



Decoding Digital Creativity: A Multimodal Discourse Analysis of AI-Generated Advertisements

Aayesha Sagir Khan

College of Languages and Translation, King Khalid University, Abha Kingdom of Saudi Arabia

Abstract

The age-old tedious ad creation is replaced with the seizing attention of AI-data-driven advertisements for propelling brands forward. Cutting-edge technology, compelling craft and making the advertisements visually stunning are the main tailoring factors in maintaining the uniqueness of a brand. The insights of AI-driven technologies optimise the performance level of ads ensuring a higher rate of Return on investment. The Multimodal Discourse Analysis method is used in analysing qualitative content along with text, images, and multimodal elements. Examining the language and multimodal elements to create meaning and construct social reality. Investigating the interconnection between various communication modes, this analysis serves as the understanding behind the creation of various contexts. JACQUEMUS with Nike Concept is one of the most outstanding designs of the AI-produced ad, Starbucks's implementation of the Deep Brew, Nutella's creation of unique product levels, McDonald's usage of advertising through IBM Watson, and Cosabella's marketing transformation through the process of AI are important. Coca-Cola's concept of creating real magic with AI, Amazon's personalised Amazon web series, BMW's advertising campaign with AI, Farfetch's use of AI in open marketing, Netflix's hyper-personalised recommendation for an audience with AI, and Ben and Jerry's ice cream for breakfast are the most prominent examples of AI-generated advertisements.

Keywords: Brand promotion, customer satisfaction, personalised products, target audience, cutting-edge technology, Multimodal Discourse Analysis

Received: 11 May 2024 **Revised:** 08 June 2024 **Accepted:** 26 June 2024

Introduction

Among different tools that were invented as the opening key to new horizons in technology as a part of the fourth industrial revolution, Artificial Intelligence is the most important one. The tool is being used widely in every field at present within various leading business brands, especially in product-based companies for creating a higher reach of customers. At present, most companies focus on effectively developing digital marketing strategies, and Artificial Intelligence is gradually gaining more popularity in the field of advertisement development due to higher precise targeting and optimisation. The three main benefits that are more widely enhancing the popularity of Artificial Intelligence include analysis of user data in faster and credible method through the usage of Machine Learning algorithms. Moreover, the bidding process development through pay-per-click campaigns can be enhanced due to the interference of Artificial Intelligence for providing the best possible results for the companies. Along with these, the content creation and natural language generating tools are providing a highly realistic attire to the advertisements.

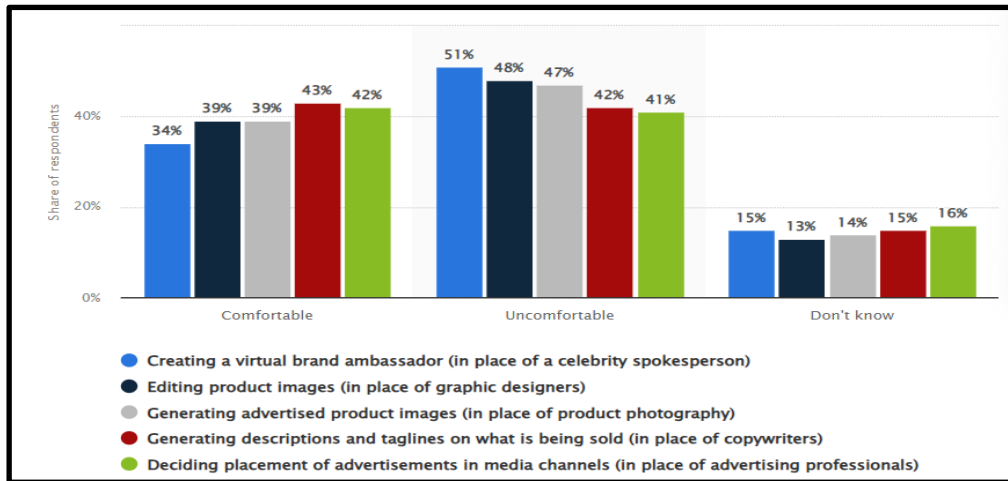


Figure 1: Level of comfort for brands in using AI-generated advertisements

(Source: Statista, 2024)

The above figure shows the current scenario of usage comfortability levels of different large and well-known companies regarding their advertising strategies. The trends show that creating a brand ambassador system virtually includes 34% of companies that are interested in the same. On the other hand, almost 51% of companies show typical discomfort regarding digital ambassador development (Statista, 2024). However, some small-scale companies including a low rate of 15% have a typical shortcoming regarding their knowledge about virtual brand ambassador creation. The highest rates of comfort among the brands are found regarding the descriptive and tagline-based advertisements through the involvement of Artificial Intelligence. The comfortable companies regarding this practice are found to be almost 43% which provides an idea about the growing tendency regarding the same. All these interpretations show the growth of the usage of AI in Advertising to enhance the digital presence of the companies. The study is a differently designed study that develops a significant set of aims and objectives for the interpretation of digital advertisements.

