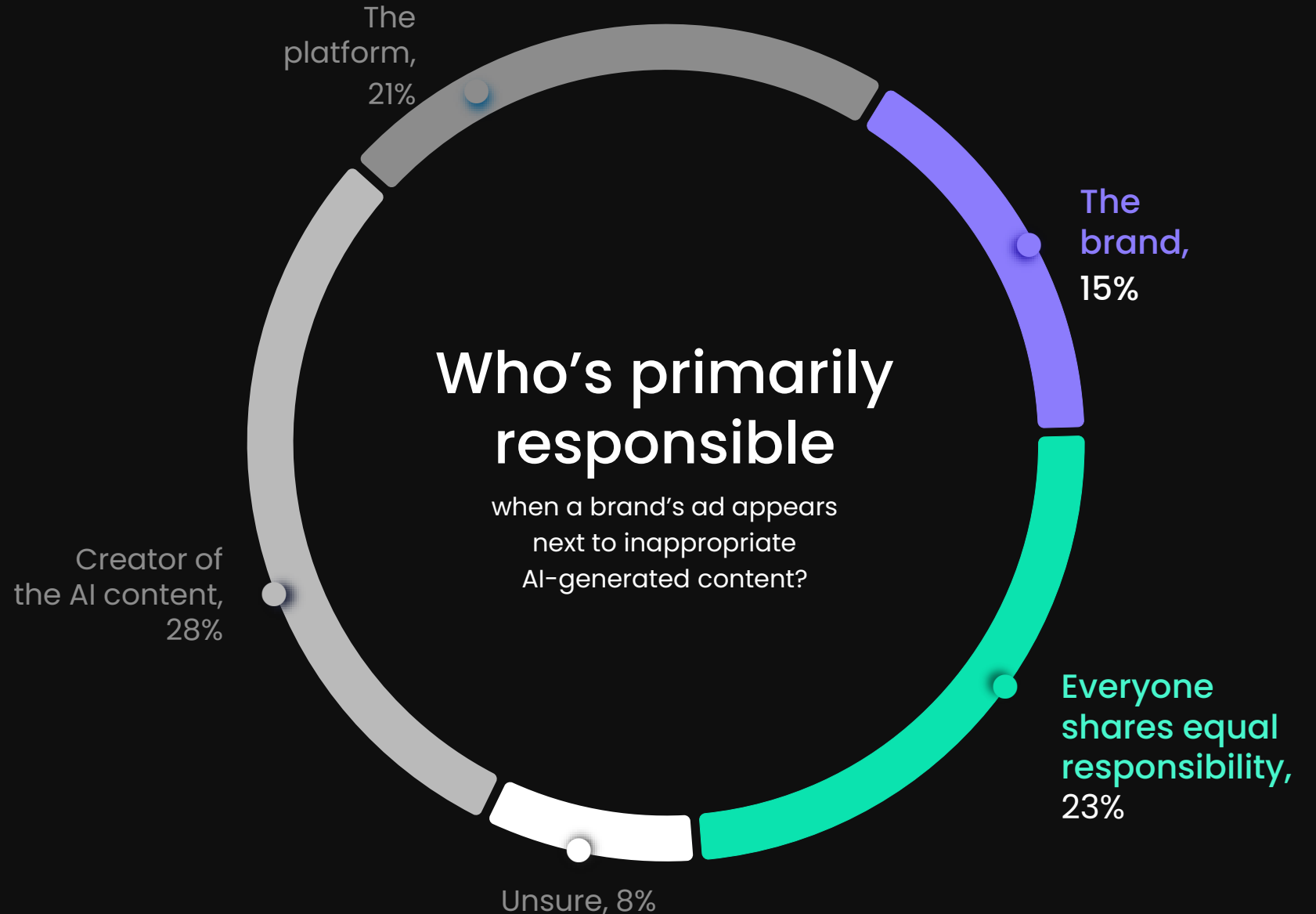
Among those randomized to human-created videos in media experience to avoid bias

Q: Thinking more generally, how appropriate is it for the following types of brands to appear alongside any type of AI-generated content? – Select one for each option

# All parties share a piece of the blame pie

When ads are aligned with AI-generated content, everyone gets blamed, with 38% believing the brand plays a role

