# Utilization of AI in the production and design of digital storytelling into interactive Ads

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**Abstract:**

This paper examines the application of AI techniques in the production and design of digital storytelling **(DST)** into interactive advertisements **(Ads)** and analyzes their impact on consumer-purchasing decisions. The study aimed to examine the effect of AI on consumer privacy and the advantages of CRM through DST, also to identify the challenges associated with the use of AI in generating narrative content for DST in interactive Ads and to propose a vision for the future role of writers in the advertising industry in the context of AI advancements. This study utilizes **a qualitative methodology** and employs **In-depth interviews** to gather data from experts and specialists in AI, public relations, and digital marketing. The study uses **a purposive sample of (30) respondents**, and applies **"Morphological Analysis"** for data analysis.

The study concluded that AI algorithms assist Public Relations **(PR)** in generating innovative ideas for DST content by providing interactive and engaging content that promotes user interaction with the brand at reduced costs. Analyzing user behavior allows for customizing content and interactive elements to address individual needs. DST content is produced through **(NLP)** techniques, resulting in engaging texts, images, or videos that correspond with the objectives of the advertising message. AI consistently monitors and analyzes advertising performance, offering insights for enhancing future campaigns in a strategic and integrated manner with human elements.

The study also identified that the application of **"Narrative Paradigm Theory"** in developing DST into interactive Ads in marketing encompasses the following elements: **"Main Character, Beginning, Middle and End, Conflict and Resolution, Using of images and**

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**Videos, Strong Plot, Emotions, Repetition, Authenticity and Credibility and Audience Involvement"**.

Experts and specialists in AI, PR, and digital marketing forecast the future of writers in the advertising industry, with (93%) predicting an optimistic scenario, (5%) a neutral scenario, and (2%) a pessimistic scenario.

**The study recommended that:** specialized training should be provided for professionals in advertising, PR, and digital marketing to enable effective use of AI techniques. Additionally, companies must implement clear policies that protect consumer privacy and uphold individuals' rights to manage their personal data.

**Key Words:** Digital storytelling (DST); Artificial Intelligence (AI); Interactive advertisements (Ads); Digital Marketing; Consumer Relationships Management (CRM).

# توظيف الذكاء الاصطناعي في إنتاج وتصميم السرد القصصي الرقمي في الإعلانات التفاعلية

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**الملخص :**

سعت هذه الدراسة إلى استكشاف كيفية استخدام تقنيات الذكاء الاصطناعي في إنتاج وتصميم السرد القصصي الرقمي في الإعلانات التفاعلية، ومدى تأثيرها على القرار الشرائي للمستهلكين. كما استهدفت الكشف عن تأثير الذكاء الاصطناعي على خصوصية المستهلكين وفوائد استخدامه في إدارة علاقات العملاء من خلال القصص الرقمية التفاعلية. ورصد التحديات التي تواجه استخدام الذكاء الاصطناعي في إنشاء المحتوى السردي القصصي الرقمي في الإعلانات التفاعلية، بالإضافة إلى محاولة استشراف رؤية مستقبلية للكُتاب في مجال الإعلان في ظل الذكاء الاصطناعي. وتعتمد هذه الدراسة على المنهج الكيفي. وقد تم إجراء مقابلات متعمقة لجمع البيانات مع عينة عمدية تكونت من (30) مبحوث من خبراء ومتخصصين في مجال الذكاء الاصطناعي والعلاقات العامة والتسويق الرقمي. وتم استخدام التحليل المورفولوجي لتحليل البيانات. وقد توصلت الدراسة إلى أن خوارزميات الذكاء الاصطناعي تساعد العلاقات العامة في توليد أفكار جديدة لمحتوى القصص الرقمية التفاعلية من خلال توفير محتوى تفاعلي وجذاب يشجع على تفاعل المستخدم مع العلامة التجارية بتكاليف أقل. ومن خلال تحليل سلوك المستخدم، يمكن تخصيص المحتوى والعناصر التفاعلية لتلبية احتياجات كل فرد. كما يتم إنشاء محتوى القصص الرقمية التفاعلية باستخدام تقنيات معالجة اللغة الطبيعية، وإنشاء نصوص جذابة، مع صور أو مقاطع فيديو تتماشى مع هدف الرسالة الإعلانية. ويقوم الذكاء الاصطناعي بمراقبة وتحليل أداء الإعلانات باستمرار، وتقديم رؤى حول كيفية تحسين الحملات المستقبلية بطريقة استراتيجية ومنسجمة مع العناصر البشرية.

بالإضافة إلى ذلك، وجدت الدراسة أن استخدام **"نظرية السردي القصصي"** في إنتاج القصص الرقمية التفاعلية في التسويق يحتوي على هذه العناصر: "الشخصية الرئيسية، البداية، الوسط، والنهاية، الصراع والحل، استخدام الصور ومقاطع الفيديو، القصة القوية، العواطف، التكرار، الأصالة والمصداقية، ومشاركة الجمهور." وفيما يتعلق بمستقبل الكتاب في صناعة الإعلان في ظل الذكاء الاصطناعي، تبنى الخبراء والمتخصصون في الذكاء الاصطناعي والعلاقات العامة والتسويق الرقمي **السيناريو المتفائل** بنسبة (93%)، **والسيناريو المحايد** بنسبة (5%)، **والسيناريو المتشائم** بنسبة (2%).

**وأوصت الدراسة** بتوفير تدريبات متخصصة للمهنيين في مجال الإعلان والعلاقات العامة والتسويق الرقمي لتمكينهم من استخدام تقنيات الذكاء الاصطناعي بفعالية. كما يجب على الشركات الالتزام بسياسات واضحة لحماية خصوصية المستهلكين وضمان حقهم في التحكم في بياناتهم الشخصية.

**الكلمات المفتاحية:** السرد القصصي الرقمي؛ الذكاء الاصطناعي؛ الإعلانات التفاعلية؛ التسويق الرقمي؛ إدارة علاقات العملاء.

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- **Introduction:**

Interactive marketing systems are experiencing rapid growth, providing companies with numerous ways to connect with consumers. These new media aren't a fad; they are already transforming the market. Interactive marketing involves continuously, promptly identifying, fulfilling customer needs and desires via an iterative process (Bezjian, Alexa and Et.al, 1998: Pp.23-32). Interactive advertising isn't new, but its size and scope have grown significantly with the spread of new technologies such as the internet. The growth of interactive advertising highlights the role of the consumer in shaping the impact and effectiveness of advertising, challenging traditional assumptions about how advertising works. (Paul A. Pavlou and David W. Stewart, 2000). Storytelling marketing strategies have recently garnered significant scholarly interest in combining storytelling elements and digital technologies in retail consumer contexts and consumption (Sung, C., and ET. Al, 2022a). Digital stories are short **(2–3 minutes)** videos using first-person voice-over narration Synthesized with visual images created in situ or sourced from the storyteller's Personal archive (Brenda M. GlAdstone and Elaine Stasiulis, 2017: Pp.1-17).

In marketing, storytelling is using as a communication tool between brands and consumers and aims to transmit messages to consumers by creating a story or imposing a story-like structure on branded content (Dessart, L., and Pitardi, V., 2019: Pp.183-195). Recent research suggests that brand storytelling "is the use of literary storytelling techniques and narrative discourse applied specifically to marketing communications to promote brands to consumers in an engaging and meaningful way" (Mills, A. J., and Robson, K., 2020: Pp.159-167). New communication technologies create new challenges for the advertising industry, while high-definition digital television, email, the World Wide Web, and other new technologies present new opportunities for advertisers (Matthew Lombard andJennifer Snyder-Duch, 2001).

Since the mid-1990s, digital storytelling **(DST)** has been widely used as a systematic engagement method, and DST can take many forms.

Ultimately, it refers to any narrative created and shared using digital tools (Hilary Davis, and ET. Al, 2019: Pp.15-24). The act of narrating a story has the ability to stimulate both cognitive and emotional processes in audiences, leading to a growing interest in the concept of storytelling within academic circles. While storytelling finds its application in various contexts, it has gained particular popularity in the marketing and retailing field as a powerful tool for transforming information into captivating content (Osei-Frimpong, K., and ET. Al, 2022). As an alternative to other advertising formats, storytelling emerges in order to overcome barriers when it comes to capturing attention and creating digital engagement with video advertising (Coker, K. K., and ET. Al, 2021: Pp.607-622). The results of engagement between the customer and the brand via narrative persuasion are evidently different from the results of traditional advertising. Narratives psychologically affect individuals, leading them to give more responses that are emotional and reducing their ability to argue (Van Laer, T., and ET.al, 2019: Pp.135-146).