Aim: The study aims to analyse the multimodal discourse method regarding the analysis of the usage of Artificial intelligence in Advertising in different high-end globally present companies.

Objectives:

- To create an idea about Audio-Visual, Linguistics, and spatial gestural features of different leading company advertisements that are generated using AI
- To discuss the impact of AI usage in the advertisements generated in these companies through the real-time analysis of Semiotics and intramodality
- To create a concept about the strengths and weaknesses of the AI advertisements that are developed in these companies
- To compare the feasibility and success rates of the different advertisements that are generated in these companies

Literature Review

Introduction to MDA in Advertisement Analysis

Multimodal Discourse Analysis (MDA) has proven to be an effective framework for analyzing advertisements, particularly because it integrates the analysis of text, visuals, and other semiotic resources in meaning-making processes (Kress & van Leeuwen, 2006). The framework enables researchers to examine the interplay of multimodal elements, offering insights into how these elements work collectively to engage audiences and convey brand messages. With the advent of AI-generated advertisements, which

combine algorithmic creativity and audience-targeted personalization, MDA has become a vital tool for dissecting these advanced forms of communication.

AI in Advertising and MDA

AI-generated advertisements optimize creativity through machine learning, often producing hyper-personalized and visually compelling content (Campbell et al., 2020). These ads make strategic use of multimodal elements—images, text, sounds, and spatial design—to maximize engagement. MDA provides the theoretical and analytical framework to understand how these elements contribute to the meaning and effectiveness of AI-generated ads.

Visual Semiotics and AI Creativity

Visuals play a central role in AI-generated advertisements, utilizing hyper-realistic images, dynamic compositions, and color schemes. The framework of Kress and van Leeuwen (2006) is critical in understanding how these visual semiotics capture consumer attention and elicit emotional responses. AI-generated ads often prioritize salience and contrast to create an immediate and immersive viewer experience, and MDA allows researchers to evaluate these choices critically.

Text-Visual Interactions in AI Advertising

AI ads often incorporate adaptive and context-sensitive textual content that complements their visual counterparts. Jewitt (2009) suggests that such interplay creates layered meanings, making the message more impactful. MDA enables researchers to investigate the relationship between textual and visual elements, exploring how coherence and emphasis are maintained across modalities.

AI Personalization and Multimodal Narratives

AI-generated advertisements use algorithms to tailor content to diverse audiences. Jewitt and Bezemer (2010) argue that analyzing multimodal representations shaped by technology offers a pathway to understanding the broader impact of such ads. MDA can reveal how AI prioritizes specific semiotic resources to create culturally and contextually resonant advertisements.

AI-generated Advertisement Analysis

These case studies demonstrate how AI is leveraged in advertising campaigns to align with brand values, create emotional connections, and effectively communicate messages to targeted audiences. Studies on traditional advertisements, such as Machin and Mayr's (2012) work on critical multimodal discourse analysis, can be extended to AI-generated ads. These studies focus on how multimodal elements function within cultural, social, and commercial narratives. By applying these methodologies to AI-generated ads, researchers can uncover the unique features and strategies employed by algorithmically crafted content.

According to Bryant, A. (2021) and Grewal, D., & Roggeveen, A. L. (2020) KFC's AI-generated advertisement focuses on the brand's innovative approach to cooking with its "Smart Fryer." The ad uses vibrant colors and fast-paced compositions to emphasize the efficiency and modernity of technology. AI enhances the ad's appeal by simulating human-like emotion, suggesting KFC's strong connection with consumers' desires for convenience and high-quality food.

