

**Student Internship Scheme – 2024**  
**Cluster Innovation Centre**

**Project Title:** Evaluation and Comparative Analysis of Neuroaesthetics Aspects of AI-Driven Advertisements and Traditionally Created Advertisements

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**Abstract:**

The integration of Artificial Intelligence (AI) in content creation, particularly in marketing, has introduced new dimensions and challenges. This research investigates the neuroaesthetic aspects of AI-driven advertisements compared to traditionally created ones. Traditional advertisements are renowned for their emotional resonance and engagement due to their human touch. In contrast, AI-driven ads promise efficiency and scalability but raise questions about their ability to evoke similar neuroaesthetic impacts. This study aims to fill this gap by systematically evaluating and comparing the neuroaesthetic elements of both types of advertisements and their influence on consumer behaviour. Through comprehensive analysis, it seeks to provide insights into how AI technology can enhance or detract from the aesthetic appeal and emotional engagement of advertisements.

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