- **Research Problem:**

Interactive Ads via Artificial Intelligence (AI) can evoke mental models that enhance desired consumer responses and strengthen the relationship between the consumer and the brand. Therefore, when using storytelling in this type of Ads, the content of the story must align presented effectively via Interactive Ads. Depending on the product category, the presentation of Interactive Ads content should properly evaluated to ensure effective storytelling (Sung, C. Han, D. and Choi, Y., 2022b).

Narrative transportation helps temporarily **"Transport"** people to a different place, and it can play an important role, given the significance of storytelling in augmented reality **(AR)** Ads. Spatial immersion defined as "the sense of being in a place, characterized by deep participation in the present moment" (Hansen, Ann H. and Mossberg, Lena, 2013: Pp.209-223). Nevertheless, few studies have focused on storytelling and narration as an attraction magnet that can used to capture consumer's awareness or attention, just like the usage

of a celebrity, model, powerful word or colors (Cheung, M.L., and ET.al, 2021: Pp.361-376).

Narrative transportation, or in other words, absorption in the story, is the main process that differentiates stories from other communication formats. Via this phenomenon, our senses enveloped by stories and end up mentally producing experiences identical to those in the real world. These mental experiences are, in fact, vivid mental imagery that can result in affective and cognitive responses that can consequently lead to changes in consumers' beliefs, attitudes, intentions and behavior. Thus, by identifying with the story or its characters, consumers end up attributing meaning to the brands and the products used by them (Houghton, D. M., 2021).

Therefore, this paper examines **"Utilization of AI techniques in the production and design of digital storytelling into interactive Ads, and analyzes their impact on consumer-purchasing decisions"**

- **Literature Review:**

The following section of the literature review aims to present the reader with a general overview of academic literature on topics that will be discuss. The research literature reviewed in two steps process, where author first conducted a more general, preliminary literature search and then followed with a more in-depth review of academic works existent on the researched topics. This part is organize in order to present a comprehensive overview of literature works.

## 1. Digital storytelling (DST):

The study relied on "**Digital Narrative Analyziz Model**". In addition, showed the emergence of "personal narratives framework" by (63.6%) due to the interest of the podcast that is devoted to present the humanitarian situation in Gaza Strip after the Israeli aggression. In addition, regarding the media frames, the study showed the largest percentage of the **"Human interest frame"** by (57.6%) Which also linked to the aim of the podcast to provide humanitarian situation. In addition, the "responsibility frame" emerged by (54.5%) to show the Israeli responsibility for the tragic situation that Gaza Strip has

reached in various fields (health. Food. Education. Disruption of daily life) (Abdel Maksud, Amany Reda, 2025:Pp.1-64).

Applying the narrative construction model in journalistic stories to the study sample revealed the association of the sub-stories with the unity of purpose and content of the main stories, and the dominance of the non-linear narrative style in the main stories and the linear narrative style in the sub-journalistic story. **"The Narrative Discourse Analyziz Model"** in these stories also showed that there are (3) levels of analysis: the level of narrative text analysis, the level of multimedia analysis, and the level of interactive analysis. While the results of the first-level analysis of narrative texts on the study sample confirmed the dominance of the omniscient narrator and the multiplicity of times and places, the deep structure of the narrative texts was linked to the general and specific context of each story separately. The results of the second level of multimedia analysis showed that, the use of multimedia in narrative discourse is still limited, and is restricted to images and graphics -which serve the function of consolidating meaning- more than video and infographics. In addition, the lack of use of sound in these stories under study, despite its importance in conveying human feelings and adding credibility to the event. The results of the third level of interactivity analysis revealed that the interactive dimensions of the newspaper stories in the study sample are limited to the elements that make up browsing interactivity, and specifying the recipient's referral to a link to pages or a video (Abdel Ghani Yousef, Mai., 2025:Pp.1-113).

Listening to emergent storytelling episodes can provide insights into prospective sensemaking, which has implications for organizational storytelling practices in our digital age. Putting ante narrative alongside concepts such as **'Listening'** and **'Engagement'** helps to improve organizational storytelling to work toward more effective organizational communication practice and respond to the challenges of complexity in storytelling, entanglements of the porous organization, and digital disruption (Sandham, Sonya, 2024a: Pp.1-9). The elements of authentic narrative, emotional engagement, consistency and the use of strong visuals play an important role in the

effectiveness of brand storytelling. Consumers respond positively to evocative and authentic stories, which increases brand awareness and loyalty (Sarwo Eddy Wibowo1, and ET. Al, 2024: Pp.343-348).

Video storytelling Ads, as opposed to conventional print and television advertising, have the power to influence customers with a genuine and captivating brand narrative, leading to positive branding results. With the expansion of online video platforms and shifting consumer interaction dynamics, it is critical to comprehend the impact and effectiveness of video brand storytelling in a variety of settings (ElSherbini, Nesrin Nader, 2024: Pp. 87-127). By utilizing these advanced AI techniques, marketers can leverage the power of generative AI-driven storytelling to create personalized and engaging narratives that captivate their audiences and drive marketing success (Mondal S, and ET. Al., 2023: P.55).

Effective communication strategies for brand storytelling are divide into direct and indirect. Direct strategies include narrative plot, intrigue, authenticity, surprise, visual image, audio background, obstacle, emotions, conflict and tension, small details, orientation towards future improvements. Indirect strategies involve mode of message transfer, pricing, frequency of transfer, time duration, sequence of brand stories, and personal appeal. The results may be imply by enterprises while generating brand storytelling and by psychologists studying consumers' behavior (Rodinova, N., and ET. Al., 2023: Pp.1-16). Among the new methods in creating digital marketing content is DST advertising, or a combination of texts, audio and visual effects, and digital tools used to produce a digital story that expresses the brand. Its history, how to use products, and encourages their purchase in an interesting manner that includes information and entertainment aspects together by disseminating it via digital platforms and social media. The study aimed to measuring the impact of DST advertising on consumer attitudes towards green products and green brands. A positive relationship found between the use of DST advertising and the attitudes of the sample towards green products with the three components of attitudes: **(Cognitive – Emotional – Behavioural)** (Badr, Hayat, 2023: Pp. 115-152).

Sense making in organizational storytelling extends along a spectrum of linear storytelling **(BME Narrative)** to ante narrative or prospective sense making. BME narrative supports organizations to communicate more effectively and so there has been a focus and reliance on linear storytelling as a key site of sense making. In recent times, relational approaches to narrative have sought to expand what constitutes good BME narrative. Theorizing of organizational storytelling with engagement (Lane, A., 2023: Pp.1-10). It was possible to demonstrate that there is a relationship between the components that make up the stories and the engagement they provide to the brands. The components most valued by consumers are, respectively, the message, the plot, the verisimilitude, the music and the characters. However, the message is the storytelling component that most affects consumer engagement (Joana Guimarães Lima., 2022).

The communication officials explained that media institutions and their staff have turned to diversifying content delivery methods, taking advantage of multimedia formats and enhancing narrative styles using both Modern Standard Arabic and colloquial language. This enables them to offer different options to the audience, which varies in preferences and methods of persuasion. The findings of the field study, revealed the diverse content preferences of the Egyptian audience. The majority of respondents indicated that they prefer content that uses various multimedia elements such as text, audio and images (Faiyz, Fatima, 2022: Pp. 63-160).

Human being like to listen the stories. It is widely used as the best practice in the marketing. Storytelling is one of humanity's oldest and most powerful modes of communication. Marketing has made it possible for brands to communicate in new and innovative ways. Firms use storytelling as a marketing tool and in brand positioning. Investigate and comprehend the significance of storytelling in marketing, as well as how consumer perception reacts to storytelling marketing and brand image support. Many Indian brands use this storytelling strategy to strengthen their brand values there by

enhanced the consumer's loyalty (Manju Priya R., and ET. Al., 2022: Pp.306-314).