Similarly, Lamberton, C. P., & Diehl, S. (2022) and Van der Heijden, K., & Zhao, L. (2020), in their work states that Taco Bell's AI-powered "Smart Drive" ad uses minimalist, sleek visuals with a color palette centred around neon hues, representing the modern, tech-driven aspect of the brand. The tagline, "Your Fast Food, Faster," suggests the integration of AI into their drive-through services, emphasizing speed and convenience. The ad merges visuals with textual elements to communicate Taco Bell's ability to cater to fast-paced, modern lifestyles.



Figure 2: Jacquemus x Nike Add

(Source: Hypebeast, 2022)

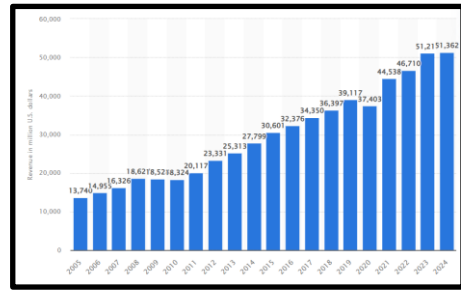


Figure 3: Revenue generation of Nike

(Source: Tighe, 2024)

In the year 2023, the two globally leading apparel brands Jacquemus and Nike, announced a special merger version of their products. Designer Marco Simonetti played a vital role in developing AI concept-based advertisements of the shoes, sling bags, Fanny Packs, and jumpsuits that grabbed the attention of millions of netizens. The stunning colours of the Nike Shoes, and the furry outer layers of the French brand Jacquemus that provide a sensation of warmth even in case of wearing them at a temperature of zero degrees, made the consumers highly interested in collecting at least one of them.

Depending on the above graph, the 2022 revenue is found to be 46,710 million USD which witnessed a sudden hike of almost 5000 million USD in 2023 with a value of \$51,217 M (Tighe, 2024). The current year shows the growth higher with a turnover rate of \$51,362 M. A genuine interpretation can be drawn that the merger has worked as beneficial for the company.



Figure 4: Starbucks AI-based holiday cup designs

(Source: Starbucks, 2024)

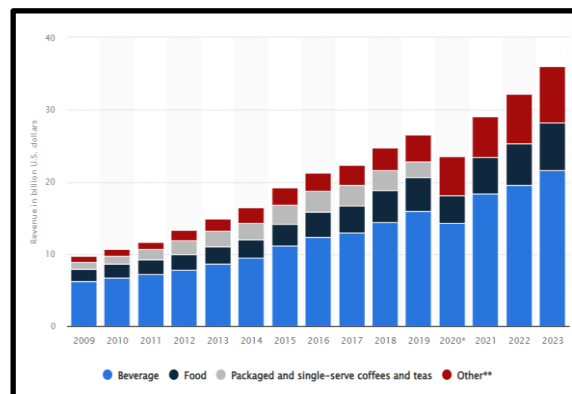


Figure 5: Revenue rate of Starbucks by the types of products

(Source: Starbucks, 2024)

Artificial Intelligence has changed Starbucks widely over the last five years. In 2019, the AI-based platform inclusion in the Starbucks advertising sector created the AI-driven platform-based advertisement of the company product lineup named “Deep Brew”. Based on the unique personalisation model, along with the digital flywheel for generating the suburban consumers’ experience at a higher level, help the company become the biggest Data-driven coffee brand in the world. Based on the search history and choices of the customers, the machine learning algorithms of the company create personalised advertisements that use a higher and uninterrupted User Interface that provides the consumers with a seamless experience. Moreover, the AI voice assistant in describing the biggest feature of the Data-Driven coffee in their tempting audio tune creates a more likelihood among the users.

Starbucks initially witnessed a high level of growth in their developed revenue level after the initiation of “Deep Brew” advertising in 2019, but during the 2020 and 2021 fiscal years, due to the pandemic COVID 19, the Deep Brew category products fell to almost a level of 20 Billion USD from the earlier surge of nearly

30 billion. However, at present the graph is inclining and the current revenue rate is almost \$45 B (Statista, 2024).



Figure 6: AI-generated packaging system of Nutella



Figure 7: LumaLabsAI and Kaku Drop of McDonald

(Source: Digital strategy consulting, 2021)

(Source: Medium, 2024)

Nutella is a USA-based food brand that mainly sells packaged goods to consumers. Using the AI model for visualising uniqueness, the company has focused on creating 7 million unique packages for the special product lineup of the company named “Hero Pack” (Digitalstrategyconsulting, 2021). The exciting colours, mouth-watering pictures of creamy chocolates overflowing from the box, and the sound effect of a dreamy ambience, have enhanced the posture of the consumers more accurately towards the company.

