



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

Iram Tasleem¹
Dr. Richa Yadav²

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

Introduction

With the rapid progress of artificial intelligence (AI) technology in recent years, we are witnessing the extensive use of its applications in various fields such as advertising, media, e-commerce, education, and more and it has brought important transformations in these industries (B. Gao, 2023; B. Gao & Huang, 2021; Kietzmann et al., 2018; Murgai, 2018). The usage of AI application in advertising can be seen at different stages of ad creation; consumer research, media consumption patterns and media selection, message creation and its evaluation. This use of AI has made the advertisement creation process more data-driven as well as technology driven. AI is not taking the place of creatives, it's complementing them. Here are campaigns that generated billions of dollars of value on low spending, and they made the point. It integrates the engaging music, texts, images and experiences that attract the consumers. It goes beyond usual AI's pattern recognition, learning from vast datasets to understand content nuances. There are tools which can create contextually relevant content and creative illustrations. It provides emotionally engaging and eye-catching images and videos and opens up its potential for boundless creativity and innovation. It kicks start to new era enabling creative collaboration trained on diverse datasets between humans and AI.

Review of Literature

The research article by Yongqi Yu titled The Role and Influence of Artificial Intelligence on Advertising Industry introduces AI as a transforming technology that has changed advertising. It delves deep and mentioned how AI enables to enhance efficiency, targeting, automated creative function through fast and accurate data-driven decision making. The limitation of the study is its more about the general change in the industry than the brand-specific or emotional impact dimension that is applicable in brand equity research.

¹ Senior Research Fellow, Department Of Electronic Media, Haridev Joshi University of Journalism And Mass Communication, Jaipur. Email-iramtasleem2000@gmail.com

² Assistant Professor, Head, Department Of Media Organisation And Public Relations, Faculty Of Mass Communication, Haridev Joshi University of Journalism And Mass Communication, Jaipur, Rajasthan, Email-richayadav31@gmail.com

The article Generative AI in Digital Advertising Campaigns by Praveen Gujar and Sriram Panyam provides overall view of how Generative AI (GAI) is revolutionizing digital advertising. It describes the way GAI allows creating content (text, images, and creatives) fast and personalized based on the preferences of the audience, which enhances the engagement, conversions, and the effectiveness of the entire campaign. The role of GAI in data driven insights, scalability, and automation is also discussed in the paper, as well as challenges associated with it, including brand consistency, privacy, bias, and ethical issues with AI generated ads. It is, however, less useful with brand equity-based questions (e.g., the effect of AI on brand personality, emotional authenticity, or brand dominance), and does not offer detailed case specific analysis of a major brand .

The research article by Khawaja Mohammad Mustaqeem, The Impact of Generative AI on Digital Marketing Strategies: Evidence in Emerging Markets, studies the role of generative AI in transforming digital marketing in resource lacking economies with special reference to Bangladesh . The study emphasis to measure personalization and efficiency of digital advertising style approaches. It mainly focuses on marketing performance but do not talk about impact of generative AI on brand trust and brand dominance in advertising.

The research paper by Prof. Dr. Asaf Varol titled The Use of Artificial Intelligence in Advertising and Marketing is a general, easy to understand, overview of how AI is changing the advertising and the entire marketing techniques. It describes how AI can be used to conduct smarter data analysis, hyper personalized targeting, and more efficient campaign management, and it mentions AI powered tools of customer segmentation, recommendation systems, and media planning. The article can be helpful in grasping the overall purpose of AI in advertising, particularly the effect of AI on targeting accuracy, cost efficiency, and real time optimization. But it does not give importance to emotional impact of the specific brand like emotional dominance of brand and emotional authenticity attached with the brand.

Research Gap

In digital advertising, the role and dominance of Artificial Intelligence have been studied and analyzed to a great extent but the role of these technologies from a creative and storytelling perspective, like how they engages and encourages the audience participation through creative content is quite interesting and significant subject of study to understand the potential of these immersive and artificial intelligence which are going to transform the ecosystem of brand marketing. This study aims to address this gap by examining how leading brands, such as Heinz Ketchup, Pantene, and BMW implement AI-driven immersive storytelling in their advertisements to study the integration of creative vigor through these new technologies.

Research Design

This research study applied in this research paper is a qualitative research design. Through purposive sampling method, a multiple case study approach has been chosen to make detailed study of these three popular international brands.

Case Study Selection

The present study considers three international brands that were intentionally selected because they have substantially and innovatively incorporated AI and immersive technology into their marketing.

Research Questions

1. How does generative AI help in data based validation of ads?
2. How AI contributes in the creative process of storytelling, to support human imagination, create personalization and participation, and develop data-driven storytelling experiences?
3. How does AI cater to diverse audience through content generation?
4. What kind of immersive experiences are created by AI for marketing luxury brands?

