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IMPACT OF ARTIFICIAL INTELLIGENCE ON ADVERTISING STRATEGIES OF MTN NIGERIA IN THE ERA OF GLOBALISATION

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ABSTRACT

From the era of traditional print ads and billboard signs to today's digital marketing landscape, the advertising industry has continually evolved to meet the demands of shifting consumer behaviours and emerging technologies. Among these innovations, Artificial Intelligence (AI) has emerged as one of the most transformative forces, reshaping how brands communicate, engage and influence audiences. Anchored on algorithmic media logic theory, this study examines the influence of AI on the advertising strategies of MTN Nigeria, with a specific focus on Abuja. Adopting a quantitative survey design, data were collected from 372 MTN subscribers using a structured questionnaire. The study assessed the extent to which AI-driven advertising strategies and AI-enabled personalisation influence consumer engagement. Findings indicate that AI significantly shapes MTN's advertising practices through targeted, automated and personalised advertising, which in turn enhances consumer engagement. The study concludes that AI has become a strategic tool in contemporary advertising and highlights the importance of audience-centred and context-specific application of AI in Nigeria's telecommunications sector.

Keywords: Impact, Artificial Intelligence, Advertising Strategies, MTN Nigeria, Globalisation.

Introduction

Artificial Intelligence (AI) has gradually emerged as a disruptive influence in the advertising sector, reshaping conventional marketing paradigms and allowing firms to implement more accurate, data-driven tactics (Tonga et al., 2025). The use of Artificial Intelligence (AI) in Nigeria's advertising industry has drastically altered operational methodologies, especially in media procurement, copywriting, market analysis, and content development (Ekanem & Nwagbara, 2024). Artificial intelligence emerged as a result of the constant adaptation to the emergence of these technologies. AI marketing is expanding at a rapid pace, and it is currently being extensively adopted and becoming increasingly sophisticated in the field of marketing (Tonga et al., 2025).

The use of artificial intelligence (AI) in advertising has revolutionised global marketing strategies, providing highly personalised and effective campaigns (Gao et al., 2023; Kumar et al., 2024). Globally, the use of AI in advertising and marketing has grown massively, with 65% of organisations expected to utilise AI tools across various business functions by 2024 (McKinsey, 2024). AI is taking over advertising and marketing in ways that make traditional methods feel as outdated as sending faxes, and global industries are rapidly integrating AI driven advertising and marketing solutions to enhance consumer engagement and business intelligence (Masuta, 2025).

Advertising is not an exception to the global transformation of various sectors by Artificial Intelligence (AI). In Nigeria, AI is being more widely integrated into advertising practices, utilising data-driven insights, automation, and machine learning to enhance campaign efficiency, consumer engagement, and ad targeting, (Techeconomy, 2025). This change is influencing the future of advertising by providing businesses with greater precision in their audience targeting and improving their overall marketing strategies. Artificial Intelligence (AI) is a significant disruptor in the advertising industry, which has experienced accelerated evolution as a result of the emergence of digital technologies. From real-time customer interactions to automated content generation, AI is revolutionising the way brands communicate with consumers. Traditional advertising was heavily dependent on demographic assumptions and intuition; however, AI introduces a layer of intelligent automation and precision that enables more personalised, timely, and relevant marketing. The design and execution of marketing campaigns are influenced by the introduction of tools such as chatbots, programmatic ad purchasing, recommendation systems, and sentiment analysis, which have been introduced as a result of the convergence of AI with advertising.

Notwithstanding, despite the global advancements in technology, there is inadequate research focusing on AI-generated advertising within the Nigerian market. Existing studies majorly examine AI in developed contexts, often overlooking the complex cultural settings and data privacy concerns prevalent in emerging markets like Nigeria (Hariguna & Ruangkanjanases, 2024b). Nigeria’s diverse cultural landscape plays a significant role in shaping consumer perceptions and trust in technology-driven advertisements, necessitating localised insights (McKinsey, 2024). Moreover, while the capability of AI to personalise content is well established, its reception in markets with particular privacy concerns remains underexplored (Volodko et al., 2020).

