

AI in Advertising

12 principles to act proactively, responsibly and ethically



 Raad voor Reclame
Conseil de la Publicité




Agenda

- **Introduction** with Marc Frederix, RR-CP
- **Overview of the 12 AI Principles** with
 - Karine Ysebrant, BAM
 - Guy Gelaude, UMA
 - Grégory Marchandise, UBA
- **Cases**
 - **AI Governance & Literacy** at Proximus with Tim Colman, Proximus
 - **Rights & Transparency in AI voice-over case** with Joachim Francois, AKQA
- **Perspectives & Conclusions** with
 - Petra De Roos, ACC
- **Q&A**

Introduction

Marc Frederix, RR-CP

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*Self-regulation as a guiding
principle for ethical advertising
with respect for consumers and
society*

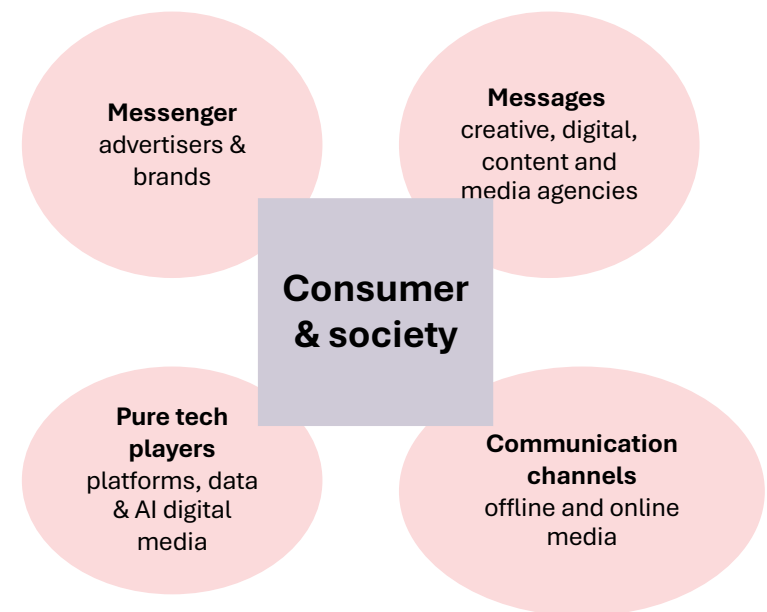
Marc Frederix – Raad voor Reclame

Representing the advertising ecosystem

The Advertising Council

- Represents all actors in advertising
- Stimulates trust in advertising
- Safeguards the reliability of advertising through self-regulation (via independent body JEP)

The advertising sector ecosystem



Mission

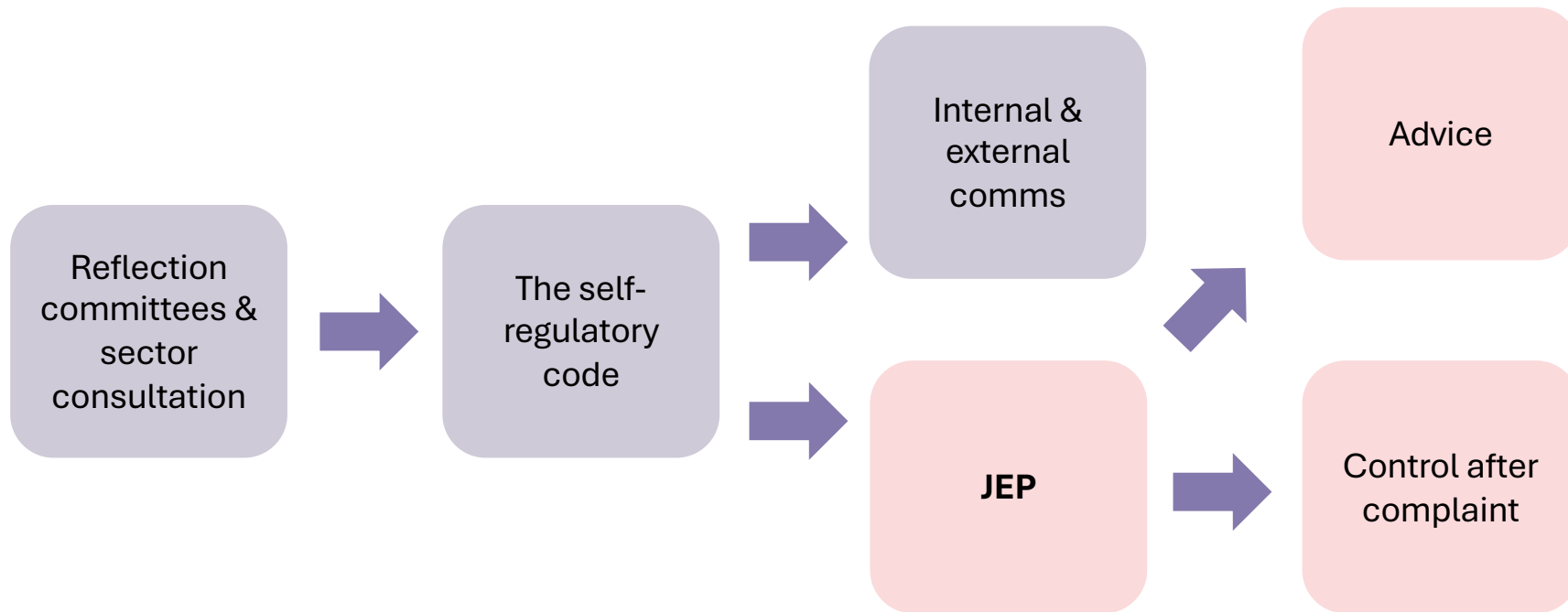
- To represent advertising as an engine of a strong economy and of creative and innovative entrepreneurship.
- Given its impact, advertising must be fair and reliable, ethical regarding diversity, inclusivity and dignity, with respect for society and consumers.
- Advertising creates societal added value by contributing to an attitude change towards more sustainable, responsible and healthy consumption.
- Trust through developing, approving and applying self-regulatory standards
- all players in the ecosystem commit themselves to socially responsible advertising
- both regarding the content of the message and the media channels used.

'Advertising will be ethical or will not be'

Self-regulation, a lever for resilience

1. Self-regulation enables us to respond quickly to technological, societal and media developments
2. By encouraging the emergence of positive, ethical and credible marketing, the sector strengthens the value of its actions and lays the foundation for sustainable trust
3. Therefore, RR, together with all its members, continues to work towards a more responsible, modern advertising ecosystem that is closer to citizens

The autonomous operation of the JEP within the Advertising Council



Why this AI guidelines?

