



ILLUSTRATION: ZARIF FAIAZ

## A TREND ON THE RISE

# The phenomenon of AI-generated advertisements

**While AI advertising holds immense promise, its long-term effectiveness is still under scrutiny. One such concern is the potential for two competing brands to inadvertently use the same AI-generated character—a scenario virtually inconceivable in traditional advertising settings.**

MAISHA ISLAM MONAMEE

Artificial Intelligence (AI) has rapidly transformed various sectors, and advertising is no exception. With advancements in deep learning algorithms and neural networks, modern AI has become increasingly proficient in generating realistic imagery, including ad campaigns without human intervention. Recent advertisements inside Dhaka Metro Rail show how local brands have also started adopting this new trend.

One of the key advantages of AI-generated advertisements is their cost-effectiveness. "Traditional ad shoots, with their extensive requirements for actors, crew, and logistical arrangements, incur substantial expenses. In contrast, a subscription to AI-based image generation models slashes costs by over 80%," explained Sabbir Islam, CEO of Wire Digital Multimedia Marketing, a local advertising agency. This cost savings allows brands to reallocate resources towards other areas of their business, such as product development or customer service. However, since AI deployment in advertising is very slow and only used by a small fraction of brands, job cuts aren't a worry - at least so far, according to experts.

The efficiency provided by AI-generated

advertisements also means that brands can reallocate resources to other critical tasks while maintaining a competitive edge in a dynamic marketplace. "This scalability is particularly advantageous for local brands looking to expand their reach and market presence, as it expedites the campaign turnaround time," shared Drabir Alam, COO and Director at X, a Dhaka-based marketing agency.

One key factor for considering AI-generated advertisements is ensuring relevance across diverse cultural landscapes. "It is essential to tailor content to resonate with varied audiences. Maintaining brand guidelines is imperative, as is necessitating human intervention to ensure alignment and consistency throughout content creation processes," added Asharful Alam Sarker, CEO of Leads For You, a leads generation agency.

Another noted advantage, according to experts, is that AI can dynamically adjust content based on engagement metrics, which is a big help in the realm of interactive marketing. "Brands can tailor content in real-time to optimise audience engagement, thereby enhancing the overall effectiveness of their marketing efforts," Sarker added.

Take the case of Nestle's Milkmaid. Inspired by Amsterdam Rijksmuseum's viral use of

X-ray technology to reveal hidden details in Vermeer's 'The Milkmaid' painting, the British communications agency WPP created an AI-generated ad campaign for Nestle. Using OpenAI's DALL-E 2, they revealed imagined scenes beyond the frame of the physical painting. This creative approach resulted in a highly successful campaign, generating a media value of 700,000 euros for Nestle through almost 1,000 ad iterations.

While AI advertising holds immense promise, its long-term effectiveness is still under scrutiny. One such concern is the potential for two competing brands to inadvertently use the same AI-generated character—a scenario virtually inconceivable in traditional advertising settings. Unlike the controlled environment of a photo shoot or casting session, where each brand can craft its distinct visual identity, AI-generated imagery introduces an element of unpredictability. While this lack of control may seem daunting, it also sheds light on the democratising force of AI in advertising, levelling the playing field for brands of all sizes. Will AI-generated ads continue rising in popularity? Seems likely at this point.

Read the full version of this article on The Daily Star website.

## 6 strategies to juggle a full-time job and postgraduate studies

SYEDA ADIBA ARIF

Pursuing postgraduate studies while having a full-time career can be very daunting. It took generous amounts of self-convincing for me to finally decide to start my Master's degree in Data Science and Analytics, three and a half years after completing my Bachelor's degree in Business Administration, while engaged in the responsibilities of a demanding corporate job. Here are six strategies that helped me balance postgraduate studies with a full-time job.

### Choose the right program

As you make this long-term commitment, it is very important to choose the right degree that is most aligned with your goals. Having mostly developed soft skills in my career in Human Resources, I decided it was high time for me to pick up tangible and measurable hard skills that will enable me to develop the sector. This led me to my choice of Data Science. My job occupies Sunday to Thursday; hence I wanted a program that was either after work hours or over the weekend. Knowing what I wanted and how I wanted it helped me shortlist programs and ultimately choose one that best suits me.