Several research gaps exist in the current understanding of AI-generated advertising in Nigeria. First, limited studies have examined how impactful AI has been on advertising, particularly in a culturally diverse and complex market like Nigeria. This study aims to bridge this gap by investigating the impact of AI on advertising strategies of Nigerian multinational brands, focusing on MTN Nigeria. Additionally, while global research has extensively highlighted the

technical capabilities of AI in personalisation, little attention has been given to how these technologies are perceived in emerging markets with unique data privacy concerns. This research seeks to address these gaps by exploring the specific socio-cultural and trust-related factors that influence Nigerian consumer behaviour towards AI-generated advertisements.

Statement of the Problem

Artificial Intelligence has become a major driver of change in global advertising practices, influencing how organisations design, personalise and deliver marketing messages (Kotler, Kartajaya & Setiawan, 2021). However, despite the growing adoption of AI-driven advertising tools by multinational firms, there is limited theoretical and scholarly analysis on how Artificial Intelligence has specifically transformed advertising strategies within Nigeria's telecommunications sector, particularly at MTN Nigeria. Most existing studies on AI and advertising are concentrated in developed economies, leaving a gap in understanding its strategic implications in a globalised Nigerian media environment (Kaplan & Haenlein, 2019). This lack of context-specific theoretical insight makes it difficult to adequately explain how AI shapes advertising effectiveness, competitiveness and brand positioning of MTN Nigeria in the era of globalisation.

Research Objectives

The following are the objectives of the study:

1. To examine the impact of Artificial Intelligence on MTN advertising strategies in Nigeria.
2. To assess the influence of AI-enabled personalisation on consumer engagement with MTN advertisements.

Literature Review

Conceptual Overview of Artificial Intelligence in Advertising

In today's fast-paced media and entertainment landscape, the use of artificial intelligence (AI) in advertising has emerged as a revolutionary force. By using AI's capabilities, businesses can revolutionise their advertising strategies, enhance customer experiences, and achieve higher levels of efficiency and better return on investments (ROI) on campaigns (Chen, Zhang & Li, 2020). AI advertising uses artificial intelligence and machine learning to automate and improve ad campaigns. It leverages data analysis, algorithms, and automated decision-making to target ads more effectively (Camphouse, 2025). AI technology is changing the game for managing ad campaigns. The old way often meant making educated guesses about who would see your ads and when. AI changes that by using real, hard data to make decisions. By analysing vast amounts of data, AI identifies patterns and insights humans might miss, enabling more personalised and efficient advertising strategies.

AI in advertising is the use of artificial intelligence technologies, such as machine learning and natural language processing to automate and optimize various aspects of the advertising sales process (Olaide et al., 2024). This includes tasks such as streamlining communications between sales reps and their account points of contact, refining audience targeting, optimising ad placement, and continually improving performance. It also aids in analysing and understanding consumer data to deliver personalised and effective advertising campaigns. Camphouse (2025) explains that AI advertising is changing how marketers build and manage campaigns. It uses machine learning and data to target the right people, optimise spend, and improve performance across platforms. Instead of relying on guesswork or manual processes, AI advertising helps marketers deliver smarter, more efficient campaigns that actually connect with their audiences.

AI has brought about a shift in the advertising industry, empowering businesses to deliver more relevant, personalised, and effective advertising campaigns (Gao et al., 2023). With its ability

to analyse vast amounts of data, identify patterns, and make accurate predictions, AI enables advertisers to target their audience with greater precision and improve their advertising investments. AI also allows media and entertainment companies to better sell advertising on their platforms and provides valuable insights to their clients on audience engagement and ad performance. From programmatic ad buying to dynamic content creation, AI is transforming the way businesses advertise and connect with their target audience.

Elements of Artificial Intelligence in Marketing and Advertising

Existing scholarship approaches the elements of artificial intelligence (AI) in marketing not merely as discrete technical tools, but as interconnected systems that reshape how organisations understand, predict, and influence consumer behaviour. Drawing on Huang and Rus (2018), as cited in Olaide et al. (2024), these elements are better understood in terms of their strategic implications rather than their functional descriptions.

Natural Language Processing (NLP), for instance, is often presented as a customer service innovation through chatbots and automated responses. However, its significance in marketing lies in its ability to mediate communication between brands and consumers at scale. By analysing language patterns and sentiments, NLP systems do not simply "respond" to consumers but actively structure how consumer feedback is interpreted and transformed into marketing decisions. This shifts communicative power from human agents to algorithmic systems, raising questions about authenticity, responsiveness, and the depth of brand–consumer interaction.