Supporting innovation and growth through responsible AI in the Belgian advertising sector

- Recommendation from European Commission to all countries for AI literacy and framework of guidelines
- Advertising sector is a Belgian front runner with these guidelines
- Help the entire Belgian advertising sector stay compliant and go beyond regulation through self-regulation
- Align all Belgian players (brands, agencies, media, tech) under shared values and responsibilities regarding AI use
- Reinforce public confidence and the protection of consumers' rights in the age of AI
- Provide clear, practical, and proactive guidance for ethical, legal, and transparent use through 12 principles

12 Clear Principles

Grégory Marchandise, UBA

Karine Ysebrant, BAM

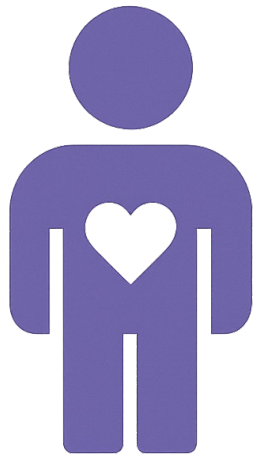
Guy Gelaude, UMA

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The 12 Principles

1. Human at the Core
2. AI Literacy & Governance
3. Embrace Transparency
4. Think Inclusively
5. Protect Vulnerable Groups
6. Consider Environmental Impact
7. Privacy is Sacred
8. Respect Rights
9. Keep Monitoring
10. Fair Competition & Compensation
11. Be Prepared for Errors
12. Collaborate Transparently

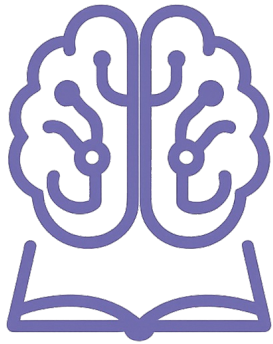
1. Prioritising human value, responsibility and authenticity



**Human at
the Core**

- Promote an organisational culture that prioritises and safeguards human originality and ensures AI tools are used to enhance creative thinking, authenticity and operational excellence, rather than replace them.
- Implement and apply human checks and processes to ensure that automated action and content respect legal norms, ethical standards, societal and brand values
- When working with agents (AI “automation”), define strict perimeter limits and latitude of autonomy

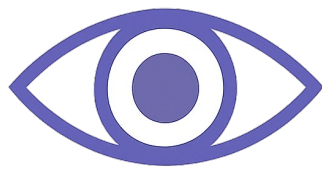
2. Empower with knowledge and break silos



AI Literacy & Governance

- Provide ongoing and tailored ethical, legal and practical trainings.
- Promote strategic coordination between all departments; marketing, legal, IT, creative to guide AI use and process

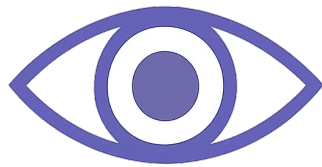
3. Indicate when AI is used to reinforce trust and differentiation



**Embrace
Transparency**

The advertising sector promotes disclosure in AI-generated or manipulated content, especially involving depictions of real people and virtual interaction, and the explainability of AI usage.

When and how to disclose?

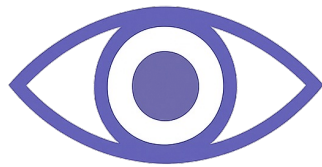


**Embrace
Transparency**

Two cases where labelling is currently mandatory by the AI Act

- **Deepfakes of persons:** content that would falsely appear to be authentic or truthful **and** featuring depictions of people, who appear to say or do things that they did not, shall be disclosed
- **Virtual interactions:** chatbots, avatars or assistants should identify when using AI

When and how to disclose?



**Embrace
Transparency**

- Decide during campaign planning how and where disclosures will appear, in captions, disclaimers, audio or UI labels
- Where disclosure is necessary, use consistent wording. Examples: “AI generated image”, “Written with AI assistance”, “This is an AI-powered assistant.”
- **Explainability**: Ensure that AI systems’ operations can be traced and explained to the relevant stakeholders (whether internal, regulators or the public).

Reminder: ICC Code* on Advertising and Marketing Communications

General principles and rules to ensure that advertising, marketing, and promotional communications are **legal, decent, honest, truthful, and socially responsible**.

These principles form the **basis of the self-regulation** applicable to advertising in Belgium, and whose compliance is **overseen by the JEP (Jury for ethical practices with regard to advertising)**

Respect of these principles ensures **consumer protection, fair competition, sustainability of self-regulation and future-proof ethical advertising**.

Reminder: What does the ICC Code* say on Advertising and Marketing Communication?

1. Legal

Ads must comply with the laws and regulations of the country where they are published or broadcast.

e.g. pharmaceuticals, financial products, intellectual property...

2. Decent

Ads must

- respect prevailing social norms and traditions,
- avoid obscenity or degrading portrayals of the human body (especially in case of use of nudity)
- never incite or tolerate hate speech or the spread of harmful content.



*ICC Advertising and Marketing Communications Code, International Chamber of Commerce

Reminder: What does the ICC Code* say on Advertising and Marketing Communication?

3. Honest

Ads must not exploit consumers' trust or inexperience. All factors likely to influence their decisions should be disclosed clearly and in time for them to make informed choices.

4. Truthful

Ads should be truthful and not misleading :

- regardless of how the marketing communication is conveyed, by text, sound, visual elements or any combinations thereof
- regardless of how the misleading effect occurs, directly or by implication, omission, ambiguity or exaggeration.

Claims must be accurate and verifiable.

What are the next steps for disclosing?



- The European Commission is conducting a consultation on transparency requirements
- International and national advertising sector organisations, such as EASA and WFA, are responding in the interests of the sector
- What is sector mainly asking:
 - Clarify deepfake definition to avoid interpretation
 - Avoid labelling fatigue and disclosure that hamper the display or enjoyment of the work
- Organisations are aligning to framework on the HOW to disclose and label

4. Prevent bias and develop cultural sensitivity



It's important to be aware that a lot of the **dominant AI tools** being used are not developed and not trained within a Be or even European context or data set.

How come

- US / Western Language dominance – taking in account that models are predominantly trained on English-language sources
- Open and permissively licensed datasets (e.g., Wikipedia, Project Gutenberg, etc) skew heavily toward English and Western cultural/academic production.
- Many non-Western publishers don't yet have partnerships, so their data is less represented.

What does this mean in practice?



- **Potential Risk for Cultural framing:** AI solution may reflect more U.S.-centric assumptions, idioms, and perspectives by default and exclude others (blacklisting)
- **Knowledge coverage:** stronger on Western history, cultural and audience insights than on African or Asian contexts (unless they're well-documented in English sources).
- **Bias risks:** this can unintentionally privilege specific norms or specific recommendations, while underrepresenting, ignoring local reality or cultural nuance

How is this could potentially impact our day-to-day?



- To avoid false conclusions based on datasets that are not in line with local reality.
=> Hence the importance of understanding which data sources are being used and being transparent on it
- To avoid messaging that misses depth and cultural relevance
=> hence the reason of doing test on target audience (fi. AB testing, Impact studies, etc)
- To avoid echo-chambers or dominant cultural thinking
=> The importance of having diverse teams (on culture, gender, age, etc) allowing to have a sounding board within your company and do better and more relevant advertising.

