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Study on artificial intelligence driven digital marketing strategies for cultural and creative enterprises

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Abstract: Currently, artificial intelligence (AI) technology is developing rapidly and has been applied across numerous fields. In the cultural sector, cultural and creative enterprises constitute a significant part of China's cultural economy and are essential to the contemporary cultural industry. The traditional cultural and creative industry is undergoing substantial changes and facing transformation challenges. With the assistance of artificial intelligence, digital marketing strategies for cultural and creative enterprises continue to innovate, providing consumers with a modern and engaging experience. Consequently, there is a need to enhance the digital marketing strategies of these enterprises to adapt to the evolving landscape. This article discusses the digital marketing strategies pertinent to the cultural and creative industry in the era of artificial intelligence. It summarizes the current state of digital marketing for cultural and creative enterprises amid AI evolution, examines the future directions for digital marketing innovation in this sector, and offers recommendations for advancing digital marketing practices within cultural and creative enterprises.

Keywords: *Artificial intelligence, Cultural and creative industry, Digital marketing, Marketing change.*

1. Research Background

Artificial Intelligence (AI) is a cross-discipline of computer science, mathematics and cognitive science, which focuses on simulating the characteristics of human intelligence. Modern AI systems no longer just mechanically execute programs, they build neural networks with the help of deep learning algorithms, which can recognize patterns from large amounts of data on their own, and also generate dynamically evolving decision-making mechanisms. This kind of humanized intelligence is characterized by three dimensions. At the perception level, computer vision and natural language processing technologies allow machines to have audio-visual comprehension capabilities close to those of humans; at the cognitive level, the construction of knowledge graphs and inference engines transform logical deduction and empirical judgments into digital forms; at the execution level, intelligences under the framework of reinforcement learning are able to continuously optimize their behavioral strategies through feedback from the environment; and AI systems evolve according to the triangular framework of data-algorithms-calculation power. algorithmic power triangle. The quality of data limits the scope of cognition, the efficiency of algorithms constrains the accuracy of decision-making, and the degree of arithmetic power constrains the level of training of complex models. Such a technical architecture allows machines to not only reproduce human intellectual activities, but also demonstrate computing efficiency and knowledge processing performance that is superior to biological intelligence in specific fields.

Cultural and creative industry is a new form of industry, which arises in the context of globalization, and innovation ability is its core. Based on cultural resources and intellectual property, cultural goods and service items are created through technology, creativity and industrialization. Unlike traditional cultural industries, cultural and creative industries are more in need of digitalized information access and rely on Internet platform marketing. In the process of building characteristic IP,

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cross-border cooperation and community building promote cultural dissemination and cultural consumption. With the influence of the global digitalization trend, the cultural and creative industry is facing significant innovation.2025 Consumption continues to upgrade, national trend consumption gradually develops, the scale of the cultural and creative industry continues to expand, and the cultural and creative industry evolves from individual creation to industrialization, and expands from entertainment consumption to social governance and education.

Digital marketing is the use of the Internet and other digital technology channels to implement the marketing approach, it is different from traditional marketing, digital marketing fully utilize computer technology, the depth of the market to master the needs of consumers, digital marketing effectiveness is significant, the cost is relatively inexpensive, and the user relevance is closer. With the assistance of artificial intelligence, it can build user profiles, establish intelligent recommendation and customer service systems, and also implement intelligent supply chain management, reduce logistics costs, and fluctuating intelligent pricing of products through big data parsing. These methods optimize customer experience, improve operational efficiency, and promote industrial innovation.

Digital marketing is moving from planarization to immersion, and the passive exposure mode of traditional advertising is slowly being replaced by scenario-based and interactive experience marketing, and VR technology provides key support for this change. As a master of computer vision and perceptual sciences, VR builds realistic digital spaces with the help of 3D modeling, spatial positioning, and real-time rendering, with the value of not only replicating the physical world, but also shaping the marketing scenarios that go beyond reality. AI algorithms and VR systems are being closely integrated, resulting in a double advancement in marketing. Machine learning makes the generation of virtual scenes more significant, customized virtual stores can be instantly adjusted according to user profiles, natural language processing gives virtual shoppers anthropomorphic interaction capabilities, users can complete the whole process from consultation to ordering with gestures and voice, and this intelligent immersive experience gradually influences the decision-making process of consumers.