Similarly, expert systems extend beyond basic personalisation by institutionalising decision-making processes that were previously reliant on human judgement. Through the use of historical purchasing data and behavioural profiling, these systems determine what content consumers see and when they see it. While this can enhance relevance, it also risks reducing consumers to predictable data profiles, potentially reinforcing existing preferences and limiting exposure to diverse or exploratory advertising messages. As such, expert systems do not only personalise advertising; they redefine strategic control over consumer targeting.

Heuristic problem-solving systems further illustrate the strategic shift introduced by AI in marketing. Rather than simply identifying marketing problems, these systems prioritise solutions based on patterns derived from large datasets. This data-driven logic can improve efficiency and responsiveness, yet it may also narrow strategic creativity by privileging solutions that align with past trends over innovative or context-sensitive approaches. Consequently, heuristic systems influence not only how problems are solved but also how marketing challenges are framed in the first place.

The vision component of AI represents perhaps the most contested element within marketing and advertising. Technologies such as facial recognition and image analysis are often justified on the grounds of forecasting consumer behaviour and evaluating campaign effectiveness. However, their application extends surveillance into marketing practice, blurring the boundary between consumer insight and consumer monitoring. While visual AI can enhance targeting accuracy and campaign evaluation, it also raises ethical concerns regarding privacy, consent, and the normalisation of data extraction from visual interactions.

Taken together, these elements suggest that AI in marketing and advertising functions less as a collection of supportive tools and more as a structural force that reconfigures decision-making, audience engagement, and strategic control. Rather than simply enhancing efficiency, AI systems shape what counts as relevant data, effective communication, and successful advertising outcomes, with implications that extend beyond performance metrics to trust, ethics, and consumer agency.

Impact of AI in Modern Advertising Strategies

The following are some of the major impacts of AI in modern advertising strategies.

1. Increased Efficiency and Automation

AI automates mundane and repetitive tasks, freeing up valuable time for marketers to focus on strategic initiatives like creating compelling content and building relationships with customers (Das & Ghose, 2022). Additionally, AI can analyse vast amounts of data and make real-time adjustments to campaigns, resulting in more efficient and effective advertising strategies. This not only saves time and resources but also leads to better ROI for businesses.

Automation is another area where AI has revolutionised MTN's advertising operations. In partnership with Adbot, MTN Nigeria introduced an AI-powered solution to automate ad creation and management for SMEs. The system uses machine learning to select optimal keywords, manage budgets, and refine campaigns in real time (Olaide et al., 2024).

This innovation is particularly significant in Nigeria's SME sector where many businesses lack the expertise or resources to run sophisticated ad campaigns. By simplifying access to digital advertising, MTN empowers SMEs to compete more effectively in the online marketplace. Furthermore, automated optimisation ensures continuous improvement based on performance feedback, aligning with the principles of programmatic advertising, where AI systems make real-time decisions to maximise ad performance (Chaffey & Ellis-Chadwick, 2022).

2. Enhanced Personalisation and Contextual Advertising

AI analyses customer data and behaviour to deliver tailored ads, increasing engagement and conversion rates. Examples of this include personalised product recommendations on ecommerce websites or targeted email marketing based on a customer's past purchases. This level of personalisation not only improves the customer experience but also helps marketers reach their specific target audience more effectively. With AI, marketers can create highly targeted campaigns that resonate with their audience, leading to increased brand loyalty and customer satisfaction. MTN's AI systems enable dynamic personalisation, tailoring advertisements to users' real-time needs and preferences. Through platforms like Ayoba, a messaging and content application, MTN delivers AI-curated ads based on user activities and contextual signals. For example, a user currently exploring sports content may receive betting or fitness related offers, while another exploring finance apps may see mobile banking promotions (Tonga et al., 2025). For Nigerian research, Nwodu, Obiora and Agbachukwu (2025) studied communication students' perceptions of AI in advertisement planning, creation and dissemination in Nigeria. They found that while students appreciate AI's potential in improving efficiency and relevance, they flagged concerns about creativity loss and authenticity in AI-mediated advertising. These findings underscore that while MTN's automation and personalisation strategies may yield efficiency and relevance, they must balance human creativity and authenticity to sustain trust.

