Abstract

The recent introduction of generative AI platforms seems to be having a profound impact on businesses. AI text-to-image platforms, in particular, have a high chance of shaping the present and future of marketing management when it comes to finding or creating proper visuals for advertisement purposes. This thesis revolves around this topic with a concurrent nested research design which included a qualitative and quantitative part. This design allowed the author of this thesis to analyze the topic from multiple perspectives via conducting interviews with experts as well as by exploring people's perceptions and preferences when it comes to comparing AI and human generated advertisement visuals. The results show that there is significant potential in AI text-to-image platforms as they can facilitate workflow, inspire new ideas and establish the foundations for a new profession, which will also considerably shape marketing management. The results also suggest implications which can be utilized by marketers when it comes to targeting people using AI-generated visual. Due to the novel nature of the topic as well as based on the findings of the research, several recommendations for future research are outlined at the end of this document.