# Generative AI set to personalise out-of-home advertising in real time



The advertising landscape is undergoing a profound transformation, driven by the capabilities of generative artificial intelligence (AI). Andrew Newman, CEO of DOOH.com, envisions a future where brands harness this technology to create out-of-home (OOH) advertisements that can be tailored in real-time to resonate with specific audiences. This leap in creative production not only represents a paradigm shift in how advertising is conceived and delivered, but it could redefine the very essence of OOH marketing.

Historically, OOH advertising has operated as a one-to-many medium, relying on static, broadly targeted messages. The advent of digital screens and connected inventories has, however, allowed for significant advancements, leading to greater flexibility in messaging. As industries evolve, the need for hyper-contextualisation becomes apparent. According to Newman, generative AI has the potential to facilitate real-time optimisation of creatives based on an array of factors, including time, weather, and even social conversation.

This sentiment is echoed across the industry, with various firms leveraging AI technologies to enhance advertising effectiveness. For instance, the Brandtech Group, a burgeoning player in the AI advertising sector, recently secured a valuation of $4 billion following substantial investment aimed at disrupting traditional marketing models. Their generative AI platform, Pencil, accelerates ad creation while enhancing performance, making marketing faster and more economical. Founder David Jones asserts that, despite apprehensions regarding job displacement, the technology will ultimately benefit the marketing landscape.

In a similar vein, WPP's collaboration with Nvidia aims to integrate generative AI into advertising workflows. As per GroupM, nearly half of today's global advertising employs some AI capabilities. This partnership signals a broader trend toward the incorporation of AI in creative processes, promising unique images and videos that respond dynamically to contextual inputs.

The integration of generative AI not only allows for creative optimisation but also heralds a new era of personalised engagement in advertising. Intersection, an OOH media company, recently launched Generative AI Integrations, which focus on localisation and personalisation. This strategy allows brands to craft campaigns tailored not just to demographic data but to specific neighbourhood characteristics, significantly enhancing consumer connections.

One of the most intriguing examples of potential AI application can be seen in Nike's upcoming campaign for the Air Terra sneakers. Newman imagines a scenario where AI systems work in concert to generate bespoke messaging reflective of real-time variables at each digital display — from foot traffic to social media sentiment. This creates an exceptionally dynamic campaign where no two billboards would convey the same message, resulting in a more immersive and engaging experience for consumers.

However, transitioning to an AI-driven advertising model is not without its hurdles. Building trust among clients is crucial, as the industry's traditionalists may be hesitant to embrace such a radical change. As Newman notes, convincing stakeholders of the effectiveness and reliability of generative AI in advertising represents a significant barrier to widespread adoption.

Moreover, the concerns surrounding job displacement cannot be ignored. As the creative output becomes increasingly automated, the role of human input in advertising may require reevaluation. Yet many industry leaders, including those from Coca-Cola, view generative AI as an opportunity for innovation rather than a threat. Coca-Cola's recent initiatives have showcased how integrating AI into marketing strategies can evoke fresh consumer interactions, reflecting a broader trend in which brands blend advanced technologies with traditional methods.

The evolution of OOH advertising is indicative of a larger shift within the marketing ecosystem. Just as Hollywood imagined futuristic technologies decades ago, the current surge of innovation in generative AI promises to reshape how brands engage with consumers. Newman's assertion that we are on the cusp of something transformative is supported by evidence from across the industry; whether through AI-driven campaign strategies or dynamically optimised content, the movement towards a more interactive and responsive advertising landscape is gaining momentum.

As the barriers to AI adoption diminish and trust is built, the coming months may witness a full-scale revolution in OOH advertising, where campaigns become as adaptive and nuanced as the audiences they aim to reach. This marks a future not just of advertisements but of emotionally intelligent, data-driven marketing experiences poised to engage consumers like never before.

#### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7 - Source [[1]](https://www.thedrum.com/opinion/2025/05/19/gen-ai-creative-just-about-change-the-face-out-home-advertising)
2. Paragraph 2, 3 - Source [[2]](https://www.ft.com/content/4c7bee10-51d3-489b-873a-765157af8aac)
3. Paragraph 3 - Source [[3]](https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising)
4. Paragraph 4 - Source [[4]](https://www.intersection.com/announcement/intersection-launches-generative-ai-integrations-a-new-artificial-intelligence-digital-out-of-home-offering/)
5. Paragraph 5 - Source [[5]](https://adage.com/article/digital-marketing-ad-tech-news/ai-revamping-out-home-advertising/2503346)
6. Paragraph 6 - Source [[6]](https://www.displayce.com/en/introducing-campaign-ai/)
7. Paragraph 7 - Source [[7]](https://www.searchenginejournal.com/6-ways-coca-cola-uses-generative-ai-for-advertising-and-marketing/504696/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thedrum.com/opinion/2025/05/19/gen-ai-creative-just-about-change-the-face-out-home-advertising> - Please view link - unable to able to access data
2. <https://www.ft.com/content/4c7bee10-51d3-489b-873a-765157af8aac> - The Brandtech Group, an AI advertising start-up, has been valued at $4 billion after raising $115 million from new investors, including Fimalac and NendoLabs. This new investment will help the company disrupt the traditional advertising industry by leveraging AI to create marketing campaigns. Founded in 2015 by former Havas CEO David Jones, the group aims to make marketing services faster, cheaper, and more efficient with technology like machine-generated content and generative AI. However, the adoption of AI in advertising raises concerns about job losses in the industry. Despite these concerns, Jones believes AI will benefit the marketing world significantly. The new funds will be used for scaling and further investments. The Brandtech Group’s generative AI platform, Pencil, enhances ad performance, reduces costs, and speeds up the creation process. The company also plans to integrate AI tools into its influencer businesses and target advertising more precisely on a mass scale. Additionally, The Brandtech Group has invested in tech companies like Niantic and Pinterest.
3. <https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising> - Generative AI is revolutionizing the advertising industry by transforming its creative side. Historically, advertising agencies have adapted and grown with technological advancements, and this trend continues today. Recently, WPP, the world's largest advertising holding group, announced a partnership with NVIDIA, a leading AI company, to leverage the capabilities of generative AI in advertising. AI-enabled marketing today accounts for nearly half (45%) of all advertising globally, according to GroupM, an ad agency within WPP. A huge part of the creative transformation of advertising will be rooted in the ability to develop unique images and videos using prompts to ... The complexities that come with managing ... Agencies will likely take on bigger ... While it's hard to predict the future ... , Wieser noted.
4. <https://www.intersection.com/announcement/intersection-launches-generative-ai-integrations-a-new-artificial-intelligence-digital-out-of-home-offering/> - Intersection, an experience-driven out-of-home media and technology company, announced today the launch of Generative AI Integrations, a new AI-driven offering meant to increase effectiveness of digital OOH ads using the latest in artificial intelligence technology. As AI tools rapidly revolutionize consumer experiences worldwide, Intersection is leading the charge in the OOH space with its suite of new integration opportunities. Generative AI Integrations are centered around two main strategies: localization and personalization. AI Localization integrations unlock the possibility of painlessly executing mass-market campaigns that can be localized down to the neighborhood level. Some examples might include AI-generated art or short-form written content (such as poetry) targeted to a specific neighborhood or community. Campaigns can integrate inputs like location, weather, season, creative style, and more. AI Personalization allows brands to directly engage and guide consumers to purchasing decisions customized to their own interests. AI Personalization integrations center around connecting OOH audiences with a mobile handoff via QR code. The mobile experience then delivers an AI-generated recommendation engine, connecting consumers to a personalized response—from bespoke recipes, to travel itineraries, to personal shopping, and more.
5. <https://adage.com/article/digital-marketing-ad-tech-news/ai-revamping-out-home-advertising/2503346> - McDonald's and Burger King in Brazil were the first (and second) major brands to promote their use of ChatGPT to create billboards. McDonald's was the first major marketer to use ChatGPT to make an outdoor ad, asking the buzzy chatbot 'Which is the most iconic burger?' and plastering the answer (the Big Mac) on a billboard in Brazil. Burger King, not one to shy away from a good troll, responded by placing its own ChatGPT-written billboard next to the McDonald's poster that read: 'And which is the biggest?' (the Whopper). It was a comical stunt, but for marketers, it was also an indicator of what AI can do in out-of-home advertising and a signal that major marketers are ready to play in this space.
6. <https://www.displayce.com/en/introducing-campaign-ai/> - Displayce, the European leader in programmatic digital out-of-home (DOOH) advertising, marks a new milestone by becoming the first specialised platform to integrate generative artificial intelligence for recommending personalised DOOH strategies. After a year of research and development, Displayce is launching CampaignAI, an intelligent assistant designed to transform how advertisers and agencies design their DOOH campaigns. As artificial intelligence tools experience exponential adoption, with global productivity gains estimated at $4.4 billion, advertising agencies rank generative AI among the top four most attractive topics for 2024. Displayce, already a pioneer in using AI for optimising DOOH buys, is taking a new step by integrating generative AI into its programmatic platform, becoming the first to offer such an innovation in this field. CampaignAI not only simplifies the creation of DOOH campaigns but revolutionises the process by analysing client briefs to generate personalised strategies perfectly aligned with marketing objectives and target audiences. Thanks to this innovation, each campaign benefits from unparalleled precision, relying on personalised and data-driven scenarios.
7. <https://www.searchenginejournal.com/6-ways-coca-cola-uses-generative-ai-for-advertising-and-marketing/504696/> - Throughout 2023, Coca-Cola's strategic adoption of generative AI technologies from OpenAI and Stable Diffusion marked a significant shift in its advertising and marketing approaches. From interactive AI chatbots and user-generated content contests to immersive augmented reality experiences and innovative OOH advertising, these initiatives showcased Coca-Cola's commitment to blending cutting-edge technology with creative marketing to engage audiences in novel and dynamic ways. It also gives marketers and advertisers inspiration for future use cases of generative AI in brand marketing.