McDonald’s, being a globally known snacks brand, is the first food company that has initially generated a full “Audiovisual Advertisement” for their products in Japan (Medium, 2024). The AI-generated girl models and their beautiful expressions while eating the products have provided McDonald’s chance to develop a stunning and colourful video that leaves all the consumers awestruck and tempted about the Mburgers and french fries they provide.

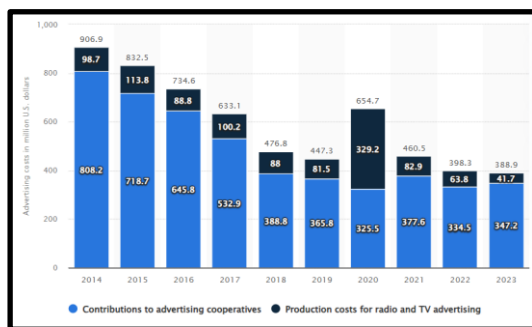


Figure 8: Reducing costs of McDonalds with the use of AI advertisements (Source: Statista, 2024)



Figure 9: AI-generated advertisement of Coca-Cola

(Source: Statista, 2024)

From the above graph, the spending of McDonald’s in generating their advertisements around the globe is shown. The 2023 advertisement cost, after the inclusion of AI has decreased to a level of \$388.9 M from the 2022 expenses of \$398.3. This graph critically shows the profit the company is making with the inclusion of AI content in their Advertisements (Statista, 2024).

The global lingerie brand Cosabella has started to use AI and algorithmic processes in its digital marketing along with advertisements since 2017. The company has developed a platform for AI ads named “Albert” that has generated a wide variety of colours and types of lingerie through the evaluation of the consumers' personalised data (Pymnts, 2017). Moreover, the company is using a typical method of AI push emailing technique with exciting visualisation and textual graphic arts present within those advertising emails.

Coca-Cola is one such cold drinks brand that has a high popularity amongst people since the very beginning. However, the usage of AI in their advertisement has created a negative impact in the image of the company. Despite creating a high amount of investment in their Advertisement in the last few years creating better ads in the last year, the company is losing (Nbcnews, 2024). The 2023 advertisement expenses of the company included almost 5 billion US Dollars which was almost double the expenses in 2020 (Ridder, 2024). Just a few days ago the company uploaded their Christmas special advertisement on their “YouTube” page but except the stunning video quality, the audio effects, the textual non-variant monotony, and the exaggerative approach of creating an imaginary ambience have led the company to a backlashing situation.



Figure 10: AI-generated advertisement of Amazon (Source: Amazon, 2024)



Figure 11: AI-generated advertisements for BMW designs (Source: BMW, 2024)

The biggest e-commerce and trading company regarding different products is Amazon which uses generative AI tools in advertising. The company even includes the flagship event conduction for the development of one-end Advertisement solutions for the increment of the web services. The company is using their own AI tool named “Amazon SageMaker” for creating advertisement solutions that are helping in the development of revenue (Amazon, 2024). Amazon has a strong AI and Cloud infrastructure that has helped the company generate high revenue each month in the last two years. Studies show that during March 2023, at the end of the last fiscal year, the Amazon cloud and AI revenues were almost \$800M which has crossed \$1400M by January 2024.

The leading Car brand BMW has launched the Concept versions of their new Car series named “Series 8”. Using their own generative AI algorithm, the company has focused on developing 500 conceptual arts for their series 8 cars using Data-driven AI technology. The most significant factor regarding these Artworks is the colours. BMW is always known for their solid colour cars, but these AI tools are designing cars of almost rainbow colours, providing a high range of interest among consumers. The company is gaining a high range of euros since the growth of AI advertisements in the year 2021. In the year 2020, the turnover of the company was €98,990M which changed to €111,239M in 2021 with a sudden surge in their sales (BMW, 2024). At present, the growth is at €155,498M with an inclining trend.



Figure 12: Netflix advertisement generated by AI (Source: Aiperceiver, 2024)



Figure 13: AI-produced ad of Ben & Jerry's (Source: Business. adobe, 2024)

With an aim to become the biggest OTT platform in the world by 2030, Netflix is gradually following the AI tools usage for personalised advertisement making. The company focuses on recommending the customers with their Dark red background at the rear and an exciting short clipping generated through AI of the movie

they are suggesting. The extremely clear Audio quality and the original 4K quality video are the Unique selling properties of the content developed by Netflix.

