ARTIFICIAL INTELLIGENCE IN THE CREATIVE INDUSTRY: STRATEGIC IMPLEMENTATION OF MARKETING TOOLS

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Abstract:

The emergence and development of Artificial Intelligence in the modern world caused the transformation of all marketing activities in companies around the world during the last decade. Revolutionary changes are particularly visible in the marketing activities of the creative industries, which according to available current data is one of the fastest growing sectors in the world. Artificial intelligence, as one of the most disruptive modern technologies, affects the development and implementation of marketing in creative industries, enabling advanced personalization and generation of new content, detailed market analysis and prediction of future trends, optimization of business processes, and the creation of autonomous creative solutions. Based on all of the above, the aim of the work is to explain how artificial intelligence is used in the marketing of creative industries, with special reference to the analysis of the tools used to create visual and textual content in advertising campaigns. The paper will also present and analyze case studies of successful marketing campaigns in which AI was applied. A special contribution of the paper is to provide insight into the future development and application of artificial intelligence in this area, with an emphasis on increasing innovation.

Keywords:

Artificial Intelligence, Creative Industries, Digital Marketing, Technology, Digital Tools.

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INTRODUCTION

Artificial intelligence (AI) encompasses a wide range of data processing methods and techniques that enable machines and computers to imitate human intelligent behavior [1]. This field is interdisciplinary and includes various sub-disciplines such as computer vision, sensors, robotics and language processing [2]. AI is closely related to machine learning and data science, as it allows systems to learn and improve their capabilities through data analysis. Instead of relying on human intuition, artificial intelligence enables deep data analysis and content generation, including texts, visuals, photos and multimedia materials, that are specifically tailored to specific target groups [3]. In recent years, many companies have been adopting numerous technological innovations and solutions in order to improve the user experience of their consumers and thereby achieve an increase in return on investment (ROI).

By successfully implementing Artificial Intelligence as well as tools based on this concept, marketers can gain far better insight and achieve a comprehensive understanding of their target group.

The results of a survey carried out by Weber Shandwick in 2016, published by KRC Research, show that 55% of marketing managers from China, Great Britain and the USA believe that Artificial Intelligence will have a more significant impact on marketing as well as communication and customer relations than social media. Also, available data indicate that marketing is currently the fourth largest industry in the use of Artificial Intelligence and the sixth largest producer of technology [4].

2. THE USE OF AI IN THE CREATIVE INDUSTRY FROM A MARKETING ASPECT

Machine learning technologies and data analysis have become key to personalizing advertising and improving marketing campaigns, enabling brands to more effectively identify and reach their target audience. By using sophisticated algorithms, it is possible to create content that is aligned with the needs of end users, resulting in greater engagement and better business outcomes [3]. In the context of creative industries, these technologies enable the creation of innovative and dynamic marketing strategies, which include responsive visuals and interactive experiences, thus increasing the connection with the audience. Also, real-time data analysis enables quick adjustment of campaigns and optimization of content for the most relevant impact. Digital platforms, social media, and e-commerce are reshaping how cultural and creative products and services are marketed and presented to consumers. In this evolving landscape, digital marketing has become an essential tool that helps businesses maintain their competitiveness and thrive in an ever-more complex digital market environment. [5].

In the further part of the work, key aspects of the application of artificial intelligence (AI) will be explored in the analysis of consumer data and the prediction of their behavior, as well as in the generation of visual and textual content.

2.1. AI IN CONSUMER DATA ANALYSIS AND USER BEHAVIOR PREDICTION

One of the most important aspects of the application of AI in the field of marketing is its ability to, with the application of numerous tools and algorithms, collect and analyze a large amount of information about consumers, including their demographic, economic, psychographic and other characteristics, but also their emotional reactions based on interaction with brands, which further contributes to the improvement of content personalization. Constant improvement and modification of existing algorithms results in each consumer becoming a unique segment over time. This progress brings numerous benefits to consumers - they receive messages and offers tailored to their interests and companies that can communicate with them in a much faster and more efficient way, which increases their engagement and loyalty [6]. The importance of content personalization is particularly highlighted in the Creative Industry sector, where by using numerous algorithms for data analysis, the mentioned sector can be very flexible and more precisely proactive. Flexibility is reflected in the ability to quickly and easily adapt to changes in consumer behavior, which enables the development of products and services that match their current needs. It also enables the creation of marketing campaigns that better connect with current social and cultural trends.

2.2. USING AI TO CREATE AUTONOMOUS CREATIVE SOLUTIONS

Creating unique original creative solutions is important in many industries including marketing, art, design, etc., where AI has a very important role. Unlike traditional creative processes where human inspiration and intuition were of particular importance for creating something new, with the help of modern technology, AI independently generates and manages creative products such as video materials, images, music, etc. This approach allows creative people, especially people from the world of marketing, to leave the so-called comfort zone and to approach creative and unconventional methods in their work.

Artificial intelligence is playing an increasingly significant role in enhancing user experience, with some of the most prominent technological solutions including chatbots, personalized and predictive content, automated content generation, and image recognition systems. These innovations enable more precise customization to user needs, improve service quality, and facilitate interaction between companies and users [7].