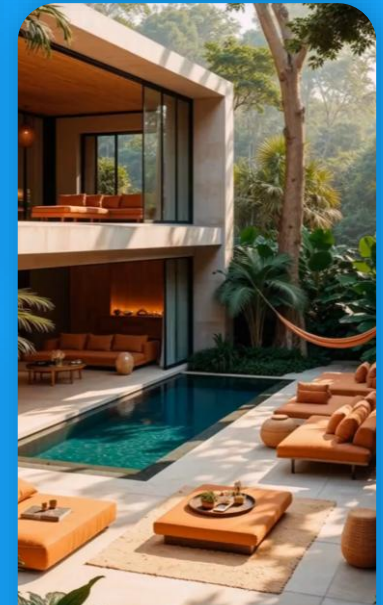
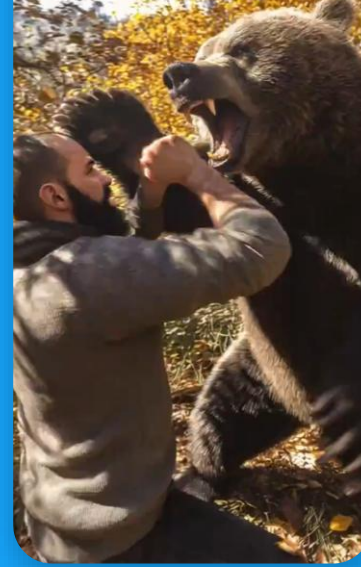
Perceived responsibility of ad alignment with AI content  
All Markets \_ % Selected



N=1,227  
Among those randomized to human-created videos in media experience to avoid bias  
Q: When a brand's ad appears next to inappropriate AI-generated content, who do you think is primarily responsible? – Select one

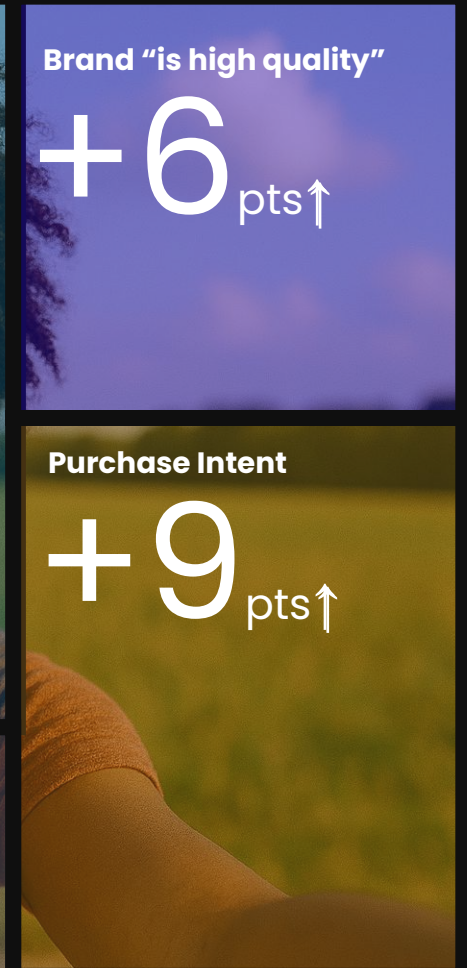
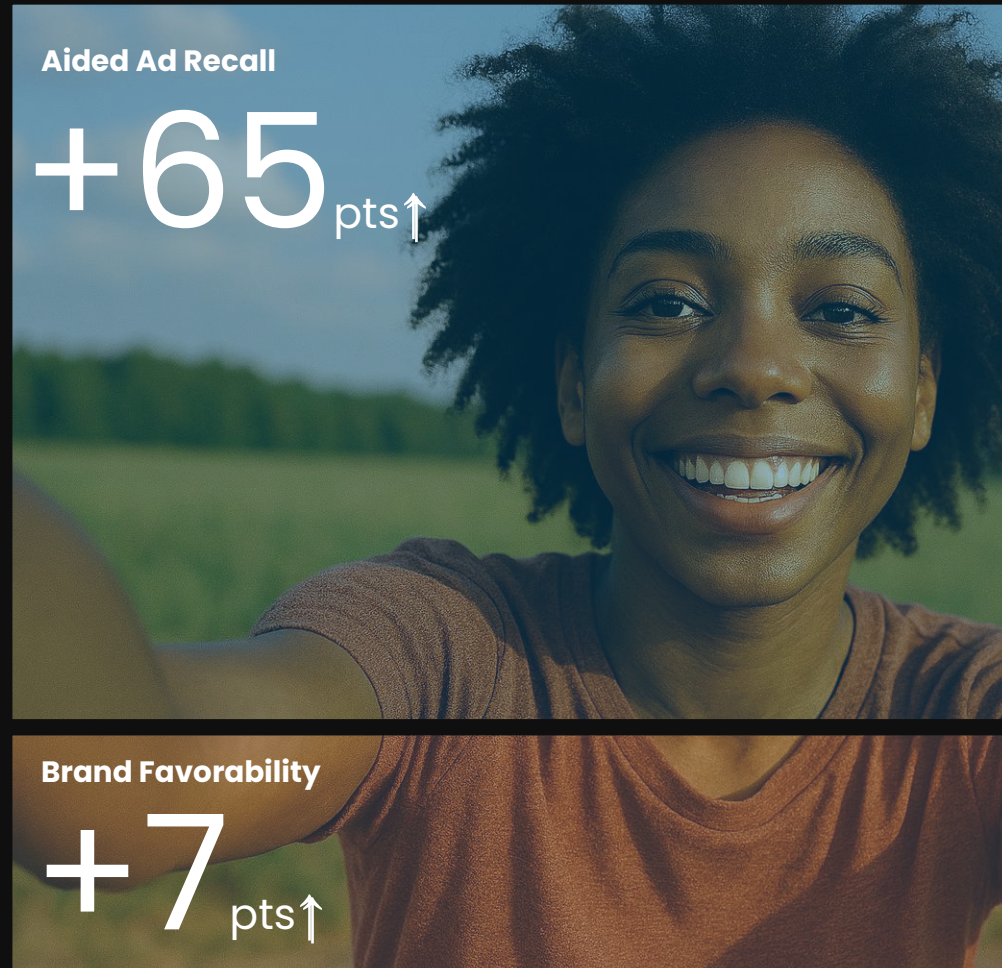
# Real World Impact