The forms of visual content varied from one story to another in the presentation of interactive Ads on YouTube. The content included different narrative styles, such as the use of a narrator, dialogue between characters and cases where the viewer is the narrator or actively participates. It also involved the use of 3D models, motion graphics and variations in the narrator from one Ad to another, as well as differences in the communication channel or content depending on the story or the Ad's objective. Some Ads were profit-driven, while others aimed at raising awareness. As a result, the type of narration varied between sequential, alternating and fragmented narration. Video, images sound and sound effects appropriately used in the storytelling of Ads. The use of modern techniques differed from one Ads to another and all of this helped deliver the intended message and persuade the viewer and consumer of the story told in the Ads (Mohey El-Din, Sara, 2022: Pp. 377-401).

Influencer narratives weaken the effectiveness of sponsorship disclosure by analyzez the disclosure language in each post, as well as the engagement performance **(i.e., number of reactions and comments)** of the post. The results provided empirical insights into the use of persuasive narratives by influencers (Yang Feng, and ET. Al., 2020: Pp.972-993). 360-degree video Ads outperform standard video Ads and this effect maximized when their standard version features a moderate degree of narrative structure. It diminished when the standard version portrays either a low or a high degree of narrative structure (Yang Feng, and ET. Al., 2019: Pp.1-16).

The experience of narrative transportation has a positive impact on viral advertising. However, the relative strength of this relationship depends on several boundary conditions related to the semi-textual features of social network service environments. Specifically, the effect is stronger if there are personal connections between the sender and the intended recipient. Moreover, the effect of narrative transportation negatively moderated by advertising disclosure, which leads to persuasion knowledge. The negative impact of persuasion

knowledge reduced if the Ads appears with a higher number of **"reactions"**, thus increasing the social proof of viral Ads (Yuri Seo, and ET. Al., 2018). The storytelling in digital Ads and the different types of storytellers examined, tracing the effects of storytelling that have existed from the past to the formation and modification of the present text (Nursel, Bolat, 2018).

## 2. The Utilization of AI into interactive Ads:

Analog tools and human labor have historically used in the creation and distribution of advertising material. The advertising industry can now automate many advertising processes and create **"Synthetic Ads"**, or Ads that contain content that created artificially and automatically via data modification and production. This made possible by technological Ads in the advertising sector. Using a variety of Al techniques, including deep fakes and Generative Adversarial Networks **(GANs)**, the growing practice of synthetic advertising, which is currently the most sophisticated form of Ads manipulation, automatically generates content that presents an artificial, albeit convincing, version of reality (Pooja, R., and Aarthi. R., 2024: Pp.3-27). The rapid popularity of **"ChatGPT"** has brought AI into broad focus. The content generation model represented by AI-generated content **(AIGC)** has reshaped the advertising industry. The mechanisms by which the characteristics of AI-generated Ads affect consumer's willingness to accept these Ads from the perspectives of perceived eeriness and perceived intelligence. It found that the verisimilitude and imagination of AI-generated Ads negatively affect the degree of perceived eeriness by consumers, while synthesis positively affects it. Advertisers should cautiously assess the possible impact of AI-generated Ads according to their characteristics, allowing AI to play a more valuable role in advertising (Chenyan Gu, and et. Al., 2024: Pp.2218-2238).

Creative AI techniques, as deep fakes and generative adversarial networks, are making it possible to make and edit audio and video material in advertising in new ways. These new tools make it easy to make big changes to Ads and create brand related positive consequences in the mind of target consumers (Dimuthu Maduranga

and Dinesh Samarasinghe, 2024). AI also helps marketers define the vision and the future direction of the company via the use of technologies, such as text analyziz technology text Mining and machine learning algorithms in many sectors such as banking, tourism, and online retail, by analyzing customers and identifying the customers who should be targeted accurately (El-Desoqy, Saeed and Mohamad, Mona, 2024: Pp.217-280).

The advertising ecosystem has grown and adapted to the Ads in technology over time. Unprecedented developments in AI techniques have huge impacts on advertising. Four main processes of advertising, capturing consumer insights, designing new Ads, planning and buying media and measuring the impact and effectiveness have benefited from advents in AI. Hence, it is crucial to acknowledge the influence and application of AI in advertising, as well as keep up-to-date with the latest trends and issues in this field (Ercan, Handan Derya; and ET. Al., 2024). AI conducts many applied experiments and answers to produce a design for interactive Ads using AI techniques and tools. It is harmonious, has visual balance and focuses on multiple design elements such as shapes and colors due to their importance in applying advertising, uses many applied and AI techniques to produce interactive advertising designs (Aly, Nahla, 2024: Pp.221-254).

The development of AI, data analyziz, content creation and automated decision-making processes. Evaluates AI's superior efficiency in data processing and strategy development in advertising compared to traditional human led approaches. Also discusses the implications of AI integration in various aspects of advertising, such as programmatic advertising, video editing, augmented reality **(AR)** and virtual reality **(VR)** applications. Given to emerging technologies, such as Metaverse and their potential to revolutionize advertising strategies further. Contemplating the future role of AI in advertising, addressing its capacity for creativity, the ethical considerations of its use and its potential to redefine the advertising industry (Sinem Eyice, Başev, 2024: Pp.167-183).

Examples of using AI today include speech recognition, problem solving, learning and planning. With numerous the future of

advertising and how business connect with consumers are being impacted by AI advertising techniques as intelligent Ads, interactive Ads, behavioral Ads and automated advertising. Companies may benefit from AI in advertising. AI and its contribution to personalized engagement a technique to creating, communicating and providing clients with individualized offerings is advertising (Ezzat, Rania, 2024).

Nowadays, information technology isn't only widely used in all lifestyles, but also fully applied in the marketing and Ads sector. In particular, AI has received growing attention worldwide because of its impact on advertising. However, it remains unclear how social media users react to AI Ads (Metin Argan, and ET. Al., 2022: Pp.331-334). The fact that brands continue to use storytelling, especially in their Ads to date, explains the influence storytelling has in improving consumer-brand relationships. Brands coming from different industries and tiers, from small-scale businesses to luxury brands, use storytelling in their Ads. In fact, storytelling said to be the heart of luxury brand marketing. This makes storytelling naturally superior in branding and marketing (Zheng, C., and Zhang, J., 2023: Pp.2136-2156). Video Ads that tell stories have become a popular method of connecting with viewers and making them feel emotionally invested in a product or a service. Long-form videos, as opposed to shorter types of advertising such as TV spots and print advertising, can persuade viewers with a sincere and compelling brand story, creating favorable brand associations (Vibhu Teraiya, and Et.al., 2023:Pp.86-108).

The recipient interacts with and responds to the narrative Ads due to the integration and immersion in the story that occurs to the recipient (Mahmoud, Sahar Adly. and ET. Al; 2024: Pp. 370-378). The presence of AI software and applications that support and develop marketing efforts. The most important of these applications are **"Chatbots, Dynamic pricing, Promotional Personalization, Data analyziz, understanding customers, identifying influencers in the field and Content recommendation"** (Ibrahim, Sherif Nafeh, 2022: Pp. 837-875).

AI is the answer to enhancing the digital experience while delivering personalized content. This seemingly endless source of customer-curated data is expanding. Many marketers turn to AI to extract the information and use it. AI empowers businesses to collect and act on detailed real-time customer insights and via these insights; they can develop customized digital marketing experiences. Businesses have a long way to go before they adopt AI-based applications, but many see the critical benefit of integrating AI into digital marketing practices for building an exceptional customer experience during the buying process (Rabby., F., 2021: Pp.1-7).

Customers are more likely to be transport by Ads that tells a story, regardless of the product category or whether it has human or animal actors. This states that narrative Ads formats are effective (Dessart, L., 2018: Pp.289-304). In authentic storytelling, transparency is key, focusing on communication and connection. In the post-Adverting World, marketers must continue to adapt and innovate to stay relevant and effective in the ever-changing market (McKee, R., and Gerace, T., 2018). Storytelling marketing considered successful if it can engage users' emotions and minds, which can lead to user involvement with a brand or product and impact user purchase decisions (Mavilinda, H. F., and ET. Al., 2023:Pp.274-296).