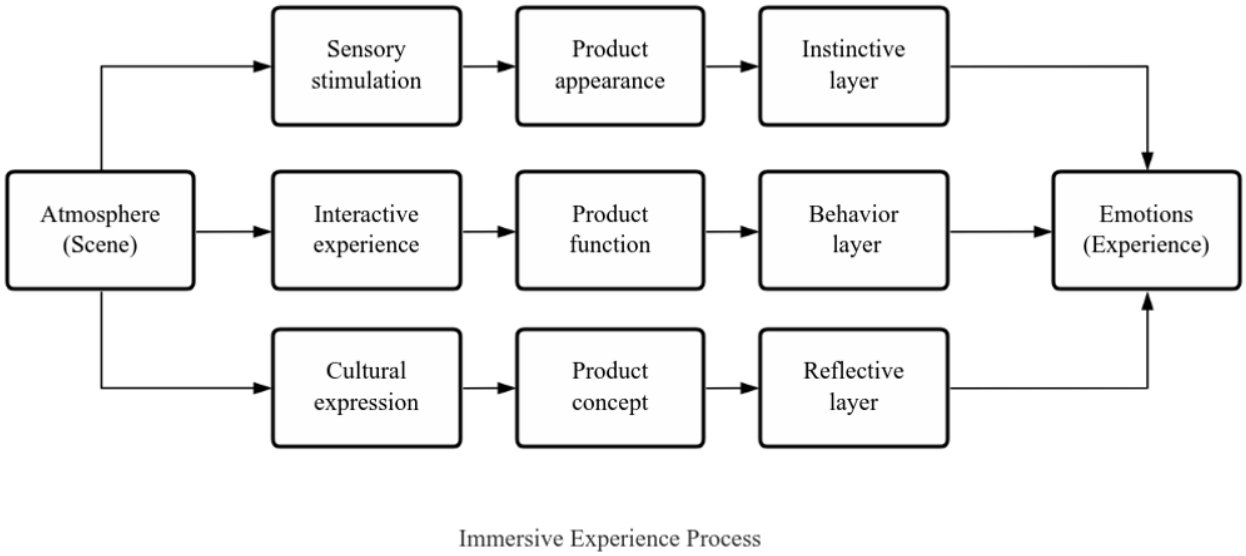

Figure 1.
Immersive experience design ideas.

With the rapid development of science and technology, artificial intelligence technology is gradually infiltrated into all corners of the world, and it promotes social and economic growth with unprecedented efficiency. At the main forum of the 2024 Global Digital Economy Conference, Yu Xiaohui, President of the China Academy of Information and Communications Technology (CAICT),

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brought the 2024 Global Digital Economy White Paper. He mentioned that as of 2024Q1, there have been nearly 30,000 AI companies in the world, with the U.S. occupying 34% of the share and China 15%, and the data for 2025 has not yet been released, and Venture Beat Research Center released the 2025Q1 Global Unicorn Companies Observation Report. The report shows that there are 478 global AI unicorns in 2025Q1, an increase of 19 over the previous quarter, the United States added 12 new AI unicorns, and China added 3 new ones, the application of artificial intelligence big models and other applications continue to develop rapidly, the arithmetic industry has become an important strategic resource, and is the core of the competition in science and technology, China attaches great importance to the research and development of the digital technology in the new era, especially AI, and from Made in China Toward China Smart Manufacturing, science and technology and the real economy are gradually integrating.

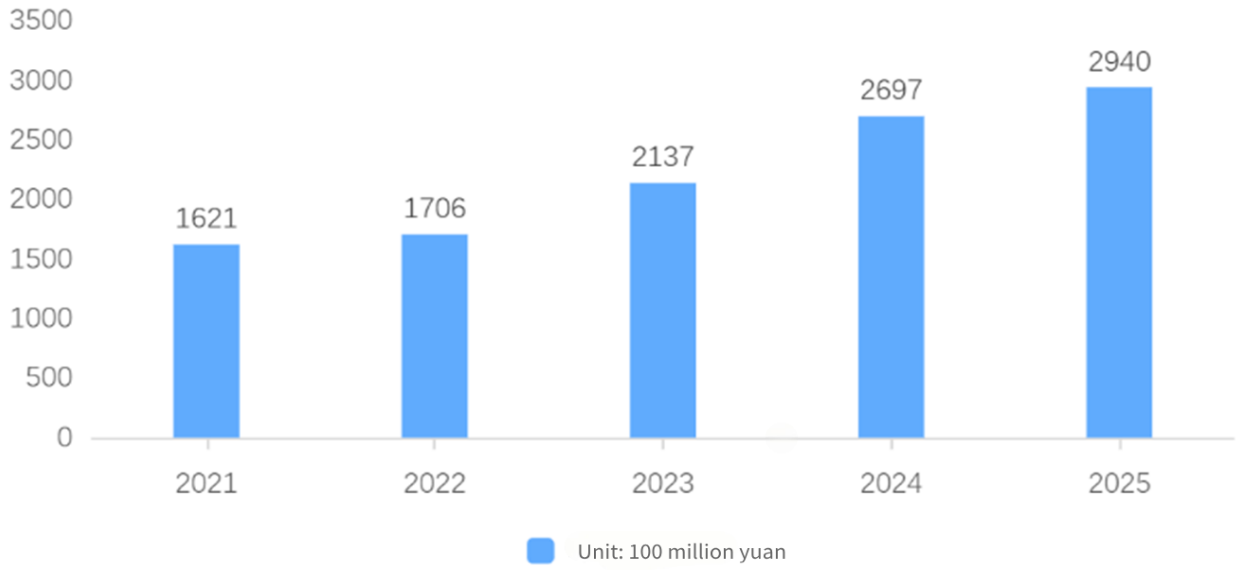

Figure 2.
Trend of Artificial Intelligence Industry Scale, 2021-2025.

The Central Economic Work Conference held on December 11-12, 2024 pointed out to carry out the "Artificial Intelligence +" action and cultivate future industries, artificial intelligence is widely used in the creative field of the cultural industry, and the China International Cultural Industries Fair was held in Shenzhen on May 22, 2025, which set up the Artificial Intelligence Zone for the first time, bringing together more than sixty artificial intelligence companies. Gathered more than sixty well-known enterprises in the field of artificial intelligence exhibitors, robots have the ability to dance and painting, and even able to play Wing Chun, they penetrate the multi-cultural scene, and cultural and creative industries intersect in the fusion, bringing new vitality. Technology is injected into the cultural and creative field to enhance its strength, and culture plus technology has become the main theme of the cultural and creative industry. Cultural and creative enterprises not only to promote traditional culture, but also the main force of innovation in the cultural industry, 2024 Yangtze River Delta Cultural Expo, Nanjing Jiangnan Silk Culture Museum's booth to display "Dream of Red Mansions" to "beauty fist" as the prototype of the herbal mallet, Anhui Pavilion released the cartoon image of the elements of the Huangmei Opera Blind Box, these cultural and creative merchandise to make local These cultural and creative commodities allow local history and culture to go out of the circle and enhance regional influence.

