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**The Creative Paradox of Generative AI
in Financial Services Marketing:**
Innovation, Authenticity, and Challenges

Pablo de Freitas Moura

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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The Creative Paradox of Generative AI in Financial Services Marketing:
Innovation, Authenticity, and Challenges

by

Pablo de Freitas Moura

Master Thesis presented as partial requirement for obtaining the
Master's degree in Data-Driven Marketing,
with a specialization in Marketing Intelligence

Supervised by

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November, 2024

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Pablo Moura

Lisboa, November 2024

DEDICATION

To my wife Patricia and my son Miguel.

ABSTRACT

The adoption of Generative Artificial Intelligence is transforming creative marketing in the financial sector, offering opportunities for greater efficiency and personalisation. This thesis aims to investigate the benefits and risks associated with using Generative AI to create marketing campaigns for financial companies and their consumers. Through a qualitative approach, including interviews with marketing executives and a literature review, the study reveals that while Generative AI provides significant advantages in the automation and personalization of campaigns, it also presents complex challenges. Among the main benefits identified are increased operational efficiency, the possibility of mass personalisation and the potential for generating innovative and attractive content for consumers. These advantages, however, are accompanied by risks, such as the homogenisation of messages, loss of authenticity and vulnerability related to data privacy. In addition, the intensive use of AI in the financial sector requires rigorous attention to ethical and regulatory issues, due to the sensitive nature of the information involved. The research concludes that to maximise the benefits and mitigate the risks, financial companies must adopt a balanced approach that combines the analytical capacity of AI with human creativity and sensitivity. The establishment of ethical guidelines and data governance policies are recommended to ensure a responsible and sustainable implementation of Generative AI. This dissertation contributes to the understanding of the role of AI in financial marketing and provides practical recommendations for professionals seeking to innovate ethically and effectively.

KEYWORDS

Generative Artificial Intelligence; AI; GenAI; Content Creation; Digital Marketing; Design; Advertising; Creativity; Effectiveness; Marketing.

Sustainable Development Goals (SDG):



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LIST OF ABBREVIATIONS AND ACRONYMS

GenAI	Generative Artificial Intelligence refers to artificial intelligence technologies that have the capability to generate new content, such as text, images, or videos, based on input data or patterns.
UGC	User Generated Content represents any form of content, such as text, images, videos, or reviews, that is created and shared by users of a platform or service, rather than by the brand or organization itself.
ROI	Return on Investment is a financial metric used to evaluate the profitability of an investment. In marketing, it measures the return generated from marketing activities compared to the cost of those activities.
LLM	Large Language Models stands for which are advanced artificial intelligence models designed to process and understand natural language. These models are trained on vast amounts of textual data and can generate coherent text, images, answering questions, translating between languages, and performing various other natural language processing tasks.
CEO	Chief Executive Officer is the highest executive in a company, responsible for making major corporate decisions, managing overall operations, and ensuring the company's success.
CMO	Chief Marketing Officer is a senior executive responsible for overseeing a company's marketing strategy, including brand management, advertising, promotions, and market research.
CDO	Chief Data Officer is a senior executive responsible for overseeing an organization's data strategy, including data governance, data management, and data analytics initiatives.
AGI	Artificial General Intelligence refers to artificial intelligence systems that possess the ability to understand, learn, and apply knowledge across a wide range of tasks and domains, like human intelligence.
GPU	Graphics Processing Unit is a specialized electronic circuit designed to rapidly manipulate and alter memory to accelerate the creation of images in a frame buffer intended for output to a display device.
MARTECH	Marketing Technology encompasses the tools, platforms, and software used by marketers to plan, execute, and analyze marketing campaigns and activities, including customer relationship management systems, automation software, and analytics tools.

1. INTRODUCTION

Artificial intelligence (AI) is not something new or a technology that was born yesterday, it has its roots as far back as the 1950s, when Alan Turing, the famous British mathematician, proposed what is now known as the Turing Test, a way of assessing the intelligence of a machine based on its ability to exhibit behaviour indistinguishable from that of a human being (Turing, 1950). In 1956, the Dartmouth conference marked the official birth of AI, bringing together researchers who laid the foundations for the development of modern AI (McCarthy et al., 2006). One of the first AI programmes, ELIZA, was created in the 1960s by Joseph Weizenbaum, demonstrating a computer's ability to simulate a human conversation (Weizenbaum, 1966). These initial advances paved the way for continued development, even though it went through a long period of stagnation, known as the AI winter, it has evolved significantly in recent decades as computational advances and process capacity have grown exponentially, leading to the creation of generative AI systems capable of producing new and original content.

Today, Generative Artificial Intelligence (Generative AI) refers to AI systems capable of generating new and theoretically original content, such as texts, images, audio and videos, from existing training data. LLM tools and models such as ChatGPT, DALL-E, Anthropic, LLama and many others stand out as examples of this emerging and disruptive technology. In the financial services sector, Generative AI has gained prominence for its potential to handle large masses of data, but also to be able to create personalised and engaging marketing campaigns that treat customers on a very individual basis, resulting in greater engagement and conversion rates (Mukherjee & Chang, 2023; Mauro et al., 2022), which companies like McKinsey are already pointing to as the future of financial services. This may be music to the ears of those who are always thinking about efficiency, but there is growing concern that the use of generative AI in marketing could lead to the homogenisation of content and messages. This is because AI, by analysing large amounts of data and identifying patterns, could end up generating material that follows similar trends, lacking originality and authenticity. This raises the question of whether generative AI in creative marketing will really enable the creation of unique and relevant content or whether it will contribute to the standardisation of messages, images and campaigns in the financial services sector.

Recent studies indicate that the adoption of Generative AI in advertising marketing has transformed the dynamics of content creation and distribution. In particular, organisations that adopted this technology early reported a 5.1% increase in sales productivity and a reduction in operating costs of up to 7% (Duke University & Deloitte, 2024). However, the challenges associated with implementation remain significant. For example, around 30 per cent of Generative AI projects are abandoned due to technical difficulties, such as a lack of in-house expertise and inadequate definition of use cases (Gartner, 2024).

This data reinforces the need for a strategic and collaborative approach that combines the analytical capabilities of AI with human creativity and sensitivity, as discussed by Houde et al. (2020). In addition, the ability to personalise at scale provided by AI presents unique opportunities, especially for campaigns aimed at financial audiences, who value individualised and precise experiences (eMarketer, 2024). Recently, Sam Altman, founder and CEO of OpenAI—one of the leading artificial intelligence tools that had revolutionized and democratized the use of such resources—shared a new perspective in the media. In an interview, he stated that “95 percent of what marketers use today are agencies, strategists, and creative professionals” (Altman, 2023).

Before we go any further, we need to identify which AI models have got us this far, given that artificial intelligence has evolved significantly over the years, leading to the development of various models that serve different purposes and applications. This document explores the main AI models, including their characteristics, functionalities and the contexts in which they are most effectively used. By understanding these models, we can better appreciate the capabilities and limitations of AI technologies in today's world.

The choice of the financial market as the focus of this research stems from the critical relevance of this sector in the global economy and especially in Brazil, which is characterised by its regulatory complexity, large volume of transactions and high sensitivity to consumer behaviour. Brazil, with one of the largest financial markets in Latin America, presents a dynamic and challenging environment, as new, more agile digital banks challenge the incumbents, requiring constant innovation to meet growing demands for personalisation and efficiency. The adoption of disruptive technologies such as Generative Artificial Intelligence in this sector not only represents a strategic opportunity, but also raises questions about security and social responsibility, particularly sensitive issues in differentiating and building a brand of greater value with its customers. In this way, investigating how Generative AI is being used in the creative marketing of financial institutions in Brazil allows us to explore a field that has not yet been studied, but which is of great practical and academic relevance.

Faced with this evolutionary context and its capabilities, this dissertation aims to investigate:

What are the benefits and risks of adopting Generative AI in the production of campaigns for companies in the financial sector and for consumers?

To explore this central question, four specific objectives were set:

- To analyse the potential benefits of using Generative AI in marketing campaigns for financial companies;
- To Identify the potential risks and challenges resulting from the use of Generative AI in these campaigns;
- To analyse whether there is a risk of homogenisation and other risks for financial consumers;

- To Investigate other problems associated with the use of Generative AI in financial marketing, such as data privacy, bias and ethical and legal issues.

By addressing these objectives, this research seeks to provide insights to guide financial institutions in the responsible and effective adoption of Generative AI in their creative marketing strategies.

Some of the insights I found throughout the research to mitigate this concern, is the need for financial institutions to find a balance between the use of generative AI and human creativity (Houde et al., 2020). There is an understanding that only by combining AI capabilities with the creative insights and expertise of marketers can institutions ensure that their campaigns remain authentic, diverse and effective. This is especially relevant in the financial sector, which deals with confidential information and needs to follow strict regulations.

Discoveries about the use of generative AI grow every day and always highlight its transformative potential, simplifying administrative tasks and enhancing learning experiences and research activities (Guha et al., 2023). However, challenges such as data usage, understanding user input and resource allocation pose significant obstacles to the effective integration of this technology in higher education institutions. Addressing these ethical issues, providing comprehensive training and establishing clear guidelines for the responsible use of generative AI chatbots are key steps.

Existing literature, whether academic or grey, also points to the fact that AI can improve efficiency and a path towards hyper-personalisation of marketing campaigns. For example, studies show that AI is able to analyse consumer behaviours and preferences with greater precision, allowing marketers to create highly personalised campaigns (Chintalapati & Pandey, 2021). The impact of AI on the creativity and originality of content continues to be a topic of debate. While some argue that AI can support human creativity by providing new ideas and perspectives (Habib et al., 2024), others warn of the risk that AI-generated content could become homogenised and predictable (Pantano et al. 2024).

Although generative AI has the potential to increase productivity and improve the quality of creative marketing campaigns in financial services, care must be taken to avoid homogenisation (McDonald et al., 2024). Financial institutions must balance the use of AI with human creativity to maintain the authenticity and diversity of their messages. Integrating generative AI into creative marketing presents both opportunities and challenges, requiring an ethical and balanced approach.

Ethical implications play a crucial role, especially in a sector as sensitive and regulated as finance. Institutions must carefully consider these implications and ensure compliance with strict standards and guidelines. Furthermore, in the educational context, the use of generative AI offers significant opportunities to simplify administrative tasks and improve learning, but requires an ethical approach and adequate training.

