

This is the first advertising in the world written entirely by artificial intelligence

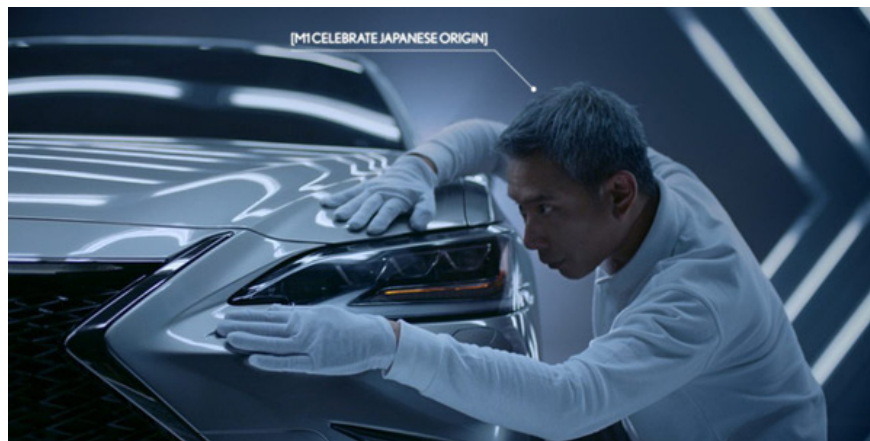
On Lexus's YouTube page, there is an excerpt of an ad called 'When men and machines work together, amazing things can happen', this is a promotional video made for Lexus cars. The company's ES has a completely AI-written script and was directed by an Oscar-winning director for the 2000 documentary One Day in September, directed by Kevin Macdonald.

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Its name also explains the reason why Lexus chose the script written entirely by an artificial intelligence to advertise the new Lexus ES.

The promotional video is only a minute long but it shows the connection between people and machines.(Video: Lexus)

Lexus's creative agency has worked with technical partner Visual Voice so that artificial intelligence can be responsible for the advertising scenario. Specifically, Visual Voice has used IBM Watson to analyze a variety of data from audio, text to external images, then extract detailed information to navigate artificial intelligence to outline a guaranteed scenario. It is both entertaining and entertaining.



In order for the script to meet the brand's needs, Unruly, an advertising agency that focuses on human emotional aspects, has also provided a range of data for this artificial intelligence system.

This advertisement has proved that this growing artificial intelligence has great potential in many industries, including the advertising industry.

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