### Explore workplace support

If your manager is aware of your unavailability during class hours, they can assign work accordingly. Some companies provide partial or full funding to cover the costs of your degree if it supports your field of work and serves the organisation. Inform yourself about these benefits and utilise them. Try to practically apply the knowledge you have

gained from your studies in your day-to-day work; this not just helps keep your manager happy, but also helps you learn faster.

### Establish clear boundaries

Simply put, don't work during class hours or study during work hours. It is crucial to not compromise standards of work delivery. To avoid such incidents, make sure to plan ahead. For example, if you have a big work project coming up, try to make early progress with your studies so you can free up more time at work during peak business time, and vice versa.



### Pace yourself

Most postgraduate programs offer open credit courses, allowing flexibility to choose courses according to individual thresholds. Before starting the program, get yourself acquainted with credit requirements and rules, so you can plan your target duration to complete. Don't take more courses than you can handle, but also be mindful to not take so few that it significantly elongates your completion duration.

### Learn smart

Pay attention to every class. This not only helps you extract the most out of the degree but also saves you lots of preparation time before exams. One thing that helped me was diligently taking digital notes on Google Docs as it helped me stay organised throughout the semester. If you need extra help outside class, use online materials such as YouTube videos and e-learning sites. By using the right prompts in AI tools, you will be able to get answers related to unfamiliar concepts, which you can later validate for accuracy.

### Watch out for burnout

In the process of learning and working, do not compromise your mental and physical health. If you feel like you are taking on too much pressure and experiencing signs of burnout, it is time to rethink your ways. Finding a support system makes the journey easier. Your support system will motivate you and give you positive reinforcements - giving you a great boost of energy.

The journey of continuous upskilling to advance professionally often coexists with many other important responsibilities in life. Finding your equilibrium aligning with your needs and wants is key. Whenever the journey starts to overwhelm you, focus on your goals and imminent graduation date to stay calm and positive.

Adiba Arif is an HR Manager at BAT Bangladesh and a corporate columnist for The Daily Star. She is currently pursuing a Master of Science in Data Science & Analytics at East West University.

## JOBS SPOTLIGHT

### US-Bangla Airlines

- Application Support Engineer, API

Deadline: March 20

Eligibility:

● Bachelor of Science (BSc) in Computer Engineering

Minimum experience: 2-3 years



### Transcom Electronics Ltd.

- Head of Finance & Accounts

Deadline: March 20

Eligibility:

● BBA in Finance, Accounting or relevant field

Minimum experience: 6-8 years



### Concord Group

- Assistant Manager, HR (Talent Management)

Deadline: April 11

Eligibility:

● Bachelor in BBA from a public university

Minimum experience: 5-8 years

### Kansai Nerolac Paints (Bangladesh) Limited

- Executive, Invoice & Billing

Deadline: March 31

Eligibility:

● Bachelor in any discipline from any reputed university

Minimum experience: 3 years



FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.



## STAYING PRODUCTIVE IN RAMADAN

### FIVE ESSENTIAL TIPS FOR OFFICE-GOERS

#### 1 TAKE BREAKS

Allow yourself short pauses to rest, pray, or simply recharge, especially important while fasting.



#### 2 PRIORITISE NUTRITION AND HYDRATION

During non-fasting hours, focus on consuming nutritious meals and staying well-hydrated to maintain energy levels.

#### 3 SET BOUNDARIES

Allocate specific times for work and reserve the rest for family, relaxation, and praying, to maintain your health and well-being.

#### 4 ADJUST YOUR SCHEDULE

Tailor work hours to when you're most energised, tackling priority tasks first and planning around peak commute times to avoid congestion.



#### 5 COMMUNICATE CLEARLY

Inform your employer and colleagues about your Ramadan schedule for flexibility around iftar, prayer times, and other adjustments.