- **Narrative Paradigm Theory:**

The components of advertising narrative are describe via the term **"Narrative Theory"**, which refers to the structure of narratives. **A narrative theorist** is someone who explains the components of the concept of narrative in order to study its structure or reveal a structural description. They then attempt to identify the functions and relationships within it. Some scholars have made distinctions between nearly all theories related to narrative, story and discourse (Recep Yılmaz, and ET. Al., 2019). A common way that communication practitioners conceive of storytelling is as a planned communication practice that creates engaging content, which suggests that the content generates a positive response from the audience or meets an organization's strategic communication objectives in some way (Sandham, Sonya, 2024b: Pp.346-361).

DST is an evolution of aged old traditional storytelling. Still harnessing the power of story in passing on wisdom and knowledge, DST has augmented the power of storytelling many times via the fruit of modernity, which is technology. Center for DST defines as a "short, first person video narrative created by combining recorded voice, still and moving images and music or other sounds" (Tenh Hock Kuan, and ET. Al., 2011). Some scholars have proposed two types of narration. The first is **"Narrative Discourse"**, which analyzez stylistic preferences based on the tone that determines the form or realization of the narrative text. Additionally, narrative discourse focuses on the pragmatic features that provide context for the text or performance within the social and cultural framework of the action. In contrast, **Narrative story** focuses on the actual units that organize the flow of events and themes around guiding elements, the sequence of events, and their plotting. Announcement also accepted as a type of narration, which includes sequential, alternating, and fragmented narration (Recep Yılmaz, and ET. Al., 2019).

For the theory of **Narratology**, the most general advantage is the presentation of a philosophically sound framework that considers the narrative text as a system that has its own laws and is at the same time related to the context. In a classic detective novel, the resurrection of a character who has been murder is impossible. In this case, the definition of what is possible corresponds rather well, to what considered possible in the human experience of reality. In a neoclassic detective novel, as **"Atte Jongstra's Het huis M." (The house M),** such a resurrection turns out to be perfectly possible (Atte Jongstra, 1993).

One of the main advantages of DST is its inherent flexibility. Using a method based on visual arts allows participants to choose the story they want to tell, decide how to tell it, and select the data they believe best represents their narrative. For example, storytellers may include elements such as still images, music, animated video, and alternative storytelling methods such as voiceovers, written text, and sticky notes (Hilary Davis, and ET. Al, 2019: Pp.15-24).

Walter Fisher offered, in his work, an original point of view about the way in which the human beings resonate: the so-called narrative paradigm. This constraint with all the previous western tradition from Plato, called by **Fisher;** "**Rational Word Paradigm**". The narrative model conceives reasons as existing and being express via elements of human communication that aren't always clearly define. Any individual form of human communication may constitute **a good reason** if it is consider a guarantee for the acceptance or commitment to the message reinforced by that communication (Claudia Calabresi, 2019).

Narrative stories in digital Ads use visual language that places the consumer in a relationship dominated by visual communications (i.e., product design and Ads). Producers have a precise, contemporary connection to mass desires. For example, **"Coca-Cola"** has enjoyed brand prominence and relied on it since the 1930s when **"Pause that refreshes"** became a slogan, with the product claiming to be the number one physical and emotional fuel (Nancy B. Stutts and Randolph T. Barker., 1999). The narrative storytelling interwoven into Ads that make them so compelling to consumers. Customers don't just want to be tell about the features of a product, but rather they want to understand how having that product will make them feel. This storytelling can be communicate across several different forms of media, but it is especially apparent in the formatting of video commercials. While basic informational videos can communicate arguments for purchasing a particular brand, narrative video Ads use stories to model how consumers can utilize products to create new meaning in their lives. Within marketing narrative, customers receive an experiential perception of the product that they offered via the storytelling. Narrative storytelling is a powerful tool of digital media that will be explored in depth for its persuasive abilities, divergence from factual messaging, and overall influence on consumer behaviour (Gabriela Martin, 2022: Pp.1-31).

- **Elements of advertising via DST:**

- **Plot and Conflict (Climax):** The plot of a tale really determines the type of story that will be present, making it the same as the premise of an argument (Kent, M.L., 2015: Pp.480-489). It is a presentation of events in a logical sequence, with a problem or a knot, and then the solution comes via the product or brand (Sheri Sindi. and Traoudas Byron., 2017: Pp.1-92).

- **Characters:** The characters are the main factors that foster an empathetic connection amid the viewer and the different events pertaining the narrative because, coinciding with the storyline, they enable the stories to be approximate to the experiences of real-life (Pera, R. and Viglia, G., 2016: Pp.1142-1150).

- **Message:** To transmit and assimilate thoughts or ideas, stories told, and listened (Kuan, T. H., and ET. Al., 2012: Pp.406-411). In terms that are more precise, what are the goals of the story, and what does the brand aim to achieve via storytelling? (Hwang Sooa., 2017: Pp.1-85).

**These are as follows:** planning, determining, researching or exploring, script writing storyboarding, sound production, production, revision, assessment, sharing, and reflection. The process was based on DST process (Kaeophanuek, S., and ET. Al., 2019: P.22).

There is increasing interest in using DST techniques, especially in the digital Area, where a key feature across all digital platforms is the ability to share stories. This leads to a high level of audience reach, making the future of marketing about how to convey information in ways that create lasting value in the consumers' mind. This is particularly important with the rise of AI technologies, which have made it essential for companies to create immersive environments for consumers to experience products before purchasing them. Staying up to date with these developments is crucial for showcasing and promoting products effectively (Sma, Moin, 2020: Pp.1-113).

Since empathy response has a big impact on narrative advertising, measuring it is a good way to assess how consumers will react to

advertising that is expect to have an impact. Given the significance of consumer empathy in mobile narrative video advertising, practitioners wishing to run advertising campaigns using DST should take into account whether or not consumers develop empathy reactions (Zou, K., and Wang, D., 2021: Pp.1-20).

- **Techniques of AI in DST:**

The origin of AI dates back to 1950. In 1956, the modern field of AI began when the first conference held at Dartmouth College in the United States. Among the prominent AI researchers who attended the conference were Americans: **"Marvin Minsky, Herbert Simon, John McCarthy, and Allen Newell"**. After that, academic and professional work in the field took a balanced and moderate approach in developing new methods and techniques. Over the following two decades, the field branched out into areas such as computational neural imitation, like **"Artificial Neural Networks"** (Berk, Richard A., 2016: Pp.291-310). AI is the simulation of human intelligence and understanding its nature through computer's programs capable of mimicking intelligent human behaviour. AI techniques are now widespread in every aspect of our lives, from self-driving cars and drones to translation software, investment tools, and many other applications found in various fields. AI also define as the science that encompasses all the algorithms and both theoretical and practical methods aimed at automating the decision-making process, either fully or partially, on behalf of humans.

AI has become a perfect **'Enabler'** for marketing and sales professionals. It processes and utilizes the vast volumes of available data. It automates the creation of analytical models, uncovers hidden insights, and uses cognitive reasoning to adjust program actions. Machine learning **(ML)** lets marketers complete the big picture by bringing in all the data to create a mission-critical consumer image in real time. It uses automated cognitive processes to solve complex data-rich challenges and algorithms to initiate data-driven actions. ML assists in the discovery of patterns, attitudes, and insights and then automatically acts on those discoveries to create micro-targeted campaigns. Furthermore, it aids in the acceleration of the entire sales

funnel by predicting which prospects will convert, thereby optimizing sales efforts (Abid Haleem and ET. Al., 2022: Pp.119-132). Through techniques like recurrent neural networks **(RNNs)** and transformers, marketers can generate coherent and contextually relevant narratives. These techniques enable the AI algorithms to understand and learn from patterns in the data, allowing for the creation of compelling stories. RNNs are particularly effective in generating sequential data, making them well suited for storytelling (John Burke., 2023: P.64). AI techniques for storytelling include training AI models on large datasets of existing narratives, such as articles, books, or movies to learn structures and patterns. These models generate compelling content based on the learned patterns, incorporating specific characters, themes, or brand messaging (Marion TJ, and ET. Al., 2023: P.29).

- **Research Objectives:**

This study sought to achieve a primary objective, which is **"Utilization of AI techniques in the production and design of digital storytelling (DST) into interactive Ads and analyzes their impact on consumer-purchasing decisions"**

**From this, the following sub-objectives emerge:**

1. Explore how AI techniques are utilizing in industry and design of interactive Ads.

2. Identifying what AI techniques are utilizing in industry digital narrative stories.

3. Examine the methods of utilizing AI in DST into interactive Ads.

4. Uncover the impact of DST into interactive Ads on consumer-purchasing decisions.

5. Investigate the impact of AI on consumer privacy concerning data analysis, storage, and usage information via the companies' websites.