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2. Literature Review and Prospect

The rapid development of artificial intelligence technology has brought unprecedented opportunities and challenges to the cultural and creative industry. This chapter systematically reviews the application and research progress of AI in digital marketing of cultural and creative enterprises by combing domestic and international related literature. From technological empowerment, industrial change to marketing model innovation, existing studies reveal how AI reconfigures the value chain of the cultural and creative industry, while also pointing out homogenization issues such as ethics and law. This chapter aims to lay a theoretical foundation for the subsequent analysis of the development status and strategies of AI-driven cultural and creative enterprises, and to explore future research directions.

2.1. Literature Research on Artificial Intelligence

Artificial intelligence is divided into two types, one is traditional data analysis artificial intelligence, the other is generative artificial intelligence (AIGC), the current AIGC such as ChatGPT and DeepSeek is getting more and more attention, and researchers are more inclined to study generative artificial intelligence with a higher degree of intelligence, and the existing literature has investigated two emerging directions, one is the application of AI technology, and the other is the legal and legal implications of AI. one is the legal and ethical issues brought about by AI. AI is a key driving force in the development of science and technology in the new era. It improves the productivity of enterprises and promotes their innovation (Yao, Zhang, Guo, & Tian, 2024) and at the same time, there is a need to improve the legal system, which is to prevent the risks and security issues brought by AI (Wu, Huang, & Gong, 2020).

Table 1.
AI and Law.

Scholars	Year	Opinion
Yao et al. (2024)	2024	Artificial Intelligence changes the skill structure of the enterprise workforce, and the production efficiency is thus improved, it reduces the demand for conventional low-skilled labor and raises the demand for unconventional high-skilled labor, the production process is optimized, and innovation is promoted, and this effect is significantly obvious in state-owned enterprises, high-technology industries, and regions with developed factor markets, and this study gives a reference for enterprises to reasonably apply Artificial Intelligence and lays a theoretical foundation for the government to establish supportive policies. This study gives reference for the rational application of AI by enterprises and lays a theoretical foundation for the government to establish supportive policies.
Wu et al. (2020)	2020	Generative AI raises emerging issues for copyright law. Regarding the originality and authorship of works, the current law needs to maintain the key position of human authors, and also take into account the status quo of co-creation between humans and machines, and he proposes to respond to the AI generated by AI by adding and revising the corresponding statutes, such as regulations on the object of the work, the subject of the creation, and the attribution of the rights without changing the existing legal system. The need for copyright protection of content. There is a need to balance technological innovation and legal rationality, and this balance must be realized at the level of jurisprudence and system, and copyright law not only needs to incentivize creativity, but at the same time adapt to technological change.

The development of artificial intelligence is evolving, moving from traditional data analysis to the AIGC era, with a significant increase in the degree of intelligence, which has become a focal topic of research now. This technological change has led to a significant increase in business efficiency, for example, improving the labor structure and promoting innovation in the labor structure, but at the same time, it has also triggered legal and ethical challenges. In the field of copyright, AIGC makes it difficult to distinguish whether a work is human-created or machine-generated, and the legal system needs to adapt to the pace of technological development in protecting the rights and interests of creators. Future research needs to find a balance between promoting AI applications and sound regulation so that its potential can be truly realized.

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2.2. Literature Study on the Impact of AI Development on Cultural and Creative Enterprises

Artificial Intelligence is driving the rise of new creative industries, transforming them from "pan-entertainment" to "value-based". Technological empowerment not only optimizes the production and distribution of content, but also enhances the synergistic effect of cultural and industrial values through cross-border cooperation, and digitalization and intelligence are the future trend (Xie & Zhang, 2019). Chen and Liang (2024) that generative artificial intelligence has the advantages of arithmetic power, arithmetic data, and algorithms. These advantages comprehensively empower the cultural and creative industry, and the optimization of demand matching in the content layer and the intelligent realization layer has been promoted, and immersive interaction in the extension layer and private customization in the support layer have also been developed, but at the same time, they are also facing the challenges of serious homogenization and the impact of technological ethics. The root causes of homogenization are insufficient cultural excavation, imprecise market research and single production method. It is proposed that cultural and creative enterprises can realize "de-homogenization" through deep learning, data mining and flexible production (e.g., 3D printing) with the help of AI, emphasizing that technology needs to be deeply integrated with cultural connotations (Zhang & Fan, 2019).

Table 2.
The impact of AI development on cultural and creative enterprises.

