

TAILOR YOUR GOOGLE ADS ASSETS:

NEW CREATIVE UPDATES



GEORGI ZAYAKOV

NEW CREATIVE UPDATES IN GOOGLE ADS ANNOUNCEMENT

Google Ads has introduced new creative tools to help advertisers generate more engaging and personalized lifestyle imagery.



GOOGLE ADS

New creative updates to help
advertisers generate lifestyle imagery

Feb 19, 2025
3 min read

We're introducing new capabilities in Google Ads to help you create and use assets that resonate with your audience.

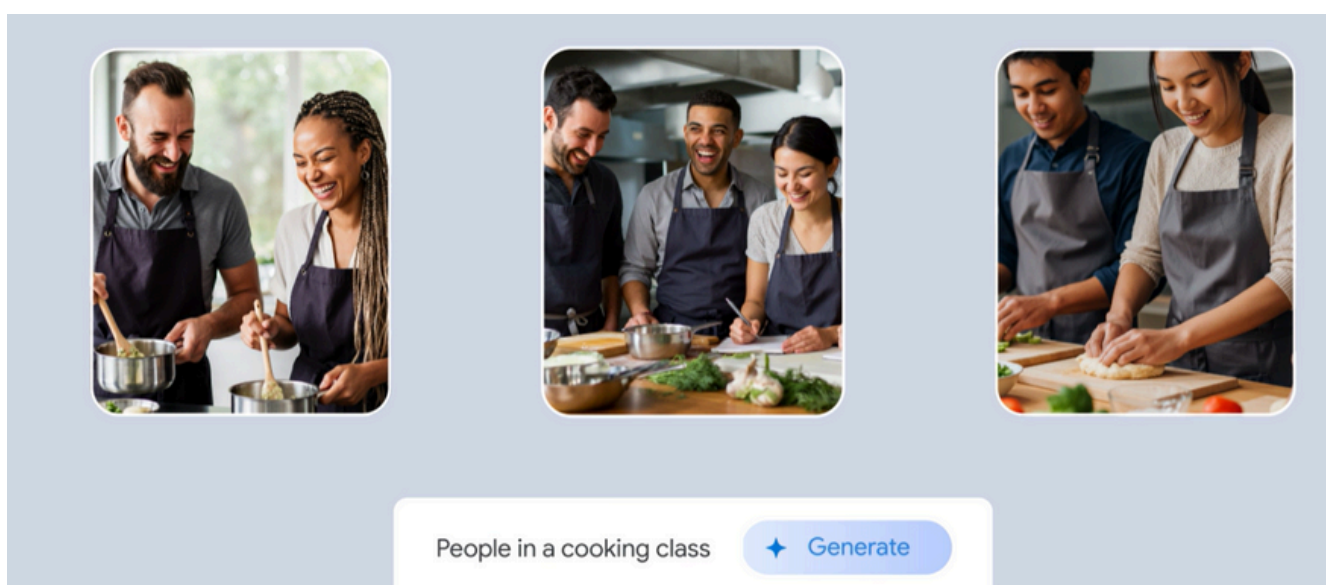
BREAKING
NEWS



NEW CREATIVE UPDATES IN GOOGLE ADS

AI-GENERATED IMAGES OF PEOPLE

New generative AI capabilities allow advertisers to create images featuring adult people using text prompts.



NEW CREATIVE UPDATES IN GOOGLE ADS

AI-GENERATED IMAGES OF PEOPLE

Advertisers can specify details like age, gender, race, and nationality to customize the generated images.



All AI-generated images are tagged with SynthID for transparency.



NEW CREATIVE UPDATES IN GOOGLE ADS

AI-GENERATED IMAGES OF PEOPLE

Google has implemented safeguards to prevent generating sensitive content, including images of children, celebrities, or brand-named products.



NEW CREATIVE UPDATES IN GOOGLE ADS

ASSET-AUDIENCE RECOMMENDATIONS

AI-powered recommendations suggest themes and elements that resonate with target audiences (e.g., “nature” or “ocean” scenes).



NEW CREATIVE UPDATES IN GOOGLE ADS

ASSET-AUDIENCE RECOMMENDATIONS

Advertisers will soon receive
AI-generated image
suggestions to improve their
asset mix without creating
content from scratch.



NEW CREATIVE UPDATES IN GOOGLE ADS

ASSET-AUDIENCE RECOMMENDATIONS

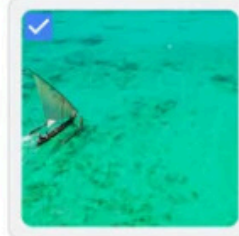
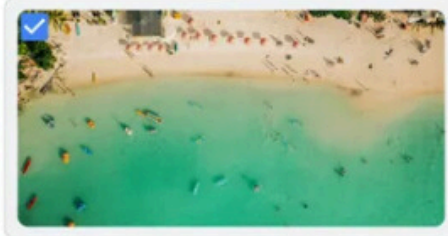
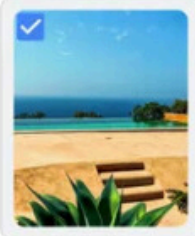
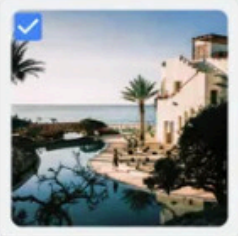
Add audience-specific images to campaign Vacation spots

Valuable audience "Family vacationers"



Recommended images include: Ocean, Sun, Nature ?