6. Identifying the benefits of using AI techniques in CRM via DST.

**7.** Uncover the challenges in utilizing AI techniques in creating DST into interactive Ads.

**8.** Attempt to formulate a vision for the future of writers in the advertising industry with the advancement of AI techniques.

- **Research Questions:**

**1.** How AI techniques are utilizing in the industry and design of interactive Ads?

**2.** What AI techniques are utilizing in creating DST?

**3.** How can AI are utilizing in the DST industry into interactive Ads?

**4.** To what extent does DST into interactive Ads influence consumer-purchasing decisions?

**5.** What is the impact of AI on consumer privacy concerning data analysis, storage, and usage information via the companies' websites?

**6.** What are the benefits of using AI techniques in CRM via DST?

**7.** What challenges arise from utilizing AI techniques to develop DST into interactive Ads?

**8.** What is the future of writers in the advertising industry with the advancement of AI techniques?

- **Methodology:**

**1- Type of the Study:**

According to the research problem, the study belongs to the category of qualitative research. In addition to being descriptive, it aims to explore the mechanisms for **"Utilization of AI techniques in the production and design of digital storytelling into interactive Ads, and analyzes their impact on consumer-purchasing decisions"**

## 2- Research Method:

The study relies on **descriptive** and **analytical** approaches. Moreover, this method considered one of the most important and widely used in media studies to perform targeting the points of view of Egyptian experts and specialists in AI, Public Relations and Advertising (PR) and digital marketing, with the aims of obtaining an analytical overview of their insights to achieve results that align with the objectives of the current study.

## 3- Research Population:

Studying any phenomenon or issue requires the availability of necessary information and data to enable the researcher to reach conclusions that align with the reality of the phenomenon.

**Therefore,** identifying the study population, which refers to all the elements or units that the researcher will study, is very important, as it helps determine the most appropriate scientific method for studying this population. Hence, the study population for the current research consists of experts and specialists of AI, PR and digital marketing in the Arab Republic of Egypt.

## 4- Research Sample:

The study relied on **"A purposive Sample"** method to collect the required data. The choice of this type because the participants in the study possess characteristics and attributes that serve the objectives of the study (Abdel Hamid, Mohamed, 2004: P.141).

Therefore, the study relied on **"A purposive sample"** consisting of (30) respondents, including experts and specialists of AI, PR and digital marketing in Egypt, distributed with (10) respondents for each type. These respondents were selected because, based on available information, they were deemed most capable of evaluating aspects related to the phenomenon if this study, its development and the strategies used in dealing with it from an informational and media perspective, as well as covering its topics. This approach chosen to ensure that the study includes respondents who have directly interacted with AI, PR and digital marketing.

## 5- Data Collection Tools:

The study relied on the following data collection methods:

- **In-depth interviews** with experts and specialists of AI, PR and digital marketing in Egypt.

- **Morphological Analyziz:**

  This method was used in various scientific disciplines to study the structural relationships between different parts, or aspects of the subject under investigation (Álvarez, A., and Ritchey, T., 2015). It is also consider one of the most prominent creative methods, relying on the study of forms and structures within the framework of the entity, phenomenon, or problem of the study (Feng, Xu and Leng, 2012: p.468). It is examine via a qualitative approach, which focuses on how the components of an entity align and integrate to form a cohesive whole. It is consider an extension of the systems analyziz method (Stenström, M., et al., 2004: p.13).

The researcher used this method for analyzing the components of the phenomenon of the study and addressing it via the segmentation of using AI techniques in producing DST into interactive Ads, according to the perspectives of the experts and specialists in the study sample.

The phenomenon was broken down into a set of partial parts or components surrounding the study subject. This approach emphasizes analyzing the current state of the partial components and the challenges they face to contribute to achieving a set of results that fulfill the study's objectives. This was did via a range of alternatives and desired solutions to confront the challenges, issues and current conditions.

• **Findings:**

● **The first question, "How AI techniques are utilizing in industry and design of interactive Ads?"**

**PR experts:**

PR experts assert that, the utilization of AI in the writing and design of marketing Ads signifies a transformative shift. This advancement allows marketers to generate personalized and rapid content, accurately assess audience attitudes, and offer innovative design recommendations that align with the intended messages. Advertising has consistently utilized contemporary technological applications to develop engaging Ads for audiences. The use of AI has facilitated the processes of writing and designing, regardless of the associated challenges. Algorithms facilitate the rapid comprehension of audience reactions by efficiently analyzing Ad usage patterns and customizing Ads to align with user behavior and interests. In interactive advertising, algorithms can assist in addressing audience inquiries or delivering the suitable version of Ads based on the demographic characteristics identified by the viewer. AI programs, leveraging extensive databases, can assist designers in generating and refining concepts. (Sandham, Sonya, 2024a: Pp.1-9), (Sarwo Eddy Wibowo1, and ET. Al, 2024: Pp.343-348).

The utilization of DST in the development of interactive Ads improves the advertising experience and engages the audience by identifying the primary message of a particular product or service and determining a central character within the narrative. This facilitates audience empathy and connection with the brand. Interactive elements should be integrated to enable audience engagement with the narrative, including choices that influence the plot or the incorporation of minor games related to the product. Furthermore, multimedia elements including videos, images, fonts, colors, and music that correspond with the brand's identity and narrative should be utilized, emphasizing the integration of brand values such as sustainability or innovation to enhance audience engagement. (Chenyan Gu, and et.

Al., 2024: Pp.2218-2238), (Dimuthu Maduranga and Dinesh Samarasinghe, 2024).

**Digital marketing specialists:**

Digital marketing specialists assert that AI can personalize interactive Ads for individual users based on their preferences and online behavior. It can continuously analyze the performance of these Ads and offer recommendations for strategy modifications based on prior Ads performance and customer feedback. AI is regarded as a highly effective tool in marketing and Ads design, providing various advantages that enhance the speed and efficacy of the Ads creation process. This signifies a fundamental transformation in the interactive advertising industry and integrated marketing communications (IMC). Its success relies on the smart and balanced use of its capabilities, alongside the preservation of human and ethical values in marketing practices. (El-Desoqy, Saeed and Mohamad, Mona, 2024: Pp.217-280), (Marion TJ, and ET. Al., 2023: P.29).

**AI experts:**

AI experts assert that AI assistants such as **"Amazon Alexa and Google"** Assistant can using to create interactive storytelling experiences based on voice commands.

For example, **"Disney"** uses **"Alexa"** to provide interactive stories for children, allowing them to converse with **"Alexa"** and select their preferred story path. The **"IKEA"** Place campaign exemplifies the use of **AR** to enable users to visualize furniture products in their homes prior to purchase, thereby involving them in the narrative of their home decor design. Similarly, **"Netflix"** employs AI to assess viewer preferences and provide tailored recommendations for movies and TV shows.

● **The second question, "What AI techniques are utilizing in creating DST?"**

**PR experts assert that:**

AI can generate DST into interactive Ads that integrate creative writing, visual design, and intelligent audience data analysis through various tools and techniques. This encompasses a demographic analysis of the target audience concerning age, gender, and geographic location. Subsequently, it identifies the interests and activities users engage in on social media platforms, analyzing their behavior through browsing history, previous activities, and interactions with advertising content. Subsequently, dynamic content is generated, incorporating animated designs and interactive elements to produce videos that showcase digital characters engaging with users. The characters enable users to ask questions and receive immediate, tailored responses, along with customized Ads featuring special offers or messages that promote prompt purchases, thereby enhancing user engagement. (Ezzat, Rania, 2024), (Metin Argan, and ET. Al., 2022: Pp.331-334).

AI utilizes metrics such as CTR, conversion rate, and interaction duration to assess and analyze performance. Based on the results, auto optimization can be implemented, including modifications to the text version, modifications to images, or alterations in targeting to engage a more responsive audience. Ads can be adjusted automatically in real-time, encompassing Ads placement, frequency, and messaging, to optimize the effectiveness of advertising campaigns. (John Burke., 2023: P.64), (Marion TJ, and ET. Al., 2023: P.29).