Scholars	Year	Opinion
Xie and Zhang (2019)	2019	Technological empowerment is embodied in digitalization. Preservation of traditional culture and innovative expression through digital technology; Intelligence - AI reconfiguration of content production process (e.g., writing robots, intelligent recommendation); Scenario - VR/AR technology to enhance immersive experience (e.g., AR news, virtual museums); Branding -Super IP development (e.g. Forbidden City Cultural Creation) to realize cultural value-added. The three-dimensional development strategy is proposed: quality content as the core, technology to enhance efficiency and scene experience, and cross-border operation to promote culture to go out. Technology needs to be deeply integrated with culture in order to realize the sustainable development of new cultural creation.
Chen and Liang (2024)	2024	AIGC technology has brought a lot of help to the cultural and creative industry with its technological advantages, which facilitates the intelligent generation of content, more accurate marketing, significant immersion in the experience, and personalized customization, however, there is a double impact, and this technology also brings a number of problems, such as potential misconduct in technological ethics, potential weakening of the creator's ability, potential solidification of consumer perception, and a mixture of products in the market In response to this situation, we need to strike a balance between development and security. We need to strike a balance between development and safety. We need to adopt an inclusive and prudent regulatory approach through algorithmic transparency, and we need to promote Chinese culture to the world through digital intelligence, so that we can avoid risks and maximize the potential of the technology.
Zhang and Fan (2019)	2019	AI-enabled "de-homogenization" countermeasures: deepen cultural research through deep learning technology; use data mining to achieve accurate user demand matching; and satisfy personalized customization with the help of flexible production technology such as 3D printing. Ultimately, it is emphasized that AI technology can promote cultural innovation in museums from the three levels of culture, decision-making and production.

Artificial Intelligence (AI) technology is reshaping the ecosystem of the cultural and creative industry, pushing it from entertainment-oriented to value-led. Cultural value-added is realized through the reconstruction of the content production process (e.g. AI creation), enhanced immersion experience (VR/AR) and super IP development. While enhancing the efficiency of content generation and precision marketing, it may lead to ethical misconduct, degradation of creative ability and the risk of cultural homogenization, which requires the promotion of orderly development of the technology through algorithmic transparent regulation. In order to address the problem of homogenization, it is necessary to explore cultural genes through deep learning, accurately match demand with data profiling, and realize personalized customization through flexible production. The cultural and creative industries need to build a synergistic framework of "technology-culture-ethics". With intelligent

technology as the engine, cultural values as the kernel, and ethical norms as the boundary, sustainable development can be realized.

2.3. Literature Research on Marketing Model of Lower Creative Enterprises Driven by Artificial Intelligence

From a macro perspective, CiteSpace knowledge mapping exploration method was used to analyze the research hotspots and their evolution in this field, and from a micro perspective, selected key literature was used to sort out and define the connotation of AI (Lin, Wu, & Cai, 2021) and Zhou (2021) examined the impact of AI on cultural and creative consumption in Anhui museums based on the "Generation Z" (born in 1995-2009), which is the most important generation in the world.) analysis of cultural and creative consumption in Anhui museums, explaining the digital marketing strategy of museum cultural and creative products in a digital society that has revolutionized the way museums interact with Generation Z consumers. The development of digital society has revolutionized the way museums interact with Generation Z consumers. Museums are able to communicate with audiences more instantly, and various digital platforms present the abundant cultural resources and unique cultural and creative products of museums. Norman (2004) elaborates on the three levels of affective design in Emotional Design, which are instinctive, behavioral, and reflective layers. experience, and the reflective layer is embodied in prolonged emotional satisfaction. van Doorn et al. (2017) that technology will be integrated into many service experiences in the post-2025 market. the evolution of AI research, from mechanical to analytical, and from intuitive to empathetic, was described by Ming-Hui Huang and Rust (2018) as a change in AI, which is moving away from emphasizing only analytics, intuition, and empathy, and gradually towards a stage where it may replace human intelligence in the future, which will give rise to a new 'emotional economy' (Huang, Rust, & Maksimovic, 2019). Regarding the future research direction of AI marketing, it can be viewed from four perspectives, examining how variables such as individual user characteristics, task type, and consumption type affect people's preference for AI profiles. Analyzing the interactions of different interaction methods with each other and their applications in different scenarios, exploring the concept of the level of AI intelligence and its impact on user privacy and security, systematically exploring the establishment and maintenance of the relationship between users and AI, and the development and use of AI should be steadily enhanced, and the consumer's experience needs to be continuously improved, which points out the theoretical and practical direction for future research, (Zhang, Lv, & Zhang, 2019).

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Table 3.
AI drives the marketing model of cultural and creative enterprises.

Scholars	Year	Opinion
Lin et al. (2021)	2021	The potential of AI in marketing is remarkable, it can optimize decision making and enhance consumer experience and customer relationship, but at this stage, the research is still in its infancy, there are problems such as conceptual confusion, lack of systematic integration and core literature, through bibliometrics and theoretical analysis, the hot topics of AI in marketing, service interactions, data analysis, and related theories, such as anthropomorphism, and the Valley of Terror effect. Future research directions should focus on the impact of AI in different marketing segments, as well as consumer emotional needs, privacy and ethical issues. These studies can promote the integration of theory and practice.
Zhou (2021)	2021	Generation Z is the core consumer group of museum cultural and creative products, their consumption motivation is constrained by product scarcity, aesthetic attractiveness is also a decisive factor, cultural resonance should not be ignored, brand trust plays a key role, and the impact of social media is particularly significant, based on the research of Anhui Museum to build a digital marketing strategy, the differentiated content innovation needs to be paid attention to, branding should be strengthened, and social media perception should be perfected. These measures can enhance the market attractiveness of cultural and creative products, and the effect of cultural value dissemination will be more significant.
Norman (2004)	2004	Emotional design has three levels, the instinctive level is the appearance and feeling, the behavioral level is the interaction experience, and the reflection level is the emotional resonance. Good design should take these three aspects into consideration, and the design should be aesthetically pleasing, practical, and meaningful, so as to let the user have a positive experience, which will make the product more attractive, and the user will be more inclined to the value of the use. Emotion is the key factor that shapes choices and experiences.
van Doorn et al. (2017)	2017	Proposing the concept of automated social presence. Technology makes the customer feel the presence of another social entity, and human service providers compared to robots or AI lack of social judgment of the energetic (perceived agency), this characteristic can make the customer perceive less uncomfortable in awkward service scenarios, thus making the service experience better, this theory provides a framework of the social cognitive perspective for the design of service robots.
Ming-Hui Huang and Rust (2018)	2018	Artificial Intelligence assumes three roles in service, the mechanical role handles standardized tasks, the thinking role is responsible for data analysis and decision making, and the emotional role focuses on customer interaction, AI can improve service efficiency, it can also provide personalized experience, and the technology application needs to be coordinated with humanized service.
Zhang et al. (2019)	2019	The application of artificial intelligence in marketing has become a national strategy, and the lack of consumer acceptance is a key challenge at this stage. The similarity of AI's appearance, interaction mode, intelligence level and emotional expression with humans can significantly affect the user experience, these studies are fragmented and lack of systematicity, future research needs to focus on the realization of human-machine fusion, and to study issues such as user preference, privacy and security, and emotional interactions, so as to optimize the design and application of AI, and to optimize the consumer experience.