5. No targeting or influencing children or those in vulnerable positions



**Protect
Vulnerable
Groups**

AI can help brands better understand consumer needs and behavior, but it can also detect signs of vulnerability, such as emotional distress, financial difficulties, or developmental stages.

Without proper oversight and steering, this can lead to ethically problematic targeting.

5. No targeting or influencing children or those in vulnerable positions



- Prohibit AI tactics that exploit signs of vulnerability, such as fear-based messaging, urgency pressure, or emotional manipulation.
- Respect child protection laws, anti-discrimination laws and the GDPR, especially regarding consent, data minimization, and persuasion techniques that may bypass developmental understanding (e.g., gamified ads or synthetic influencers).
- Implement stricter review and approval processes for AI-driven campaigns in sensitive sectors (e.g. health, body image, finance, etc) including a fallback scenario.

6. Use AI consciously. Choose sustainable options and avoid resource waste



The hidden costs of AI

2-4g

CO₂ per prompt

Roughly the same as sending a short email

Billions

Daily prompts

Multiply by billions and it's no longer small

As a sector, we have a choice:
demonstrate responsibility or face imposed constraints.

A tool box for the planet



Consider
Environmental
Impact



Our tool box for the planet



Consider
Environmental
Impact



7. Use personal data only when allowed and clearly explain how, why and under what conditions



**Privacy
is Sacred**

- If sustainability protects the planet, privacy protects people.
- Privacy isn't only a legal requirement. It's the foundation of trust and freedom.
- Without protection against misuse and flawed inferences, AI can cause psychological harm and societal risks.

**is not about compliance alone.
It's about ethics.**

A Toolbox for the People



**Privacy
is Sacred**



The privacy toolbox



Privacy
is Sacred



8. Do not use AI-generated content referring to others without permission



**Respect
Rights**

- Where possible, review AI-generated content for potential infringement of copyrights, trademarks or personal rights
- Use tools trained on licensed, public-domain or explicitly authorized data sets
- Secure consent, right and contract for replicating voices, images, text, artistic styles...

9. Support a culture of continuous reflection and assessment in AI applications



- For each AI system used in advertising, assess its risk category under the EU AI Act (e.g. minimal, limited, high)
- Establish continuous monitoring processes to identify any drift, especially in systems that learn or adapt over time
- Periodically verify that training and operational data sets remain current, accurate, balanced and relevant to the intended purpose

10. Ensure fair and transparent valuation. Don't let AI justify unfair pay or devaluing people



**Fair competition
and compensation**

- Recognise meaningful creative, media expert and journalist contributions workload for fair compensation
- Fair competition also involves transparency in how AI contributes to outcomes, ensuring credit is appropriately distributed among human and machine contributions in agency and media

11. Have a plan ready for when AI fails (e.g. bias or data leaks)



Be prepared for errors

- Development of incident response protocols that include legal, ethical and communication expertise
- Detect and escalate issues like bias or data misuse

12. Share how AI is used and ensure contracts include AI-related agreements

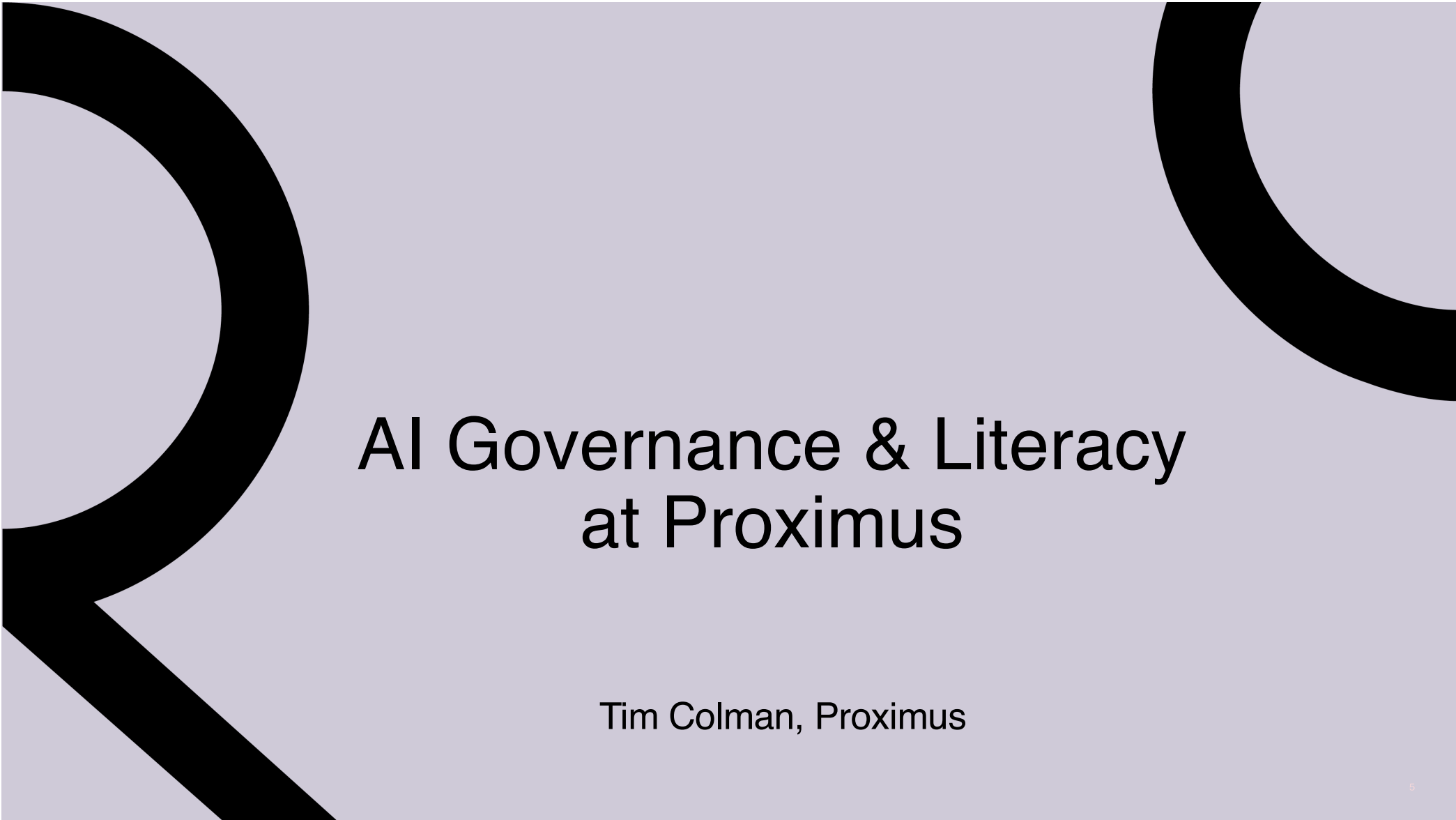


**Collaborate
transparently**

- Partners should communicate clearly about the AI tools, models and methods they use.
- Contracts should define mutual rights and obligations regarding AI use
- Where multiple partners or agents exchange data or AI components, ensure that data use permissions, retention periods and model interactions are clearly governed

Cases

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AI Governance & Literacy at Proximus

Tim Colman, Proximus

“Just ship it”

Just won't do

How do you provide a space to build new habits?