How audiences actually respond to ads adjacent to AI content



# We tested ads that work hard

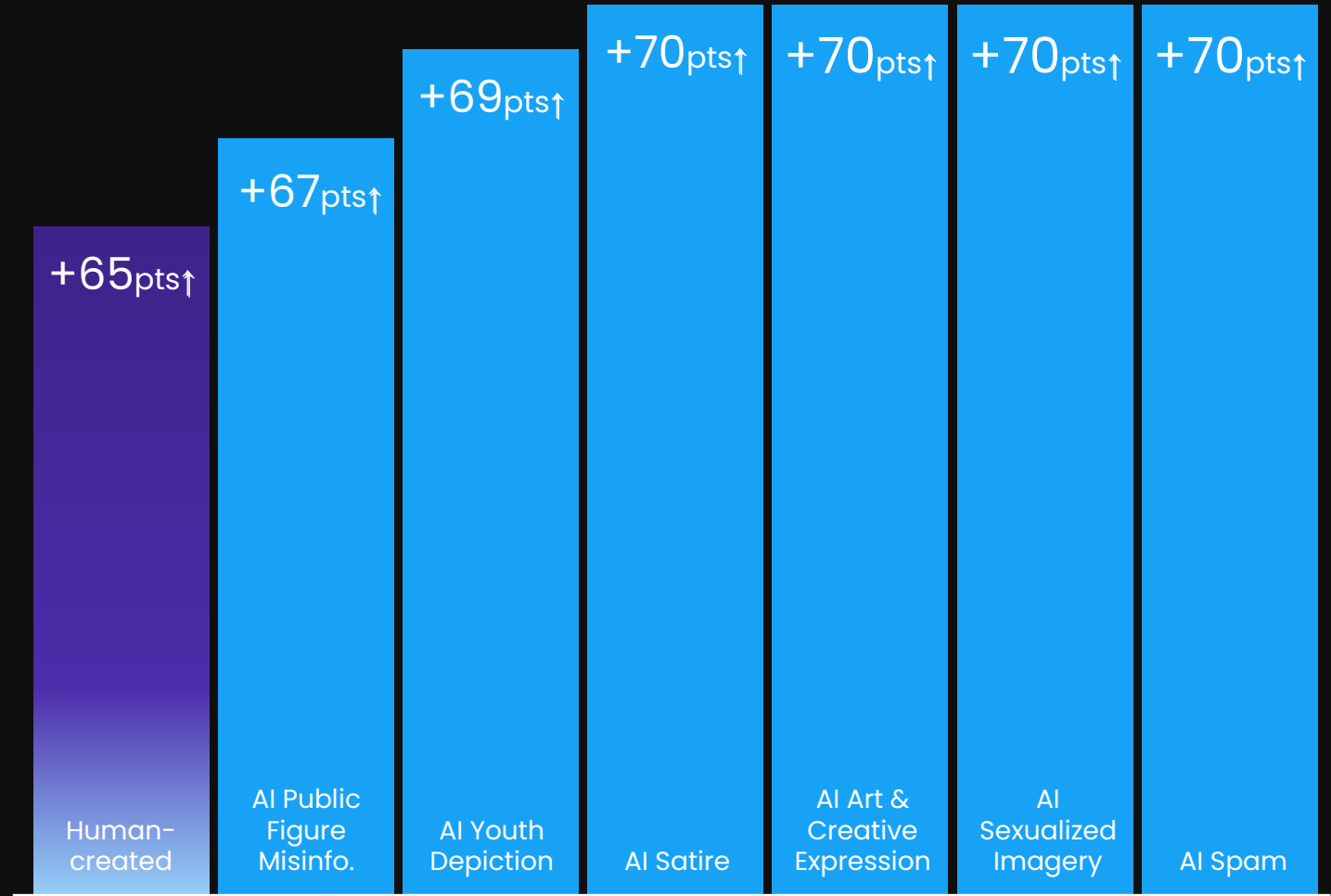
Impact of Ads Adjacent to Human-Created Content  
Delta (Exposed – Control)