The research explores the effect of AI and digital technology on cultural creation and marketing, and the application of AI in marketing has evolved from data analysis to perceptual interaction, and will enter the stage of emotional economy in the future, but it needs to deal with the issues of ethical privacy and human-machine emotions. Digital technology has changed the way museums communicate with Generation Z. Scarcity, aesthetic value and social communication have become the main motivations for cultural and creative consumption, and the theory of emotionally oriented design suggests that products should simultaneously satisfy the demands of multiple dimensions of visual attraction, interactive experience and cultural identity. Technological development is advancing along three paths: the function of AI has shifted from simple mechanical execution to more emotional interaction; VR and robotics make the service experience more and more immersive; and digital marketing pays more and more attention to personalized content and social communication. Subsequent research needs to pay attention to the mechanism of human-machine synergy, and strike a balance between technological innovation and ethical risks, so as to let the intelligent service maintain

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humanistic temperature and achieve cultural value and commercial benefits at the same time. commercial benefits at the same time.

2.4. Comprehensive Review

Current research focuses on the field of artificial intelligence, and the attention of generative AI ChatGPT and DeepSeek has exceeded that of traditional data analysis AI, and they have become the main driving force to promote the development of science and technology. Literature research has unfolded along two new directions, one is the practical application of AI technology, and the other is the legal and ethical issues it raises.AI has enabled enterprises to significantly improve their productivity and innovation, and it is increasingly urgent to improve the legal system, which can defuse the hidden risks and safety issues brought by AI. AI research in marketing is just beginning, and existing literature proposes theoretical frameworks that help understand human-computer interaction and its impact on consumer behavior. Cultural and creative enterprises are benefiting from AIGC technology, which has reduced costs, improved design efficiency, and strengthened innovation capabilities, it has brought changes to local cultural and creative product design, and the digital transformation and upgrading of non-heritage culture is being promoted, covering multiple levels of design, marketing, and display, and the overall development of cultural and creative industries is being injected with new kinetic energies, including the content layer, the realization layer, the extension layer, and the support layer. Existing literature is more limited in exploring the digital cultural and creative market experience in the context of intelligent technology, and this article will put forward a number of development suggestions for cultural and creative enterprises from three aspects: IP economy, emotional experience, and personalized service.

3. The Current Situation and Analysis of the Development of Cultural and Creative Enterprises Driven by Artificial Intelligence

With the maturity of AI technology, cultural and creative enterprises are experiencing the transformation from traditional production to intelligent innovation. This chapter analyzes the current situation of the practical application of AI in the cultural and creative industry by combining typical cases and policy backgrounds, and at the same time discusses in depth the core drivers that drive the intelligent development of cultural and creative enterprises from the four dimensions of market demand, technological breakthroughs, policy support and industry competition. Through the combined analysis of the status quo and motivation, it provides a realistic basis for the proposal of subsequent marketing strategies.

3.1. Status Quo of Artificial Intelligence-Driven Development of Cultural and Creative Enterprises Below

Artificial intelligence has infiltrated various fields of the cultural and creative industry, and it has significantly revolutionized the production and experience of cultural and creative products. Where culture and tourism are combined, the Terracotta Warriors and Horses Immersive Experience Project of the Qin Shi Huang Mausoleum, a collaboration between Shaanxi Cultural Industry Investment Holding Group and HTC Vive, has become a typical case. This project adopts high-precision digital modeling technology to restore the details of cultural relics, generating a virtual historical scene that is extremely realistic. A global tour is scheduled to begin in 2025, using this new technology to showcase China's cultural heritage to the world. In the area of game animation and audiovisual production, the use of technology has been quite effective. NetEase Fuxi Lab has developed an artificial intelligence scriptwriting tool that uses algorithms to help generate plots and dialogues, which has reduced the related creation cycle by 60%, thus significantly improving the efficiency of content production.

Chinese governments at all levels have vigorously enacted support policies and built service platforms.2025, Chengdu introduced the country's first systematic support policy dedicated to digital cultural and creative entrepreneurship, which covers five core areas of space carriers, financial support, application scenarios, technical support, and talent cultivation, with "AI+content creation" explicitly

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included in the core support scope. AI+Content Creation" is explicitly included in the core support scope. Shenzhen Cultural Expo is a national platform, where an AI exhibition area is specially set up, and more than 60 enterprises focusing on the application of AI technology gather here to display their solutions in the field of culture and creativity. The "Culture and Creativity in China" thematic exhibition area was expanded to 3,000 square meters, where young entrepreneurial teams had a wider space for display and cooperation, and innovative projects were efficiently incubated and implemented. Together, these initiatives promote the deep integration of AI and cultural and creative industries.