A wide range of tools are available in various segments of marketing and we can divide them into several types such as tools for: content generation and visual marketing, advertising, data analysis, data personalization, customer support, etc.

2.3. CONTENT GENERATION

In the world of text content creation, tools like Chat-GPT, Jasper AI, and Adzooma stand out, using natural language processing (NLP) models to create content for social media, ads, campaigns, and more. The essence of the work of these tools is based on entering short guidelines, also known as "prompts", which the tool interprets and uses as a basis for creating content [8].

In the creative industry, this way of working creates space for quickly creating content for social networks, developing slogans, writing synopses for advertisements, and even creating narratives for fashion campaigns or promotional films.

ChatGPT is based on the GPT-4 model developed by the OpenAI company, it stands out for its flexibility and ability to conduct an interactive dialogue. The user can request the tool to suggest alternative versions of the content, additional explanations or to change the writing style. This means creatives can play with variations, change the tone of communication or test multiple options before making a final decision. In creative teams, it is often used for brainstorming, creating texts for scenarios, campaigns, narration in video content or even designing communication with users through chatbots.

On the other hand, Jasper AI is specially adapted for the field of marketing and content that has a clearly defined business goal. It offers pre-designed templates covering Google ads, Facebook ads, product descriptions, blog posts and similar formats. In practice, it is most often used to design promotional messages, create SEO-friendly portfolio descriptions, run campaigns for new collections or create text frames for web pages by creative agencies, artists or designers. The user has the ability to determine the tone of communication - from formal to persuasive - and to generate text based on this information that can be directly used or further adjusted.

2.4. VISUAL MARKETING

Visual marketing is undergoing a significant transformation thanks to the development of modern digital tools such as DALL-E, Adobe Firefly and Canva Ai. These tools allow users to get ready-made illustrations, photos, visuals and animated content based on simple text descriptions. The creative industry, which until yesterday depended on the requisite skill and expertise in tools like Photoshop and Illustrator, now gets the opportunity to materialize ideas in seconds.

DALL-E, which was also developed by OpenAI, has the ability to generate photos for users based on prompts. This functionality is especially prevalent in the creative sector - from artists and designers to publishers and marketing agencies - who increasingly use these tools to create project sketches, posters or visual elements for social networks.

Adobe Firefly is integrated with Adobe tools such as Photoshop and Illustrator. It offers features such as generative fill and image creation based on prompts (Generative Fill and Text-to-Image). This allows creators not only to quickly generate images, but also to finish them professionally. The use of this functionality comes with a subscription fee, but it significantly speeds up the process for professional teams to more efficiently create presentations, mockups and working versions of projects.

Canva AI makes design accessible to everyone. With the help of functions such as Magic Design and Magic Write, the user enters a text description, and the platform automatically offers ready-made solutions. In the creative industries, this means that artists, influencers and small brands can independently create visuals based on text descriptions, logos, social media posts, portfolio presentations, without the need to hire professionals.

2.5. DATA ANALYTICS

In the contemporary digital landscape, where personalized communication sets the tone and every marketing move is measured and analysed, creativity without insight often remains untapped potential—making data-driven insights, supported by AI technologies that automate analysis, predict user behaviour, and optimize content in real time, essential to the success of modern campaigns [9].

Google Analytics 4 (GA4), which is one of the most prevalent tools in this domain, uses AI-based algorithms providing a more detailed insight into user behavior in order to recognize behavioral patterns, forecast conversion probability and analyze drop-off points. For teams in the creative industries, this means campaigns don't rely on intuition, but on concrete insights into what content holds attention and how to adjust the tone or format of content for better results [10].

HubSpot, as a CRM platform, offers marketing analytics with the help of artificial intelligence. In the creative industry, it is used to track customer behavior, audience segmentation and get suggestions for content optimization. Its simple interface is ideal for small teams, while more advanced options require paid packages.

Pecan AI is a tool that stands out because it allows teams to create predictive models without programming knowledge. Thanks to this, teams can create models such as sales forecasts, user behavior or campaign effectiveness. Pecan AI provides support not only in the analysis of results, but also in strategic planning.

2.6. SOCIAL NETWORKS

Managing social networks requires a constant rhythm, adapting to trends and understanding algorithms. Artificial intelligence makes this job much easier — it analyzes engagement, suggests posting times, and even automatically creates content.

As one of the most popular social media management tools, Hootsuite uses AI to identify the most effective moment to post, recognize posts that generate the most engagement, and schedule content based on audience behavior. In the creative industry, it is used to manage profiles of artists, brands and events across multiple platforms, as well as to plan campaigns, schedule posts and track results.

2.7. CUSTOMER SUPPORT

In a digital environment where users expect precise and quick answers, the quality of the user experience is a key factor in building trust and loyalty. Today, these expectations cannot be met without relying on technologies that enable real-time communication, where AI occupies a special place.