How do you guide people in building that habit at their own pace?

Building the AI habit from 2 perspectives



External specialists familiarized all employees with AI with inspirational talks



Mieke De Ketelaere

Welcome in AI-land
Response & transparent AI
development for



Thierry Geerts

AI, when used thoughtfully and
responsibly, have the potential
to make us more human



Jeroen Baert

A critical-humoristic view on AI
technology today

By 2030 we anticipate that Gen AI has entered the **daily lives** of consumers and changed the way they **interact** with businesses

1. personal digital assistant
for everyone



2. Blending offline & online
worlds

Virtual world expansion with VR/AR/hologram
Need to handle both worlds with similar services

3. Next-Gen customer
expectations

Hyper-personalization becomes the norm

4. A digital divide due to
GenAI acceleration

Need to build trust & don't forget those who
won't adopt digital assistants



GHR DAY FEB25 AI Workshop .ppt x New tab

Search or enter web address

Import favourites | Bing | Profile | Contagious | Spot Buy Center (SB... | Ariba Guided Buying | Ariba Guided Buying | MyLeo Participant | CMA backlog revie... | Weekly Business Re...

proximus Brussel 11°C NL

Zoeken op het web

XM Dashboa... DMZ Authen... Bol Booking.com Amazon Media Markt YouTube Facebook WhatsApp Snelkoppeli...

msn Werk Ontdekken Sport Informele games Valuta Weer Kijken Winkelen

Onlangs gebruikte documente...

- GHR DAY FEB25 AI Workshop (GHR/LDC) - CHYS Hans (GHR/LDC) heeft dit met u gedeeld
- UBA_webinar_AI (COLMAN Tim (CMA/GMC)) - U hebt dit bewerkt
- MDIP Training Content (GRP MKT Business Transformation) - CHABOT Yordi (CMA/GMC) heeft een taak voltooid
- 1-1's (COLMAN Tim (CMA/GMC))
- Mixx (COLMAN Tim (CMA/GMC)) - U opent dit vaak

Recente SharePoint-sites

- GRP Operational - Building The Future ...
- GRP MKT Business Transformation
- OrgAssets
- GRP Growth marketing and campaigns ...
- Performance Campaigns & Innovation t...

Geplande gebeurtenissen

- 10:00 in 10 minuten 1 conflict: AI Frontrunner Wave 3 - C... (2 u. - Microsoft Teams Mee...) [Deelnemen](#)
- 10:00 in 10 minuten: Weekly CMA Staff Stand-up (25 min. - Microsoft Teams ...) [Deelnemen](#)
- 13:00: Copilot Analyst - hands-on session with S... (50 min. - Microsoft Teams Meeting; Boreal 1...)

Chat

What can I help with?

Message Copilot

Help me get started with Copilot

What's the latest from CHABOT Yordi (CMA/GMC), organised by emails, chats, and files?

List key points from RWP4-25_business_prio_for BCM & Silk.pptx

See more

You have premium Copilot features enabled

The legal department set 5 Golden AI Rules for all employees to use as a guide.

1

Always Verify the Output

Always verify ChatGPT's output, as it may sound convincing but can be inaccurate, misleading, or entirely fabricated.

2

Be careful with the data you share

Never input private, customer, or company-sensitive data into ChatGPT, as it violates GDPR and confidentiality obligations.

3

Be transparent & provide disclaimers

Clearly inform third parties when ChatGPT-generated content is used and include disclaimers to limit liability.

4

Be conscious of ownership

Treat ChatGPT's output as non-proprietary and be cautious of copyright risks, especially when publishing or commercialising the content.

5

Be aware of bias & discrimination

Stay alert to potential bias or offensive content in ChatGPT's responses, as it may reflect toxic or prejudiced training data.

Building the AI habit from 2 perspectives



We asked our teams: “Which repetitive tasks take you the most time?”

Use Case	Share
Reporting & automated dashboards	31,50
Defining G2M plans	13,50
Email Marketing	12,40
Summarizing meeting notes or emails	11,20
SEO Optimization	10,10
Creating Presentations	7,90
Content and Copywriting	5,60
Image Generation	3,40
Creating agency briefings for marketing campaigns	1,10
Creating presentations/storylines	1,10
Manually updating files	1,10
Research for event locations	1,10

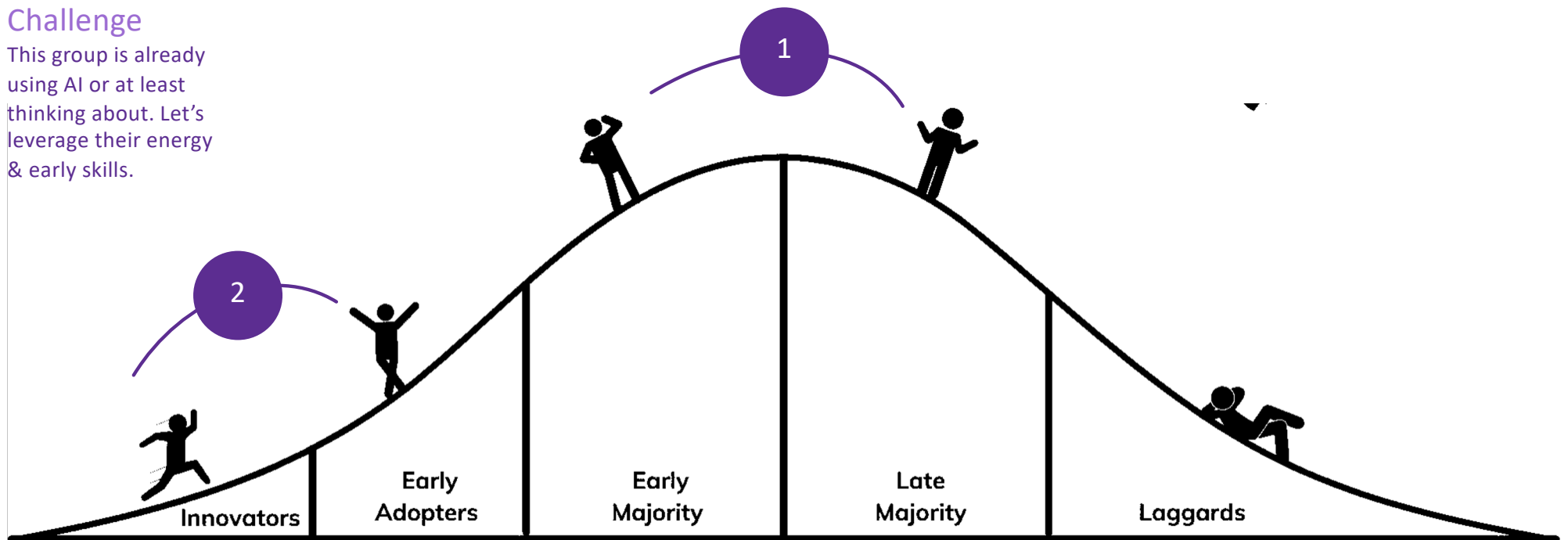
2 speed approach to onboard & train 8 out of 10 team members

