Image Generation in Marketing and AI: A Shift in the Paradigm

With the emerge of new AI image generation models such as Stable Diffusion and DALL·E, there has been a paradigm shift in the way marketers can create and generated marketing visuals. These models function in a way that the user describes the desired image with text (a prompt)[1]. In the field of Marketing these models can be applied to generate any marketing image such as advertising, social media post, blog images, and more. Hereford it is of importance that marketers understand how prompts should be constructed to reach the desired outcome[2]. Generating visual pleasant images on itself is not sufficient to be effective. Marketers strive to attract attention and recall from consumers with these images, therefore understanding what attracts attention in marketing images is another important topic.

Academic research has identified several factors that can influence attention and recall of images, such as relevance, contrast, aesthetics, context, and complexity[3]. Gaining insights in these influences are of great importance since attracting consumers' attention is the first interaction between the consumer and the brand. Together with the emergence of image-generating models, visual marketing content can be created in a new fashion.

Within this thesis, the focus can be on either writing a literature review on what attracts consumers' attention and influences recall in Marketing visuals on different aspects or an empirical investigation on prompt engineering in image generation models where you will evaluate the findings of your study with an experiment or survey among your own network.

If you are interested, please get in touch with

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Related Literature:

- Oppenlaender, J. (2022). A Taxonomy of Prompot Modifiers for Text-To-Image Generation. https://arxiv.org/abs/2204.13988
- Li, Y., & Xie, Y. (2020). Is a picture worth a thousand words? An empirical study of image content and social media engagement. *Journal of Marketing Research*, *57*(1), 1-19.
- Wedel, M., & Pieters, R. (2007). A review of eye-tracking research in marketing. *Review of Marketing Research, 4,* 123-146.
- Pieters, R., and Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of Marketing*, *68*, 36–50.

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[1]OpenArt (2022). Stable Diffusion Prompt Book. Retrieved March 1, 2023, from https://openart.ai/promptbook

[2]Liu, V. & Chilton, L. B. (2021). Design Guidelines for Prompt Engineering Text-to-Image Generative Models. https://arxiv.org/abs/2109.06977

[3]Pilarczyk, J., & Kuniecki, M. (2014). Emotional content of an image attracts attention more than visually salient features in various signal-to-noise ratio conditions. *Journal of Vision*, 14(12), 4–4. https://doi.org/10.1167/14.12.4.

The value of variety in the context of video advertisement

Video advertisements compete for attention in an increasingly busy media environment. Platforms such as TikTok and YouTube thrive on short video content that provides a continuous stream of stimulation and variety to consumers. Under these conditions, advertisers must stand out from the crowd to engage their audience and drive conversions. It has been shown that visual variety plays a crucial role in attracting and retaining the attention of viewers in video advertisements. This is because visual variety helps to break up the monotony and keeps the audience engaged. However, it has been shown that overstimulation is bad, as humans only have limited capacity available for processing. In an increasingly stimulating world around us, it thus becomes even more important to understand the benefits, downsides, and ultimately the true value of (visual) variety in advertising.

How can advertisers manage visual variety within their advertisements to ensure engagement while avoiding overstimulation? Can visual variety also be within a single video drive engagement?

The thesis can be written in German or English. If you are interested, please get in touch with

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Related literature:

Rafieian, O., & Yoganarasimhan, H. (2022). Variety Effects in Mobile Advertising. *Journal of Marketing Research*, *59*(4), 718–738.

Nelson, L. D., Meyvis, T., & Galak, J. (2009). Enhancing the Television-Viewing Experience through Commercial Interruptions. *Journal of Consumer Research*, *36*(2), 160–172.

Bashirzadeh, Y., Mai, R., & Faure, C. (2022). How rich is too rich? Visual design elements in digital marketing communications. International Journal of Research in Marketing, 39(1), 58‑76.

Annie Lang, The Limited Capacity Model of Mediated Message Processing, Journal of Communication, Volume 50, Issue 1, March 2000, Pages 46–70.