**The application of AI in transforming DST into interactive Ads in marketing encompasses the following elements:**

• **Main Character:** Start with a main character that the audience can relate ensuring this character reflects the values and message of the brand.

- **Beginning, Middle and End:** Ensure the story includes an engaging introduction, a central section characterized by events and challenges, and a conclusive resolution.

- **Conflict and Resolution:** Present a problem or conflict encountered by the main character, followed by an explanation of how the product or service addresses this issue.

**Digital marketing specialists assert that:**

**"Video technologies, Animation, AR, VR, and Data Analytics"** are key tools utilized in modern advertising for customizing visual content according to user preferences. The design process utilizes interactive videos, narrative games, and surveys. Speech and voice recognition is a significant tool that transforms text into speech, thereby improving the listening experience for DST. It recognizes user commands and their interaction with the narrative through voice input.

**AR and VR** technologies facilitate the creation of immersive interactive Ads, engaging users as active participants in the experience. Companies enable customers to virtually trying on products, such as sunglasses, using **"a mobile phone camera, Oculus Rift, or HTC Vive"**. (Aly, Nahla, 2024: Pp.221-254), (Sinem Eyice, Başev, 2024: Pp.167-183), (Yuri Seo, and ET. Al., 2018).

Another example is AR experiences in games such as **"Pokémon GO"** and **Coca Cola's** campaign used interactive video technologies to provide personalized stories for each user, enabling them to inscribe their names on bottles and share these experiences on social media as components of a digital narrative. These technologies improve the efficacy of DST, increasing its diversity and innovation while creating new opportunities for engagement with brand customers. (Ercan, Handan Derya; and ET. Al., 2024), (Manju Priya R., and ET. Al., 2022: Pp.306-314).

**Utilization of AI in producing DST into interactive Ads in marketing is contain these elements:**

- **The use of images and videos:** Images and videos enhances the impact and engagement of the narrative.

- **Strong Plot:** Use a compelling and engaging plot to attract and maintain the audience's attention.

- **Emotions:** Aim to elicit emotional responses from the audience, such as joy, sadness, excitement, or happiness.

**AI experts assert that:**

DST production technologies, including chatbots such as **"ChatGPT, Google Gemini, Dall-E, Jasper.ai, Metaverse, Midjourney, Pictory, Synthesia, Perplexity, and Bard"** can be used to create DST based on specific inputs, generating marketing videos with visually appealing content at a low cost. (Pooja, R., and Aarthi. R., 2024: Pp.3-27), (Chenyan Gu, and et. Al., 2024: Pp.2218-2238), (Yang Feng, and ET. Al., 2019: Pp.1-16).

Tools such as **"Synthesia or Pictory"** can be utilized to create interactive AI-powered videos and platforms. These tools optimize interactive narratives in Ads by customizing text, voice, and characters to align with user preferences. For instance, **"National Geographic's"** campaign used **"A chatbot on Facebook Messenger"** to provide interactive narratives related to its documentaries. Users may engage with the chatbot to inquire and investigate further narrative elements. (Aly, Nahla, 2024: Pp.221-254), (Sinem Eyice, Başev, 2024: Pp.167-183), (Yuri Seo, and ET. Al., 2018).

Motion Comics technology is utilizing to develop interactive comics that improve the storytelling experience utilized to develop interactive comics that improve the storytelling experience through visual and kinetic effects. Examples include apps such as **"Made Fire Comic,"** which enable users to read comics with integrated sound and motion effects, as well as animated short stories presented in 3D graphics, such as **"Marvel Motion Comics."**

**Natural Language Processing (NLP)** is employed to create interactive audio experiences alongside sentiment analysis tools that assess audience reactions to Ads and smart recommendation algorithms that provide personalized content based on the users'

previous interests. These technologies enhance the effectiveness and engagement of interactive Ads. (Abid Haleem and ET. Al., 2022: Pp.119-132).

**Utilization of AI tools in producing digital storytelling (DST) into interactive Ads encompasses the following elements:**

- **Repetition:** Use repetition of the main elements in the story to reinforce the key message.

- **Authenticity and Credibility:** Ensure that the story seems real and credible to build trust with the audience.

- **Audience Involvement:** Engage the audience by fostering a sense of participation in the narrative.

- **The third question is, "How can AI are utilizing in the DST industry into interactive Ads?"**

**PR experts assert that:**

AI can be utilized to analyze consumer preferences and behaviors to develop personalized narrative stories. It enhances interaction by providing timely and engaging interactive narratives. It utilizes algorithm-driven Ad variations to effectively targeted audiences, incorporating interactive elements such as surveys, games, or choices that influence the progression of the Ads. AI also can be utilized to produce **AR or VR** Ads and employ **"Smart Chat"** to respond to customer inquiries. (Ibrahim, Sherif Nafeh, 2022: Pp. 837-875), (Yang Feng, and ET. Al., 2020: Pp.972-993).

Furthermore, AI can be utilized to produce interactive Ads in novel ways that capture audience attention and enhance brand engagement by analyzing user data to tailor Ads based on preferences and behaviors. The plot and characters can be adjusted to increase relatability for the user, thereby enhancing interaction and engagement with the narrative. It can also analyze real-time user feedback and modify the story path based on their choices. Users may explore the virtual world and engage with digital elements within their actual environment. AI can generate visual and audio content, facilitating

text-to-speech conversion and enhancing the auditory experience of narratives. Additionally, it can analyze the effectiveness of interactive Ads and deliver comprehensive reports on user interactions with the story and the efficacy of various interactive elements.

## Digital marketing specialists assert that:

The significance of employing AI in the generation of narrative content for interactive Ads is substantial, as it signifies a transformative change in digital advertising. The significance of AI is evident in its remarkable capacity to analyze data and personalize content, facilitating rapid and efficient production while minimizing costs. However, it should be noted that this significance is enhanced by the human element, which adds creative and emotional details that AI may not fully replicate. (Zheng, C., and Zhang, J., 2023: Pp.2136-2156).

## AI experts assert that:

AI techniques can be employed to measure consumer emotions towards Ads through programming languages and sentiment analysis tools, facilitating the design of DST to specific demographics and platforms. This enables the development of new narratives informed by contemporary attitudes, offering features that enhance efficiency and save time compared to prior methods. AI can be used in DST for interactive Ads by analyzing audience data and preferences to create customized narrative content that adapts to different cultures. The system delivers prompt responses to user interactions, allowing for alterations in the narrative trajectory according to user selections. This system integrates augmented and virtual reality technologies to enhance user experience and continuously analyzes content performance for automatic adjustments. This approach considers localization and cultural relevance for each market, ensuring the highest levels of engagement and interaction with the target audience.

However, using algorithms may raise concerns about privacy, data protection and the feeling of manipulation, forcing consumers to purchase or consume a product. Additionally, incorporating numerous interactive techniques in Ads may overwhelm and distract users,

adversely impacting their mental state and inducing discomfort. This may also result in confusion for individuals with poor memory, hindering their ability to remember the original message of the Ads.

- **The fourth question, "To what extent does DST into interactive Ads influence consumer-purchasing decisions?"**

**PR experts assert that:**

PR experts demonstrated that interactive DST enhances emotional connections and increases consumer engagement, resulting in favorable purchasing decisions due to emotional attachment and trust in the content. Research indicates that incorporating AI into interactive Ads enhances a brand's capacity to precisely target consumers, thereby augmenting the efficacy of Ads in shaping purchasing decisions. AI-driven DST enhances personalization and relevance to consumer interests, thereby augmenting interaction rates and purchase motivation. (Vibhu Teraiya, and Et.al. 2023:Pp.86-108), (Mahmoud, Sahar Adly. and ET. Al; 2024: Pp. 370-378).

**Digital marketing specialists assert that:**

DST in interactive Ads profoundly influences consumer-purchasing decisions by strengthening emotional connections, offering a personalized experience that enables users to engage with the narrative and perceive the experience as explicitly tailored for them, thereby cultivating brand loyalty. It effectively demonstrates the product's application in daily life and its advantages, facilitating consumer comprehension of its value. DST is more memorable and aids in maintaining brand retention in consumers' minds for an extended duration. Moreover, captivating or distinctive narratives motivate consumers to disseminate the content, thereby accelerating the purchasing decision-making process. (Mavilinda, H. F., and ET. Al., 2023:Pp.274-296).