↑=statistically significant difference between test and control at >=90% confidence level  
Human-Generated Content, exposed n=614, control n=613  
Q: Which of the following brands, if any, do you recall seeing advertised during your experience?  
Q: How do you feel about the following brands?  
Q: The next time you purchase frozen treats, how likely are you to purchase the following?

# Adjacency to AI content can help brands stand out even more

Impact on Aided Ad Recall, by AI type  
Delta (Exposed – Control)

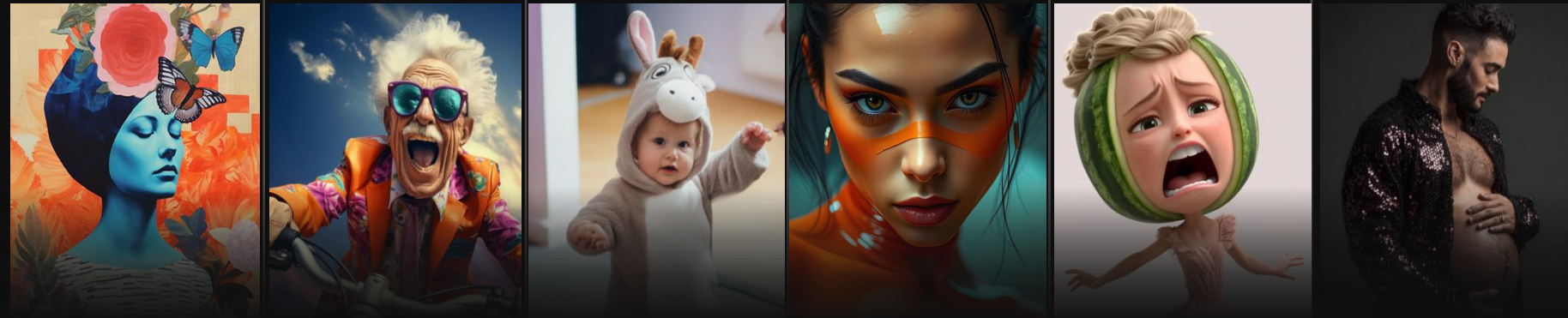


↑=statistically significant difference between test and control at >=90% confidence level  
Human-Generated Content, exposed n=614, control n=613; AI Youth Depiction Content, exposed n=613, control n=613; AI Satire Content, exposed n=617, control n=617; AI Art & Creative Expression Content exposed n=614, control n=614; AI Sexualized Imagery Content exposed n=617, control n=615; AI Public Misinformation Content, exposed n=615, control n=615; AI Spam Content, exposed n=613, control n=615  
Q: Which of the following brands, if any, do you recall seeing advertised during your experience?

# AI content, however, can enhance or erode an ad's impact on brand perceptions

## Impact of AI Content Alignment

- Performed **better** than Human-created content
- Performed **worse** than Human-created content
- No difference in performance



AI Art & Creative Expression

AI Satire

AI Youth Depiction

AI Sexualized Imagery

AI Spam

AI Public Figure Misinfo.

Brand is "refreshing"



Brand is "innovative"



Brand "stands out from competitors"



Brand is "high quality"



Brand is "credible"



†=statistically significant difference between test and control at >=90% confidence level  
 Human-Generated Content, exposed n=614, control n=613; AI Youth Depiction Content, exposed n=613, control n=613; AI Satire Content, exposed n=617, control n=617; AI Art & Creative Expression Content exposed n=614, control n=614; AI Sexualized Imagery Content exposed n=617, control n=615; AI Public Misinformation Content, exposed n=615, control n=615; AI Spam Content, exposed n=613, control n=615  
 Q: How much do you agree or disagree with the following about [brand]?