Stimulate & Challenge

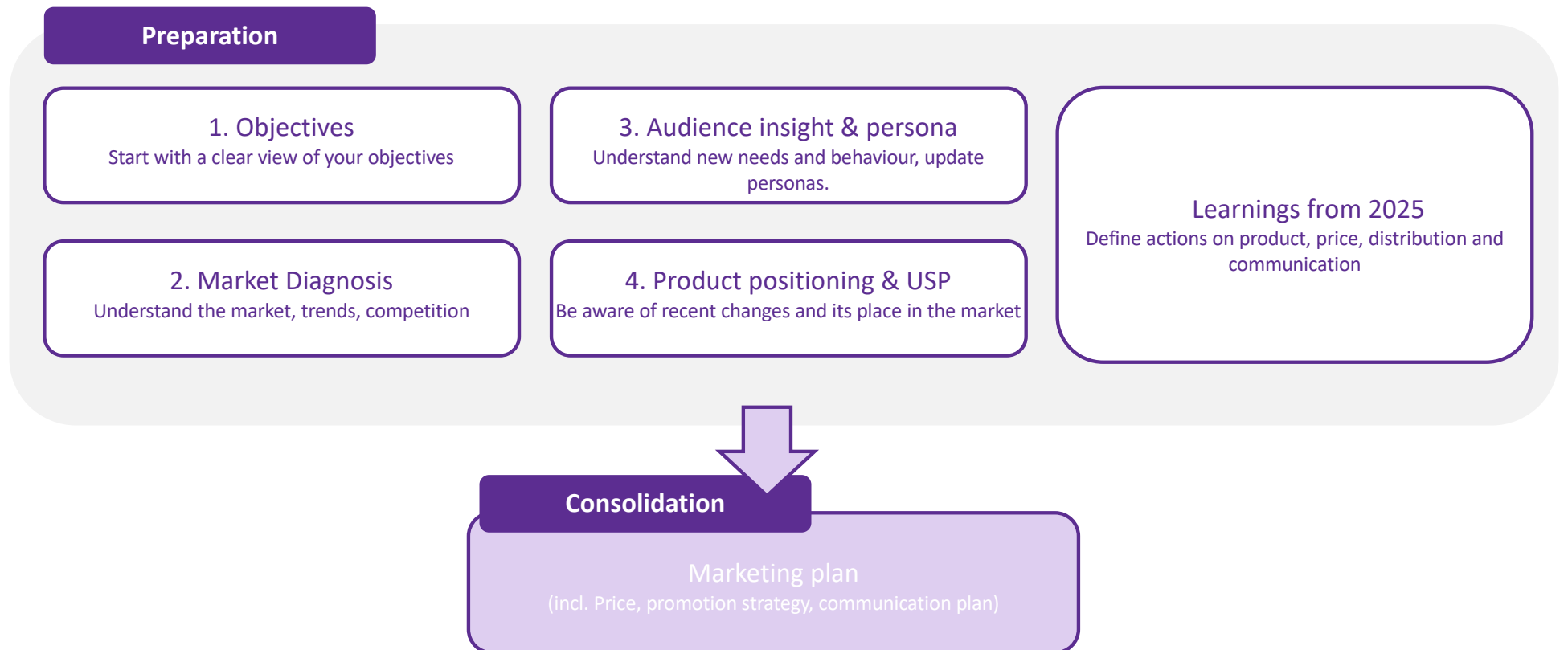
This group is already using AI or at least thinking about. Let's leverage their energy & early skills.

Guide & Explain

This group needs a helping hand and some guidelines to know where & how to start.



(1) Guide & Explain: How to build a marketing plan with AI



(1) Guide & Explain: A limited set of tools with a guarantee on data protection

Copilot Chat



Conversational AI assistant that helps users work more efficiently by summarizing communications, automating tasks, providing insights, generating content, and answering questions using web or enterprise data.

Proximus data protecteu 

Copilot Researcher



AI agent in Microsoft 365 that conducts deep, multi-step research by combining enterprise and web data to generate structured insights.

Proximus data protecteu 

Copilot Analyst



AI agent in Microsoft 365 that performs advanced data analysis and visualization using enterprise data like Excel and Power BI.

Proximus data protecteu 

CMI DeepSights



AI assistant that explores internal insights across formats like PDF, Word, PPT, offering source-linked answers while ensuring secure, Proximus data storage

