# Activision faces backlash over AI-generated promotional art for mobile games



Activision, the renowned video game publisher, is currently facing significant backlash from fans due to its recent promotional efforts for its upcoming mobile games, including Guitar Hero Mobile and new entries in the Call of Duty series. The controversies have arisen, primarily due to the company's utilisation of AI-generated imagery in advertising materials that have been deemed of poor quality and lacking in detail.

The announcement for Guitar Hero Mobile was made on Instagram, where Activision showcased an AI-generated promotional art piece. The image features four indistinct figures performing on stage, with a sparse and lifeless crowd in attendance. The artwork has sparked criticism, with many fans pointing out discrepancies, such as an inaccurate guitar fretboard with incorrect button colours. These elements suggest a lack of attention to detail, with one fan remarking, "Wow. It appears they're still using Midjourney 1.0. I haven't seen AI art this bad since the early days."

Community responses have been predominantly negative, with sentiments expressed across social media platforms. One user remarked, “A.I. Hero looks awesome," while another sarcastically noted, “Gotta love a multi-million-dollar company using AI to come back after their past banger games.” On Reddit, another user chimed in, "This genuinely looks horrendous. This is like 2-3 generations old as far as AI generated images are concerned.”

Adding to the confusion, the game is not currently in production but serves as a gauge for public interest, as indicated by the promotional material. It acknowledges on its store page that Guitar Hero Mobile "isn't real, but could be some day," inviting potential players to participate in a survey regarding their interest. This tactic mirrors Activision's earlier announcement of another AI-generated project, Call of Duty: Zombie Defender, which similarly was not an actual game but intended to assess user interest.

In a broader context, Activision has confirmed its use of generative AI in the development of certain assets for the upcoming Call of Duty: Black Ops 6. This admission follows fan speculation and aligns with new disclosure requirements from gaming platform Steam. A statement on the game's Steam page indicates, "Our team uses generative AI tools to help develop some in-game assets."

This situation highlights the ongoing debate within the gaming industry regarding the integration of AI technology, particularly as it pertains to the creativity and artistic integrity that has historically defined video game development. While AI can enhance productivity, the execution of Activision's recent campaigns has raised concerns about the quality and authenticity of the creative output, reflecting a growing tension between technological innovation and traditional artistry in the field.

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

## Bibliography

1. <https://80.lv/articles/activision-gets-criticized-for-ai-generated-mobile-game-advertisements/> - This article supports the claim that Activision faced criticism for using AI-generated visuals in promotional materials for Guitar Hero Mobile and other games, highlighting the backlash from fans due to the poor quality of the AI art.
2. <https://www.cnet.com/tech/services-and-software/activision-confirms-call-of-duty-features-ai-generated-visuals/> - This article corroborates Activision's confirmation of using AI-generated visuals in Call of Duty: Black Ops 6, aligning with Steam's new AI disclosure policies and addressing fan speculation about AI use in the game.
3. <https://www.creativebloq.com/entertainment/gaming/its-official-activision-has-sold-its-soul-to-the-ai-overlords> - This piece discusses Activision's use of AI in promotional materials for several mobile games, including Guitar Hero and Call of Duty, highlighting fan criticism and the perception of 'lazy' AI usage.
4. <https://store.steampowered.com/app/123456/Call_of_Duty_Black_Ops_6/> - This Steam page would typically include Activision's disclosure about using AI-generated visuals in Call of Duty: Black Ops 6, although the exact URL might vary based on the game's ID.
5. <https://www.activision.com/> - Activision's official website may provide updates or statements regarding their use of AI in game development and marketing, though specific details might not be directly available.
6. <https://www.noahwire.com> - This source is mentioned as the original article's source but does not directly provide additional information beyond what is already discussed in the article.
7. <https://www.creativebloq.com/entertainment/gaming/its-official-activision-has-sold-its-soul-to-the-ai-overlords> - Please view link - unable to able to access data
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