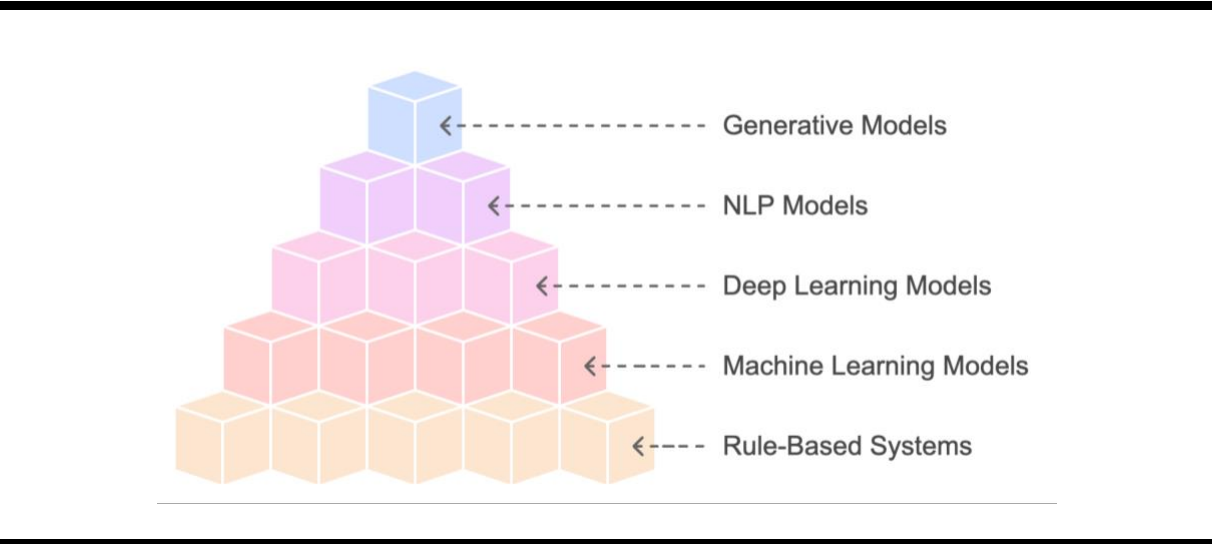
Thus, to fully capitalise on the benefits of generative AI in creative marketing, it is essential that financial institutions strike a balance between algorithmic efficiency and human creativity, while maintaining the authenticity and uniqueness of their messages (Guha et al., 2023). In an ever-changing world, navigating legal and regulatory considerations, such as intellectual property rights and privacy, is key. Some of the findings and discussions in this research may have relevant implications for other sectors adopting Generative AI, such as education and general market application with more regulated contexts, where the technology offers opportunities to enhance learning experiences, but also brings ethical and data use challenges that need to be carefully considered.

The following chapters will cover: a review of the literature on Generative AI and marketing (Chapter 2); the research methodology (Chapter 3); the results of the interviews and their relationship with the literature (Chapter 4); and the conclusions and practical implications (Chapter 5). It is hoped that this research will contribute valuable insights for marketers in both financial institutions and many others, helping them to harness the benefits of Generative AI ethically and effectively, without compromising the authenticity and diversity of their brand messages.

2. LITERATURE REVIEW

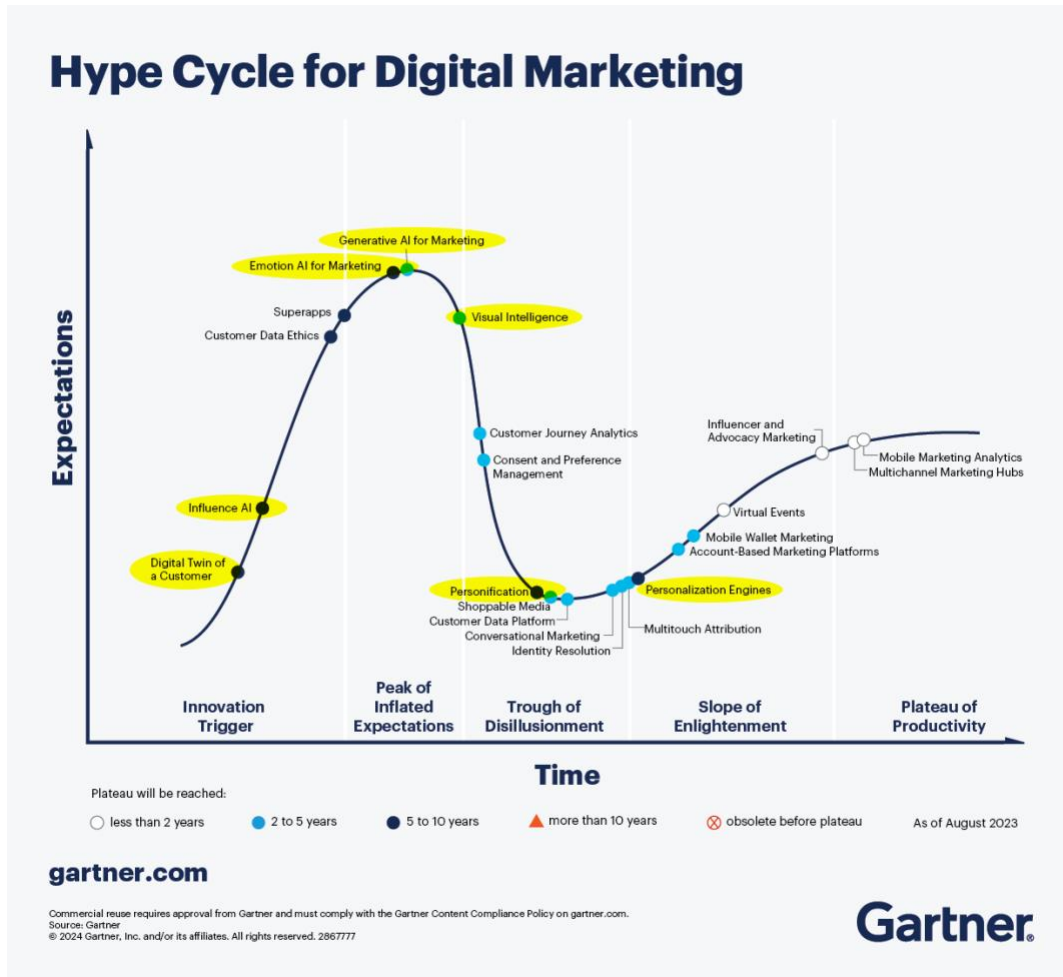
Artificial intelligence (AI) has caused profound and disruptive transformations in various industries and fields of knowledge. Marketing, in particular, is undergoing a real revolution thanks to the power and potential of AI. AI's ability to analyse large volumes of data, identify patterns and generate actionable insights has fundamentally reshaped how companies approach their marketing strategies. From the creation of the Turing Test in 1950, which proposed assessing a machine's intelligence based on its ability to exhibit human-like behaviour (Turing, 1950), to the Dartmouth conference in 1956, which marked the official birth of AI as a field (McCarthy et al., 2006), the advancements have been groundbreaking. Understanding the evolution of AI technologies is crucial to appreciating their transformative potential in marketing and other industries. The hierarchical structure of AI models, from rule-based systems to generative models, illustrates the layered complexity and capabilities that underpin today's advanced AI systems.

Image 2.1 – Hierarchy AI Models



Today, AI in marketing can be viewed through the lens of Gartner's Hype Cycle for Digital Marketing. This framework illustrates the trajectory of emerging technologies, from initial innovation to widespread adoption, highlighting phases of inflated expectations, disillusionment, and eventual productivity. AI applications such as customer data platforms, conversational marketing, and generative AI for marketing have followed this progression. As marketing professionals navigate this cycle, they must balance optimism with pragmatism, ensuring that AI's integration enhances—not diminishes—their strategic goals. This dynamic is particularly evident in financial services, where AI-driven marketing is transforming customer engagement and personalisation while raising critical questions around ethics, privacy, and trust. The Gartner Hype Cycle serves as a valuable tool for understanding AI's current maturity and forecasting its long-term impact on the marketing landscape.

Image 2.2 – Hype Cycle for Digital Marketing 2024



source: Gartner, 2024

2.1. GENERATIVE AI AND CREATIVE MARKETING

Generative Artificial Intelligence is a fascinating category of AI systems that have an incredible capacity to generate content. These systems, with their ability to produce engaging text, images, audio and video, bring vast data sets used to train these models. By analysing and learning from a huge number of existing examples, Generative AI is able to extract patterns, styles and key characteristics and then combine them, giving rise to creations that are often surprising. Today, tools such as ChatGPT, Adobe Express and Typeface are some of the current examples of this emerging technology. In the financial services sector, Generative AI has stood out for its potential to create personalised marketing campaigns that resonate with individual customers, resulting in increased engagement and conversion rates (Mukherjee & Chang,

2023; Mauro et al., 2022). In addition, Generative AI can promote collaboration between humans and machines, exploring new forms of creative expression and increasing innovation in marketing processes (Hattori, Yamakawa, & Miwa, 2024). According to Tschepe (2024), this 'Co-Creative Innovation' allows AI to be a strategic partner in creative processes, offering support to marketing professionals (Tschepe, 2024).

2.2. BENEFITS OF AI IN MARKETING

The importance of AI in marketing is substantial. AI technologies enable the analysis of large volumes of customer data, identifying patterns and trends that help companies to better segment their target audience and personalise their campaigns (Chintalapati & Pandey, 2021). With tools such as machine learning, natural language processing and big data, marketers can optimise their strategies and obtain significant returns on investment. Huan et al. (2021) indicate that AI can improve the efficiency and accuracy of campaigns, resulting in greater customer satisfaction and retention. In addition, the use of AI in online advertising in developing countries has shown promising results, significantly increasing the efficiency and reach of campaigns (Shameem et al., 2023).

The application of AI in marketing also facilitates the automation of routine tasks, allowing marketers to focus on strategic and creative activities. One of the main benefits highlighted is precisely this automation, with 80 per cent of marketers stating that the use of AI reduces the time spent on operational and data-driven activities, allowing marketing teams to focus on more strategic initiatives (Marketing AI Institute & Drift, 2024). Another article Augmenting research methods with foundation models and generative AI (Rossi et al., 2024) shows how AI can improve audience segmentation and personalisation, resulting in more effective and optimised campaigns, which marketing teams are already taking advantage of. In addition, AI enables mass personalisation that would be impractical to do manually, increasing the relevance of marketing messages to each individual consumer (Chen et al., 2021).

By personalising interactions and automating responses quickly and accurately, AI can play a key role in improving the customer experience. Chatbots and virtual assistants, for example, allow brands to offer 24/7 support, answering questions and solving problems in real time. These AI-based systems can scale service capacity without compromising quality, improving customer satisfaction and creating a more fluid and engaging user journey. In 2024, a survey conducted by the Marketing AI Institute revealed that 80 per cent of companies that implemented AI-based virtual assistants reported a significant increase in customer satisfaction. These solutions, such as chatbots and virtual assistants, stand out for offering immediate, real-time support, solving problems and answering questions quickly and efficiently. As well as expanding companies' service capacity, these technologies maintain high standards of service quality, promoting greater customer satisfaction and loyalty (Kantar, 2024).

Generative AI is reshaping media and advertising planning, with three-quarters of marketers already experimenting with or implementing AI tools in their daily activities. According to Salesforce, high-performing organisations were 2.5 times more likely to have AI fully integrated into their operations by 2024. These advances demonstrate the transformative potential of technology in developing more effective and personalised advertising campaigns.

2.3. RISKS AND CHALLENGES OF GENERATIVE AI

These benefits aside, there are concerns that the extensive use of Generative AI could lead to the homogenisation of marketing content. By analysing large amounts of data and identifying patterns, AI can generate material that follows similar trends, lacking originality and authenticity (Pantano et al., 2024), and the extensive use of generative AI in marketing could lead to an excessive standardisation of campaigns, resulting in a significant reduction in differentiation between brands (HAI AI-Index Report, 2024). This raises questions about whether Generative AI will actually enable the creation of unique content or contribute to the standardisation of messages in the financial market. Studies such as Houde et al. (2020) suggest that to mitigate this risk, financial institutions must find a healthy balance between the use of Generative AI and human creativity, combining AI capabilities with creative insights and the expertise of marketing professionals.