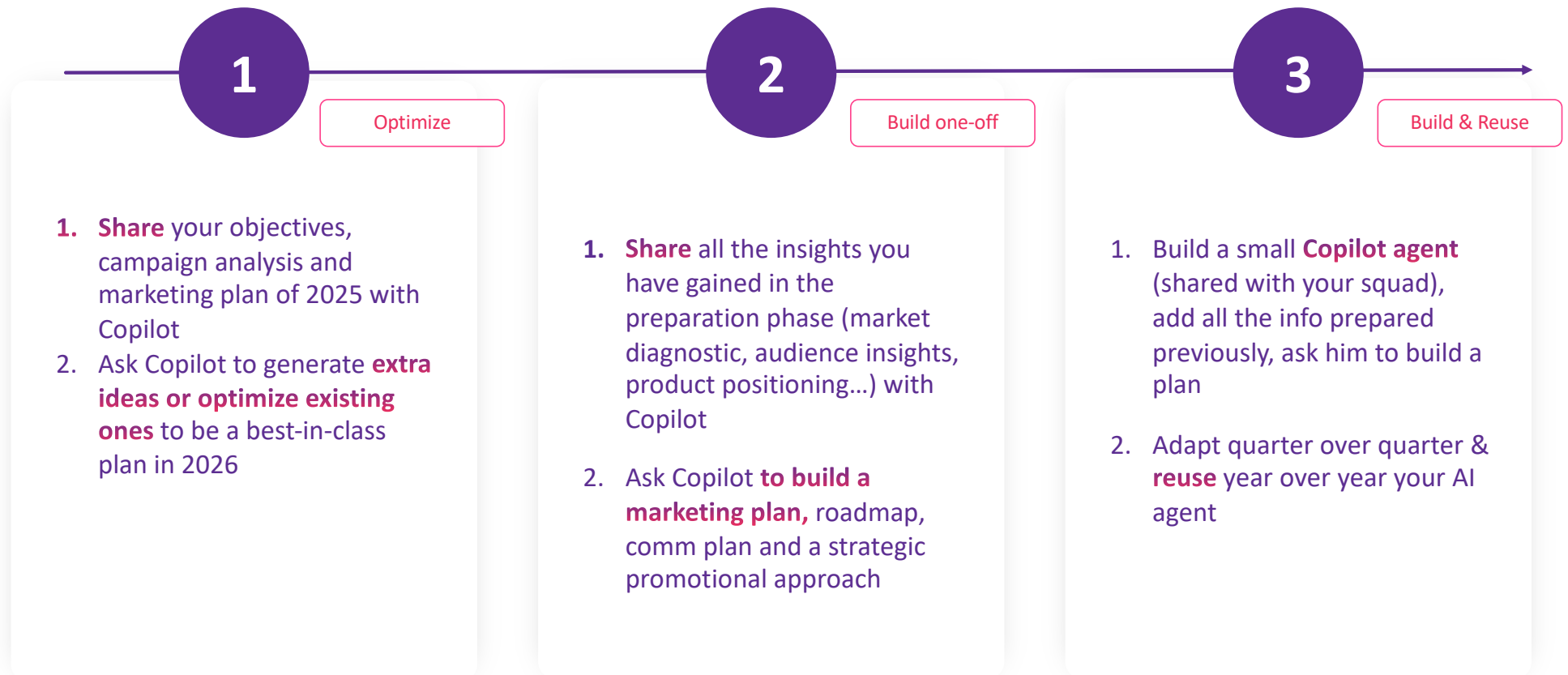
Proximus data protecteu 

Perplexity Lab



A web-based AI research assistant that answers complex questions using real-time web search and citations, often used for academic or technical exploration.

(1) Guide & Explain: we work with levels to stretch the adoption while keeping a low barrier to start



Take on an E2E challenge in
go-to-market

Open use of
AI tools

AI








MVP-approach
Limited in scope & time

Frontrunner Missions

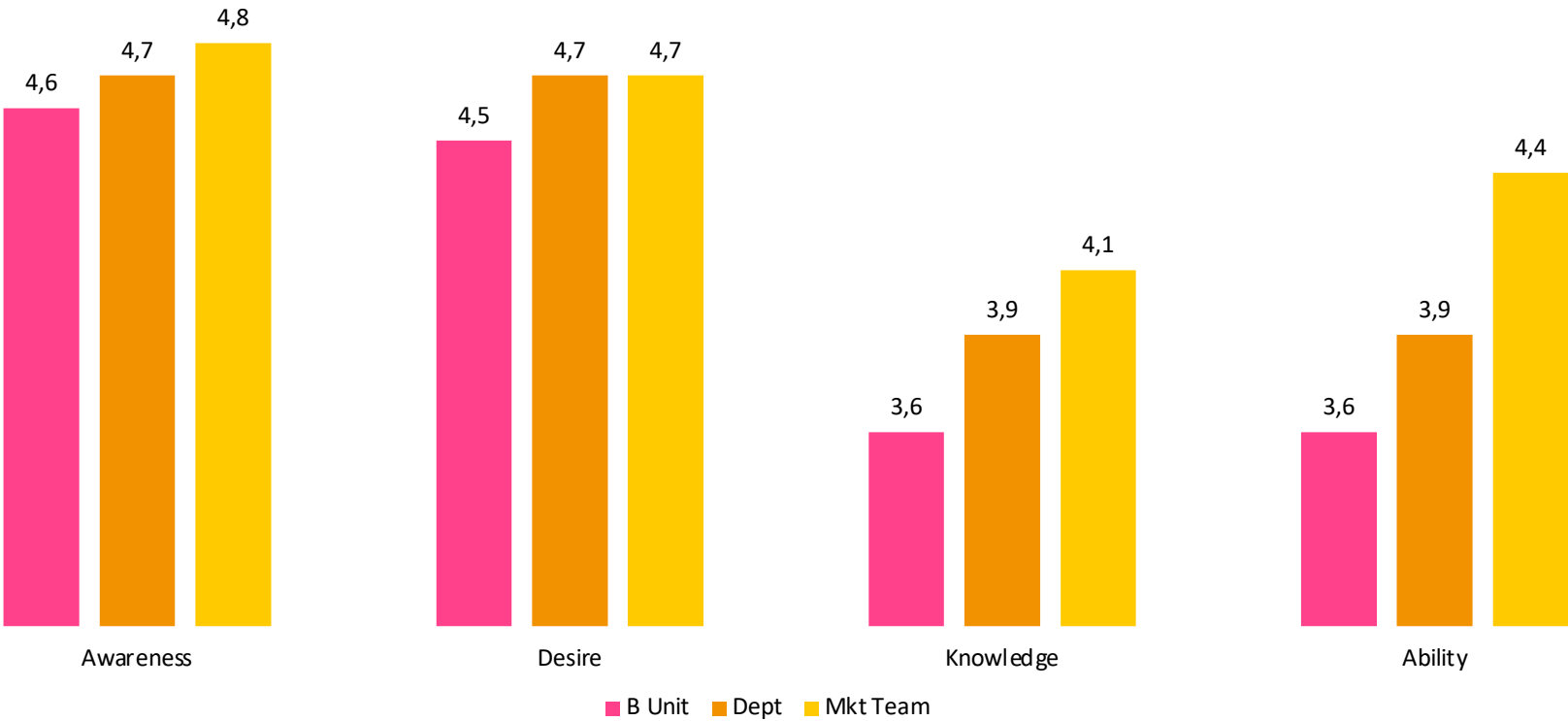
Small teams of
marketeers

With Agency partners
Where relevant

(2) Stimulate & Challenge: multiple frontrunner missions have been

Mission	Wave	Challenge	Status
Fiber AI blog	Frontrunner Wave 1	Run a Proximus Fiber blog covering the complete SEO process from keyword research to blog publication.	
Scarlet AI video	Frontrunner Wave 1	Headless Social Campaigns (Meta) for Scarlet	
Competitive ad scan	Frontrunner Wave 1	Daily report of competitor ad campaigns (Google, Meta & TikTok)	
Voice-over video	Frontrunner Wave 2	Use AI to automatically generate voice-overs for animated videos that can be used on various touchpoints	
Community management	Frontrunner Wave 2	Automated community management on Pickx social media pages using AI to interpret comments and reply on them correctly, on-brand with the right ToV	
Hyper-Personalized Visuals	Frontrunner Wave 3	Generate personalized campaign visuals based on segment data.	
AI Agent Marketing Agency	Frontrunner Wave 3	Create and execute marketing campaigns faster by automating end-to-end marketing with AI agents	
Campaign Reporting	Frontrunner Wave 3	Automated campaign reporting & insights for paid campaigns	