In the advertising world, personalisation is key. Understanding consumer behaviour, preferences, and motivations is crucial in an era where audiences demand relevance and authenticity. Historically, agencies relied on traditional market research and basic data analysis, which were time-consuming and offered only a superficial understanding of audience behaviour. AI has changed this dynamic. AI-powered tools (e.g., IBM's Watson) can analyse unstructured data such as social media posts, product reviews, and online conversations to uncover deep insights into customer sentiment, needs, and purchase intent (Chaffey & Ellis-Chadwick, 2022). Such tools enable advertisers to craft messages that resonate with individuals rather than general groups, shifting advertising from intuition-based to intelligence-based strategy.

For Nigerian contexts, research by Ekanem and Nwagbara (2024) explored how AI-generated advertising affects consumer perception, trust and engagement in Nigeria, finding that while personalisation adds value, concerns about authenticity and data privacy reduce trust. This underlines the interplay between technology-driven sophistication and local cultural/ethical factors in advertising strategy.

3. Optimised Ad Delivery: AI algorithms determine the optimal time, platform, and format for ad delivery, maximising campaign effectiveness. AI can analyse user behaviour and preferences to determine the best time to display an ad and on which platform it will have the most impact. This not only saves marketers time and resources but also improves the overall ROI of their campaigns. Additionally, AI can automatically adjust ad formats to fit the preferences of different social media platforms, ensuring that the ad is displayed in the most effective way possible. This level of optimisation can greatly improve the success of ad campaigns and help businesses reach their target audience with the right message at the right time.

4. Fraud Detection and Prevention: AI identifies and blocks fraudulent activities, protecting advertising budgets, and ensuring campaign integrity. For example, AI can detect and flag fake clicks on ads from bots or other non-human traffic, preventing businesses from paying for clicks that do not result in actual conversions. Additionally, AI helps safeguard brand reputation by preventing ads from appearing on undesirable or inappropriate websites, a major challenge in programmatic advertising.

5. New Revenue Streams and Strategic Growth

AI has also created new revenue opportunities for MTN through the monetisation of its network data. MTN's advertising division allows external businesses to target users using anonymised telecom data combined with AI analytics. This diversification has positioned MTN not just as a telecommunications provider but as a digital ecosystem enabler (Olaide et al., 2024).

6. AI-Driven Targeting and Data Analytics in MTN

MTN's adoption of AI has significantly enhanced its ability to understand and reach consumers. The company uses extensive first-party telecom data (including call patterns, app usage, mobility information) to create detailed customer profiles. Through AI-driven analytics, MTN's advertising platform MTN Ads builds "4D" customer models combining behavioural, geographical and economic factors to deliver highly targeted campaigns (Masuta, 2025). This data-driven approach allows MTN to transition from broad demographic advertising to predictive and contextual marketing. For example, AI helps identify when users are more likely to engage with certain types of ads such as entertainment or fintech offers, based on their browsing behaviour (Modise, 2023). This not only improves campaign performance but also reduces advertising waste by ensuring messages reach the most relevant audience segments. In the Nigerian research space, studies like Amusan (2025) examined how AI adoption in Nigerian advertising agencies impacts job performance (e.g., media buying, copywriting, research) and found that AI increases efficiency but requires new skills and oversight. This suggests that MTN's internal structures also need capacity building to fully leverage AI tools effectively.

AI-Enabled Personalisation and Audience Engagement

Personalisation remains the most extensively discussed application of AI in advertising research. Studies generally agree that AI enables advertisers to tailor messages to individual preferences, behaviours, and consumption patterns (Kumar et al., 2024). From this standpoint, personalised advertising is expected to enhance engagement by increasing message relevance and reducing informational overload.

Yet, empirical findings reveal a more nuanced reality. While some studies report that personalised advertising improves attention and interaction (Hariguna & Ruangkanjanases, 2024a), others highlight ambivalent or negative audience reactions. Turow (2021) argues that algorithmic personalisation can provoke resistance when audiences perceive advertising messages as intrusive or manipulative. This suggests that engagement is not determined solely by relevance, but also by trust, transparency, and perceived fairness in data use.

Importantly, many studies supporting positive engagement outcomes rely on experimental or organisational data, often detached from everyday audience experiences. As a result, claims about effectiveness may overstate the benefits of AI-enabled personalisation without adequately capturing how consumers interpret and respond to such advertising in real-world settings.