# Some AI content carries a halo of innovation and differentiation for brands

Impact of Ads Adjacent to AI Content  
Delta (Exposed – Control)

Human-created content AI-generated content

AI Art & Creative Expression



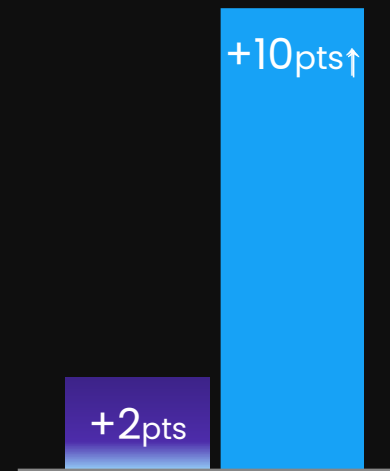
Brand is “refreshing”

AI Satire

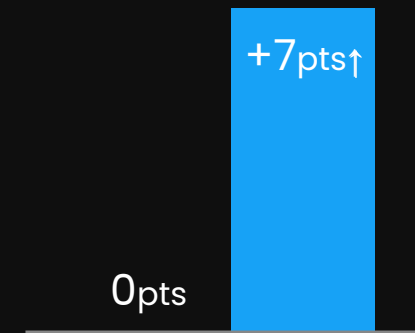


Brand is “innovative”

AI Youth Depiction



Brand is “innovative”



Brand “stands out from competitors”

↑=statistically significant difference between test and control at >=90% confidence level  
Human-Generated Content, exposed n=614, control n=613; AI Youth Depiction Content, exposed n=613, control n=613; AI Satire Content, exposed n=617, control n=617; AI Art & Creative Expression Content exposed n=614, control n=614  
Q: How much do you agree or disagree with the following about [brand]?

# Other forms of AI content can hurt perceived quality and credibility

Impact of Ads Adjacent to AI Content  
Delta (Exposed – Control)

■ Human-created content ■ AI-generated content






↑=statistically significant difference between test and control at >=90% confidence level  
Human-Generated Content, exposed n=614, control n=613; AI Sexualized Imagery Content exposed n=617, control n=615; AI Public Misinformation Content, exposed n=615, control n=615; AI Spam Content, exposed n=613, control n=615  
Q: How much do you agree or disagree with the following about [brand]?

When congruent with brand values, engaging and enjoyable, AI content can benefit brands

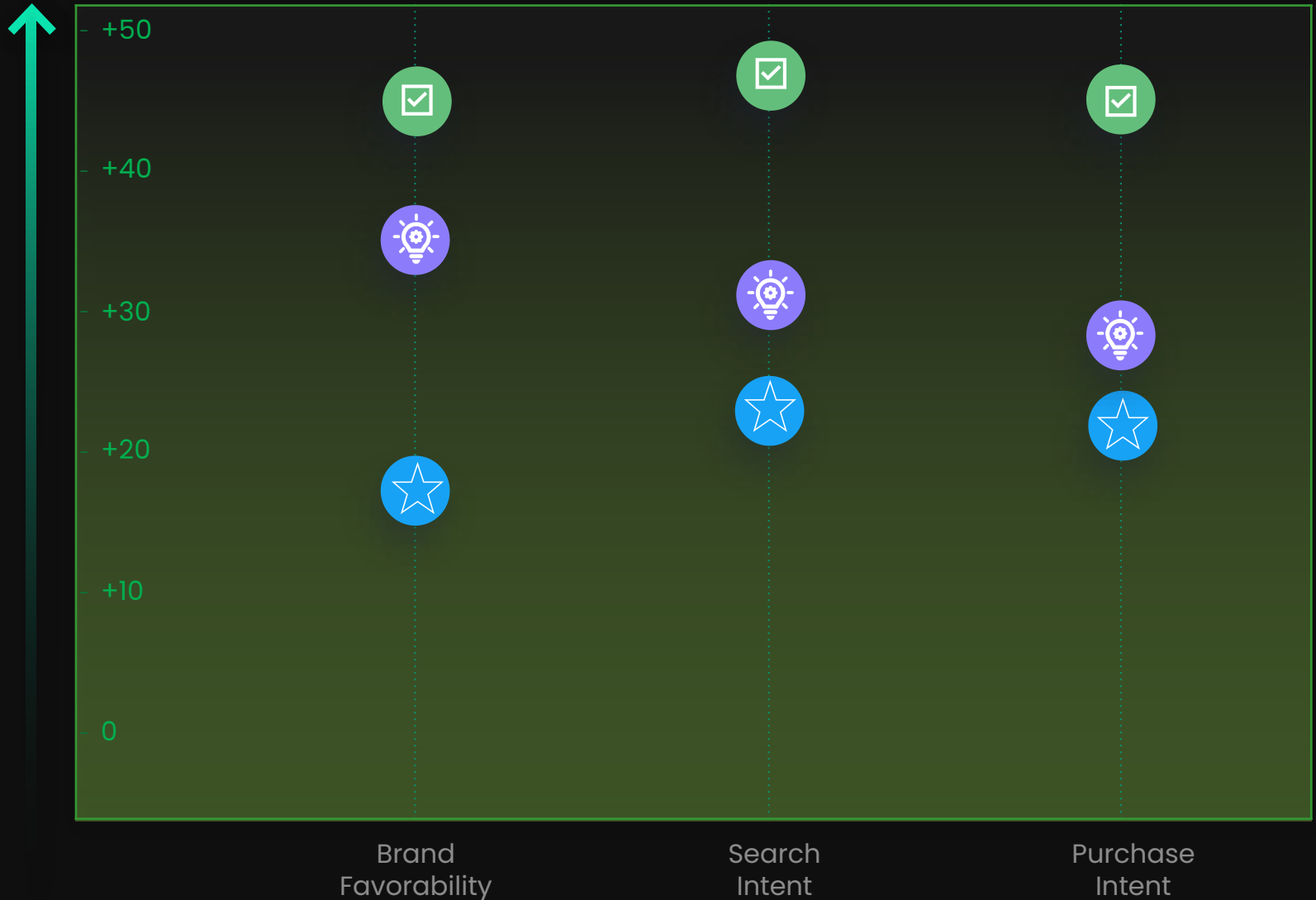
Drivers of positive outcomes  
AI content\_ % Modeled impact