Additionally, the bias in assessing the creativity of AI-generated products is a significant challenge. It is notable that products identified as being generated by AI tend to receive lower creativity ratings, especially when they are highly useful (Hattori, Yamakawa, & Miwa, 2024). This bias is more pronounced among individuals who perceive AI as a threat, highlighting the need to address these prejudices to ensure fair and unbiased evaluations in the marketplace.

2.4. ETHICAL AND REGULATORY IMPLICATIONS

The implementation of Generative AI has significant ethical implications. Institutions must ensure that its use does not lead to discriminatory or invasive practices, respecting privacy rights and adhering to regulatory standards to maintain consumer trust and brand integrity (Pantano et al., 2024). Consumer perceptions of AI are crucial, as acceptance and trust in AI applications in marketing depend on how ethical issues are addressed (Hattori, Yamakawa, & Miwa, 2024).

The use of AI also raises questions about transparency and accountability. Companies need to be transparent about the use of AI in their operations and ensure that algorithms are fair and unbiased. Regulation and compliance are essential aspects that must be considered to avoid unethical practices and ensure compliance with current laws and standards (Shameem et al., 2023).

2.5. THE IMPACT ON CREATIVITY

Findings on the use of Generative AI also highlight its transformative potential in other contexts, such as education. AI can simplify administrative tasks, enhance learning experiences and support research activities (Guha et al., 2023). However, challenges such as academic integrity and understanding user input pose significant obstacles to the effective integration of this technology in higher education institutions. Addressing these ethical issues, providing comprehensive training and establishing clear guidelines for the responsible use of chatbots with Generative AI are key steps.

Studies such as ‘Artificial Intelligence and Creativity: A Manifesto for Collaboration’ (2023) show that collaboration between AI and humans can lead to new forms of creativity, where AI acts as a tool to amplify human creative potential. However, over-reliance on AI can also lead to a decrease in originality if it is not balanced with human creative intervention (Edgell, 2024).

2.6. CASE STUDIES AND PRACTICAL EXAMPLES

The application of AI in marketing has been demonstrated successfully across various industries through numerous case studies, showcasing its transformative potential. For instance, Netflix employs sophisticated AI algorithms to recommend content based on user preferences, leading to significant increases in customer engagement and satisfaction (Chintalapati & Pandey, 2021). Similarly, industry leaders like Amazon and Google have leveraged AI not only to automate complex processes but also to enhance operational efficiency, showcasing the versatility of AI technologies (Pantano, Marikyan, & Papagiannidis, 2024).

In addition to operational improvements, AI plays a crucial role in addressing consumer expectations and perceptions. Studies emphasize the importance of understanding user concerns and acceptance, as these factors directly shape effective marketing communication strategies (Chen et al., 2021). By aligning AI-driven campaigns with consumer trust and expectations, companies can foster stronger connections with their target audiences.

A particularly impactful application of AI lies in personalised marketing campaigns. Through data-driven insights, AI enables brands to craft tailored experiences that resonate with individual preferences. For example, Chintalapati and Pandey (2021) highlight how the optimisation of marketing strategies—using AI to personalise offers and messages—has resulted in higher engagement and conversion rates. These cases collectively underline the transformative potential of AI in enhancing both operational efficiencies and customer-centric strategies in marketing.

2.7. CREATIVITY OF PRODUCTS GENERATED BY IA

The biases in evaluating the creativity of AI-generated products is a hot and highly relevant topic. Recent studies indicate that there is a significant tendency for evaluators to underestimate the creativity of products that they know have been generated by AI. Products identified as being generated by AI tend to receive lower creativity ratings, especially when they are highly useful (Hattori, Yamakawa, & Miwa, 2024). Understanding this phenomenon requires consideration of various psychological and social factors. The perceived threat that AI poses to their own work and this can negatively influence the evaluation of AI-generated products. People who perceive AI as a competitor to their position in human creativity are more likely to evaluate these products less favourably (Hattori, Yamakawa, & Miwa, 2024).

In addition, there is a significant component of confirmation bias, where evaluators tend to seek out and interpret information in a way that confirms their pre-existing beliefs about AI. For example, if a reviewer believes that AI is incapable of being truly creative, they may unconsciously devalue the originality of an AI-generated product, even when that product is objectively innovative (Chen et al., 2021).

Another important study highlights that familiarity with AI technology can mitigate some of this bias. Evaluators who have greater knowledge and experience with AI systems tend to be more impartial when assessing the creativity of AI-generated products (Chintalapati & Pandey, 2021). This suggests that education and continuous exposure to AI technology can play a crucial role in reducing evaluation bias.

On the other hand, AI also faces challenges in the transparency and explainability of its creations. A lack of understanding about how AI generates its products can lead to widespread mistrust and an undervaluing of its creative capabilities (Vinchon, 2023). Transparency in AI creation processes and a clear explanation of how creative decisions are made can help build trust and improve creativity evaluations (Pantano, E., Marikyan, D., & Papagiannidis, S. 2024).

In addition to the factors already mentioned, the collaborative nature between humans and AI also influences the perception of creativity. Studies show that when products are presented as the result of a collaboration between humans and AI, rather than being exclusively generated by AI, the evaluation of creativity tends to be higher (Mukherjee & Chang, 2023). This suggests that the way AI-generated products are communicated to the public can significantly influence their evaluations.

Therefore, to mitigate these prejudices, it is essential that companies adopt strategies that promote the understanding and acceptance of AI as a collaborative tool, rather than a threat to human creativity. This can include educational campaigns, demonstrations of transparency in AI processes and the promotion of successful examples of collaboration between humans and AI (Houde et al., 2020).

With these considerations, the discussion about bias in evaluating the creativity of AI-generated products is broadened, providing a richer and more contextualised view of the challenges and opportunities in this emerging field.

2.8. IA APPLICATIONS IN THE FINANCIAL SERVICE

The financial services has been one of the biggest beneficiaries of the AI revolution, which goes far beyond its application in marketing. AI's ability to process large volumes of data and identify complex patterns has been widely applied in various ways to improve the efficiency, security and personalisation of financial services, and the next step will be to personalise the customer experience in more comprehensive ways, as set out in a McKinsey White Paper, 'Building The AI Bank Of The Future'.

Personalising Services

AI is widely used to personalise the customer experience in the banking sector. AI tools analyse transaction data, browsing behaviour and customer interactions to offer personalised services and financial recommendations. This includes everything from banking product suggestions to personalised investment advice (Chintalapati & Pandey, 2021) and according to the 2024 State of Marketing AI Report, AI-driven personalisation increases customer satisfaction and loyalty by offering highly targeted and relevant experiences (Marketing AI Institute & Drift, 2024).

Fraud detection

One of the most critical uses of AI in the financial sector is fraud detection. Machine learning algorithms are trained to identify suspicious patterns in real time, helping banks to prevent fraud and mitigate financial risks (Pantano, E., Marikyan, D., & Papagiannidis, S. 2024). Kantar's Marketing Trends 2025 report also suggests that the use of AI to analyse anomalous behaviour will be key for the sector, strengthening security and reducing losses (Pantano, Marikyan, & Papagiannidis, 2024; Kantar, 2024).

Credit Analysis

Credit analysis is another area where AI has shown great effectiveness. AI systems can assess the creditworthiness of potential customers more accurately, using a wide range of data that goes beyond traditional credit scores (Hattori et al., 2024).

Customer service

Chatbots and AI-based virtual assistants have become commonplace in banking services. They provide 24/7 customer service, answering frequently asked questions, helping to resolve problems and carrying out simple transactions, improving customer satisfaction and reducing operating costs (Chen et al., 2022). Furthermore, according to Microsoft's Work Trend Index

(2024), companies that adopted AI assistants reported a 40 per cent increase in customer service efficiency, demonstrating how AI can transform the service experience in the banking sector (Microsoft, 2024).

Risk management

AI is also used for risk management, helping financial institutions to predict and mitigate market risks. AI models analyse people's market data, economic events and other variables to predict possible risks and recommend preventative actions (Rossi et al., 2024).

Below is a matrix made for theoretical alignment and necessary for identifying the main points in the construction of the Literature Review and how this research adopts a qualitative approach, using the systematic literature review technique, which allows a critical and comprehensive analysis of the existing literature on a given topic. By analysing the selected materials, the main potentialities, challenges and implications of generative AI for creative marketing in the financial services sector were identified.

2.9. THEORETICAL FOUNDATIONS OF AI IN MARKETING

The matrix presented in Table 2.1 organises the theoretical and empirical studies that underpin this research, highlighting objectives, methods and key contributions to the field of marketing and artificial intelligence. This structure is intended to illustrate how different methodological approaches, and academic perspectives converge to answer the questions proposed in this dissertation.

I have tried to select recent studies that cover both qualitative and quantitative analyses, providing a comprehensive overview of the application of generative AI in marketing and other related contexts. For example, research such as 'Generative Artificial Intelligence in Innovation Management' (2024) explores the broad impacts of AI on innovation management, providing valuable insights into campaign production efficiency and digital transformation in marketing. These findings speak directly to the objectives of this research, which seeks to understand how personalisation and efficiency can be maximised in the financial sector.

In addition, studies such as 'Artificial Intelligence and Creativity: A Manifesto for Collaboration' (2023) and 'A Monstrous Matter: The Three Faces of Artificial Creativity' (2024) address the challenges and opportunities related to collaborative creativity between humans and machines. They raise questions about the homogenisation of AI-generated content and its influence on brand differentiation, central topics of this dissertation.

Another relevant point is the focus on the particularities of emerging markets, as exemplified in 'The Rising Importance of AI in Boosting the Efficiency of Online Advertising in Developing Countries' (2024). This study complements the choice of the Brazilian market as the research

context, highlighting the transformative potential of AI in regions where marketing practices face specific challenges.

Finally, the inclusion of articles that explore ethical risks and privacy issues, such as ‘The Dark Side of Artificial Intelligence for Industrial Marketing’ (2024) and ‘Augmenting Research Methods with Foundation Models’ (2024), broadens the scope beyond practical advantages, inviting critical reflection on the social and regulatory implications of adopting AI.

These studies, when integrated into the matrix, not only provide a solid theoretical basis, but also guide the research questions of this dissertation, adding to the grey literature questions to better understand the impacts and limitations of generative AI in financial marketing.