The global ice cream company Ben and Jerry's has started to develop a new strategic business based on their personalised AI-based ad campaigning development. The company has created exciting virtual photographs, showing lavish tables and high-end ice cream products that include proper classy values at a low price. The impressive results are generated based on the AI-induced Coupon redemption from the customers, and exciting animations show the lovely AI usage in the organisational products. The AI-generated fonts create more temptation across the users about their products.



Figure 14: AI-produced advertisement of Unilever (Source: Unilever, 2024)



Figure 15: Smart drive by Taco bell (Source: Arcotgroup, 2024)

The retail industry giant Unilever is using AI in its advertising and personalisation. The Advertisements exaggeratively show the transformation of human skin and hair with the application of AI-based holograms that enhance the showcasing of the benefits of Unilever products upon human beauty and skin. The Company is using their own AI tool BeautyHub Pro AI that provides a virtual AI-based therapy experience for the consumers.

Taco Bell, and the parent company of the brand named "Yum Brands" have focused on inducing Artificial Intelligence in their advertisement process. The company owns some AI-driven projects that show the videos made using AI, showing the chewy, smooth and spongy wraps of Taco Bell. Moreover, the Metabots that are developed in the R&D department of the company, show an advertisement that shows numerous high-end cars standing in front of Taco Bell outlets. The company has a creative solution for numerous problems regarding Fast food and their usage of AI in advertising focuses on expressing their such solutions.



Figure 16: AI-based AD of KFC

(Source: Fastcompany, 2024)

KFC, one of the leading brands that sell fried chicken, shows a high tendency to use AI in their advertisement development department. The company has recently developed an AI-based advertisement worth 15 seconds that shows the depiction of their tagline “It finger-licking good” in a unique way (FastCompany, 2024). However, the problems they have started to face since the rise of this advertisement from the netizens include the depiction of a hand having six fingers. Moreover, the hand is holding a fried chicken and the sauce is dripping which is looking more bloody than the sauce.

Meta is one of the top five companies present in the world and the company focuses on using Generative AI tools in developing their advertisements at a high level. The Labelling of any image uploaded to the social networking platforms with the “created with AI” tag, using the high-end graphic content in the “Story-based advertisement of new personalised features” of Whatsapp, and the “AI info” tag provides an idea about the development of colour and other features manually as per the choice of the users (Marketingdive, 2024).

Adobe, being the highest photo and video editing application development company has started to use generative AI for using their products based on promotional technique adoption. The company has most important tactic that they are providing AI options to the consumers embedded as tools in their product lineups like the software Lightroom and Photoshop (Adobe, 2024). The colour, the creative ideas, and the ease they show in an exaggerated way that is followed within the platforms to change the photo quality and other features. An astonishing fact is that they are using AI to promote their AI-enabled features.

Methodology

The researcher has focused on using a Multimodal Discourse analysis (MDA) that provides an idea about the quality of the video, audio clip and textual data that are used in the different well-known AI-generated advertisements within the leading brand-oriented companies. Multimodal Discourse Analysis, commonly known as MDA creates clusters of different multimedia features that refer to different channels of communication that include audio-visual elements including images, layout, and videos, along with music and sound effects-based tracks (Sihombing *et al.* 2022). Along with these, spoken words, syntaxes body language creation for the featured figures, proximity and every other possible element are gathered in different clusters, and they are termed as modes. The main target of the MDA process remains on drawing and evaluating the levels of interconnection between these modes and their levels of complementing each other and contradicting them (Sari and Noverino, 2021). Finally, the process includes an analysis of the sociocultural implications of the modes of usage in different organizations along with real-time outcome analysis.

As stated by (Khan A.S et al. 2024) A well-crafted advertisement leverages these elements cohesively to create a compelling and resonant message, ensuring that the audience not only notices the product but also understands its underlying attributes and benefits. In this context, the synergy of multimodal features becomes pivotal in constructing a nuanced and impactful narrative that transcends the superficial to engage and influence the consumer effectively. The inclusion of diverse brands like KFC, Taco Bell, Unilever, Ben & Jerry's, Netflix, and BMW adds richness to the study. These brands operate across various industries (fast food, FMCG, entertainment, and automotive), offering a broad perspective on how AI adapts to different brand identities and market needs.