Effective Influencer Marketing

Influencer marketing has become a popular marketing strategy on social media. Among other things, through influencer collaborations, brands attempt to reach more specific target groups and enhance their marketing communication's authenticity. As most of this sponsored content is shared on visual platforms such as Instagram and TikTok, visual brand content that features both the influencer and the brand plays an important role. Typically, influencers create this brand imagery themselves based on instructions from brands. This creates a natural tension about the relative salience of the influencer and the brand on these images, as influencers seek to drive engagement, which may be undermined by excessively salient sponsored products, while firms seek to drive awareness and sales.

This master thesis aims to investigate the visual presentation of effective influencer content. For this purpose, characteristics for a successful visual presentation of the brand need to be identified based on literature and then transferred to the concept of influencer marketing. Subsequently, these findings can be validated experimentally or survey based.

The thesis can be written in German or English. For more information, please contact

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Related Literature:

Breves, P. L., Liebers, N., Abt, M., and Kunze, A. (2019). The perceived fit between Instagram influencers and the endorsed brand: How influencer-brand fit affects source credibility and persuasive effectiveness. Journal of Advertising Research, 59(4), 440-454.

Hartmann, J., Heitmann, M., Schamp, C., and Netzer, O. (2021). The power of brand selfies. Journal of Marketing Research, 58 (6), 1159–1177.

Klostermann, J., Plumeyer, A., Böger, D., and Decker, R. (2018). Extracting Brand Information from Social Networks: Integrating Image, Text, and Social Tagging Data. *International Journal of Research in Marketing*, 35 (4), 538–556.

Liu, L., Dzyabura, D., and Mizik, N. (2020). Visual Listening In: Extracting Brand Image Portrayed on Social Media. Marketing Science, 39 (4), 669–686

Torres, P., Augusto, M., and Matos, M. (2019). Antecedents and outcomes of digital influencer endorsements: An exploratory study. *Psychology & Marketing*, 36(12), 1267-1276.

Meta-analyses in Marketing: An Empirical Investigation into the Development of Marketing Research

Meta-analyses are an important tool in marketing research. They allow to estimate the effectiveness of central marketing instruments (e.g. price, advertising) or the effect of central phenomena (e.g. electronic word of mouth) and to determine average effect sizes. The (context-specific) estimation of these effect sizes is particularly relevant for practical application and enables better management assessments based on sound judgements. The importance of meta-analyses is particularly obvious by the very high number of citations.

Meanwhile, a large number of meta-analyses in marketing have been published, for which in turn some structured reviews and evaluations of the research methodology exist (Eisend 2015; Grewal, Puccinelli, Monroe 2018). The goal of this master thesis is to highlight the insight contribution of the published meta-analyses and to structure them in a content-analytical way. This allows to derive best practices for meta-analyses and to identify the benefits of meta-analyses at an early stage.

A selection of articles is available, which can be evaluated in the master thesis. There is a cooperation with RWTH Aachen University (Univ.-Prof. Dr. Daniel Wentzel), where another master thesis on a related topic is being written. An exchange is explicitly desired.

The thesis can be written in German or English. For more information, please contact

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Related Literature:

Eisend, M. (2015): Have we Progressed Marketing Knowledge? A Meta-Meta-Analysis of Effect Sizes in Marketing Research, Journal of Marketing, 79(3), 23-40, https://doi.org/10.1509/jm.14.0288

Farley, U.; Lehmann, D.R.; Sawyer, A. (1995) Empirical Generalization Using Meta-Analysis, Marketing Science, 14(3), 36-46, https://www.jstor.org/stable/184146

Grewal, D.; Puccinelli, N.; Monroe, K. (2018): Meta-Aanalysis: Integrating accumulated knowledge, Journal of the Academy of Marketing Science, 46(1), 9-30, https://doi.org/10.1007/s11747-017-0570-5