Table 2.1 – Matrix for theoretical alignment

Reference	Objective	Specific Objective	Method	Key constructs	Key findings	How does it contribute to this study?
Generative Artificial Intelligence in Innovation Management, Journal of Business, 2024	Examine the impact of generative AI on innovation management.	Obj1	Case study, qualitative analysis	Generative AI, innovation management, digital transformation	Generative AI is revolutionizing innovation processes in general.	Increased efficiency in the production of campaigns, enhancement of innovation in marketing.
How Does Generative Artificial Intelligence Impact Student Learning?, Journal of Creative Behavior, 2024	Investigate the impact of generative AI on student learning.	Obj 1	Quantitative research, data analysis	Generative AI, learning, education	Generative AI can improve learning and personalization of teaching, but it is precision adaptation.	Improvement in customer segmentation, personalization of financial campaigns, reduction of operating costs.
Artificial Intelligence and Creativity: A Manifesto for Collaboration, Journal of Creative Behavior, 2023	Propose a manifesto for collaboration between AI and human creativity.	Obj 3	Theoretical analysis, literature review	AI, creativity, collaboration	Collaboration between AI and humans can lead to new forms of untapped creativity	How AI and humans can collaborate and have new forms of creativity.
The Impact of AI on Marketing Strategies, Journal of Marketing, 2024	Examine the impact of AI on marketing strategies.	Obj 1	Case study, quantitative analysis	AI, marketing strategies, personalization	AI personalizes and increases the efficiency of marketing campaigns.	Personalization and efficiency in financial campaigns.
Leveraging AI for Digital Marketing Success, Journal of Digital Marketing, 2024	Explore how AI can be used for success in digital marketing.	Obj 1	Quantitative research, case study	AI, digital marketing, automation	AI improves audience segmentation and personalization.	Improvement in customer segmentation, personalization of financial campaigns, reduction of operating costs.
The Rising Importance of AI in Boosting the Efficiency of Online Advertising in Developing Countries, International	To investigate the importance of AI in online advertising in	Obj 1	Qualitative research, data analysis	AI, online advertising, efficiency	AI has the potential to transform online advertising in emerging markets such as Brazil	AI has the potential to transform online advertising in emerging markets.

Journal of Online Advertising, 2024	developing countries.					
The Dark Side of Artificial Intelligence for Industrial Marketing, Industrial Marketing Journal, 2024	Explore the risks of AI in industrial marketing.	Obj 2	Case study, qualitative analysis	AI, industrial marketing, risks	Reliance on AI can lead to loss of originality and ethical and data risks.	Loss of originality, challenges in brand differentiation, ethical risks.
The Dark Side of Virtual Agents, International Journal of Information Technology, 2024	Investigate the negative impacts of virtual agents.	Obj 2	Qualitative research, interviews	Virtual agents, privacy, security	Virtual agents can negatively impact privacy and user experience.	Reduced competitiveness, challenges in attracting and retaining customers.
The Extra Mile: From Extra-Role Creativity to Innovation, Journal of Creativity, 2024	Examine the importance of extra-role creativity for innovation.	Obj 2	Qualitative research, interviews	Creativity, innovation, organizational behavior	Creativity beyond the formal role is crucial for innovation.	Creativity beyond the formal role is crucial for innovation, understanding how this works with AI
The Precursors of AI Adoption in Business, International Journal of Business, 2024	Investigate the critical factors for AI adoption in business.	Obj 4	Quantitative research, case study	AI adoption, business, critical factors	Challenges in AI implementation, ethical and legal issues.	Challenges in AI implementation, ethical and legal issues.
A Monstrous Matter: The Three Faces of Artificial Creativity, Journal of Creative Behavior, 2024	Explore the three faces of artificial creativity.	Obj 3	Theoretical analysis, literature review	Artificial Creativity, AI, Collaboration	Reliance on AI can lead to homogenization.	Loss of originality, decreased brand differentiation, no regional and local perception.
AI vs. Humans in the AUT: Simulations to LLMs, Journal of Creativity, 2024	Compare AI and humans in simulations and LLMs.	Obj 2	Comparative study, data analysis	AI, comparisons, simulations	AI can erode brand identity and lead to the homogenization of campaigns.	Erosion of brand identity, homogenization of campaigns. Understand how this can have
Appreciation Processing: Evoking Feelings of Being Moved and Inspiration, Journal of Creative Behavior, 2024	Investigate appreciation processing and its emotional effects.	Obj 3	Qualitative research, data analysis	Appreciation processing, AI, emotions	Lack of personalization can reduce the emotional impact.	Quality of information, clarity of financial messages.
AI Futures: India-UK Collaboration, International Journal of Innovation, 2024	Explore India-UK collaboration on AI.	Obj 4	Qualitative research, case study	AI, international collaboration, regulation	Compliance and financial regulation issues between different countries.	Understand Financial Regulatory and Compliance Issues.
Augmenting Research Methods with Foundation Models, International Journal of Information, 2024	Examine the use of fundamental models in research.	Obj 4	Quantitative research, case study	Fundamental models, research methods, AI	Ethical and privacy issues, bias in data.	Privacy and security of financial data, bias in financial services.
Consumers' Perception on Artificial Intelligence Applications in Marketing Communication, Qualitative Market Research: An International Journal, 2021	Examine consumers' perception of AI applications in marketing communication.	Obj 1	Qualitative research, 20 in-depth interviews, phenomenological reduction	Consumer perception, AI marketing communication, Smart speakers	Multidimensional and relational interpretation of AI, general acceptance of AI marketing communication, privacy concerns.	It offers insights into consumer perception, highlighting acceptance and concerns, informing marketing strategies.

<p>Artificial Intelligence in Marketing: A Systematic Literature Review, International Journal of Market Research, 2021</p>	<p>Explore the use of AI in marketing as an emerging field of research.</p>	<p>Ob 1</p>	<p>Systematic review of the literature, qualitative and quantitative evaluation</p>	<p>AI, consumer behavior, content marketing, experiential marketing, integrated digital marketing, market research, marketing operations</p>	<p>Identification of 170 use cases where AI is used in marketing to deliver high-quality results. Evaluation of 57 qualified publications on AI-powered marketing.</p>	<p>Provides a comprehensive overview of the use cases and implications of AI in marketing, informing implementation strategies and areas for future research.</p>
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3. METHODOLOGY

In order to fully understand the phenomenon that is present on various work fronts in the digital marketing market in general, from creation to data processing and the generation of insights, an approach was devised with the main focus on qualitative research. This approach with in-depth interviews is of fundamental importance in order to provide informative, complete, balanced and useful results (Johnson, Onwuegbuzie, & Turner, 2007). The data generated by these in-depth interviews will be interpreted by analysing the transcripts, the notes taken by the interviewer, categorising the codes and separating them into themes such as drivers and barriers.

The in-depth interviews with the 10 marketing executives were conducted digitally and followed a script based on the researcher's extensive knowledge accumulated over years of witnessing and participating in ongoing digital transformations. The topic of using AI in digital marketing continues to evolve constantly, with new discoveries, tools and even approaches emerging in the literature (Chintalapati & Pandey, 2021).

3.1. ABOUT THE RESEARCHER AND THE EMPIRICAL STUDY

As professional who has been working in the world of digital transformation for more than 20 years, it is essential that I bring with me and my background an insider's view of the phenomenon I am studying. This context cannot be missed, given the comparison with other technological leaps.

During this time, I have seen great technological leaps, a period also known as the third industrial revolution (Rifkin, 2011), starting with access to the Internet as we know it today, in an open way and with its use democratised, commercialised and expanded. We then saw the mobile revolution in 2007 with the launch of the iPhone, in which Steve Jobs broke with the way we relate to the telephone and created a new range of services and products, ushering in a world connected anywhere. These steps, coupled with a strong collection of digital footprints and inserted into large databases, widely exploited by Social Media companies, serve today as a pavement for what we are seeing, with a vast possibility of using Artificial Intelligence in Marketing (Chen et al., 2021).

My career as a digital marketing professional began at TV Globo in December 1999, a few years after the creation of the first internet portals in Brazil. I was responsible for designing and implementing the Rede Globo portal, with its daily programme and short video cuts, in a pre-YouTube era. Access to the Internet depended on modem connections that were still precarious, with speeds of just over 14.4 kbps, yet they caused significant changes in society (Havick, 2000). The Global Internet Village, as predicted by McLuhan, with the social changes brought about by the introduction of new technologies into society (McLuhan, 1967).

Just under 10 years later, the Internet began to be used commercially, and social networks emerged. The 2000s saw the growth of social networks, with their chats, likes and user-generated content, enabling a new wave of social change. During this period, I worked at Ogilvy Brasil, one of the largest advertising agencies in the world, where I carried out countless campaigns using social media and its various forms of engagement and viralisation. I worked for brands such as major global brands like Coca-Cola, which resulted in advertising campaigns with content automatically generated by social networks. A striking example was Coca-Cola's 'Name on the Can' campaign, which started on Facebook and reached market shelves, exemplifying the concept of User Generated Content (UGC) (Chintalapati & Pandey, 2021).

With the evolution from simple mobile phones to smartphones, campaigns have migrated from computer screens to people's pockets, creating the need for faster and more urgent campaigns. From inside the advertising agency, we witnessed the birth of Mobile Marketing, which rapidly expanded the exchange of roles between sender and receiver, initially facilitated by the commercial use of the Internet. With all this growth in various distribution channels, there was a latent need in marketing companies. It was necessary to make better use of data in a context of high competition for consumers' attention. Technology invaded the offices of advertising agencies and, where before there was only talk of ideas, there was also talk of data. In order to manage large masses of data and generate insights, it was necessary to have increasingly powerful tools at hand, and so the term Martech emerged, a contraction of Marketing and Technology. It is synonymous with more modern, results-orientated and performance-orientated marketing (Chintalapati & Pandey, 2021).

For the last 7 years, I have been working directly with Marketing and Design teams for clients in the Financial Market, such as retail banks, insurance companies and investment banks. I manage people and projects that produce the most diverse artefacts: application interfaces, design sprints, campaigns, banners, creative texts, film scripts and social media pieces. Some of this work is currently influenced, managed or even co-created by an AI. My challenge to the teams is always to seek a new level of utilisation, exploring gains and problems, avoiding the biases that can be generated by AI and somehow mitigating the fear that people have of using this powerful tool.

In addition, I had the opportunity to take part in two relevant events in the context of the use of Artificial Intelligence in marketing, which contributed significantly to my analysis of this study. Firstly, as a panelist at the WTC CMO Committee on the theme of the AI Revolution, held on 26 November 2024. At the event, I and four other marketing leaders discussed in depth the impact of AI tools on campaign creation, the personalisation of the customer experience and the new business models that emerge from integrating AI into marketing strategies.

Image 3.1 – CMOs Committee of WTC Club Brazil:
With Lucia Bittar from Samsung, Kaori Abe from Shutterstock,
Claudia Furini from Banco BV and Raquel Braga from Braze.



Source: WTC Club

In June 2024 FEBRABAN TECH, I had the opportunity to speak on the subject at the BRQ Digital Solutions stand. FEBRABAN (Brazilian Federation of Banks) is an organisation that represents financial institutions in the country and promotes discussions on innovation and regulation in the market. The use of AI in the financial market was one of the central themes, with emphasis on process automation, improved data analysis and more precise customer engagement strategies. The event reinforced the perception that AI is rapidly becoming an essential pillar for competitiveness in the sector, offering solutions ranging from automated customer service to predictive analysis of consumer behaviour.

Image 3.2 – FEBRABAN Tech 2024, BRQ Digital Solutions



Source: BRQ Digital Solutions

All this professional experience in digital transformation has provided a solid methodological basis for this thesis. This unique perspective facilitated the triangulation of data from various sources, allowing insights to be evaluated through empirical construction and contextual knowledge. Taking advantage of this privileged view allowed for a differentiated understanding of the phenomenon under study, especially the large-scale adoption of AI in the financial market. In addition, my participation in various events as a speaker and panellist in recent years, where the central theme has been the use of AI in the customer experience, has further enriched this research. These invitations usually stem from the results of the many successful projects and case studies that my team and I have carried out in the field of marketing, highlighting the practical use in applying AI to real-world challenges.