DST is an effective instrument for interactive Ads, as narratives elicit emotions and foster a personal connection between the brand and the consumer. They enable consumers to connect with the brand's identity and values, elucidate products and services in a clear and impactful

manner, and aid the brand in distinguishing itself in a saturated market by presenting its offerings as distinctive and superior to those of competitors. Moreover, DST can encourage consumers to engage with the content, significantly influencing their purchasing decisions.

## AI experts:

AI experts suggest that producing Ads that promote audience engagement during their presentation can result in users perceiving the Ads or experience as personalized. This enhances engagement with the Ads, fosters an emotional connection with the brand, cultivates positive recollections of the Ads, and encourages the consumer to view the Ads until the end. The amalgamation of these factors can elevate the product's image and augment the likelihood of a decision to use or purchase it. (Dessart, L., 2018: Pp.289-304).

- **The fifth question, "What is the impact of AI on consumer privacy concerning data analysis, storage, and usage information via the companies' websites?"**

## PR experts:

PR experts assert that while the collection and storage of data is significant, it is fraught with challenges, including potential misuse or leakage of data, the sensation of being monitored and tracked, and the perception of lacking privacy or a free digital identity. Consequently, analyzing and storing consumer data can influence behaviors and interests, leading to concerns regarding privacy and the potential misuse of data. While AI enhances advertising experiences, consumer concerns about privacy protection are growing. AI enables the customization of marketing messages; nonetheless, issues emerge concerning collecting and analyzing consumer personal data without explicit consent. A legal and ethical framework is essential to guarantee the safe utilization of data. (ElSherbini, Nesrin Nader, 2024: Pp. 87-127), (Mondal S, and ET. Al., 2023: P.55), (Marion TJ, and ET. Al., 2023: P.29).

## Digital marketing specialists:

Digital marketing specialists assert that AI techniques can collect extensive personal data, including browsing history and individual preferences, enabling companies to analyze consumer behavior. Data analysis through advanced methods may uncover sensitive information, resulting in privacy violations. Ongoing engagement with tailored content derived from user data, monitoring online consumer behavior, and integrating data from various sources to recognize consumers and provide targeted Ads may lead to feelings of surveillance among some individuals. (Rodinova, N., and ET. Al., 2023: Pp.1-16), (Badr, Hayat, 2023: Pp. 115-152), (Joana Guimarães Lima., 2022).

Users often have a limited understanding of their data utilization, resulting in a lack of trust in companies. Certain companies may neglect data protection laws and regulations, including the General Data Protection Regulation **(GDPR)**, thereby jeopardizing privacy. AI techniques presents considerable advantages, including enhanced user experience and precise recommendations; however, it is essential to maintain a balance between these advantages and the privacy risks consumers' encounter. Organizations must adhere to data protection standards and laws, ensuring transparency and obtaining consent when collecting and utilizing consumer data.

## AI experts:

AI experts assert that; AI techniques substantially impacts consumer privacy by analyzing and storing data on a company's website. Upon data collection and analysis of user behavior, AI can develop comprehensive models that yield a profound understanding of consumer preferences and interests, facilitating personalized content delivery and forecasting future needs. This development presents multiple challenges, particularly regarding privacy, as consumers may be at risk of data misuse if the company fails to enforce stringent protection measures. AI is unlikely to engage with highly sensitive personal information, as it operates based on standard natural data, including fundamental demographic variables. This does not represent

a violation of consumer privacy. AI can analyze consumer behavior on websites and their areas of interest, correlating this information with demographic data. Consequently, it doesn't impact privacy but affects the results presented on the website for users, representing a novel feature. (Mahmoud, Sahar Adly. and ET. Al; 2024: Pp. 370-378).

- **The sixth question, "What are the benefits of using AI techniques in CRM via DST?"**

## PR experts:

PR experts point out that; AI technique can facilitate personalized experiences through digital storytelling techniques, thereby strengthening consumer relationships by addressing their needs and improving the user experience. AI analyzes user data to comprehend interests and preferences, subsequently presenting stories in a personalized manner tailored to each individual. It facilitates interactive and real-time conversations with users, allowing for storytelling and audience interaction in real-time. AI analyzes user reactions to stories to assess their emotional impact, while DST can be adjusted based on audience responses to enhance the relationship between the brand and the consumer. (Rabby., F., 2021: Pp.1-7), (McKee, R., and Gerace, T., 2018).

## Digital marketing specialists:

Digital marketing specialists assert that AI techniques can be utilized to manage the relationship between the company and consumers through digital marketing strategies by analyzing consumer behavior and preferences. This enables companies to tailor digital narratives to align with their requirements and preferences, generate individualized content, and enhance engagement by offering prompt responses or content as users interact with the narrative. AI is capable of analyzing comments and feedback on DST, yielding valuable insights for future campaigns. The integration of technologies such as augmented reality (AR) and virtual reality (VR) enhances consumer immersion in interactive storytelling experiences. Monitoring consumer engagement with story content across multiple channels enhances marketing and

communication strategies. This approach ensures the delivery of ongoing content that aligns with consumer interests and cultivates a sustainable relationship, thereby increasing brand loyalty. (Dimuthu Maduranga and Dinesh Samarasinghe, 2024), (Aly, Nahla, 2024: Pp.221-254), (Sinem Eyice, Başev, 2024: Pp.167-183), (Yuri Seo, and ET. Al., 2018).

The integration of DST into interactive Ads significantly influences consumer-purchasing decisions. The approach fosters an emotional and interactive relationship between the product and the consumer, facilitating a personalized experience and enhancing brand trust. This strategy utilizes suspense and personal communication to enhance emotional understanding and effective engagement, resulting in improved conversion rates from interest to purchase.

## AI experts:

AI experts assert that; Studies have scientifically demonstrated that the emotional responses elicited by DST are significant factors in shaping positive consumer impressions and preferences, consequently enhancing the probability of purchase decisions. AI offers significant insights that enhance the efficiency and effectiveness of digital marketing campaigns. Utilizing AI enables companies to enhance their comprehension of customer behavior. The application of AI in managing the company-consumer relationship through DST signifies a notable transformation in brand-audience interactions. This strategy fosters long-term relationships and improves user experience by providing personalized and optimized interactive narratives informed by data and analysis. Furthermore, AI has the capability to autonomously generated scripts and narratives derived from data, thereby conserving time and resources for organizations and facilitating the production of innovative, ongoing content. AI has the capability to anticipate future consumer needs and generate narratives that address those needs prior to consumer awareness. (El-Desoqy, Saeed and Mohamad, Mona, 2024: Pp.217-280).

- **The seventh question, "What challenges arise from utilizing AI techniques to develop DST into interactive Ads?"**

**PR experts assert that:**

The key challenges identified key challenges, including insufficient technical expertise for implementing AI techniques in content production and issues related to consumer comprehension of this technology, as well as the need to prepare the audience for acceptance of this form of advertising. Furthermore, certain companies may encounter challenges in reconciling innovation in digital storytelling techniques with the preservation of integrity and realism in advertising.

**Digital marketing specialists:**

Digital marketing specialists identify several obstacles, including high costs associated with the necessity for accurate data, technical challenges, and concerns regarding AI's compatibility with human creativity in generating creative content. The absence of a human element in thought and design may result in Ads feeling disconnected from the emotional and cultural context of the target audience. Moreover, a considerable challenge exists concerning data privacy protection, and the recurrence of interactive Ads may lead to user fatigue. (Sinem Eyice, Başev, 2024: Pp.167-183), (Yuri Seo, and ET. Al., 2018).

**AI experts:**

AI experts demonstrated that; AI techniques might not consistently generate high-quality content or accurately express human emotions, potentially detrimentally impacting user experience. The absence of creative thinking may result in repetitive or unadaptive content in dynamic market conditions. Integrating AI techniques with existing content management and advertising systems presents a considerable technical challenge, particularly when these systems are outdated or inflexible. To address these challenges, clear strategies and investment in technology and training are required to ensure the effective use of

AI techniques in DST. (El-Desoqy, Saeed and Mohamad, Mona, 2024: Pp.217-280).

