

AI-Driven Advertising: Enhancing Brand Evangelism through Coolness

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Introduction

The digital age has transformed advertising, introducing new channels, shifting consumer behavior, and accelerating technology (Ciarli et al., 2021). Brands like Coca-Cola, Nike, and BMW use AI to stand out (Cui et al., 2024). Research shows consumers struggle to distinguish AI-generated from human-made ads, raising concerns about authenticity (Lee & Kim, 2024; Magni et al., 2024). Despite growing research on AI and advertising, the impact of ad creativity on brand coolness and consumer behavior remains underexplored, especially regarding brand evangelism (Warren et al., 2019; Rodrigues et al., 2023).

Grounded in schema theory, this study uses a quantitative approach to: (1) explore the link between advertising creativity and perceived coolness, and (2) examine how coolness impacts brand evangelism in AI-generated advertising. Brand evangelism describes a strong, personal bond where consumers passionately promote a brand beyond casual support (Schnebelen & Bruhn, 2018). This study builds on existing theories (Becerra & Badrinarayanan, 2013) to explore how coolness deepens engagement, and to investigate how

cool AI-generated ads can turn consumers into devoted brand advocates.

Hypotheses Development

Warren et al. (2019) identified ten traits of coolness, with usefulness and originality being key. These traits relate closely to novelty and meaningfulness. Cool brands are seen as innovative and trendsetting, with novelty aligning them with cultural movements (Batra *et al*., 1996; Rosengren *et al.,* 2020). Usefulness adds to their coolness by providing practical value and clear messaging, while meaningfulness ensures ads resonate with consumers' values and aspirations (Ang *et al.,* 2007). Together, these elements shape perceptions of brand coolness, leading to our hypotheses:

H1: Ad novelty impacts ad coolness.

H2: Ad meaningfulness impacts ad coolness.

Perceived brand coolness boosts consumer affection, engagement, and brand equity (Rodrigues et al., 2024). A cool, resonant ad can transform viewers into brand advocates, deepening emotional bonds and driving brand evangelism by encouraging the sharing of positive experiences (Schnebelen & Bruhn, 2018). Thus, we propose that:

H3: Ad coolness impacts brand evangelism.

Method

To meet the study's objectives, we conducted a survey with 362 participants. Participants viewed an AI-generated advertisement – Coca-Cola's *Masterpiece* campaign – before completing a questionnaire. The survey measured advertising novelty and meaningfulness (Im et al., 2015), brand coolness (Warren et al., 2019), and brand evangelism (Mansoor & Paul, 2022), with data analyzed using SmartPLS4.

Results and Discussion

The model shows no issues with reliability, discriminant validity, or multicollinearity. Structural results confirm all hypotheses. Higher perceptions of novelty ($\beta = 0.390$, $t = 6.153$, $p < 0.001$) and meaningfulness ($\beta = 0.097$, $t = 2.071$, $p < 0.001$) enhance ad coolness. H1 aligns with prior research (Im *et al.*, 2015; Rosengren *et al.*, 2020), showing that AI-generated ads stand out when perceived as novel.

H2 confirms that meaningful ads addressing social issues, aligning with values, or telling compelling stories are perceived as cooler (Ang et al., 2007; Rosengren et al., 2020), enhancing creativity and engagement. H3 shows that cool ads drive brand evangelism,

fostering loyalty, emotional connection, and shareability (Tiwari et al., 2021; Rodrigues et al., 2024).

Conclusion

This study challenges the notion that creativity is uniquely human, showing how generative AI produces original, meaningful content (Magni et al., 2023). Our findings reveal that when AI reflects brand values, it boosts authenticity, emotional appeal, and perceived coolness (Guerreiro & Loureiro, 2023). Extending prior work linking coolness to brand love and desire (Tiwari et al., 2021), this study highlights its role in driving brand evangelism, advancing theories of consumer advocacy (Becerra & Badrinarayanan, 2013; Schnebelen & Bruhn, 2018).

Despite its insights, this study has limitations. Negative perceptions may stem from fears about AI and its lack of human traits (Magni *et al*., 2023). Participants knew AI was used but not how much. Future research should clarify AI involvement.

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