While I recognise the potential biases of this insider perspective, my direct involvement with marketing teams, campaigns and strategic discussions has uniquely positioned me to connect theoretical frameworks with practical applications. By integrating this empirical lens into the research, I aimed to ground the analysis clearly, bridging the gap between academic enquiry and market realities. This approach not only increases the reliability of the results, but also speaks to their practical implications for the sector.

3.2. GREY LITERATURE

In addition to the academic literature base, the panorama on the use of Artificial Intelligence (AI) in marketing is complemented by an abundance of materials produced by the market, commonly categorised as grey literature. This category covers a wide range of sources, such as blogs, market reports, white papers, technical articles, podcasts, videos and corporate presentations. Such materials are valuable for providing practical insights, case studies and applied reflections on the latest trends, filling in gaps that are not always addressed by academic literature.

Leading institutions and companies in the field of market research, such as Gartner, Forrester, McKinsey and Capgemini, have played a central role in disseminating detailed reports on the trends, impact and adoption of AI in marketing. These documents offer a comprehensive view of the current scenario and future forecasts, serving as a reference for both academics and professionals seeking to understand the transformations brought about by the technology.

In addition, marketing professionals and industry experts have been using corporate blogs and digital platforms to share their experiences, best practices and analyses of challenges in implementing AI. Blogs from companies such as HubSpot, Marketing AI Institute and Adobe are notable for offering applicable content, full of examples and recommendations directly related to business practice. These materials often extend theoretical understanding with practical perspectives and real-life cases.

Another significant pillar of grey literature are the white papers and guides produced by technology solution providers, such as Microsoft's 'Work Trend Index'. These documents delve into issues such as the benefits of automation and the importance of training marketing teams in the use of AI tools, demonstrating how technology can optimise data-driven decisions and customer experiences (Microsoft, 2024).

Audiovisual content also stands out as an emerging and dynamic source. Podcasts and videos published on channels such as 'AI Marketing Podcast', 'The Marketing AI Show' and 'Mr. Maeda Kitchen' promote discussions with experts, addressing complex topics such as ethics, personalisation and digital transformation in marketing in an accessible way. These media not only disseminate knowledge, but also encourage debate and critical reflection on the use of AI in various contexts.

The inclusion and careful analysis of grey literature in this dissertation not only enriches the theoretical base, but also connects academic findings with the practical reality of the market. However, it is essential to adopt a critical stance when integrating these sources, considering potential commercial biases and methodological limitations. In this way, grey literature not only complements, but also tensions and enriches reflections on the impact of AI on marketing.

4. RESULTS

As part of the research methodology, qualitative interviews were conducted with ten marketing executives working directly or indirectly in the financial services sector in Brazil. These interviews served as a core component of the data collection process, providing in-depth insights into the integration of Generative Artificial Intelligence (AI) into creative strategies. The selection of participants was deliberate, encompassing a diverse range of roles and perspectives, including directors of innovation, digital marketing managers, strategy directors, and creative leads, as outlined in Table 4.1.

The interview process was designed to capture both the tangible benefits and the critical challenges associated with AI adoption in marketing. The conversations revealed valuable insights, highlighting key drivers such as the enhancement of return on investment (ROI), customer engagement, and brand perception. Moreover, they underscored the transformative potential of AI in optimizing processes and fostering innovation within the financial sector.

Table 4.1 – Table of interviews participant

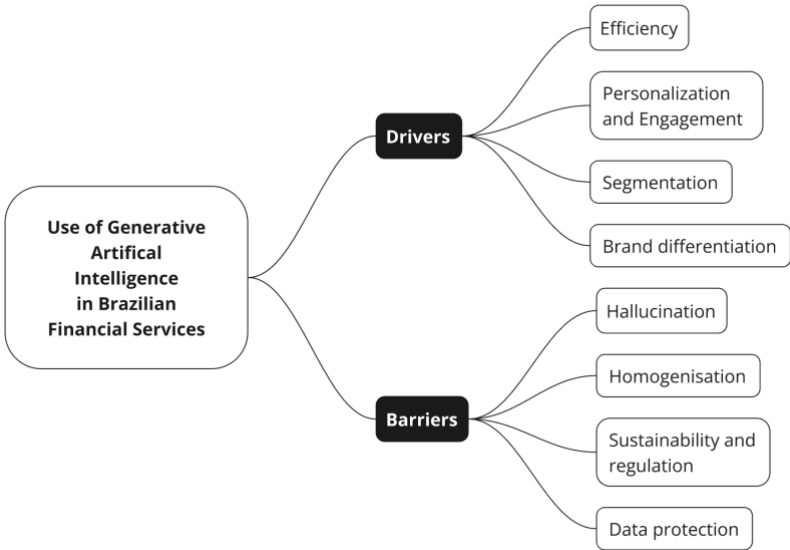
Code	Title
Interviewee A	Director of Innovation at a financial institution
Interviewee B	Marketing Superintendent
Interviewee C	Digital Marketing Manager at a Bank
Interviewee D	Marketing Director
Interviewee E	Strategy Director at a creative consultancy
Interviewee F	Art Director at an Advertising Agency
Interviewee G	Art Director at an Advertising Agency
Interviewee H	Digital Marketing Manager at a Bank
Interviewee I	Head of Branding
Interviewee J	Creative Director at a creative consultancy

4.1. INSIGHTS FROM INTERVIEWS

The findings from these interviews illustrated not only the advantages but also the significant challenges linked to the use of AI in marketing. Among the recurring concerns raised by participants were the issues of data security and privacy, particularly concerning sensitive customer information. Such concerns underline the importance of robust compliance measures and operational risk management to ensure responsible and effective AI implementation.

In addition to this institutional concern, there is an important debate about maintaining human creativity. All the interviewees emphasised the need for brands to be creative and innovative in order to differentiate themselves from the competition and win consumer preference. Creativity is essential for creating a strong and lasting identity, as emphasised by Kotler (2000). However, with the growing reliance on AI for content generation comes the challenge of preserving the authenticity and originality of marketing campaigns. ‘There is no doubt that AI will bring enormous efficiencies to our marketing operations. But the big challenge is to use this technology ethically, responsibly and to help create differentiation in campaigns that are relevant to customers’ (Interviewee D, Marketing Director). Collaboration between humans and machines can enhance creativity, but it also requires a careful balance to avoid homogenising content (Vinchon et al. 2023). As such, the integration of Generative AI must be accompanied by strategies that guarantee data security and encourage human creativity in order to achieve a positive and sustainable impact on the financial and other markets.

Image 4.1 – Theoretical Framework



4.2. DRIVERS

The adoption of Generative Artificial Intelligence in marketing in the financial sector has been driven by several factors that demonstrate the transformative potential of this technology. Among the main drivers identified are operational efficiency, personalised customer engagement, segmentation and brand differentiation. These driving forces reflect how AI can not only optimise processes, but also create more relevant and innovative experiences for consumers. In this section, I explore the main drivers why marketing leaders are investing in the integration of Generative AI, highlighting how it can increase return on investment (ROI) and help brands position themselves strategically in a highly competitive market.

4.2.1. EFFICIENCY

Today, when we talk about Artificial Intelligence, perhaps the first driver that comes to mind for marketing executives is operational efficiency. In a recent interview, Sam Altman, one of the founders and current CEO of Open AI, stated that General AI will be able to perform up to 95% of the work of agencies and marketing professionals (Roetzer, 2024). The interviews revealed that many companies are already realising significant efficiency gains from implementing Generative AI. This data corroborates the results of Duke University and Deloitte, which indicate that organisations already using AI have experienced an increase of more than 5% in productivity, as well as a 7% reduction in marketing costs.

It's important to bear this in mind, but when I spoke to the executives, the ambition wasn't just that: 'We want to use Generative AI to generate new things, not to sack people and replace them with machines. We're more interested in seeing what work can be automated so that we can focus on what really matters, our relationship with consumers' (Interviewee F, Digital Marketing Manager at a large bank). According to Adobe's report on digital trends for 2024, today efficiency represents 41 per cent of the investment priorities of companies and marketing professionals, and this doesn't mean that people need to lose their jobs. A higher rate of return on investment (ROI) is possible with greater data processing, lead classification and a promotional plan (Shameem, Ramachandran, 2023). 'The use of AI already generates savings of 30 per cent in the production time of parts. This not only relieves the budget, but also helps us invest that time in innovation.' (Interviewee C, Digital Marketing Manager at a bank), while another said that 'Before, the team spent half their time on manual tasks. Now it's possible to double creative output.' (Interviewee G, Art Director at an Advertising Agency). This quest to understand how Generative AI can ensure greater efficiency involves allowing marketing professionals to become more creative (Kshetri, Dwivedi, Davenport, & Panteli, 2024) or even as one of the interviewees said: 'AI is not just about doing more with less, but

doing it better. We want to use this technology to create value, not just to reduce expenses.’ (Interviewee F, Digital Marketing Manager at a Bank)

4.2.2. IMPROVING CUSTOMER ENGAGEMENT

Generative AI makes it possible to create personalised and engaging experiences for customers. Some recent research points to an increasing desire for personalisation on the part of consumers, with over 78% of consumers currently having some desire for a fully personalised experience with brands (Adobe, 2024).

This is in line with a number of findings from the interviews, as illustrated by this statement: ‘With AI, we are able to generate exclusive content for each customer profile, this hyper-personalisation, from promotional emails to fully customised videos and interfaces for each customer, each need. The possibilities are limitless from the point of view of viable initiatives, but we still need to be sure that this will improve customer engagement with our brand and how it can greatly increase engagement.’ (Interviewee B, Digital Marketing Manager at a bank) This type of issue also came up in another interviewee when he talked about digital customer service as one of the triggers for brand engagement: ‘the way modern consumers want to be served on digital channels is already greatly influenced by Artificial Intelligence, until recently we had bots that sorted information from a first call to direct it to a human. Today this is much more evolved, with a greater understanding of the issues involved in digital service, greatly expanding the perception of quality, influencing our NPS positively, one of the metrics we have here at the bank to deal with customer engagement’ (Interviewee C, Digital Marketing Manager at a Bank) even though there is still a lot of room for evolution, it is important to pay attention to the change from human service to service provided by a robot (Carrilho, 2022), especially when we are talking about the financial market, where information is extremely sensitive. This application of AI in marketing not only improves personalisation and engagement, but can also significantly transform the marketing operation by providing detailed insights and accurate predictions, contributing to more informed and effective decisions (Chintalapati and Pandey 2021).

Personalisation and segmentation are much talked about topics where it stands out that ‘AI makes it possible to create personalised experiences at scale. It's now possible to offer a journey completely tailored to each customer's individual preferences.’ (Interviewee E, Strategy Director at a creative consultancy) where it is possible to handle large masses of data in less time and makes possible a long-held dream of marketing professionals, such as one interviewee who says: ‘We are creating much more segmented campaigns. With the help of AI, we've managed to double the response rate on some of them’ (Interviewee D, Marketing Director).

Today there is a lot of hype around the subject and ‘AI is great for attracting attention, but we need to make sure that the customer sees real value in this interaction. It's not enough just to

engage, you need to build a lasting relationship.’ (Interviewee I, Head of Branding) and in order to deliver this promised value, it will be necessary to better structure the data for even more relevant decision-making, as highlighted in a recent publication by *Época Negócios* magazine, which deals with the issue of better use of data to generate more and more quality insights.

