

Research on Brand Information Communication Strategy Based on Generative AI

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Abstract: With the acceleration of digitalization, generative artificial intelligence (GAI) has caused profound changes in the field of brand information communication. This article deeply explores the brand information communication strategy based on GAI. Through literature research and theoretical analysis, this article analyzes the advantages and challenges brought by GAI in this field. It is found that GAI gives brand information communication advantages such as efficient content creation, personalized customization and creative stimulation, but also brings many challenges such as information authenticity, copyright ownership, ethics and audience trust. Based on this, this article constructs communication strategies from four dimensions: content creation, communication channel integration, audience interaction and risk management. Content creation using GAI to create diverse and adaptable content in different scenarios; In the aspect of communication channel integration, it uses its analysis data to achieve accurate push and cross-channel management. Audience interaction, using AI to enhance real-time communication and feedback analysis with the audience; Risk management deals with all kinds of risks by establishing multi-level audit and other mechanisms. The purpose of this article is to provide strategic guidance for brands and marketing organizations, and help them realize the efficient and steady dissemination of brand information with the help of GAI, so as to enhance brand competitiveness.

1. Introduction

As a revolutionary technology, GAI is reshaping the pattern of many fields in an unprecedented situation, and the field of brand information communication is also deeply influenced by it [1]. With the rapid development of GAI technology, its application scenarios are constantly expanding, which brings many new possibilities and opportunities for brand information dissemination [2].

From the perspective of brand communication, the traditional communication mode is facing many difficulties in the era of information explosion, such as the information overload that makes it difficult for brand information to stand out, and the audience is gradually tired of the same content [3]. The emergence of GAI provides a new path to break through these dilemmas [4]. It can quickly generate diversified and personalized brand information content based on massive data learning, and help brands reach the target audience accurately in the highly competitive market environment [5]. This not only greatly improves the efficiency of brand information dissemination, but also provides strong support for the brand to create a unique image and enhance interaction with consumers.

Like any emerging technology, GAI not only brings benefits to brand information dissemination, but also brings a series of problems and challenges to be solved urgently. These challenges involve many levels, including but not limited to key areas such as information authenticity, copyright ownership, ethics and audience acceptance [6]. If we can't deal with these challenges properly, it may not only affect the brand's reputation and image, but also have a negative impact on the whole brand information communication ecology.

It is of great significance to deeply study the brand information communication strategy based on GAI. Theoretically, it is helpful to enrich and expand the theoretical system of brand communication and provide reference for academic circles to further explore the integration of emerging technologies and brand communication. At the same time, it can provide practical

strategic guidance for brands, marketing agencies and other related subjects, so that they can make full use of the advantages of GAI, effectively avoid potential risks and realize the efficient and accurate dissemination of brand information.

2. The challenge of GAI to brand information communication

GAI not only brings many advantages to brand information communication, but also causes a series of severe challenges. The problem of information authenticity bears the brunt. GAI generates content by algorithm, which may produce false or misleading information [7]. In brand communication, once false information spreads, it will seriously damage the brand reputation. Due to the high speed and large quantity of information generated by GAI, it is sometimes difficult for brands to identify the authenticity of content in time. When false information flows into the market, consumers may have distrust of the brand. In the long run, the brand image will be hit hard.

GAI training is based on a large number of existing data, which come from a wide range of sources, some of which may involve unclear copyright ownership [8]. When a brand uses GAI to create and disseminate content, it will fall into copyright disputes if it inadvertently uses infringing materials. Even if the brand has no subjective intention of infringement, the infringement risk still exists because of the technical characteristics of GAI. This may not only face legal proceedings and economic compensation, but also have a negative impact on the brand image. The content generated by GAI may contain inappropriate values, discriminatory information or elements that violate public order and good customs. Brand communication aims to convey positive images and values. If the content of communication violates ethics, it will cause public disgust and resistance [9]. If the generated brand advertisements contain gender discrimination or racial discrimination, it will inevitably arouse the condemnation of public opinion and seriously damage the image of the brand in the hearts of consumers.

