Content Creation with GenAI:
Use Case on ClimaClic's Instagram Marketing

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Situation and Purpose

▶ LLMs made AI-powered user interfaces accessible to ordinary users, thereby increasing interest in the use of artificial intelligence [2].

▶ In marketing, GenAI offers the potential to overcome important productivity limits.

▶ GenAI can assist in generating high-quality content across various modalities, including text, images, and certain types of videos [3].

▶ Challenge of differentiating between human and AI authorship, the significance of traditional human endeavors, brand reputation and consumer trust [3], [5].

▶ *How can GenAI be applied in the realm of advertising?*

Explore the impact of AI-generated Instagram content on customers

Content Creation with GenAI

▶ AI is playing an increasingly significant role in the content creation domain of advertising [5].

▶ GenAI has the potential to improve marketing communications, especially content marketing and content design [6], [7].

▶ GenAI can overcome the quality-quantity trade-off through the generation high-quality content across different content types.

▶ GenAI's specific applications in advertising content creation primarily involve three modules: image/video creation, copywriting, and content planning.

Use-Case ClimaClic

Clima Clic.
Die Klimalotterie.

- Social lotteries have a market share of 5.5% in the permitted market.
- 8 permitted social lottery companies listed on the whitelist [13].

- Founded in 2022
- Social purpose lottery dedicated to funding climate projects.
- Burda Direct GmbH, on behalf of the organizer, handles the execution of the social lottery

Pressing need to reinforce brand communication through technology-driven campaigns for customer acquisition and long-term customer retention

Methodology

▶ The present use case is part of a postdoctoral industry-company collaboration between Offenburg University and BurdaDirect.

▶ It was developed for ClimaClic as part of the applied marketing project within the Marketing Management course of the Dialogue Marketing and E-Commerce Master's Program at Offenburg University.

Methodology: Customer Experience Tracking (CXT)

Expert evaluation

Research design and stimuli

Data gathering, analysis and interpretation

▶ CXT method to evaluate the differences between traditionally created and AI-generated Instagram Reels.

▶ Top-performing reels and the presence of ClimaClic on Instagram were analyzed by the project team.

▶ Principal pain point: lack of trust in the company or product.

Clima Clic

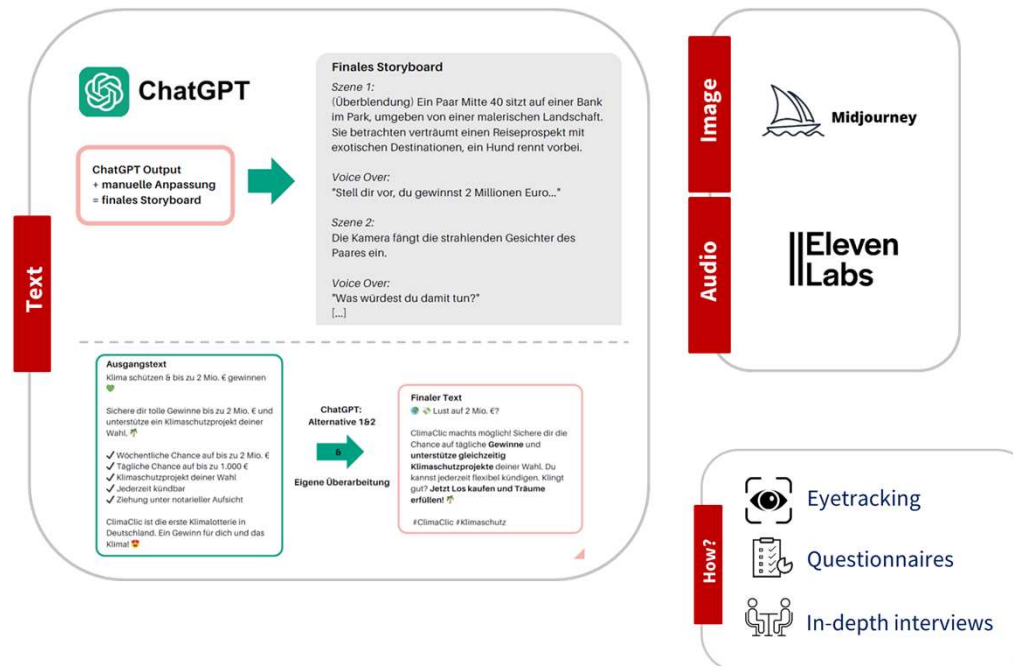# Methodology: Customer Experience Tracking

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Where?
- CXT- Lab
- 27.05. – 07.06.2024

Who?
- 14 Participants
- 57% | 43%
- 35 – 63 years

Results

▸ Although participants did not immediately recognize the use of AI for text, image, and audio generation, their perceptions varied across different content types.

  ▸ Participants found the AI-generated reel's message and overall presentation more attractive.

  ▸ The AI-generated text helped participants better understand the product offer and increased their interest in the brand and its offer.

  ▸ Participants found the images less appealing; the images featured a couple created with character references to place them in various settings, but the couple appeared older than the requested mid-forties age.

Results

▶ 13 out of 14 participants did not initially recognize the artificial nature of one of the video.

▶ After asking them directly which one of the videos they thought was AI-generated, 5 out of 14 participants noticed that the second reel was AI-generated.

▶ After revealing which reel was AI-generated, 12 out of 14 participants indicated that the use of AI for content generation did not affect the brand's credibility.

▶ Six participants would still buy a lottery ticket despite the AI-generated content.

Discussion and Conclusion

▸ Although we support the idea of the disappearance of the quality-quantity trade-off in content marketing, we acknowledge the gradual nature of this process.

▸ The findings suggest five recommendation actions for integrating GenAI into social lottery communication.

   ▸ (1) Inspire Trust
   ▸ (2) Include Seals of Trust
   ▸ (3) Leverage Multimedia
   ▸ (4) Align with Target Group Values
   ▸ (5) Personalize Content with GenAI

Gibt es Fragen oder Anmerkungen?

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