The AI-generated content was...

-  'Appropriate for [brand] to appear next to'
-  'Interesting'
-  'Fun'

N=8,606  
Q: How do you feel about the following brands? – Select one for each option  
Q: How likely are you to search for information about the following? – Select one for each option  
Q: The next time you purchase [test\_category], how likely are you to purchase the following? – Select one for each option

### Drivers of Positive Outcomes



# However, uncertainty about AI-generated content drives negative outcomes

## Drivers of Negative Outcomes

Drivers of negative outcomes  
AI content\_ % Modeled impact

? 'I couldn't tell if it was AI-generated or human-created'



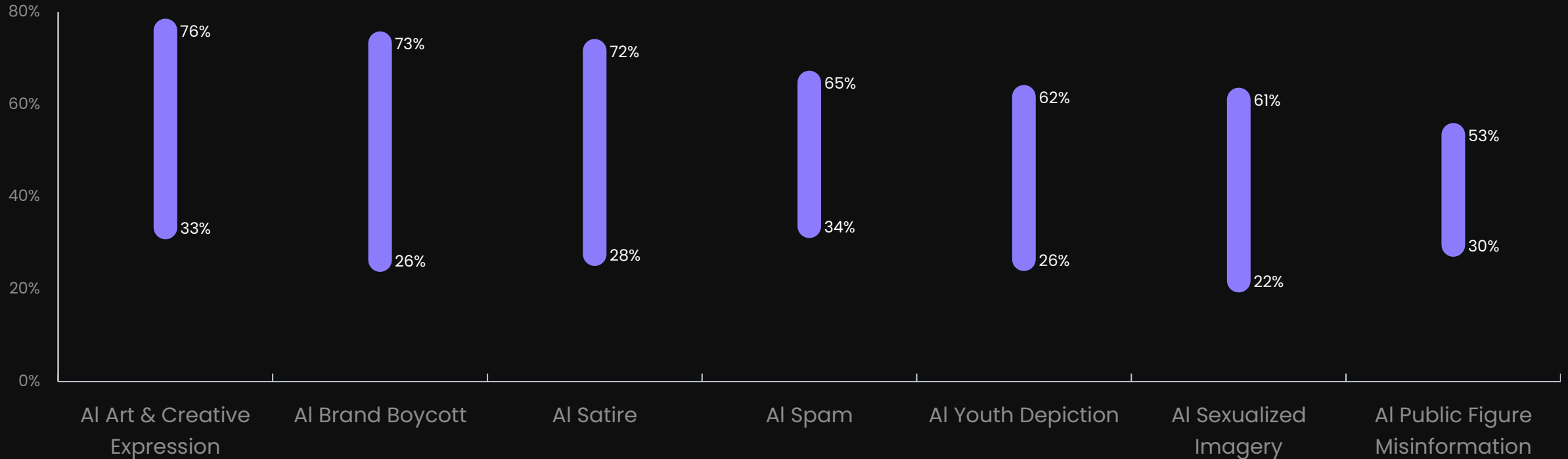
N=8,606

Q: How do you feel about the following brands – Select one for each option  
Q: How likely are you to search for information about the following? – Select one for each option  
Q: The next time you purchase [test\_category], how likely are you to purchase the following? – Select one for each option  
Q: How much do you agree or disagree with the following statements about [test\_brand]? – Select one for each option

# Even within AI categories, not all AI content is created equally

Even the most positively perceived forms of AI content, like Art & Creative Expression, exhibit a wide range of appropriateness on the video level

Range in perceived brand appropriateness  
By AI content type \_ % Selected 'Appropriate'



N=1,227





Among those randomized to human-created videos in media experience to avoid bias

Q: In general, how appropriate is it for brands to have their ads appear alongside the following types of AI-generated content? – Select one for each option

# Certain verticals may be especially vulnerable next to AI content

Higher consideration categories tended to experience negative impact compared to performance in human-created content

↘ Decrease in effectiveness next to AI content compared to human-created content

|                                 | Financial Services  | Apparel  | Travel  | Fast Food  |
|---------------------------------|--|---|--|---|
| Unaided Ad Recall               | ↘  |   |  |   |
| Purchase Intent                 | ↘  | ↘   |  |   |
| Is a brand that stands out      | ↘  |   |  |   |
| Is a brand that is innovative   | ↘  |   |  |   |
| Is a brand that is high quality |  |   | ↘  |   |
| Is a brand I would pay more for |  |   |  | ↘   |

N=8,147

Q: If you can recall any brands advertised during your experience, please write each brand on a separate line below. If you're unsure, feel free to guess or leave it blank. – Be specific

Q: The next time you purchase [test\_category], how likely are you to purchase the following? – Select one for each option