Drift is a tool that represents the concept of conversational marketing that successfully combines automation and personalization. It does not function like a classic chatbot, but represents a system that recognizes the user's intentions, asks additional questions and provides the necessary information. This kind of tool is particularly important and is widely used in the creative industry sector, which relies on digital communication and personalized access to users.

3. APPLYING AI IN CAMPAIGNS: EFFECTIVE EXAMPLES AND RESULTS

In the modern digital age, where speed, precision and personalization are expected, AI becomes a key ally of marketing teams. The implementation of AI itself goes beyond content automation as today it has the ability to shape entire campaigns, influence user experience and help brands better connect with audiences. Many brands are already using advanced AI-based solutions.

One of the most prominent examples is the Coca-Cola company, which used AI to analyze large amounts of data from social networks. The goal was to find out which emotions and themes users most associate with their products. Based on the results, a personalized marketing campaign was developed with messages and visuals adapted to different target groups. In 2023, the company presented the "Create Real Magic" project, which allows users to create unique visuals and illustrations with the help of AI, additionally including them in the process of communication with the brand [11].

In the fashion industry, the H&M brand uses AI for inventory management and personalization of online offers. Algorithms analyze user behavior and, based on that, suggest products to users that match their style and interests. This not only improves the user experience, but also increases the likelihood of purchase. This approach also contributes to the optimization of logistics, because the supply is automatically adjusted to the demand in real time.

The Starbucks company has developed a system called Deep Brew, which with the help of AI enables personalization of recommendations within the mobile application, but also helps in business organization through optimization of the company's employee schedule, inventory management and demand forecasting in different locations. The result is more efficient internal work and a better user experience.

Similarly, Netflix uses AI not only for personalized content recommendations, but also for promotional campaigns. Based on user viewing habits, the company generates personalized visuals and trailers that are tailored to individual interests. This approach significantly affects user engagement and therefore increases the likelihood that the user will choose a certain content [12].

In the cosmetics industry, Sephora has developed a Virtual Artist app that uses AI to enhance the user experience. The app allows users to virtually try on different products using augmented reality (AR) technology, while AI analyzes their choices and habits and offers personalized recommendations based on that, providing users with an advanced and interactive shopping experience.

Spotify is one of the most popular music streaming platforms. The company uses AI to analyze user habits and create personalized playlists. AI analyzes data about user listening, habits and behavior to recommend new songs and artists, increasing user engagement and satisfaction [13].

On the domestic market as well, there is an increasingly pronounced interest in the application of AI in the field of digital marketing and creative industry. Although the market is still evolving in terms of the integration of advanced technologies, certain companies are already using advanced technologies to analyze data, personalize content and improve the user experience.

One prominent example is the company A1 Serbia, known for innovations in digital communication. A1 has integrated AI within its chatbot services for customer support (which uses natural language processing technology) and within digital marketing. The virtual assistant allows users to receive relevant information about services, package suggestions according to personal needs, as well as answers to the most frequently asked questions. This approach enables a high degree of automation as well as a sense of personalized communication, which affects the quality of the user experience.

Banca Intesa has implemented AI in the area of risk management, but also for the automation of key processes through the RPA (Robotic Process Automation) system [14]. The Company also uses AI to segment customers and personalize offers, relying on data on customer transactional behavior and product usage. This approach allows the bank to improve marketing efficiency and build deeper relationships with clients [15].

Nordeus, a Serbia-based company best known for its mobile game Top Eleven, has attracted a global user base numbering in the millions. According to publicly available sources, the game produces around one terabyte of data per day, with the total data archive currently exceeding two petabytes. This extensive dataset captures a wide range of user interactions, from behavioral patterns and responses to game features, to levels of engagement with personalized content. The company has established a specialized team focused on data engineering and analytics. This team applies advanced analytical methods, including artificial intelligence algorithms, not only to process and interpret data but to translate insights into concrete actions. The use of AI allows for the identification of user preferences and behavioral trends, which in turn inform key decisions related to offer personalization within the game, user segmentation, and the refinement of marketing strategies [16].

4. CONCLUSION

Modern marketing and creative industries today increasingly rely on advanced digital technologies, which implies the use of AI in business. The application of AI includes a wide range of activities such as analyzing large amounts of data, predicting user behavior, automating processes, creating personalized content and improving user experience.

Global companies have been including AI in their business strategies for years, in order to improve the relationship with users and clearly position themselves in the market. Their examples show that AI does not diminish the importance of creativity, but adds additional values.

Similar developments are also observed in the domestic market, where more and more companies recognize the potential when it comes to the use of AI as a tool for business optimization and shaping communication that is aligned with the needs of users.

In the context of the creative industry, tools using generative models – such as DALL-E, Adobe Firefly or Canva AI – have transformed the way visuals, campaigns and concepts are developed. At the same time, analytics and automation tools, such as Google Analytics 4, HubSpot or Pecan AI, allow creative decisions to be based on real data and user behavior, rather than solely on intuition.

At a time when reaction speed, message relevance and user experience are of crucial importance, AI represents a key advantage over traditional work methods. Its role is no longer auxiliary - it is strategic. Organizations that recognize this in time will be not only more competitive, but also more prepared for the challenges of a dynamically changing market.

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