A cohesive message creation through the modes and their impacts within the business of the organisation is evaluated using the MDA process. In this study, the global trend of AI-based advertising that is gradually gaining popularity within the world across various well-known global brands providing different products are evaluated, and compared using a Multimodal analysis process. A total number of 20 brands are chosen within the scope of the study including brands like NIKE, Starbucks and others. Based on the analytical process, the researcher has tried to create a quality evaluation of the different multimedia elements that are used in each of the advertisements. Along with these, a trial to create an idea about the changes in the profitability, and the popularity growth of the brands after AI-based advertisement inclusion is created with this analysis (Sommer and Bembnista, 2024). Comparison between the earlier sales value of these companies before the AI inclusion is compared with the current sales value to define the trends of each market related to each specific brand.

The table presents a detailed **Multimodal Discourse Analysis (MDA)** of AI-generated advertisements, analyzing visual elements (focus, colour palette, dynamic composition), textual components (tagline, tone), and intermodal synergy (message, AI influence). It provides a comparative overview of how each brand uses AI to craft immersive, targeted messaging through visual and textual harmony. This structure highlights the integration of AI in enhancing brand narratives across diverse sectors like food, tech, and entertainment.

Name of the Advertisement	Visual Analysis	Textual Analysis	Intermodal Synergy
Amazon	Focus: Highlighting delivery packages and happy customers.	Tagline: "Delivering Smiles."	Message: Seamlessly conveys efficiency and customer satisfaction.
	Color Palette: Amazon's signature orange, black, and white.	Tone: Optimistic and service oriented.	AI Influence: Personalized visuals for various customer needs enhance relatability and trust.
	Dynamic Composition: Clean, well-structured visuals with packages in motion, creating energy.	Language: Clear and action-oriented, reinforcing service efficiency.	Visual-Text Alignment: Motion-oriented visuals support the tagline, emphasizing speed and reliability.
Coca-Cola Company	Focus: Centered on an iconic red Coke bottle surrounded by festive elements.	Tagline: "Taste the Feeling."	Message: Celebrates moments of joy and connections.
	Color Palette: Dominant red with white highlights, reinforcing brand identity.	Tone: Emotional, inclusive, and nostalgic.	AI Influence: Enhanced nostalgic elements to cater to diverse emotional triggers across audiences.
	Dynamic Composition: Vibrant and busy, with swirling ribbons and sparkling lights.	Language: Universal and emotional, designed to evoke memories of shared moments.	Visual-Text Alignment: Swirling visuals complement the tagline, tying sensory appeal to the product's taste and emotional associations.
McDonald's	Focus: Close-up of burgers and fries, paired with smiling customers.	Tagline: "I'm Lovin' It."	Message: Focuses on emotional fulfillment through comfort food.
	Color Palette: Bright yellows and reds to evoke warmth and hunger.	Tone: Casual, friendly, and comforting.	AI Influence: AI-designed food imagery accentuates appetitive appeal and cultural relevance.
	Dynamic Composition: Focused on food items with depth-of-field effects for visual appeal.	Language: Direct and inviting, aiming to create an emotional connection.	Visual-Text Alignment: Close-ups of food synchronize with the tagline, drawing attention to the sensory experience.