Audience acceptance is also a big challenge. Although GAI can generate personalized content, some consumers may have resistance to the brand information generated by AI, and think that they lack true emotion and humanistic care [10]. This kind of psychology will affect consumers' affinity and identity with the brand, thus weakening the brand communication effect.

3. Advantages and challenges of brand information communication based on GAI

3.1. AI the advantages of AI in helping brand information dissemination

Table 1 Comparison of Efficiency between GAI and Traditional Content Creation

Creation Type	Average Time Taken for Traditional Creation (days)	Average Time Taken for GAI (hours)	Efficiency Improvement Multiple
Product Promotion Copy (500 words)	1	0.5	2
Brand Poster Design	2	1	2
Short Video Script Creation	3	1.5	2

The rapid development of GAI technology has brought profound changes to the field of brand information communication, which not only gives many obvious advantages, but also brings a series of challenges that cannot be ignored [11]. GAI can generate a large number of brand-related content in a short time according to preset instructions, such as copywriting, images, videos and so on. Compared with traditional manual creation, it greatly shortens the creation cycle and improves the efficiency of content output. When promoting new products, brands can quickly generate multiple versions of promotional copy with the help of AI to meet the needs of different channels and audiences. Through in-depth analysis of consumer data, GAI can accurately grasp consumer preferences and customize highly personalized brand information for them. This will help to enhance consumers' attention and acceptance of brand information and enhance the connection between brands and consumers. GAI is not limited by traditional thinking mode, and can generate highly innovative and unique content, injecting new creative vitality into brand communication. It can integrate different elements, create a novel brand image and communication concept, and help

brands stand out in the fierce competition market.

Table 1 shows more intuitively the advantages of GAI compared with traditional methods in content creation efficiency. As can be clearly seen from Table 1, in the common types of brand content creation, the time consumption of GAI is greatly shortened and the efficiency is significantly improved.

3.2. Challenges brought by AI to brand information communication

The information generated by GAI may sometimes contain errors or false contents. If the brand is used indiscriminately, once the false information is spread, it will mislead consumers and seriously damage the reputation and image of the brand. GAI uses a lot of data in the training process, and the copyright ownership of these data is often complex and diverse. The content created by the brand using GAI may have the risk of infringing the copyright of others, which may lead to legal disputes. The content generated by GAI may violate ethics, such as discriminatory remarks and bad values. The dissemination of such content by brands will arouse public resentment and resistance, which will have a great negative impact on brand reputation. Some consumers have a natural distrust of the content generated by AI, thinking that it lacks the emotion and temperature created by human beings. This distrust may lead to the decrease of consumers' acceptance of brand information and affect the brand communication effect.

4. Building brand information communication strategy based on GAI

In the situation that GAI brings opportunities and challenges to brand information communication, it is very important to construct effective communication strategies. The following four key aspects are discussed, including content creation, communication channel integration, audience interaction and risk management, and assisted by relevant tables.

(1) Content creation strategy

GAI has great potential in content creation, and brands need to use it reasonably to create unique and attractive content. On the one hand, AI is used to generate diversified copywriting, from product description to story promotion copywriting, to meet the needs of different scenarios. According to the language style preferences of different consumer groups, we can generate appropriate copywriting to enhance the pertinence and attractiveness of copywriting. On the other hand, with the help of AI, images and videos are created to create a distinctive brand visual image. The advertising design team can create virtual scenes with brand characteristics to enhance the visual impact of the advertisement. Figure 1 illustrates the application of GAI in content creation types and features. As can be seen from Figure 1, different content creation types have their own characteristics, which are suitable for different brand information communication scenarios, and brands can be selected as needed.

