



# Transforming Advertising in the Digital Era: The Rise of AI-Driven Immersive Storytelling

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## Abstract

Artificial Intelligence (AI) and immersive technologies such as Augmented Reality (AR) and Virtual Reality (VR) are reshaping contemporary advertising by enabling more interactive and personalised storytelling experiences. However, research has not yet fully explored how these technologies work together to support creativity and emotional engagement with the audience. This study examined the integration of AI and immersive media in brand storytelling through three international campaigns: Coca-Cola's "Create Real Magic," Nike's "Nike By You," and L'Oréal's AI-enabled Virtual Try-On. A qualitative thematic analysis was conducted using secondary data from campaign reports, brand communication materials, and digital media outputs. The study highlights how AI supports user participation, identity-based personalization, and immersive experience in advertising, demonstrating a shift from traditional one-directional messaging to co-creative and emotionally resonant brand narratives.

**Keywords:** Digital Advertising, Artificial Intelligence, Machine Learning, Immersive Storytelling, Augmented Reality, Virtual Reality

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