4.2.3. SEGMENTATION

Segmentation has always been a fundamental strategy in marketing, allowing brands to send personalised messages to different customer segments. With the introduction of generative AI, this strategy has undergone a remarkable transformation, reaching a level of personalisation and precision that was previously unattainable. This feature allows marketing teams to analyse large data sets, identify patterns and create messages tailored to individual consumer preferences at scale (IAB Brazil, 2023).

During the interviews, segmentation emerged as a recurring theme among marketing executives, emphasising its importance for boosting customer engagement and campaign effectiveness. According to one interviewee, ‘We’re creating much more segmented campaigns. With the help of AI, we’ve managed to double the response rate on some of them’ (Interviewee D, Marketing Director). This perspective highlights how generative AI is not just a tool for efficiency, but a catalyst for creating meaningful and personalised interactions with customers.

In addition, the ability to personalise content dynamically and effectively is transforming the financial sector, where customer needs and sensitivities demand a high degree of personalisation. As noted by the Strategy Director of a creative consultancy, ‘AI makes it possible to create personalised experiences at scale. It is now possible to offer a journey that is completely tailored to the individual preferences of each customer’ (Interviewee E). This aligns with findings in the literature that AI-driven segmentation allows marketers to optimise campaigns, increasing engagement and return on investment (Chintalapati & Pandey, 2021).

However, effective segmentation using generative AI requires more than just technology - it depends on well-structured data and strategic oversight. One digital marketing manager emphasised the importance of data organisation: ‘To deliver the promised value, we need to better structure the data to make even more relevant decisions’ (Interviewee I). This echoes industry insights, such as Adobe’s 2024 report, which highlights consumers’ growing desire for fully personalised experiences, with over 78% expressing this preference.

From customer journey mapping to hyper-personalised interactions, segmentation with the help of generative AI is reshaping marketing practices. By harnessing AI’s analytical capabilities and human creativity, organisations can not only improve campaign performance, but also foster deeper relationships with customers, ensuring that each touchpoint is in line with individual needs and expectations. But in order to achieve the hyper-personalisation at scale

that we're talking about, it's essential to understand whether the data is reliable and minimally structured to generate value (Stanford HAI, 2024).

4.2.4. BRAND DIFFERENTIATION

In a very competitive and constantly innovation-seeking market, those who make good use of the resources that Generative AI can provide will have a strategic advantage, as one interviewee said: "In our latest film for TV, Youtube and Social Media, some of the scenes were entirely generated by AI, causing a big impact on both consumers and the specialised press, standing out from traditional advertising. This goes beyond experimenting with the technology itself, it reinforces the innovative and disruptive positioning of our brand, and that's what our client expects' (Interviewee D, Marketing Director). In another interview, the use of AI for creation came up again with 'AI has helped us create campaigns that stand out for their innovation. We recently used AI to create an interactive advert, and the results were incredible.' (Interviewee G, Advertising Agency Art Director). This reinforces this approach, emphasising that the best advertising campaigns make a memorable, valuable and verifiable promise to customers, which not only increases brand perception, but also strengthens customer loyalty.

We mustn't forget the risk of a lack of authenticity is widely discussed by Edgell (2024), who introduces the metaphor of the 'Trickster' to describe how an over-reliance on AI can lead to the standardisation of messages and a loss of authenticity. The findings indicate that a balance between human creativity and technological efficiency is key to avoiding this and other problems. Vinchon et al. (2023) suggest that organisations invest in integrating human creative intuition and the analytical capabilities of AI to mitigate this challenge.

Another interviewee states that: 'In a market of commoditised services such as the financial market, where the experience and relationship with the brand can influence whether or not the consumer stays with a particular bank, understanding how to increase this engagement and using Generative AI to build this increasingly strong relationship is fundamental. This will make a difference in the near future, and for this we will need all the help available (Interviewee B, Digital Marketing Manager at a Bank). AI also reinforces the positioning of brands as leaders in technology, 'By adopting AI, we show the market that we are a brand ahead of its time. This improves our perception and strengthens customer confidence.' (Interviewee I, Head of Branding). This connection with the theme of innovation ties in with expectations, when 'Customers expect us to be innovative. Using AI is no longer a differentiator, but an obligation for anyone who wants to stand out. It makes our brand remembered as the 'brand of the future'. Customers comment on this all the time.' (Interviewee A, Innovation Director at a financial institution)

4.3. CHALLENGES AND RISKS

The integration of Generative Artificial Intelligence in marketing, while promising, presents significant challenges and risks that must be addressed to ensure its application is ethical and effective. Among the main risks are ethical issues, data protection and privacy, the risk of homogenisation of creation and the phenomenon of ‘hallucinations’ generated by AI, which can damage both the customer experience and the reputation of brands. This section explores the main obstacles associated with the use of AI in the financial sector, emphasising the need to balance the pursuit of technological efficiency with ethical governance practices, the encouragement of human creativity and transparency.

4.3.1. HALLUCINATIONS

The phenomenon of hallucinations in generative AI was one of the challenges best illustrated during the interviews with marketing executives. Hallucinations refer to cases in which AI generates false or nonsensical information by presenting it as fact. According to the HAI AI-Index Report (2024), these results stem from AI's limited contextual understanding and inconsistencies in the quality of training data. These errors can jeopardise customer trust and tarnish the brand's reputation, as one interviewee pointed out: ‘We were testing artificial intelligence in a conversation with a fictitious customer and, at one point, the robot replied: “in that case, you're screwed”. If this situation occurred with a real customer, it could result in a major image crisis for the company’ (Interviewee D, Marketing Director).

Another executive shared a similar concern: ‘We tested automated content generation and it produced something totally wrong and confusing. If that result reached the market, it could be disastrous for our reputation’ (Interviewee A, Innovation Director). This reinforces the importance of strict supervision to prevent AI-generated results from misleading the public or creating negative associations with the brand.

Another example was mentioned by an Innovation Director, who reported: ‘When testing AI to create automated responses in emails, it produced messages that contradicted our terms of use. This kind of failure could lead to serious legal consequences if it wasn't identified in time’ (Interviewee A).

The seriousness of hallucinations was also highlighted by a Branding Director: ‘In one experiment, the AI included false statistics in an internal report that was to be used for strategic planning. We discovered the flaw only because a human analyst reviewed the document before it was presented to the board’ (Interviewee I).

Weise and Metz (2023), argue that hallucinations occur because generative models, such as ChatGPT, are trained to predict word sequences based on extensive but unverified text sources. This inability to discern truth from falsehood is particularly problematic in sectors

such as finance, where accuracy is key. Furthermore, hallucinations can generate output that, although technically correct, is culturally inappropriate. 'We tested a slogan generator and it created phrases that could be considered offensive in certain cultural contexts. This increasingly reinforces the need for human validation to prevent messages like these from reaching the public' (Interviewee E, Strategy Director at a creative consultancy).

These cases demonstrate that hallucinations are not just isolated technical flaws, but symptoms of broader limitations in AI models. To mitigate these risks, companies need to implement strict human supervision and validation protocols, ensuring that outputs are consistent, accurate and aligned with organisational values. As one of the interviewees pointed out: 'AI is a powerful tool, but without the supervision of people, it can become a significant risk rather than a strategic advantage' (Interviewee F, Digital Marketing Manager).

4.3.2. HOMEGEIZATION

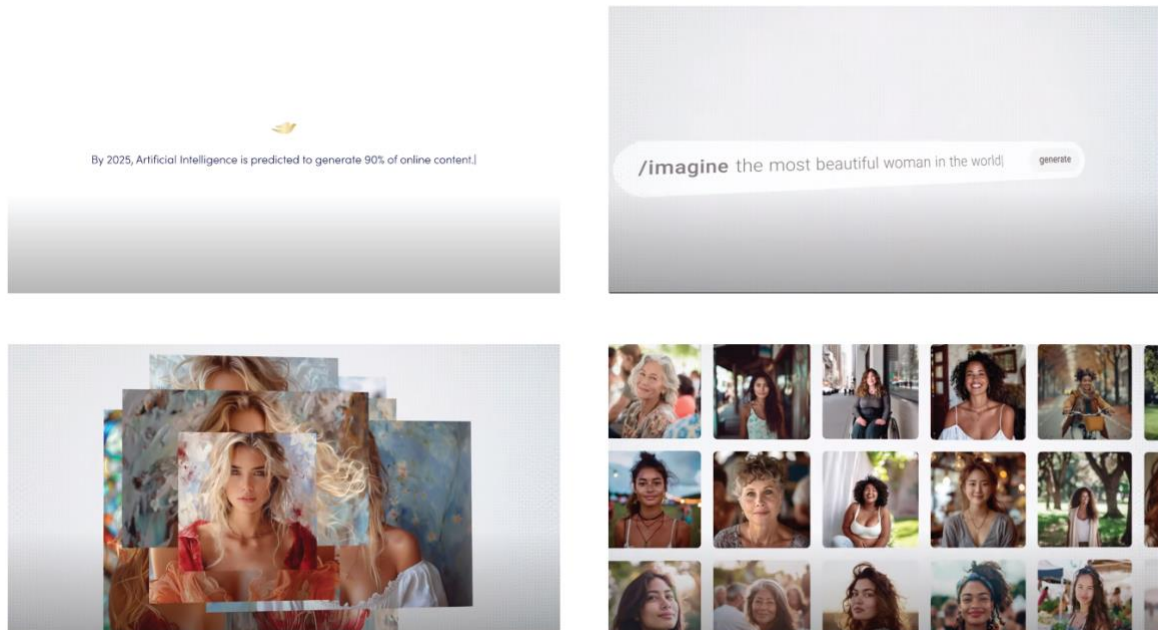
In addition to hallucinations, another key challenge that emerged from the interviews is the risk of homogenisation, where overconfidence in the results generated by AI leads to uniformity in creative expressions and brand messages. Several executives expressed concern that the widespread adoption of AI in marketing could erode the originality and distinctiveness that brands need to stand out. As one Chief Strategy Officer noted, 'AI allows us to scale personalisation, but it's critical to ensure that the result reflects the unique voice of the brand and doesn't blend into generic, automated content' (Interviewee E).

Theoretical discussions reinforce these concerns. Vinchon et al. (2023) warn that over-reliance on AI can lead to creative standardisation, in which marketing campaigns lose their ability to resonate in diverse cultural and consumer contexts. Similarly, Edgell (2024) introduces the metaphor of the 'Trickster', emphasising how AI-generated content can mislead audiences by presenting polished but generic ideas that lack authenticity.

Marketing leaders shared practical examples that align with these theoretical warnings. One digital marketing manager recounted how 'AI helped us create campaigns quickly, but without careful human input, the messages started to look standardised and uninspiring' (Interviewee C). This emphasises the need for human intervention to infuse AI-generated content with creativity and originality, ensuring that campaigns remain impactful and relevant.

A notable case that illustrates the risks of homogenisation is Dove's 'The Code' campaign, which directly addressed concerns about the excessive standardisation of AI results in advertising. The campaign highlighted how AI-generated images and texts can end up reinforcing stereotypes and marginalising parts of society by impacting their self-image.

Image 4.3 – Dove Campaign



Source: Youtube

To mitigate homogenisation, companies should focus on integrating human intuition with AI's analytical capabilities. Strategies such as investing in creative oversight, leveraging diverse data sets and emphasising regional and cultural nuances in AI training can help maintain differentiation. As one executive rightly noted, 'AI should be a tool to amplify creativity, not a shortcut that sacrifices originality' (Interviewee I, Brand Director).

