



AI Applications in Brand Marketing (with reference to select brands)

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Abstract

Nowadays Artificial Intelligence has been revolutionizing the digital advertising sector by its digital interface in targeting, personalization, content creation, and ad optimization. By delving deep into the role of AI in visual storytelling and emotional engagement of the viewers we will study how AI caters to the need by enabling rapid content creation, personalized narratives, and immersive experiences. Artificial Intelligence (AI) is reshaping advertising. This research paper analyzes three campaigns: Heinz's "AI Ketchup" (2023), Pantene's AI-reimagined shampoo ad (2025), and BMW's AI art projections (2021-2024). Through thematic analysis, it identifies four themes—visual proof or superior brand positioning, inclusivity refresh, immersion and engagement boosts. This research article will be a qualitative study where these case studies are selected on the basis of a purposive sampling method.

Keywords-Artificial Intelligence, Heinz's "AI Ketchup" , Pantene's AI-reimagined shampoo advertisement, and BMW's ad campaign, case study

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