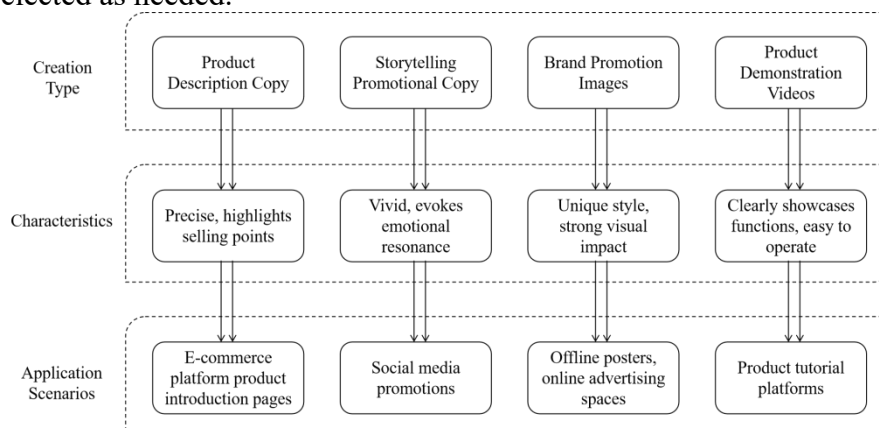


Figure 1 Types and characteristics of GAI content creation

(2) Communication channel integration strategy

Brands need to use GAI to achieve efficient integration of communication channels. On the one

hand, the marketing team needs to use artificial intelligence to analyze data from various channels, grasp the audience characteristics and behavioral habits of different channels, and achieve accurate content push. Short video platforms targeting young people should promote creative brand short video content; Professional platforms targeting business professionals need to publish in-depth brand analysis articles. On the other hand, AI technology is used to realize personalized customization and unified management of cross-channel content, and ensure the consistency of brand image in all channels. For example, according to the display specifications and user preferences of different platforms, the size and elements of brand posters are automatically adjusted.

(3) Audience interaction strategy

GAI can effectively enhance the interaction between brands and audiences. Brands can use AI-driven chat bots to answer consumers' questions in real time, provide personalized suggestions and improve customer service quality. The brand operation team should use AI technology to analyze audience feedback data on social media and other platforms, accurately grasp user needs and opinion tendencies, and adjust brand communication strategies and product service plans in a timely manner based on this. Brands can generate virtual renderings of products with different colors through AI according to consumers' feedback on product colors in the comment area, and further interact with consumers to enhance their participation and loyalty.

(4) Risk management strategy

Faced with the risks brought by GAI, brands should formulate strict risk management strategies. Aiming at the problem of information authenticity, a multi-level audit mechanism is established, and the generated information is strictly verified by combining artificial and AI technology. Relevant institutions should ensure that the source of artificial intelligence training data is legal and compliant, and conduct copyright searches before using generated content to avoid legal risks. At the same time, it is necessary to establish clear ethical standards and implement strict ethical scrutiny on the content generated by artificial intelligence. Through the perfect risk management strategy, the healthy and sustainable development of brand information dissemination can be guaranteed.

5. Conclusions

This article focuses on the application of GAI in the field of brand information communication, and deeply discusses its strategy construction. With the rapid development of digital technology, GAI has had a profound impact on brand information dissemination, which has both advantages and disadvantages.

It is found that GAI has brought many advantages to brand information dissemination. It greatly improves the efficiency of content creation, and can generate massive and diverse content in a short time to meet the needs of brands in different scenarios. Based on the in-depth analysis of consumer data, GAI can achieve personalized communication, accurately reach the target audience, and enhance the connection between brands and consumers. It is not bound by traditional thinking, and can stimulate creativity and create a unique image for the brand. However, GAI also brings a series of challenges to brand information dissemination. It is difficult to guarantee the authenticity of information, and false information may damage the brand reputation; The ownership of copyright is complex, which easily leads to legal disputes; In terms of ethics, there may be content that violates public order and good customs; Some consumers have a crisis of trust in the content generated by AI, which affects the communication effect.

Based on the above research, this article constructs a brand information communication strategy based on GAI from multiple dimensions. The content creation process requires the use of artificial intelligence technology to generate content with brand characteristics and innovation; In terms of channel integration, artificial intelligence should be utilized to achieve precise delivery and multi-channel collaborative operation; The user interaction process can enhance the interaction experience through artificial intelligence and continuously optimize strategies based on feedback data; A sound mechanism must be established at the risk management level to address various

potential risks.

To sum up, when using GAI, brands need to weigh the advantages and disadvantages comprehensively and use the strategies constructed in this article reasonably to give full play to their advantages. This can effectively avoid risks, achieve efficient and accurate dissemination of brand information, and enhance brand competitiveness in the digital wave.

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