By tackling the challenges of hallucination and homogenisation in combination, they can unlock the transformative potential of generative AI while protecting creativity, authenticity and consumer trust.

4.3.3. ETHICAL AND RESPONSIBLE USE

When I talked to marketing executives, they all mentioned the ethical issues involved in making decisions when it comes to communicating with their customers. Despite all the

benefits, concerns about ethical issues, data protection and job opportunities remain some of the main drawbacks of AI technologies (Vlačić, Corbo, Costa e Silva, & Dabić, 2021). As the interviewee said, 'We have to be very careful not to generate misleading content or defame competitors. We set strict ethical limits on the use of Generative AI, so that it doesn't make decisions on its own that harm people or the bank's image' (Interviewee A, Innovation Director at a financial institution).

On this point, in another interview, we had an additional point: 'We need to understand very well what the governance of AI will be like and the impact this could have on sustainability, on the business and on people and their jobs. We still don't have the dimension of this impact in the medium term' (Interviewee A, Innovation Director at a financial institution). This point and other points, also known as the Dark Patterns of AI, were also observed as risks of adopting Generative AI, such as: lack of regulation, use of data, increased social inequality and loss of jobs with the stimulus of mass automation (Wach et al., 2023). 'It's very important for us to establish strict protocols to ensure that AI doesn't cross certain ethical lines. For example, it can't produce anything that could be interpreted as defamation or disinformation.' (Interviewee D, Marketing Director) On the same point, the Marketing Superintendent of a bank said: 'It is essential that decisions made on the basis of AI respect the values of the brand and our customers. Ethics are non-negotiable.'

One of the biggest challenges identified by the executives interviewed is the need to go beyond ethical practice in the use of AI, while also ensuring that this ethics is visible and understandable to all stakeholders. As one of the participants pointed out, 'the biggest challenge is not just being ethical, but proving that we are being ethical. Transparency in the use of AI is just as important as the technology itself.' (Interviewee H, Digital Marketing Manager at a Bank). This last statement reflects a growing concern about the need to clearly demonstrate how AI is being implemented, particularly with regard to automated decision-making and the use of sensitive data. This transparency not only strengthens customer trust, but also ensures compliance with regulations and ethical standards, avoiding possible damage to the brand's reputation or legal issues. Therefore, for Generative AI to be adopted sustainably, it is essential that organisations establish strict policies and open communications about the use of this technology.

Although the benefits of Generative AI are widely recognised, the Gartner report (2024) estimates that up to 30% of Generative AI-related projects will be abandoned by the end of 2025 due to implementation challenges. This data reinforces the need for companies to prioritise clear use cases and well-defined strategies to extract sustainable value from the technology.

4.3.4. DATA PROTECTION AND PRIVACY

Data protection and privacy take centre stage in contemporary debates on the use of Artificial Intelligence (AI) in the financial market. According to Chintalapati and Pandey (2021), AI's ability to process large volumes of information brings competitive advantages, but also exponentially increases exposure to risks related to data security and privacy. This challenge is especially critical in the financial sector, where consumer trust is a key asset. As one of the interviewees pointed out, 'Our main concern when implementing AI solutions in our marketing campaigns is to ensure that we are compliant with all privacy regulations, such as the GDPR and LGPD. This is not just a legal obligation, but an ethical issue.' (Interviewee B, Digital Marketing Manager at a Bank)

In the theoretical context, Wach et al. (2023) point out that data security is often seen as a point of tension between technological innovation and organisational governance. The collection and processing of personal data needed to train AI models increases the risk of privacy violations and fraud, which requires robust technical and political solutions. This point was reiterated by another interviewee: 'The privacy of customer data has always been and will always be one of our priorities. We are rethinking how we bring AI into our daily lives, but without giving up on good information security practices, such as anonymisation to protect sensitive information when training our AI models.' (Interviewee D, Marketing Director)

In addition, transparency in the use of data is widely recognised as an essential element in strengthening trust between consumers and companies. According to Vlačić et al. (2021), consumers are increasingly aware of how their data is used, which makes clarity and open communication fundamental pillars of the brand-customer relationship. One of the interviewees reinforced this perspective: 'Data collection needs to be done ethically and transparently. Any slip-up can jeopardise the relationship with the client and lead to legal problems.' (Interviewee I, Head of Branding)

Another critical aspect is related to data governance and the implementation of emerging technologies, such as blockchain, to ensure greater traceability and security. According to Abernethy et al. (2024), blockchain can be used to create immutable records of transactions, protecting data from unauthorised access. This approach was corroborated by one of the interviewees when he said, 'We are exploring technologies such as blockchain to strengthen data security and ensure that all transactions and interactions are traceable and secure.' (Interviewee A, Chief Innovation Officer of a financial institution)

Compliance with regulations, such as the General Data Protection Regulation (GDPR) in Europe and the General Data Protection Law (LGPD) in Brazil, is another central aspect of mitigating the risks associated with the use of AI in marketing. However, as Kshetri et al. (2024) point out, mere adherence to these regulations is not enough; it is necessary to build an organisational culture that prioritises data protection as an intrinsic value. 'Regulatory compliance is only the first step. We need to go further and create an organisational culture

where data protection is an absolute priority.’ (Interviewee C, Digital Marketing Manager at a Bank)

According to Wach et al. (2023), creating this culture involves integrating internal policies, continuous team training and the use of advanced technologies that guarantee information security. In this way, companies not only reduce the risk of breaches, but also position themselves as ethical leaders in a highly competitive market. One of the interviewees concludes: ‘We are increasingly investing in digital security technologies to minimise risks and increase our customers’ confidence. Transparency is not just a technical issue; it’s a pillar for building successful brands.’ (Interviewee D, Marketing Director)

4.3.5. KEEPING THE HUMAN SIDE

Keeping the human side in the use of AI for digital marketing campaigns is an ambiguous issue that can be understood as both an accelerator and a barrier. On the one hand, human-machine co-creation represents an opportunity to boost efficiency and creativity; on the other, it requires careful management to prevent technology from replacing fundamental aspects of human interaction, such as empathy and authenticity.

According to Abernethy et al. (2024), integrating human values into AI systems is essential to ensure that these technologies operate ethically, safely and in line with social expectations. One of the interviewees stated that ‘It’s not as simple as connecting to the Internet and putting whatever it is in front of customers. That has to be done carefully. But I think generative AI can help us in e-commerce, marketing and software development. There are lots of opportunities, but it’s a marathon, not a sprint.’ (Interviewee F, Digital Marketing Manager at a Bank)

The relationship between humans and AI can be understood through the concept of intelligent agents, defined by Russell and Norvig (2020) as systems capable of perceiving the environment, interpreting data and acting to achieve specific goals. In the marketing context, these agents can be chatbots, personalisation tools or content generators. One interviewee illustrated the structural change caused by these agents, which are already invading some marketing departments and advertising agencies: ‘What used to be a creative duo can now be called a creative trio. One of these three is a robot, capable of doing some of the heavy data and analysis work.’ (Interviewee E, Creative Director of a creative consultancy)

However, even with increasingly sophisticated agents, human supervision is needed to ensure that their actions are in fact aligned with the brand’s values and consumer needs. This supervision is often what prevents excessive automation from leading to a disconnection with the target audience and image impacts. As Vinchon et al. (2023) point out, homogenisation of messages and loss of creativity can be consequences of an over-reliance on autonomous agents. One interviewee emphasised this concern in his day-to-day work, ‘Even with AI

generating incredible creative pieces, we always need the human touch to ensure that the campaign resonates emotionally with the audience.’ (Interviewee G, Advertising Agency Art Director)

Another crucial aspect relates to the partnership between humans and intelligent agents to enhance the customer experience. Agents not only analyse data at scale, but also personalise interactions and optimise processes. Davenport and Ronanki (2018) point out that AI can take over repetitive and analytical functions, allowing human professionals to focus on strategic and creative tasks. This collaboration is seen as a competitive differentiator, as highlighted, ‘AI will not completely replace humans; it is a powerful tool that complements human skills. It's a creative human-machine partnership.’ (Interviewee F, Digital Marketing Manager at a Bank)

These intelligent agents used in digital marketing play an important role in personalisation at scale, with extensive data handling, something that would be a major time offender if carried out 100% by human labour. As reinforced by Kshetri et al. (2024), the combination of AI and human creativity makes it possible to create messages tailored to each audience segment, without losing authenticity. However, for this to be successful, the primary issue is to have reliable, quality data, with a holistic view of consumers, and then it is essential that the human element remains at the centre of strategic decisions. One interviewee commented further on this need: ‘We use AI as a strategic assistant, but never as the main author of a creative idea. The purpose and emotion behind a campaign still comes from people.’ (Interviewee I, Head of Branding)

Finally, the interaction between humans and AI agents must also be guided by clear ethical principles, ensuring that the technologies respect organisational and social values. According to Wach et al. (2023), AI governance should include protocols to mitigate risks, such as algorithmic biases and decisions that could jeopardise brand integrity. One interviewee reinforced this perspective by emphasising the importance of rigorous oversight, ‘AI and data governance is not just a technical necessity, but a strategic pillar to ensure that we are delivering real value to our customers without compromising authenticity or ethics.’ (Interviewee A, Chief Innovation Officer of a financial institution)

To summarise, maintaining the human side in the use of AI in digital marketing is not just an ethical or technical requirement, but also a strategic opportunity. By ensuring that humans and intelligent agents work in synergy, organisations can not only increase efficiency and creativity, but also strengthen the emotional connection with consumers, an aspect that remains irreplaceable.

5. CONCLUSIONS

This study sought to investigate the impact of Generative Artificial Intelligence (Generative AI) on creative marketing in the financial sector, focusing on the opportunities and challenges it presents for companies and consumers. The analysis revealed a multifaceted scenario in which technological advances coexist with ethical and strategic implications, requiring a balanced and reasoned approach.

Among the benefits identified are operational efficiency and mass personalisation, characteristics that have transformed the way marketing in the financial sector relates to consumers. The literature, such as Chintalapati and Pandey (2021) and Kshetri et al. (2024), emphasises that Generative AI can enable unprecedented levels of segmentation and engagement. In addition, the interviews conducted reinforced the perception that AI contributes to the automation of repetitive tasks, freeing up time and resources for professionals to focus on strategic and creative activities.

However, the research also identified critical challenges. The homogenisation of messages and the loss of authenticity appear as recurring risks. Studies such as those by Vinchon et al. (2023) suggest that over-reliance on AI can reduce creativity and brand differentiation. In addition, the 'hallucinations' generated by AI systems, highlighted by Weise and Metz (2023), represent a risk to both the reliability and reputation of companies.

Another central point was the ethical and social impact of adopting Generative AI. The issue of data privacy, discussed by Wach et al. (2023) and Abernethy et al. (2024), emerged as a key concern, especially in a sector as regulated as finance. Compliance with legislation such as the GDPR and LGPD was frequently mentioned by interviewees as an imperative, but creating an organisational culture that prioritises data protection goes beyond mere regulatory adherence.

Theoretically, this dissertation contributes to the growing body of knowledge on the applications of Generative AI in marketing, integrating academic perspectives and field and market insights. Practically, it offers recommendations from industry thought leaders to help other managers seeking to implement AI ethically and effectively, balancing technological efficiency with human values.