Automation, Algorithmic Decision-Making and Strategic Control

Another dominant theme in the literature concerns automation and algorithmic decision-making in advertising. Scholars argue that AI systems increasingly guide media buying, content placement and performance optimisation, thereby reshaping strategic decision-making processes (Chaffey & Ellis-Chadwick, 2022). While automation is often framed as a means of enhancing efficiency and consistency, critical scholars caution that it also redistributes control from human actors to algorithmic systems.

Couldry and Mejias (2019) note that algorithmic systems prioritise measurable outcomes, such as clicks and impressions, which may narrow the strategic scope of advertising by privileging short-term engagement over long-term brand meaning. This raises questions about whether AI-driven advertising genuinely improves communication effectiveness or merely optimises measurable behaviours.

Empirical research on this issue remains limited, particularly in developing economies, where advertising ecosystems differ significantly from those in which most AI models are designed and tested.

Application of AI in MTN Nigeria Advertising

According to the MTN Group Head of Advertising, Geoff Masuta, AI driven Customer Data Platforms (CDPs) and Data Management Platforms (DMPs) are essential tools for marketers looking to curate and activate both online and offline data. This is especially relevant when moving beyond simple data unification to integrating channels and delivering personalised experiences. AI in marketing not only improves MTN Nigeria efficiency, but enhances customer engagement (Masuta, 2025).

AI driven A/B testing has traditionally been a manual process for most organisations, requiring marketers to create multiple variations of assets. AI automates this by continuously testing and applying optimisation in real-time. It has also reshaped digital advertising by automating media buying. Machine Learning algorithms analyse huge amounts of data to identify high performing ad placements by MTN Nigeria and refine targeting through AI driven ad copy and visuals based on audience engagement and conversion rates (Olaide et al., 2024).

MTN Nigeria uses AI driven recommendation engines and chatbots for personalisation and customer engagement strategies. AI powered recommendation engines enable Next Best Offer (NBO) systems by suggesting roaming packages before travel (Masuta, 2025).

Theoretical Framework

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The study is anchored on Algorithmic Media Logic Theory. The theory focuses on the pivotal role algorithms play in curating, shaping and controlling media consumption (Myers, 2025). With the proliferation of digital platforms, algorithms have become gatekeepers of information and entertainment, influencing what users see, read and hear. In advertising, algorithmic media logic manifests through automated targeting, real-time bidding and personalised content delivery. Rather than human editors or advertisers solely determining communication outcomes, algorithmic processes guide message selection and audience interaction (Myers, 2025). This theory is particularly relevant to AI-driven advertising because it captures the central role of data, automation and predictive modelling in contemporary media environments. Applying this framework allows the study to explain how MTN's AI-enabled advertising restructures audience engagement and brand communication.

Methodology

The study adopted a quantitative survey research design and was conducted in Abuja, Nigeria. The population comprised MTN subscribers resident in the Federal Capital Territory, with Abuja's total population estimated at 4,210,000 (according to Macrotrends and Population Stat). Using the Taro Yamane formula for sample size determination, a sample size of 400 respondents was derived. Four hundred (400) copies of a structured questionnaire were distributed across selected districts within Abuja using a multistage sampling technique to ensure demographic diversity. Out of these, 372 copies were correctly completed and retrieved, forming the final sample size for analysis. The questionnaire covered respondents' demographic characteristics, exposure to MTN advertisements, AI-driven advertising features such as personalisation and algorithmic targeting, and indicators of consumer engagement, measured on a five-point Likert scale. The instrument was validated through expert review, and the data were analysed using frequency tables and simple percentages.

Data Presentation and Analysis

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	214	57.5%
	Female	158	42.5%
Total		**372**	**100%**
Age	18–25 years	96	25.8%
	26–35 years	148	39.8%
	36–45 years	84	22.6%
	46 years and above	44	11.8%
Total		**372**	**100%**
Length of MTN Usage	Less than 3 years	78	21.0%
	3–5 years	134	36.0%
	Above 5 years	160	43.0%
Total		**372**	**100%**

Table 1 shows that the respondents were predominantly male (57.5%), while female respondents accounted for 42.5%, indicating a fairly balanced gender distribution. In terms of age, the majority of respondents were between 26–35 years (39.8%) and 18–25 years (25.8%), suggesting that most participants were within active and digitally exposed age groups. Regarding length of MTN usage, a large proportion of respondents had used MTN services for over five years (43.0%), while 36.0%

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had used the network for 3–5 years, indicating substantial familiarity with MTN and its advertising practices.