- **The eighth question, "What is the future of writers in the advertising industry with the advancement of AI techniques?"**

**PR experts assert that:**

AI techniques does not replace the need for human creativity in advertising; instead, it augments writers' ability to generate innovative and original content. In the future, writers must combine their creative abilities with a comprehensive understanding of AI techniques, thereby creating new opportunities for the design of interactive and advanced advertising campaigns. (Dimuthu Maduranga and Dinesh Samarasinghe, 2024), (McKee, R., and Gerace, T., 2018).

**Digital marketing specialists assert that:**

The future of writers in advertising, influenced by AI techniques, presents a combination of challenges and opportunities. AI functions as a tool that enhances writers' creativity, enabling them to concentrate on the more creative and strategic elements of their campaigns. Writers are crucial for creating engaging narratives that resonate with the audience.

**AI experts assert that:**

Writers may transition to roles that involve supervising the content generated by AI systems, emphasizing the maintenance of quality and creativity in the messages. Writers can enhance their productivity through the utilization of AI-powered tools that accelerate the writing and creative processes. Their roles may evolve to encompass the supervision and guidance of AI in content creation, thereby facilitating new avenues for collaborative work with technology, rather than being supplanted by it.

**Three potential scenarios can be identified: Optimistic, Neutral, and Pessimistic, as follows:**

**- Optimistic:** Continues reliance on Ads designers, accompanied by a transformation in their utilization of AI, allowing them to focus on

creative aspects while AI manages routine tasks. Creatives contribute a human element to Ads, while AI implements this vision using advanced techniques.

**Experts and specialists in AI, PR, and digital marketing are adopting an optimistic scenario at a rate of 93%.**

- **Neutral:** Maintaining the existing state, with ongoing dependence on Ads designers and implementing AI programs to enhance efficiency and quality.

**Experts and specialists in AI, PR, and digital marketing adopt the neutral scenario by (5%).**

- **Pessimistic:** Substituting human writers with AI methodologies enables advertisers to create their Ads independently of writers or specialists.

**Experts and specialists in AI, PR, and digital marketing adopt the pessimistic scenario by (2%).**

Writers have a significant opportunity to leverage AI techniques to enhance their performance and expand their capabilities. They must adapt to changes and developments in this field to sustain their essential and unique role. Their value remains unchanged, as AI's techniques are ultimately human tools. Human intellect cannot be replaced, regardless of technological advancements. (Dimuthu Maduranga and Dinesh Samarasinghe, 2024), (McKee, R., and Gerace, T., 2018).

- **Discussion:**

AI is revolutionizing marketing and advertising by facilitating personalized and expedited content creation, precise audience analysis, and novel design recommendations. This facilitates rapid comprehension of audience responses, enabling the customization of Ads to align with behaviors and interests, thereby improving interactive advertising.

AI techniques as **"Synthesia and Pictory"** help generate visually appealing content at low costs, optimize interactive stories, and

provide engaging experiences via **"Motion Comics and NLP"** for audio experiences. The capabilities of AI in analyzing demographic data, user interests, and behaviors facilitate the development of dynamic, interactive Ads featuring digital characters that provide personalized responses. Measuring performance metrics such as click-through and conversion rates enables AI to optimize Ads in real-time, thereby improving campaign effectiveness. AI-driven digital storytelling technology improves emotional connections and boosts consumer engagement, resulting in favorable purchasing decisions and enhanced brand loyalty.

Nonetheless, the application of AI in advertising presents considerable privacy issues, as the misuse or leakage of data may result in perceptions of surveillance and a reduction in digital privacy. Legal and ethical frameworks are essential for ensuring the safe utilization of data. Despite these challenges, AI improves personalized experiences and assists companies in managing consumer relationships by tailoring digital narratives to align with individual needs and interests. Significant challenges in implementing AI techniques in content production encompass insufficient technical expertise, limited consumer understanding, and varying levels of audience acceptance. Achieving a balance between innovations and maintaining integrity in advertising presents significant challenges. AI augments human creativity in advertising, enabling writers to concentrate on creative and strategic dimensions while supervising content generated by AI systems.

**The study also identified the application of "Narrative Paradigm Theory" in creating DST content for interactive Ads. This approach in digital marketing encompasses several elements discussed in the literature review, such as: (AbdelMaksud, Amany Reda, 2025:Pp.1-64), (Faiyz, Fatima, 2022: Pp. 63-160), (Mohey El-Din, Sara, 2022: Pp. 377-401), (Sheri Sindi. and Traoudas Byron., 2017: Pp.1-92), (Hwang Sooa., 2017: Pp.1-85), (Pera, R. and Viglia, G., 2016: Pp.1142-1150), (Kent, M.L., 2015: Pp.480-**

**489), (Kuan, T. H., and ET. Al., 2012: Pp.406-411), which are as follows:**

- **Main Character:** Start that resonates with the audience, ensuring this character reflects the values and message of the brand.

- **Beginning, Middle, and End:** Ensure the narrative includes an engaging introduction, a central section rich with events and challenges, and a conclusive, satisfying end.

- **Conflict and Resolution:** Present a problem or conflict the main character faces, followed by an explanation of how the product or service can solve this problem.

- **Using Images and Videos:** Utilization of images and videos enhances the impact and engagement of the narrative.

- **Strong Plot:** Utilize a compelling and engaging plot to attract and maintain the audience's attention.

- **Emotions:** Aim to elicit emotional responses from the audience, including joy, sadness, excitement, or happiness.

- **Repetition:** Use repetition of the main elements in the story to reinforce the key message.

- **Authenticity and Credibility:** The story must appear genuine and reliable.

- **Audience Involvement:** Ensure that the audience perceives themselves as integral to the narrative and capable of contributing to it.

- **Conclusion:**

When creating DST, it is essential to align narratives with purchasing goals and customer desires, integrating insights psychology, behavioral triggers, marketing strategies, and linguistic elements. Understand the correct and systematic structure of the story.

The significance of employing AI techniques in the development of interactive advertising content is substantial, ranging from high to

vital. AI facilitates content customization according to customer behavior and interests, while simultaneously optimizing time and resources by accelerating content creation and analyzing data to assess the effectiveness of advertising and marketing campaigns. AI algorithms facilitate public relations by generating innovative ideas for digital storytelling content, offering interactive and engaging material that promotes user interaction with the brand at lower costs.

This study found that using of **"Narrative Paradigm Theory"** in producing DST into interactive Ads in marketing contain these elements: **"Main Character, Beginning, Middle and End, Conflict and Resolution, Use of Images and Videos, Strong Plot, Emotions, Repetition, Authenticity, Credibility and Audience Involvement"**. **(Pera, R. and Viglia, G., 2016: Pp.1142-1150), (Kent, M.L., 2015: Pp.480-489), (Kuan, T. H., and ET. Al., 2012: Pp.406-411).**

**AI produces comprehensive interactive Ads as follows:**

AI collects and analyzes user data, including browsing behavior and preferences, to effectively target the audience. Analyzing user behavior allows for the customization of content and interactive elements to address the specific needs of each individual. DST content is created using NLP techniques to generate engaging texts, accompanied by images or videos that align with the objectives of the advertising message.

AI contributes to the design of interactive elements, including quizzes, games, and surveys, as well as conducting **(A/B testing)** on Ads to assess the performance of different versions or designs, subsequently adjusting content based on the findings. This promotes consumer engagement with Ads, thereby enhancing interaction and interest. Furthermore, AI consistently monitors and analyzes the Ads' performance, offering insights for improving future campaigns in a strategic and integrated manner with human elements.

**Regarding** the future of writers in the advertising industry in light of AI, experts and specialists in AI, PR, and digital marketing have adopted **the optimistic** scenario by (93%), **the neutral** scenario by (5%), and **the pessimistic** scenario by (2%).

- **Recommendations:**

AI is asserting itself in the advertising industry in all its forms and will use gradually increase and spread. It has become essential and a necessity. Studying, understanding and becoming familiar with it has become crucial.

Therefore, specialized training should be providing for professionals in advertising, PR and digital marketing to enable them to effectively utilize AI techniques. Companies should also adhere to clear policies that protect consumers' privacy and ensure their right to control their personal data.

**Finally,** there should be a continuous effort to develop AI techniques in a way that enhances human creativity in designing and producing DST, while maintaining the human aspects of the content.

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