

## **The Role of Artificial Intelligence in Enhancing Advertising Creativity**

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### **Abstract:**

Artificial intelligence has become a very important part in many aspects of life, starting with the mobile phone and ending with smart cameras and autonomous cars, as it is a complex evolutionary field that looks at defining human intelligence, determining its dimensions, and then simulating this human intelligence, and therefore this new science aims to understand the complex mental processes that the human mind performs during the practice of thinking and then translate these mental processes into equivalent calculations that increase the computer's ability to solve complex problems. Therefore, artificial intelligence technology has imposed a new concept on the field of advertising in general and on social media advertising in particular. Where it has become a modern trend in design that can be worked on and developed to reach the best possible results, and various advertising means have sought to apply this technology in order to enhance its important role in competing with each other, which leads towards pushing a large percentage of recipients to rely on it to follow ads, obtain information, entertainment and shopping, and artificial intelligence has great power on new media and social media.

**Study Problem:** The research problem stems from looking at how to determine the role AI can play in advertising by employing its significant capabilities in conducting fast social analytics and accurate automated searches to drive innovative solutions, better planning, and faster knowledge sharing.

**Study Objective:** This research aims to shed light on the role of artificial intelligence in raising creative capacity in the field of advertising.

**Study Approach:** The research follows the descriptive and experimental approach.

### **Keywords:**

Artificial Intelligence, Creative Ability, Ad Design