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Prompt engineering considerations of artificial intelligence applications and its role in formulating advertising messages

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Abstract:

The rapid advancements in artificial intelligence (AI) are causing advertisers to study the architectural frameworks for large language models to interact with AI applications effectively. This research aims to establish the foundational principles of prompt engineering for AI applications in formulating advertising messages. The research focuses on the role of prompt engineering skills among advertising designers to enhance their sensory imagination when using AI applications. Large Language Models (LLMs) have become increasingly intertwined in various fields, including advertising, leading to prompt engineering, a method where advertisers interact with AI to shape its behavior for more efficient advertising messages.**Research Problem:** The research problem revolves around answering the following question: What are the key considerations in studying prompt engineering for AI applications, and what is its role in crafting advertising messages?

Research Objectives: The research aims to establish the foundational principles of prompt engineering for AI applications in the formulation of advertising messages.

Research Significance: The significance of the research lies in developing prompt engineering skills among advertising designers to enhance their sensory imagination when using AI applications.

Research Hypothesis: Developing prompt engineering skills among advertising designers enhances the formulation of advertising messages through AI applications in a manner consistent with the digital world.

Research Methodology: The study follows: The descriptive method to collect facts and information about prompt engineering. The applied method to produce designs using AI applications while considering the principles of prompt engineering.

Results: Developing prompt engineering skills among advertising designers enhances the formulation of advertising messages through AI applications in a manner consistent with the digital world. Generative AI provides remarkable results in crafting advertising messages when used correctly, following a thorough study of all aspects of the advertising message. Prompts that incorporate proper prompt engineering considerations help in shaping the sensory imagination of advertising designers. The outputs of AI applications vary depending on the formulation of the prompts. AI-generated outputs may require the designer's technical intervention to add text using design software like Photoshop, as AI applications may struggle to correctly interpret text directions in prompts or may need to rely on other specialized applications for text.

Recommendations: Increase awareness among advertising designers about AI applications and how to craft prompts that embody the designer's sensory awareness. Keep up with developments in AI applications, as they represent an effective tool for producing attractive advertising messages.

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