Analysis with Table

	Technology Used	Core Theme	Key Insights / Illustrative Evidence	Audience Engagement	Interpretation / Contribution
Heinz – "AI	OpenAI's	Superior	AI prompts like	+38%	AI acts as

	Technology Used	Core Theme	Key Insights / Illustrative Evidence	Audience Engagement	Interpretation / Contribution
Ketchup" (2023) marketingmaverick+1	DALL·E 2	Brand Positioning	"ketchup superhero" or "Renaissance ketchup" always generated Heinz bottles, proving cultural monopoly; 1.15B impressions (25x media spend).	engagement uplift; UGC invitations, Forbes/Bloomberg coverage, metaverse galleries.	objective validator posing the product as brand leader foster its perceived inevitability and viral earned media.
Heinz – "AI Ketchup" (2023) marketingmaverick+1	DALL·E 2 Generative Images	Visual Storytelling	Consistent Heinz shapes across 100+ prompts; physical AI-labeled bottles produced.	Viral shares on social; brands joined UGC trend.	Democratizes brand presence as every house owns it. Emotionally connecting for Gen Z relevance.
Pantene – AI-Reimagined Ad (2025) reelmind+1	Reelmind.ai (text-to-video fusion)	Inclusivity Refresh	Reimagined 2015 ad with diverse models/scenarios via style transfer; production in days vs. months.	+19% CTR (genAI avg); scalable TikTok variants.	Revitalizes the need and potential of product, gives personalized empowerment narratives.
Pantene – AI-Reimagined Ad (2025) reelmind+1	Reelmind.ai Style Transfer	Adaptive Personalization	Introduces images for hair strength stories across demographics.	High UGC potential; platform-specific tailoring.	Sales the experience that drives emotionally not to miss its purchase.
BMW – "Ultimate AI Masterpiece" (2021-2024) vdo+2	Generative AI art & VDO.AI	Immersive Luxury	AI-trained artists, projected on 8 Series LED screens; CTV carousels for 2 Series/X3.	5x design productivity; AR Snapchat filters, media partnerships.	Presents cars with interactive art to create premium unforgettable experience
BMW – "Ultimate AI Masterpiece"	VDO.AI Targeting	Experiential Targeting	Interactive targeting boosts	High CTV engagement;	Presenting luxury with visuals

	Technology Used	Core Theme	Key Insights / Illustrative Evidence	Audience Engagement	Interpretation / Contribution
(2021-2024) vdo+2	&GenAI		immersion	conversion via AR interactions.	andexperiential stories that lead to emotional engagement with the target audience

Our three campaigns on a simple, human basis produced the thematic analysis of three broad themes of how AI is changing advertising.

AI as Visual Evidence (Brand Dominance) This was illustrated by Heinz. Whenever they entered ketchup into AI using any style superhero, galaxy, Renaissance, etc., it would attract Heinz bottles. No exceptions. This was not a simple marketing gimmick; it was similar to AI stating that Heinz = ketchup is a fact. People shared everywhere with 1.15 billion views with the pennies spent. AI trims the fat, and brand claims become that which you can perceive with your own eyes, plain, effective evidence. The seductive manner of pouring sauce out of the bottle and hypnotizing faces unites the audiences on the emotional level as it creates an illusion that it is only Heinz Ketchup that is there since generations and dominating over the kitchen shelves and their hearts.

Real people Fast Refresh (Inclusivity) Pantene took their 2015 shampoo commercial and overnight recreated it with AI. Various faces and scenes, hair types of all colours and textures, girls in the advertisement campaign with their hair after trying the shampoo that would definitely catch the interest of the viewers who desire shine and healthy hair. The aspect of inclusivity in this case served forefront so that its viewers could see themselves in those model girls in advertisement providing a fully immersive experience that the audience could easily get connect with- and it also fit TikTok and the story of everyone. The number of productions decreased by months to days, the number of clicks increased by 19%. AI makes antique thoughts fresh and unique, thus no one is left behind. It is like providing brands with a fast-fashion makeover that addresses you.

Cars as Art You Touch (Immersion) BMW displayed AI art on moving luxury cars and provided Snapchat filters that anyone could interact with. Design accelerated 5x, and customers did not just observe but participated. That is what the potential of AI that it provided everyone with the ability to experience the luxurious experience virtually in order that the viewer can purchase the essence of what it all makes the luxury car look like that and what iconic features it possesses could become even more popularized and, thus, became the subject of the talk of the town. AI can make ads experiences to live, particularly with fancy brands. It is not viewing an automobile advertisement; it is getting into the car with a higher gearing and saving.

Conclusion

Comparing and evaluating these three campaigns, one can see a clear picture of the effect AI has changed the dimensions of advertising in away that has been drastic and innovative. Vomiting superhero bottle of Heinz ketchup, promising eye catching hair flaunting hair styles that will say bye to all hair problems and fast paced demeanor of cars made sense to the audience which triggered their popularity remarkably. Brand strength was no longer merely a boast--it was a thing which everyone could observe with the naked eye. Pantene chose a smarter route and took their previously used 2015 shampoo commercial and transformed it overnight. The AI replaced faces, scenes, and types of hair to adapt to the modern world and the speed of TikTok. What previously took months to occur now occurs in days and click rates have increased 19 times. It is akin to pressing refresh on already tested concepts, thus making them feel personal and inclusive to anyone. BMW took it a step further and made luxury vehicles moving art galleries. They displayed AI-created art on cars and put Snapchat filters that any person could interact with. The work with the design increased five times, and people did not watch, but jumped in, increasing the conversions. The lavishly elite and attractive marketing is no longer remain now a formula to fetch the success through advertising campaign. Now smart strategy to

engage the human emotions is required that can actually could trigger the senses of the audiences so that narrative can find a place in the mind of the audiences for a longer span of time . Yet here is the point--AI is the most brilliant when directed by people. It does the heavy lifting (speed, variety, smarts), but humans put the heart in it to make it real. Naturally, it is not flawless. Incidentally, mention that it is AI-generated and engagement can be reduced by 30 percent since it is not always as real. That is why intelligent brands are a combination of both: AI scale, creative soul. In the future, in 2027, anticipate even more cooler features such as video-plus-voice AI that speaks to you personally. These campaigns make AI transforms ads into one-way broadcasts into conversations, which stick. The cheaper, smarter, more connected marketing can only benefit brands that apply it in the right way. The future lies with those who will see AI as a collaborative tool and not a magic wand.

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