

AI, Advertising and Trust



Matt Bourn

Director of Communications,
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**Will people trust advertising
made and delivered by AI?**



‘We talk about the importance of people’s trust in advertising generated by AI all the time’

Alex Dalman, Managing Partner, faith



Smart deployment of AI can help ensure all ads online follow the rules and can be trusted...

AI-assisted collective ad regulation
The ASA's 2024-2028 strategy

Legal, decent, honest and truthful

ASA ✓

November 2023

‘If we’re able to steer AI down the route of the Renaissance, we’ll be using AI as a catalyst for a new era of art, science and thought.’

Sean Betts, Chief AI & Innovations Officer, Omnicom Media



A week in Generative AI: Fallout

THE BLENDPRINT



**‘AI doesn’t have intent.
Humans do.’**

Dr Daniel Hulme, Chief AI Officer, WPP



Let's play a thought experiment...



What do you want your brand to be trusted for?



**‘All advertising must be ‘legal, decent,
honest and truthful’ and it must remain so
as our industry embraces AI and the many
benefits it can bring.’**

Stephen Woodford, CEO, Advertising Association



Best Practice Guide for the Responsible Use of Generative AI in Advertising

ADVERTISING
ASSOCIATION



Transparency, data use, fairness, human oversight, harm prevention, brand safety, environmental considerations and continuous monitoring



Thank you!



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