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Digital Transformation and Marketing Communications

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In the rapidly evolving marketing landscape, new disruptive technologies such as Artificial Intelligence (AI) and Extended Reality (XR) are revolutionising how brands connect with consumers, ushering in an era beyond digital and social media marketing. Companies like Nike are leveraging AI for personalised customer experiences, while brands such as Gucci are creating virtual stores in the Metaverse. Welcome to the new frontier of marketing communication, where artificial intelligence and immersive virtual worlds are the cornerstones of brand innovation and consumer interaction.

Understanding Artificial Intelligence

What is Artificial Intelligence?

Artificial Intelligence (AI) refers to the capability of a machine to imitate intelligent human behaviour (Huang & Rust, 2018). Unlike traditional computer programs that explicitly require instructions for every step, AI systems are designed to use algorithms to parse data, learn from it, and make decisions or predictions based on their learning. **Narrow** AI excels in specific tasks like language translation or facial recognition, while **General** AI can perform any intellectual task a human can (De Bruyn et al., 2020). Later in this chapter, we will introduce some of the marketing tools built from artificial intelligence that enable machines to perform tasks that typically require human intelligence from the marketing team.