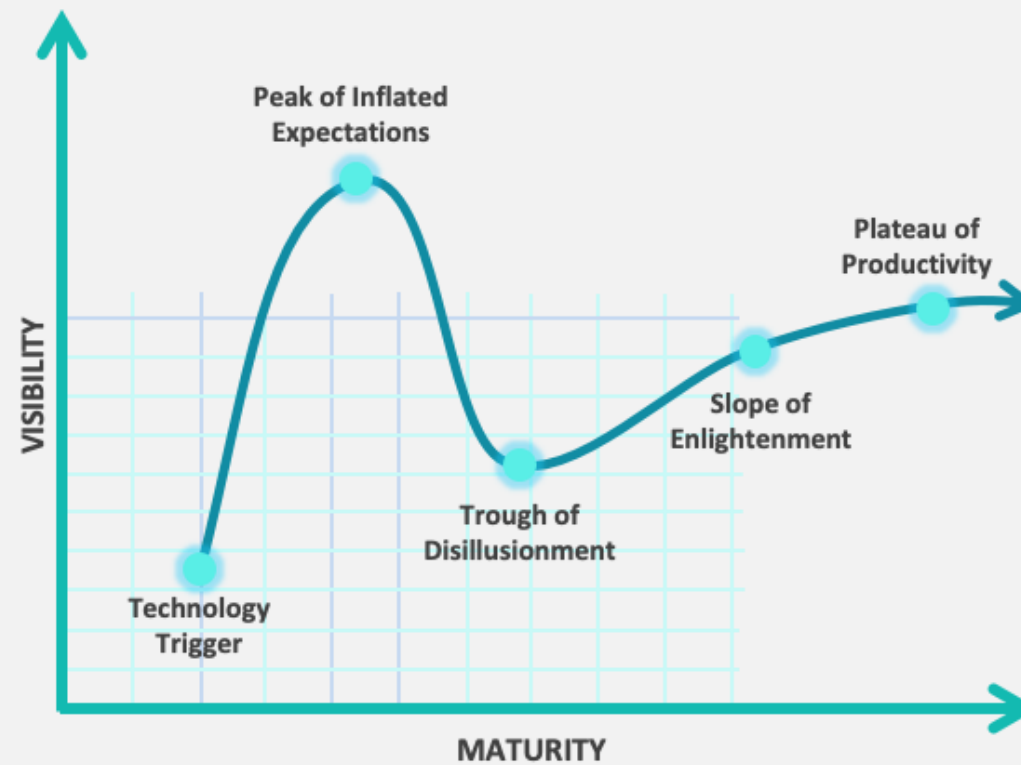
The effect is reflected in the marketing team's scores on knowledge and ability throughout the ADKAR scale



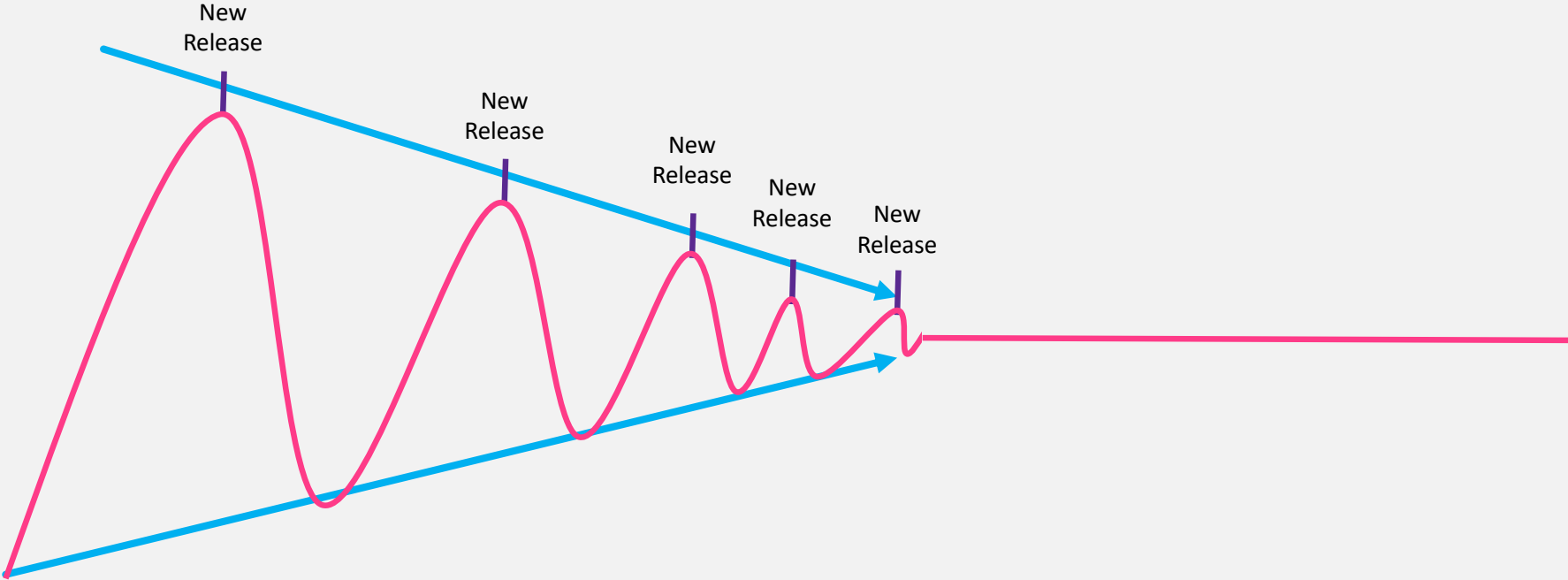
Is this enough?


No, not even close

Managing the hyper cycle and powering through the Trough of Disillusionment



Not once, but again and again and again...





Rights & Transparency in AI voice-over case

Joachim Francois, AKQA


Proximus and AKQA launched a next-gen voice-over engine, powered by custom AI and built for performance at scale.

ARCHIVE READ LATER

TECH

Silk optimaliseert voice-over voor Proximus

Zondag 6 Juli 2025



Silk heeft voor Proximus een op maat ontwikkeld AI-voice-overplatform ontwikkeld. Via een intuïtieve interface selecteren redactieteams moeiteloos een geschikt voice model, voegen de juiste promotieprijs of boodschap toe, en genereren in enkele seconden een natuurlijk klinkende voice-over.

De gebruikte technologie gaat veel verder dan het klonen van een stem. Silk combineert immers meerdere AI-systemen om een zo natuurlijk mogelijk resultaat te bekomen. Pas daarna wordt de audio gegenereerd.

Deze aanpak leidt tot meer natuurlijke resultaten en verhoogt de effectiviteit van de boodschap per kanaal. Op Meta zorgde de toevoeging van een voice-over gemiddeld voor 20% hogere conversieratio's.

Silk ontwikkelde ook een juridisch en operationeel kader waarin voice-over artiesten volledige transparantie en controle behouden over hun stemmodellen. Ze kiezen zelf waarvoor hun stem mag worden ingezet en genereren via een licentiemodel een passieve inkomstenstroom op gegenereerde content.

"Het is geenszins onze intentie om stemacteurs te vervangen", aldus Verthé Tij's, studio lead bij Proximus. Integendeel, we willen hen in deze snel evoluerende AI-context een contract op maat aanbieden dat inspeelt op deze nieuwe manier van werken om aldus hun rol daarin te versterken.