5.1. STRATEGIC AND PRACTICAL IMPLICATIONS

To fully capitalise on the benefits of Generative AI, financial institutions need to adopt hybrid strategies that combine the analytical capabilities of technology with human creative sensitivity. Studies such as Tschepe's (2024) highlight that this 'co-creative innovation' is essential to mitigate the risks of homogenisation and maintain market relevance.

Data governance and transparency also emerge as fundamental pillars. As Wach et al. (2023) point out, building trust with consumers depends not only on robust data protection policies, but also on clear communication about how information is used.

One of the most emphasised aspects of the research was the need to keep the human side in the creative and strategic process. The literature, such as Davenport and Ronanki (2018), argues that AI should be seen as a complement to human skills, not a substitute. This point was reinforced by the interviewees, who frequently mentioned the importance of human-machine co-creation to preserve authenticity and emotional connection with consumers. Even so, there is always the real fear on the part of professionals: 'Three out of four Americans believe that AI will reduce jobs' (Marken & Nicola, n.d.).

6. FUTURE RESEARCH DIRECTIONS

The aim of this dissertation was to open up space for reflection and further study on the impact of Generative Artificial Intelligence on creative marketing, especially in the financial sector. The relevance and complexity of the topic indicate that there is much to be investigated, both in the academic and practical contexts, particularly with regard to the balance between technological innovation and human values.

A promising field for future research is the longitudinal analysis of the impact of Generative AI on consumer behavior and the perceived authenticity of brands. The relationship between mass personalization and maintaining genuine connections with audiences represents a significant challenge. Future studies could assess how campaigns created with the support of AI are perceived over time and whether trust in brands is strengthened or weakened with the continued use of this technology.

Another central theme is the governance and ethical use of Generative AI. As the technology advances, critical questions about data privacy, regulation and transparency arise. Further research could explore how different sectors and markets deal with these concerns, especially in contexts where regulations are stricter, such as in the financial sector. Comparisons between regulated and less restrictive industries, such as retail or media, could provide important insights into innovative and responsible approaches to implementing this technology.

Collaboration between humans and intelligent agents also deserves more attention. The potential of AI to complement human creativity is vast, but there are risks of homogenization of content and loss of authenticity that need to be mitigated. Studies could investigate how creative teams can integrate AI in a way that enriches the creative process without compromising the originality of campaigns. In addition, the emotional interaction between consumers and AI-generated campaigns could be a fascinating topic, considering emotional appeal as one of the pillars of effective marketing.

The cross-sector study of Generative AI also emerges as a relevant opportunity. The applications and challenges faced by different sectors, such as finance and education, can be compared to identify best practices and adaptable models. Such investigations could explore how different markets face issues of compliance, creativity and operational efficiency in relation to the use of AI. On a broader level, this work also suggests that future academic research delves into the role of AI in shaping brand identities. The issue of authenticity, which is increasingly valued by consumers, is a sensitive and strategic point.

In further studies, it would be relevant to include an interdisciplinary analysis that connects advances in technology, consumer behavior and business ethics. Investigating how large-scale personalization relates to the perception of authenticity, as well as the ethical limits of using AI in sensitive sectors, could offer significant contributions to both theory and practice.

In the current scenario of constant technological advances, the application of Generative AI must, and tends to, go beyond process automation. It needs to be understood as a catalyst that can transform not only marketing into a more personalized experience, but also the way we perceive brands and possibly consumer behavior. The future of marketing will not only be shaped by technology, but also by the conscious and responsible decisions of organizations and individuals. This perspective offers not only a promising field of research, but also the opportunity to contribute to practices that balance innovation and responsibility.

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APPENDIX A

Roteiro de Entrevista - PT

Introdução

Apresentação e agradecimento ao entrevistado por participar da pesquisa.

- Esta pesquisa está sendo realizada no âmbito do Mestrado de Marketing Intelligence da Universidade Nova de Lisboa e tem como objetivo entender em profundidade como executivos de Marketing do Mercado Financeiro estão encarando os desafios do uso da IA Generativa para a criação e personalização de campanhas.

Condições de confidencialidade

Reiterar as condições de confidencialidade das respostas.

Explicar que essas respostas serão usadas apenas para fins acadêmicos.

Mencionar as informações serão anonimizadas para garantir a privacidade dos entrevistados e suas empresas.

1. Experiência com IA em marketing

Familiaridade com IA

Você já teve a oportunidade de usar ferramentas de Gen AI em sua rotina de trabalho?

Em caso afirmativo, você poderia dar exemplos específicos de como usou a GenAI?

Se não usou, você conhece as diferentes ferramentas de GenAI disponíveis no mercado?

2. Percepções sobre as tendências e os desafios da IA no marketing

Tendências

Em sua opinião, quais são as principais tendências relacionadas ao uso da IA no marketing atualmente?

Quais áreas do marketing você acha que serão mais impactadas pela IA nos próximos anos?

Desafios

Que desafios você vê no uso da IA no marketing, especialmente em relação à criação de conteúdo?

Como você avalia os riscos éticos e as implicações sociais do uso da IA em campanhas de marketing?

Como você vê o mercado de IA para o mercado financeiro e relação as outras indústrias?

3. Impacto da IA na criação de conteúdo

A Influência da IA no Marketing

Como você acha que a IA influenciou a criação de conteúdo em marketing?

Quais são as principais vantagens e desvantagens do uso de ferramentas de GenAI para a produção de conteúdo?

Autenticação e personalização

Você acha possível que a IA possa gerar conteúdo autêntico e personalizado?

Como podemos garantir que o conteúdo gerado por IA seja relevante para o público-alvo e transmita a mensagem que a marca deseja?

4. Homogeneização versus criatividade e autenticidade

Riscos da homogeneização

Você vê algum risco de que o conteúdo de marketing se torne todo igual devido ao uso generalizado da IA? Se sim, de que forma?

Como podemos evitar que a IA gere conteúdo genérico e sem personalidade que não se destaque da concorrência? A empresa tem feito algo nessa direção?

Preservar a autenticidade

Como podemos preservar a autenticidade e a criatividade nas mensagens de marketing, considerando o uso da IA?

Como os profissionais de marketing podem manter o controle sobre a qualidade e o tom do conteúdo gerado pela IA?

5. Impactos específicos no setor financeiro

Particularidades do setor financeiro

Quais particularidades do setor financeiro você acredita que possam ser afetadas positiva ou negativamente pelo uso da IA Generativa em marketing?

Você poderia fornecer exemplos específicos de como a IA foi usada em suas campanhas financeiras e quais foram os resultados?

Regulamentação e compliance

Quais são os principais desafios de compliance que você enfrenta ao usar IA Generativa em campanhas financeiras?

Como você lida com as regulamentações específicas do setor financeiro ao utilizar IA em suas estratégias de marketing?

6. Estratégias para campanhas autênticas e eficazes

Combinação de IA e conhecimento humano

Em sua opinião, como podemos combinar as habilidades da IA com a experiência humana para criar campanhas de marketing autênticas e eficazes?

Quais são os principais desafios e oportunidades de usar a IA para criar campanhas de marketing autênticas?

Estratégias para autenticidade

Com base em sua experiência, que estratégias você sugeriria para garantir que as campanhas de marketing sejam autênticas e eficazes, mesmo com o uso de IA?

Como podemos garantir que o público-alvo se identifique com as mensagens da marca, mesmo que elas sejam parcial ou totalmente geradas pela IA?

Conclusão

Opinião final

Como você se vê no mercado de marketing com um mundo cada vez mais dominado pela Inteligência Artificial?

Gostaria de acrescentar alguma informação ou comentário que considere relevante para o tópico da pesquisa?

Agradecimentos

Agradecimentos e sugestões de melhorias e acrescentar algo nas minhas próximas entrevistas.

English Version

Interview script - EN

Introduction

Introduction and thanks to the interviewee for taking part in the research.

This research is being carried out as part of the Master's Degree in Marketing Intelligence at Universidade Nova de Lisboa and aims to gain an in-depth understanding of how Financial Market Marketing executives are facing the challenges of using Generative AI to create and personalise campaigns.

Conditions of confidentiality

- Reiterate the conditions of confidentiality of responses.
- Explain that the data will only be used for academic purposes.
- Mention that the information will be anonymized to guarantee the privacy of the participants.

1. experience with AI in marketing

Familiarity with AI

- Have you ever had the opportunity to use Gen AI tools in your work routine?

- If so, can you give specific examples of how you have used GenAI?
- If not, are you familiar with the different GenAI tools available on the market?

2. Insights into the trends and challenges of AI in marketing

Trends

- In your opinion, what are the main trends related to the use of AI in marketing today?
- Which areas of marketing do you think will be most impacted by AI in the coming years?

Challenges

- What challenges do you see in the use of AI in marketing, especially in relation to content creation?
- How do you assess the ethical risks and social implications of using AI in marketing campaigns?

3. Impact of AI on content creation

Influence of AI

- How do you think AI has influenced content creation in marketing?
- What are the main advantages and disadvantages of using GenAI tools for content production?

Authentication and personalization

- What do you think of AI's ability to generate authentic and personalised content?
- How can we ensure that AI-generated content is relevant to the target audience and conveys the message the brand wants?

4. Homogenisation versus creativity and authenticity

Risks of homogenisation

- Do you see any risk of marketing content becoming all the same due to the widespread use of AI? If so, in what way?

- How can we prevent AI from generating generic, personality-free content that doesn't stand out from the competition?

Preserving authenticity

- How can we preserve authenticity and creativity in marketing messages, considering the use of AI?
- How can marketers maintain control over the quality and tone of AI-generated content?

5. Specific impacts on the financial sector

Particularities of the financial sector

- What particularities of the financial sector do you believe could be affected positively or negatively by the use of Generative AI in marketing?
- Can you provide specific examples of how AI has been used in your financial campaigns and what the results have been?

Regulation and compliance

- What are the main compliance challenges you face when using Generative AI in financial campaigns?
- How do you deal with regulations specific to the financial sector when using AI in your marketing strategies?

6. Strategies for authentic and effective campaigns

Combining AI and human knowledge

- In your opinion, how can we combine the skills of AI with human expertise to create authentic and effective marketing campaigns?
- What are the main challenges and opportunities of using AI to create authentic marketing campaigns?

Strategies for authenticity

- Based on your experience, what strategies would you suggest to ensure that marketing campaigns are authentic and effective, even with the use of AI?
- How can we ensure that the target audience identifies with the brand's messages, even if they are partly or wholly generated by AI?

Conclusion

Final opinion

- How do you see yourself in the marketing market with a world increasingly dominated by Artificial Intelligence?
- Would you like to add any information or comments that you think are relevant to the research topic?
- Acknowledgements and suggestions for improvements and additions to the interviews.



This is to certify that

Project No.: **DDMKT2024-11-235216**

Project Title: **The Creative Paradox of Generative AI in Financial Services Marketing: Innovation, Authenticity, and Challenges**

Principal Researcher: **Pablo de Freitas Moura**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 11/25/2024.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 11/25/2024

NOVA IMS Ethics Committee
ethicscommittee@novaims.unl.pt

ANNEXES

Image Annexes – Images from CMO Committee – WTC Club Brazil



Image Annexes – Images from FEBRABANTech, by Pablo Moura





Image Annexes – Images from AI Revotution at Inovabra, São Paulo, Brazil, by BRQ





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