For asset group "Tropical vacation"

Add up to 12 more images

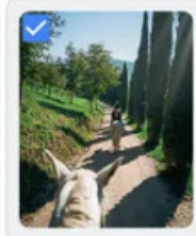
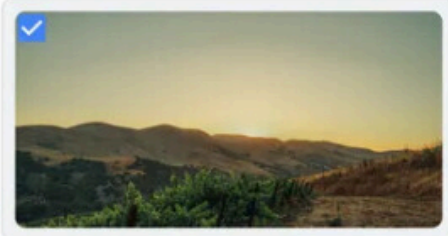
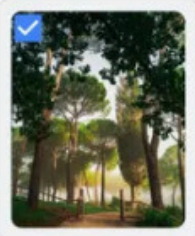


Existing images in this asset group (8) ▾



 Generate images  Images

For asset group "Countryside vacation"

Add up to 6 more images



Existing images in this asset group (4) ▾

 Generate images  Add images

By adding a generated asset, you confirm you've reviewed the asset and represent that they're accurate, not misleading, and not in violation of any Google advertising policies or applicable laws. Use of generative AI is subject to [additional terms of service](#).

Cancel Apply



NEW CREATIVE UPDATES IN GOOGLE ADS

PMAX CREATIVE TESTING BETA

A new beta program allows retailers to test the impact of adding creative assets (text, images, video) to feed-only Performance Max campaigns. Advertisers can compare performance with and without creative assets, including AI-generated ones.



NEW CREATIVE UPDATES IN GOOGLE ADS

MORE ENGAGING LIFESTYLE IMAGERY

AI-generated visuals enable businesses to create high-quality lifestyle images that improve ad performance.

Advertisers have full control over the creative process, with options to refine, regenerate, or hide images.



NEW CREATIVE UPDATES IN GOOGLE ADS

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



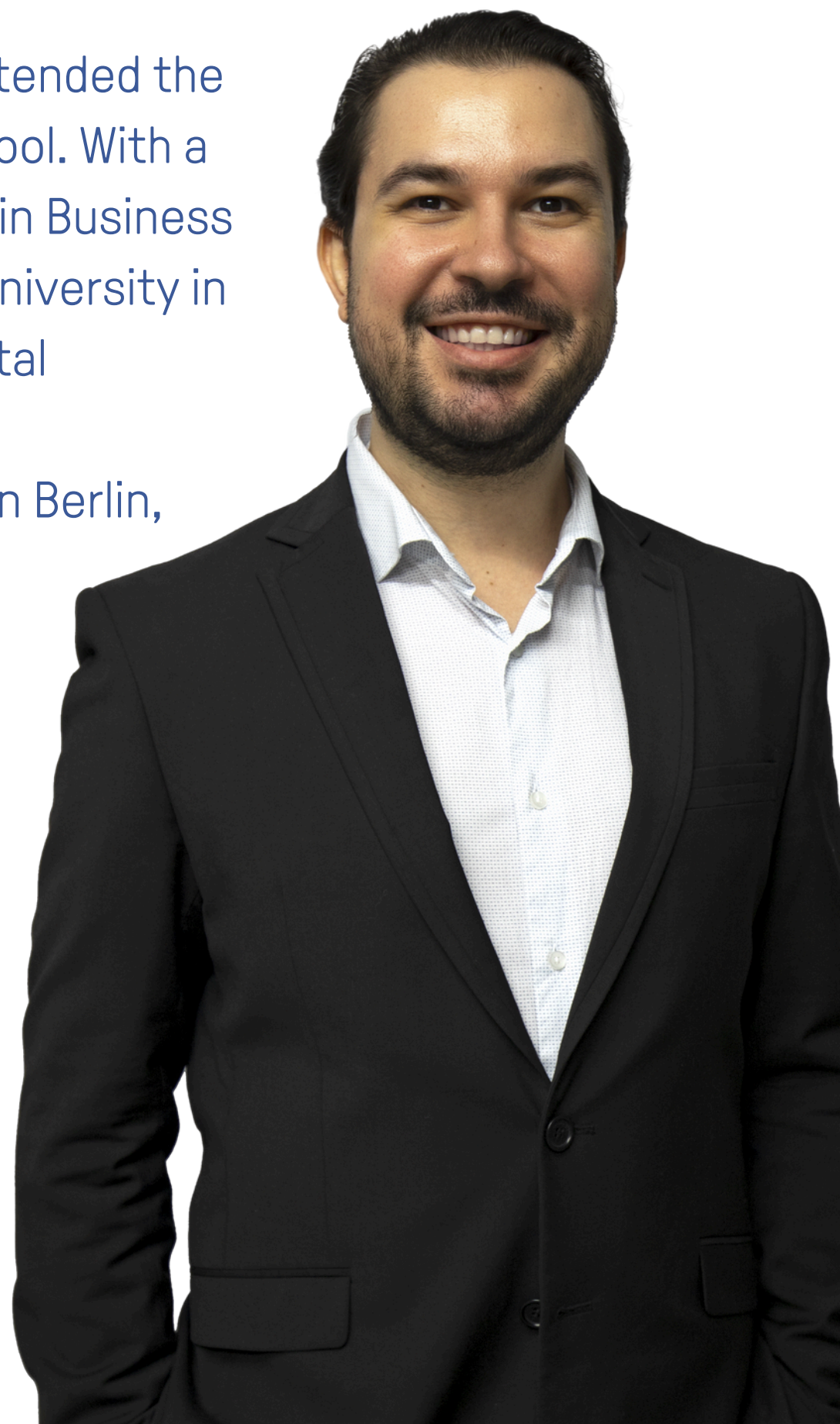
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For more captivating Google content

Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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