3.2. Analysis of the Motivation of Artificial Intelligence Driving the Development of Lower Creative Enterprises

First, the upgrading of market demand structure is the fundamental driving force. Contemporary consumers, especially Generation Z, are no longer satisfied with passive acceptance of cultural products, they tend to pursue personalized customization, deep immersion and real-time interaction, the traditional production mode of cultural and creative products is deficient in responsiveness and customization ability, AI can precisely make up for these problems, AI travel photography is gradually becoming popular, which realizes the desire of tourists' demand for personalized travel memories, and it quickly occupies the market, people The preference for short videos and micro-short dramas has allowed enterprises to gradually apply the use of AIGC technology, and the production capacity has increased and costs have been reduced as a result, thus giving rise to the sprouting of new business development.

Second, the breakthrough of technology supply side is the foundation of development. The process of industrialization of AIGC technology from the laboratory is particularly important: after the wide application of AIGC tools, the generation of text, images, audio and video is no longer the monopoly of professional organizations, and designers can conveniently produce creative drafts with the help of these tools; the combination of AI and 3D printing has made the small-scale and highly customized cultural and creative products significantly less expensive; and the replication of cultural relics in the Forbidden City, which used to be a high-end consumer product, has now come into the hands of the general public. VR technology is maturing, and the immersive experience of blending reality and reality immerses people and increases user stickiness. Big data can accurately predict user preferences, and the development of cultural and creative products no longer relies solely on subjective judgment, but on data to speak, thus increasing the share of the cultural market.

Third, policy dividend and capital flow promote development. The state has elevated cultural digitization to a strategic level, set clear goals, invested special funds to point out the direction for the industry, and promoted innovation test sites around the world; Chengdu has set up subsidies for digital cultural and creative enterprises and AI companies; the Shenzhen Cultural Expo has funded AI creations; Hangzhou has provided tax incentives for the export of AI cultural and creative products, and constructed a synergy of local policies; and capital has continued to pour into the artificial intelligence on a large scale. The field of culture and creativity has seen a significant increase in the amount of financing. The special funds focus on the direction of artificial intelligence + intangible cultural heritage, providing strong support for technological innovation and business model practice.

Fourth, the industry is becoming increasingly competitive and the rules of the market are being reconfigured. Enterprises must be exposed to artificial intelligence. In an environment where efficiency is paramount, AI has become the core of enterprise efficiency, which can shorten the design and development cycle, which takes months under the traditional model, to a few days or even a few hours, and the production capacity can be significantly increased accordingly. The market competition has turned into a competition of innovation density, and the leading enterprises have used AI to exponentially increase the number of new product development, and generate numerous IP prototypes or design options every day, which was unattainable in the past. The market has become competitive in terms of innovation density. In this era of efficiency and innovation, the use of AI is not a choice but a necessity.

The development of AI-driven cultural and creative enterprises is essentially facilitated by a

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number of factors. Consumer demand is constantly upgrading, technological capabilities are maturing, the external environment mentioned above in terms of policy and capital is also helping, and competition within the industry is also bringing pressure. These factors interact with each other to accelerate the development of the cultural and creative industries. Towards greater intelligence, efficiency and personalization. Artificial intelligence is no longer just a means to improve efficiency, but also a decisive element in reshaping the ecosystem and core competitiveness of the cultural and creative industries.

4. Artificial Intelligence Drives the Marketing Strategy of the Following Creative Enterprises

Under the wave of digitization, the marketing strategy of cultural and creative enterprises urgently needs to rely on artificial intelligence to achieve innovative breakthroughs. Based on the theoretical and practical analysis in the previous section, this chapter proposes three core strategies: high-value IP branding, interactive narrative experience and personalized service design. These strategies not only respond to the emotional and experiential needs of Generation Z consumers, but also reflect the empowerment of AI technology from content production to user reach. Through the combination of cases and theories, this chapter provides specific paths for how cultural and creative enterprises can build differentiated competitive advantages in the AI era.

4.1. Build High-Value IP Brands to Enhance Brand Influence

Artificial intelligence-driven cultural perception is changing the traditional IP incubation mode, cultural and creative digital marketing needs to make full use of cultural resources, build high-quality IP with the help of artificial intelligence, and shape a compelling brand image, tens of millions of social media conversations, global film and television consumption data, and fragmented network hotspots have been fed into the AI system in real time, and the emotional needs of those groups that were once ignored have begun to emerge. Natural language processing technology can analyze the surface of text, revealing the desire of Generation Z for virtual partners, the psychological state of urban youth in search of spiritual support, and the unfulfilled value identity of the silver-haired group, which prompted the creation of IP from subjective feelings to objective needs. netflix analyzed the data of 40 million users watching the theme of revenge, and accurately created the globally popular Korean drama Dark Glory, which is the most popular drama in the world. The Forbidden City Museum used a sentiment analysis model to analyze millions of visitors' messages and found that young people tend to anthropomorphize cultural relics, so it created the "Forbidden City Cat" IP. 2024's popular short series "Escape from the British Museum" tells the touching story of a Chinese media man working abroad who encounters a cultural relic that has been transformed into a woman. A touching story. This kind of creation is based on cultural genetic decoding, and IP is characterized by emotional penetration from its birth. When IP enters the creative stage, AI content shows disruptive productivity. Traditional cross-media adaptation takes months, and generative AI catalyzes the formation of an ecosystem for instant conversion. A web novel can automatically generate mirror scripts, 3D character models, and interactive narrative branches through a multimodal model, realizing the synchronous development of text-image-game. The intelligent restructuring ability of cultural elements contributes to breakthrough changes, and this content dissemination accelerates IP penetration, with algorithms ensuring the consistency of core cultural symbols across different carriers with each other, thus compensating for the shortcomings of fragmentation in brand perception. From cultural insight to content generation, AI has penetrated IP brands, which is not only an efficiency tool, but also a core driving force for cultural value conversion. The integration of algorithms and humanities is the only way for cultural and creative enterprises to create high-performance and engaging cultural symbols, and to show their unique brand potential in global competition, and the cultural innovation promoted by AI is reshaping the brand influence in the digital age.