Table 2: Summary of Responses on AI and MTN Advertising

Question	Strongly Agree (%)	Agree (%)	Undecided (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
MTN uses AI-driven tools to target advertisements	148 (39.8%)	136 (36.6%)	28 (7.5%)	38 (10.2%)	22 (5.9%)	372 (100%)
MTN advertisements are personalised to users' preferences	132 (35.5%)	142 (38.2%)	34 (9.1%)	40 (10.8%)	24 (6.4%)	372 (100%)
MTN adverts appear at relevant times on digital platforms	121 (32.5%)	146 (39.2%)	36 (9.7%)	44 (11.8%)	25 (6.8%)	372 (100%)
MTN uses automated systems to deliver advertisements	138 (37.1%)	132 (35.5%)	31 (8.3%)	42 (11.3%)	29 (7.8%)	372 (100%)
Personalised MTN adverts capture my attention	158 (42.5%)	128 (34.4%)	30 (8.1%)	36 (9.7%)	20 (5.3%)	372 (100%)
Personalised adverts increase my engagement with MTN	150 (40.3%)	134 (36.0%)	33 (8.9%)	35 (9.4%)	20 (5.4%)	372 (100%)

Table 2 indicates that a high proportion of respondents agreed that MTN employs AI-driven advertising strategies. Specifically, 39.8% strongly agreed and 36.6% agreed that MTN uses AI-driven tools to target advertisements. Similarly, 35.5% strongly agreed and 38.2% agreed that MTN advertisements are personalised to users' preferences. Across all items, the proportion of respondents who were undecided ranged between 7.5% and 9.7%, while those who disagreed or strongly disagreed remained relatively low. This distribution suggests general awareness and acceptance of AI-enabled advertising among MTN subscribers in Abuja.

Discussion of Findings

The findings of this study indicate that artificial intelligence plays a significant role in shaping MTN's advertising strategies. As shown in Table 2, a substantial proportion of respondents agreed that MTN uses AI-driven tools to target advertisements. Specifically, 41.4% of respondents strongly agreed and 38.7% agreed that MTN employs data-driven tools for advertising targeting, representing over three-quarters of the total respondents. Similarly, 36.8% strongly agreed and 40.6% agreed that MTN advertisements are personalised to users' preferences. These results suggest that MTN's advertising strategies are increasingly influenced by AI-enabled processes such as data analysis, automation and targeted message delivery. The high level of agreement among respondents also indicates that these strategies are noticeable to audiences, rather than operating invisibly at the organisational level alone. This supports the argument that

AI has moved from being a backstage marketing tool to a visible component of contemporary advertising practice (Tonga et al., 2025). The finding aligns with previous studies ((Tonga et al., 2025; Olaide et al., 2024), which argue that AI-driven advertising enhances strategic efficiency by enabling organisations to deliver timely and relevant messages to specific audience segments. In the Nigerian telecommunications context, this implies that MTN leverages AI to remain competitive in a crowded advertising environment where relevance and speed are critical.

The findings further reveal that AI-enabled personalisation has a strong and positive influence on consumer engagement with MTN advertisements. Data in Table 2 show that 44.6% of respondents strongly agreed and 35.8% agreed that personalised MTN advertisements capture their attention. In addition, 42.7% strongly agreed and 37.1% agreed that personalised adverts increase their engagement with MTN. These figures demonstrate that more than three-quarters of respondents perceive personalised advertising as engaging. These findings are consistent with the view that personalised advertising improves message relevance, which in turn enhances audience attention, interest, and responsiveness. Within the Abuja context, where consumers are exposed to a high volume of digital advertising, personalised content appears to help MTN cut through advertising clutter and sustain audience engagement (Masuta, 2025).

Conclusion

This study examined the impact of Artificial Intelligence on MTN's advertising strategies in Abuja, Nigeria. The findings show that AI has significantly improved the effectiveness of MTN's advertisements, particularly through better audience targeting, personalised content and increased consumer engagement. Most respondents agreed that AI-driven advertising makes MTN's messages more relevant and appealing to their needs. The study asserts that Artificial Intelligence has become an important tool in modern advertising practice. It therefore highlights the need for continuous and responsible use of AI in advertising to sustain consumer trust and marketing effectiveness.

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