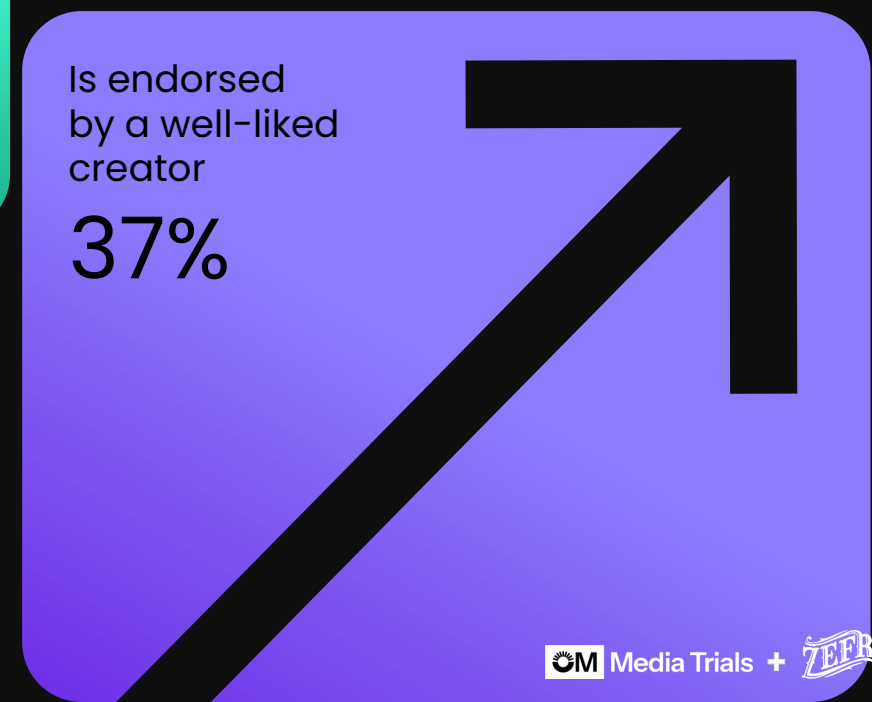
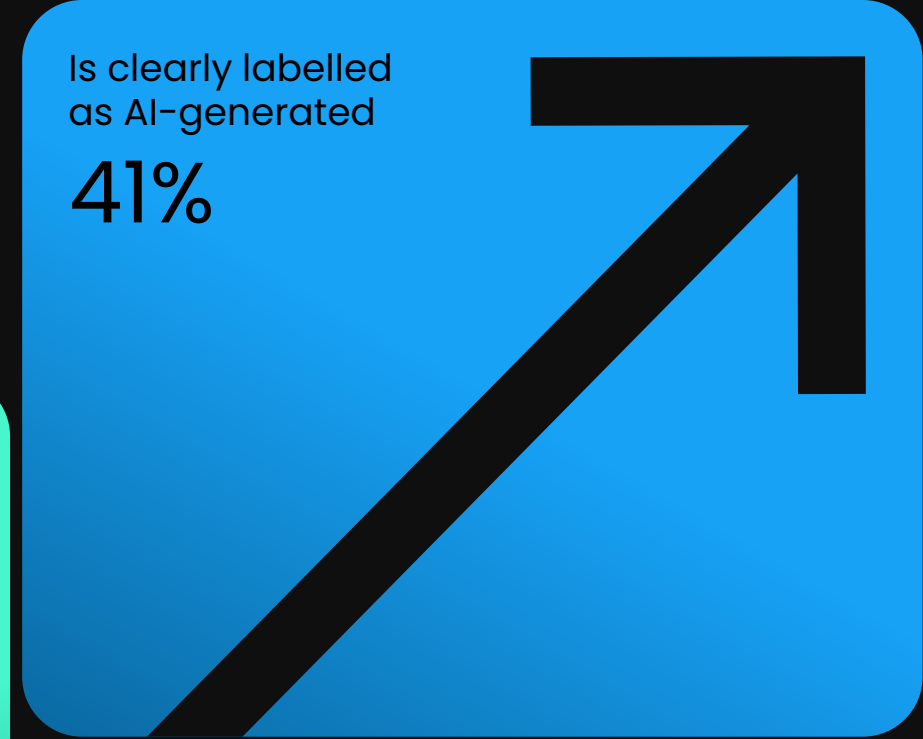
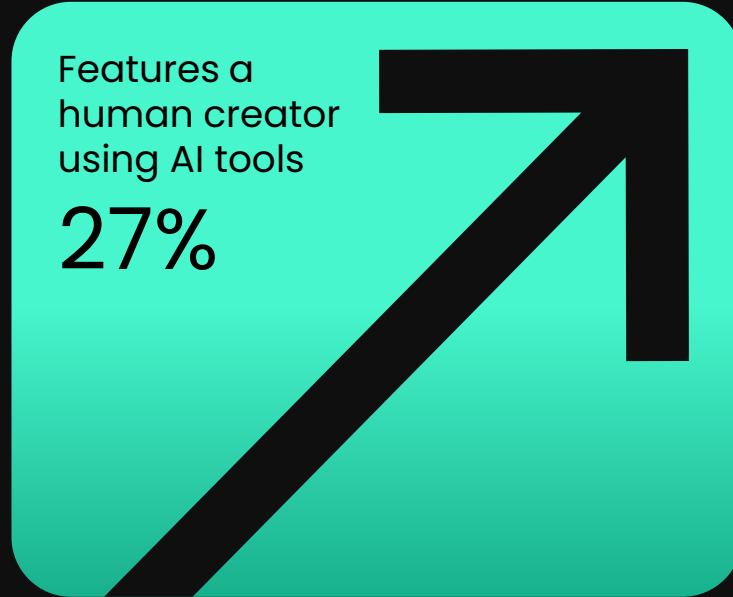
Q: How much do you agree or disagree with the following statements about [test\_brand]? – Select one for each option

# Labels and trusted creators can defuse AI's brand risks

Clear labelling of AI content and utilizing trusted endorsements may help alleviate the potential harmful effects of AI content alignment for brands

## Improved brand opinions by AI scenario

Total % Selected 'I feel more positive about the brand'



N=1,227  
Among those randomized to human-created videos in media experience to avoid bias  
Q: Thinking about advertising that appears next to AI-generated content, please rate how you feel about each scenario. – Select one for each option

# Implication

## Planning for AI is non-negotiable for forward thinking brands

Content alignment can make or break an ad's effectiveness. With a rapidly changing landscape, brands must have a plan for showing up adjacent to AI content.

# Recommendations



Take steps to avoid questionable AI content. At the same time, prioritize fun, interesting AI content, while keeping brand suitability in mind.



Keep a finger on the pulse of AI content's impact on marketing efforts as it becomes even more prevalent.



Work with partners who are knowledgeable about AI content adjacency and have the technology to help brands manage both the opportunities and risks.

# Thank You

 Media Trials + 

