

# INNOVATIVE OR INAUTHENTIC?: AI'S ROLE IN GLOBAL BRAND STORYTELLING

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## Introduction

- Generative AI's efficiency and scalability in advertising
- Concerns about **brand authenticity**
- Perceived as **artificial, generic, or emotionally detached**
- **Do technological improvements in AI advertising improve perceived authenticity?**



## Key Findings

- Technological improvements did **not** increase perceived authenticity:
  - **artificial**
  - **emotionally detached**
  - **cheap**
- Local advertisement:
  - positive response
  - **nostalgia**
  - **emotional warmth**
  - **human involvement**

## Theoretical Framework

### Source Credibility Theory

- Message effectiveness due to trust
- AI may weaken credibility

### High vs Low Context Culture

- High-context- cultural symbolism
- Low-context- direct communication

### Glocalization

- Global brands in local contexts
- AI content may risk cultural flattening

## Methodology

- 01 >>> **Case study of Coca-Cola advertisements**
  - “Holidays Are Coming” (2024) – AI generated global campaign
  - “Holidays Are Coming” (2025) – updated AI generated campaign
  - “Un Recuerdo Navidad” (2025) – localized Mexican holiday advertisement utilizing human actors and animation
- 02 >>> **Academic literature review:** authenticity/ credibility
- 03 >>> **Sentiment analysis:** YouTube and X comments
- 04 >>> **Comparative visual analysis:** tech improvements

## Conclusion

- AI advertising not authentic
- Authenticity depends on:
  - emotional storytelling
  - cultural relevance
  - visible human involvement
- AI as a creative support tool
- Relatable storytelling in global marketing.

## Audience Responses

1. “THE strongest argument I've ever seen for never touching this brand.” (“Holidays are Coming”, 2025. YouTube)
2. “This is true magic Coca-Cola, please we want more of these simple and charming commercials.” (“Un Recuerdo Navidad”, 2025. YouTube)

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