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4.2. Use Interactive Narrative to Enhance Immersive Experience

In the process of importing AIGC-type applications and capabilities, enterprises have made the enhancement of customer satisfaction and experience the primary purpose (TE Think Tank, 2023). In order to improve user experience, it is necessary to have richer presentation methods, and to bring more immersive experience in digital marketing. Immersion is derived from spatial immersion, which brings psychological satisfaction, and the theory of embodied cognition advocates that physical participation in the environment and experiential feedback are extremely important. In the marketing process, companies should interact with customers. Interactive narratives will transform the way cultural and creative industries are experienced, with the core being the use of three major technologies: spatial computing, biosensing and dynamic engines. In view of this, the one-way cultural communication can be transformed into a dynamic narrative network with in-depth user participation, where people no longer just watch the story, but become the dominant storyteller. On the technical architecture, the interactive narrative forms a real-time closed loop of perception-decision-making-feedback, where the user walks into a virtual space using VR equipment, usually a museum, a cultural tourism attraction or a commercial showroom. Spatial localization AI begins to work, UWB ultra-broadband technology, which monitors the user's location, the narrative nodes within the geo-fence are then awakened, the biosensors are continuously running, eye tracking and wristband electrical skin response monitoring in Apple Vision Pro, which monitor the user's heart rate fluctuations, pupil changes and micro-expressions, generating a stream of data on the emotional state, and these multi-dimensional signals are passed into the These multi-dimensional signals are passed into the dynamic plot engine to generate branching plots that match the user's real-time emotional tendencies. Eventually, the XR device realizes the real-time rendering of the scene. In the field of culture and tourism, AR technology turns historical spaces into interactive storytelling scenes. In Xi'an Datang Changming City's "Sheng Tang - Illusion" project, tourists can observe the holographic image of Yang Guifei by scanning the façade of the building with their cell phones, and the Big Wild Goose Pagoda and Ci'en Road have set up guided tours at the entrances to the city, which can be viewed by putting on AR glasses. Cultural relics are no longer cold historical exhibits, but in the museum came to life. 2025 April, Hubei Provincial Museum launched the country's first cinematic digital cultural relics VR experience "through the Bronze Age", the audience can not only see the Yue Wang Goujian was born in the sword workshop, but also witnessed the battlefield of the Wu-Yue battlefield scene. In the traditional cultural and creative experience, the user can only one-way acceptance of information, AI interactive narrative so that the user is transformed into a story creator, this participation is not only limited to simple operation, but also perceive the audience's emotions, through empathy to influence consumer behavior.

4.3. Create Personalized Services to Improve Industrial Attractiveness

Consumption demand is fragmented, the market competition is changing, and personalized service has become the core of cultural and creative industries to build unique advantages. Artificial intelligence technology builds a complete chain of empowerment, from data insight to dynamic generation to scene adaptation, and this technology promotes the industrial service model from mass supply to precise customization. It significantly solves the problem of mismatch between supply and demand in traditional services, thus increasing user stickiness and industrial attractiveness. Artificial intelligence makes revolutionary changes in cultural and creative services, which are no longer homogeneous but can be highly personalized, and the system comprehensively analyzes users' preferences, behavioral habits and specific situations to accurately push content, and also generates customized content, such as personalized stories, customized roles, and tailor-made products. These highly personalized services fully meet the unique needs of each individual, and users significantly increase their satisfaction and continue to use these services.AI-powered intelligent customer service and virtual assistants respond efficiently to provide a personalized communication experience.AI also identifies like-minded potential targets and accurately matches creators with fans.This connection allows for better quality community interactions and a more thriving user-generated content (UGC) ecosystem is also more prosperous.

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The original consumers are transformed into active participants, even willing to advocate for brands, making the whole industry more attractive and dynamic.

5. Conclusion and Suggestions

Artificial intelligence has been gradually integrated into the center of digital marketing for cultural and creative enterprises, which transforms the way of market insights, reconfigures the shape of content creation, enhances the details of user experience, and revolutionizes the framework of service models. Consumer demand has evolved, technology has become increasingly mature, policies have given support, and competition in the industry has become more and more intense. AI analyzes cultural genes to generate dynamic content, helping enterprises pinpoint users' emotional resonance points. ip incubation tends to become more data-driven, marketing strategies are transformed into digitalization, and the penetration rate of emotion is significantly increased, and the hit rate in the market is also significantly increased. ai-driven interactive narrative and personalized services reshape the user experience, and the user moves from passive acceptance to in-depth participation. passive acceptance to in-depth participation, which enhances user stickiness and industry attractiveness. In the future, cultural and creative enterprises urgently need to deepen the integration of AI and humanities, and establish a new marketing ecology centered on emotional value, with data intelligence as the driving force and immersive interaction as the hallmark. It is necessary to focus on ethical governance, balance efficiency and uniqueness, and guarantee that technological innovation serves cultural prosperity and social well-being.

