

Who Let the Bots Write This? Answer Key

Ad #1: The Running Shoes- Likely AI-Influenced Parts:

- "engineered with precision, designed for your lifestyle" → **Generic marketing phrase** that sounds polished but vague.
- "whether you're a weekend jogger or a marathon champion" → **Overly broad audience targeting**, classic AI marketing pattern.
- "Over 10,000 runners already trust SwiftStep" → **Artificially persuasive statistic** (AI often inserts "social proof" style phrasing).
- "Upgrade your run today!" → **Formulaic call-to-action** common in AI ad copy.

Reasoning: AI tools often produce professional-sounding but **bland or repetitive taglines** that don't give specific, real details.

Ad #2: The Streaming App - Likely AI-Influenced Parts:

- "Endless entertainment, customized just for you" → **Personalization language** AI is known for.
- "our app knows what you'll love before you do" → **Predictive AI phrasing**, directly referencing recommendation algorithms.
- "Join millions who stream smarter, not harder" → **Catchy rhyme/slogan** that feels manufactured.
- "Start your free trial today!" → **Cookie-cutter call-to-action**.

Reasoning: This ad leans heavily into **personalization + prediction**, which are both common AI-driven marketing strategies.

Reflection Question (Sample Answer)

"The streaming app felt more AI-driven because it focused on predicting what I like, which is something recommendation algorithms actually do."