[Facebook](#) [Twitter](#) [LinkedIn](#) [+](#)

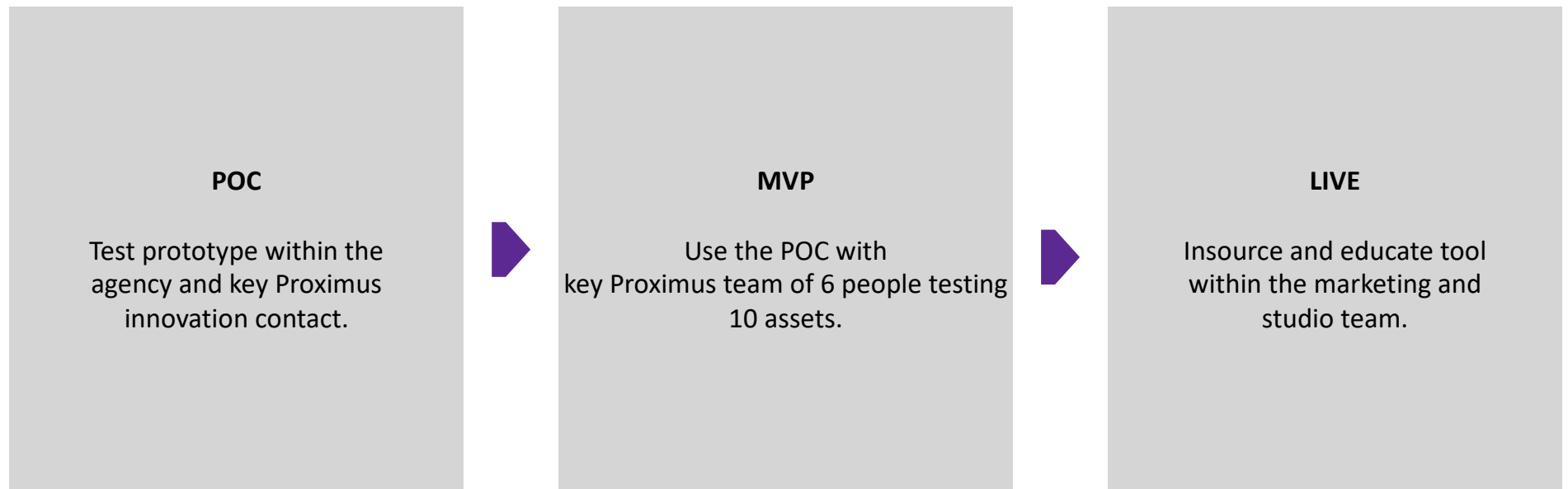
The tool combines **professional voice cloning, smart scripting via GPT, and full legal transparency** - transforming how multilingual VO content is created, used, and monetized.

Use-case goal

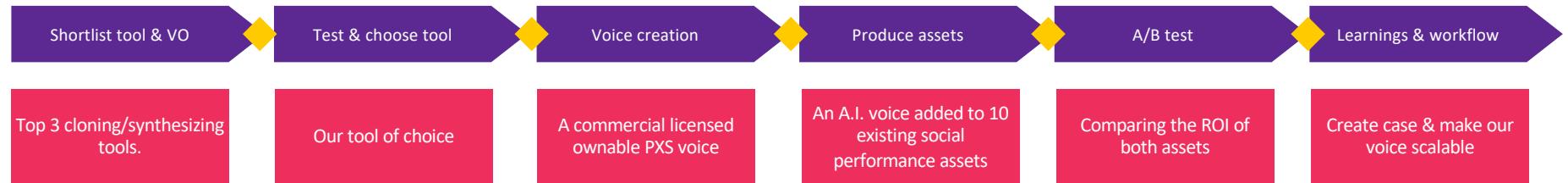
Augment our paid performance layer with voice-over to create more impact at scale.



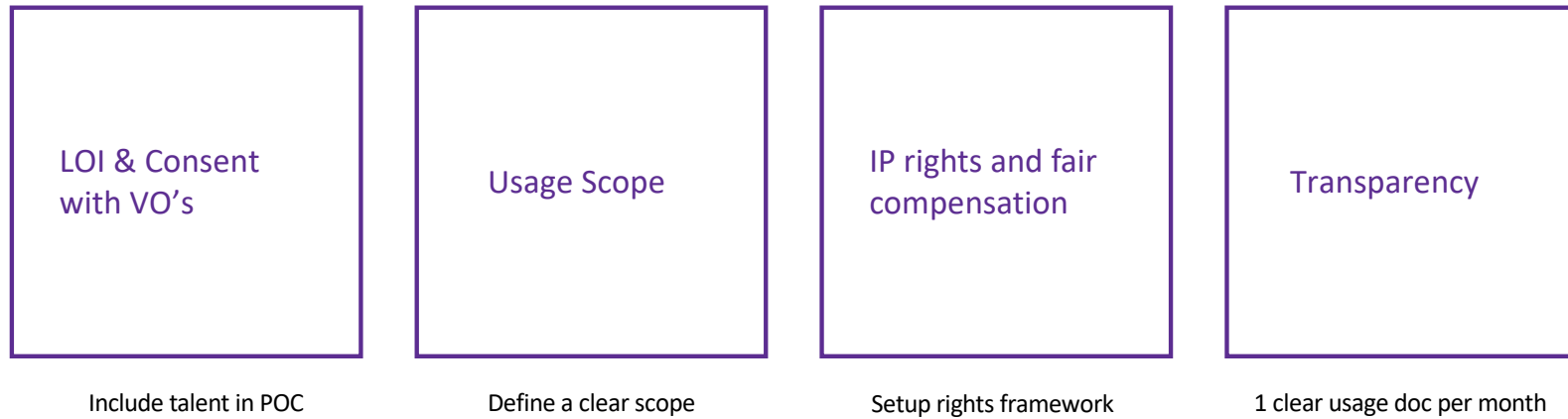
The Agency/Client Workflow



The use-case process



Legal Framework



Fails and Challenges

FR

Numbers

70's and 90's are still pronounced the **French way**.
(ie: Soixante dix)



Prices

Prices with commas are pronounced with the **word** « Centimes »



Proximus.be

Not consistently pronouncing correctly the « **point** » « **B** » « **E** »

NL

Numbers

“Negenennegentig” is not properly pronounced.



Prices

Prices with commas are often pronounced with the **word** « cents »

Proximus.be

The domain name of Proximus is pronounced wrong in Dutch as well



Results

90% reduced
production time

20% increased
conversion rate

200% increased
engagement



Key learnings

- Research your tools ifo compliancy
- Integrate talents in your pilots, budget scope and use-cases
- Be 100% transparant in the usage

Perspectives & Conclusion

Petra De Roos, ACC

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“Let's make some magic!”
-Genie **together**



Q&A

Thank you

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