5.1. Research Conclusion

First, artificial intelligence reconfigures the value chain of the cultural and creative industry and realizes whole chain empowerment. Artificial intelligence technology has deeply penetrated into the content production, marketing distribution and user experience of the cultural and creative industry. In terms of content production, AIGC tools have significantly improved efficiency. In terms of marketing distribution, intelligent recommendation algorithms and user analysis technology have realized accurate coverage. Artificial intelligence not only optimizes the traditional process, but also gives rise to new business models, promoting the transformation of the cultural and creative industry from "pan-entertainment" to "value-driven".

Second, data-driven IP incubation has become the core competitiveness. While traditional IP development relies on subjective creativity, AI analyzes massive user data to identify cultural resonance points and realize accurate IP incubation, and AI can also realize rapid derivation of cross-media IP, such as automatically converting novels into game scripts or 3D models, which significantly improves the commercial value and dissemination efficiency of IP.

Third, immersive interactive experience reshapes the user's decision-making process. With the help of VR/AR, biosensing and dynamic plot engine, cultural and creative experience has transformed from one-way communication to user-led participatory narrative. In the future, with the maturity of spatial computing technology, the experience of virtual-reality integration will further break through physical limitations and become the core competitiveness of cultural and creative marketing.

Fourth, personalized service solves the mismatch between supply and demand and enhances user stickiness. Artificial intelligence provides consumers with customized content and accurate recommendations through data analysis and generation technology. This personalized service model not only meets Generation Z's pursuit of uniqueness, but also solves the problem of serious homogenization of traditional cultural and creative products, and promotes the industry's transformation from large-scale production to flexible supply.

Fifth, technology application needs to balance innovation and moral risk. The rapid development of artificial intelligence in the cultural and creative industries has also brought challenges such as copyright attribution, data privacy, and cultural homogenization. Generative AI may undermine the originality of human creators, and algorithmic recommendations may lead to a decline in cultural

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diversity. Therefore, it is necessary to strike a balance between technological innovation and cultural protection through algorithmic transparency, policy oversight, and ethical review mechanisms to ensure that AI serves cultural heritage rather than prioritizing commercial interests.

5.2. Follow-Up Suggestions

First, deepen the integration of "artificial intelligence + humanities" and avoid the instrumentalization of technology. Cultural and creative enterprises should stick to the core of cultural values and use AI's data insights to tap into the genes of traditional culture (e.g., intangible cultural heritage symbols, local history, etc.), rather than just pursuing efficiency gains. For example, the Dunhuang Research Institute restored murals through digital technology while preserving their artistic connotations. Chengdu can rely on Shu embroidery culture to develop AI-assisted design tools that improve productivity while highlighting regional characteristics. It is recommended that a "culture and technology integration laboratory" be set up to work with anthropologists and AI engineers to ensure that the application of technology does not deviate from the cultural context.

Second, build an emotionally intelligent marketing ecosystem. Drawing on Norman (2004) theory of emotional design, we should optimize the user experience at three levels: instinctive (visual attraction), behavioral (interaction fluency), and reflective (cultural identity). For example, VR cultural and creative products can enhance visual impact by incorporating regional aesthetics (e.g., blind boxes with Huangmei opera elements), and intelligent customer service can simulate empathetic expression through natural language processing. Enterprises need to collect users' emotional feedback on a regular basis and use AI sentiment analysis models to dynamically adjust their marketing strategies to realize the upgrade from "functional satisfaction" to "emotional resonance".

Third, policies and capital should be coordinated to support the application of technology. The government needs to improve support policies, such as the establishment of "artificial intelligence + cultural and creative industries" special funds to encourage enterprises to explore the digitization of intangible cultural heritage, dialect protection and other directions. Funds should focus on technological weaknesses, such as investing in high-precision 3D scanning equipment to improve the quality of heritage modeling. At the same time, it is recommended that a "cultural and creative artificial intelligence technology sharing platform" be established to lower the threshold of technology application for small and medium-sized enterprises and prevent resource monopolization.

Fourth, promote the construction of industry standards and ethical systems. We should work with legal, technical and cultural parties to formulate guidelines for AI application, and clarify the copyright ownership of AIGC works (e.g., adopting the principle of "human authorship first") and the boundaries of data use (e.g., anonymizing user data). Reference could be made to the EU's Artificial Intelligence Act, which requires high-risk AI systems (e.g., deepfake historical figures) to be subject to compliance reviews. Industry associations should regularly publish ethics white papers to guide companies to use technology responsibly.

Fifth, cultivate "science and technology + culture" composite talents. Universities should establish interdisciplinary fields of "digital humanities" to teach the application of AI tools (such as MidJourney and ChatGPT) in conjunction with cultural studies. Enterprises can work with technology companies to provide on-the-job training, such as the "Digital Cultural Relics Talent Program" jointly launched by the Palace Museum and Tencent. In addition, it is recommended to set up a "Cultural Creative Artificial Intelligence Innovation Competition" to encourage young teams to explore innovative scenarios of technology-enabled culture.

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Abbreviations:

AI	Artificial Intelligence
AIGC	Generative Artificial Intelligence
CAICT	China Academy of Information and Communications Technology
IP	Intellectual Property
UGC	User-Generated Content
UWB	Ultra-Broad Band
VR	Virtual Reality
XR	Extended Reality

Transparency:

The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Copyright:

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