Nutella	Focus: A jar of Nutella with creative breakfast setups.	Tagline: "Start Your Day Right."	Message: Highlights Nutella as an essential breakfast companion.
	Color Palette: Warm browns and whites, complementing Nutella's product colors.	Tone: Encouraging, family-friendly, and comforting.	AI Influence: Tailored breakfast setups appeal to diverse households.
	Dynamic Composition: Balanced layouts emphasizing product and serving suggestions.	Language: Motivational and warm, promoting Nutella as a delightful way to begin the day.	Visual-Text Alignment: Harmonized visuals and warm language enhance the association with comfort and daily routine.
Starbucks Holiday Cup	Focus: Showcases intricate designs of holiday-themed cups.	Tagline: "Holidays in Every Sip."	Message: Highlights Starbucks cups as symbols of festive joy.
	Color Palette: Greens, reds, and whites evoke holiday cheer.	Tone: Festive, inclusive, and cheerful.	AI Influence: AI-designed patterns integrate multicultural holiday themes.
	Dynamic Composition: Highlighted cups with cozy winter backdrops.	Language: Positive and warm, encouraging festive mood and emotional connections.	Visual-Text Alignment: The holiday-themed patterns perfectly align with the tagline to convey celebratory warmth.
Jacquemus x Nike	Focus: Showcases athleisure wear in minimalistic, high-fashion settings.	Tagline: "Where Style Meets Performance."	Message: Blends luxury fashion with athletic functionality.
	Color Palette: Muted tones like beige and white, reflecting Jacquemus's design aesthetic.	Tone: Chic, aspirational, and performance-oriented.	AI Influence: AI-curated models and scenes enhance aspirational appeal.
	Dynamic Composition: Minimalist setups with strong focal points on products and their utility.	Language: Sophisticated yet accessible, catering to both fashion and athletic enthusiasts.	Visual-Text Alignment: The minimalist designs echo the tagline's balance of style and utility.
BMW	Focus: Luxurious cars in futuristic urban settings.	Tagline: "Sheer Driving Pleasure."	Message: Aligns premium aesthetics with driving innovation.
	Color Palette: Metallic tones with blues, grays, and blacks enhance the modern and luxurious vibe.	Tone: Aspirational, sleek, and confident.	AI Influence: AI-generated lighting and cityscapes emphasize luxury and cutting-edge technology.
	Dynamic Composition: Cars in motion paired with high-tech landscapes.	Language: Sophisticated and direct, reinforcing	Visual-Text Alignment: Sleek car visuals with urban

		high performance and luxury.	backdrops underscore the tagline's message.
Netflix	Focus: Immersive thumbnails and scenes emphasizing viewer engagement.	Tagline: "See What's Next."	Message: Promotes Netflix as a portal to immersive stories.
	Color Palette: Blacks and reds dominate, creating mystery and sophistication.	Tone: Intriguing, engaging, and innovative.	AI Influence: Personalized visuals optimize user engagement by tailoring thumbnails to preferences.
	Dynamic Composition: Fast-paced, immersive snippets.	Language: Short, action-oriented, and curiosity-evoking.	Visual-Text Alignment: Engaging visuals align with the tagline's promise of curiosity and discovery.
Ben & Jerry's	Focus: Playful product-focused designs with vibrant ice cream scoops.	Tagline: "Peace, Love & Ice Cream."	Message: Promotes peace and ethical production with enjoyable indulgence.
	Color Palette: Pastels and bright hues enhance fun and approachability.	Tone: Fun, inclusive, and community-driven.	AI Influence: AI-optimized visuals highlight diverse flavors and social themes.
	Dynamic Composition: Creative layouts showcasing social causes and flavors equally.	Language: Playful and catchy, emphasizing joy and harmony.	Visual-Text Alignment: Visuals of scoops and bright colors perfectly align with the tagline's message of fun and inclusion.
Unilever AI Holograms	Focus: Holographic visuals showcasing product transparency and sustainability.	Tagline: "Clear Choices, Better Tomorrow."	Message: Stresses sustainability and transparency.
	Color Palette: Greens and blues dominate, emphasizing eco-consciousness.	Tone: Trustworthy, ethical, and eco-friendly.	AI Influence: AI-generated holograms visualize ethical product sourcing and eco-friendliness.
	Dynamic Composition: Real-time motion holograms interact with the product's narrative.	Language: Ethical and engaging, focusing on better consumer choices.	Visual-Text Alignment: The holograms bridge the narrative of clarity and trust.
Smart Drive by Taco Bell	Focus: Futuristic drive-thru experience with sleek car designs and food imagery.	Tagline: "Smart Drive, Smart Choice."	Message: Merges tech-savvy dining with convenience.
	Color Palette: Purples and metallics create a modern and innovative feel.	Tone: Futuristic, innovative, and customer-centric.	AI Influence: Futuristic visuals simulate realistic and aspirational drive-thru experiences.

	Dynamic Composition: Dynamic car visuals juxtaposed with food items underline speed and quality.	Language: Encourages seamless convenience and forward-thinking.	Visual-Text Alignment: Tech-inspired designs enhance the futuristic narrative of the tagline.
KFC	Focus: Fried chicken served in branded buckets, emphasizing the “Finger Lickin’ Good” experience.	Tagline: “So Good!”	Message: Highlights indulgence in high-quality fast food.
	Color Palette: Reds and whites reinforce brand identity and warmth.	Tone: Playful, indulgent, and appetitive.	AI Influence: Enhanced crispness and golden visuals increase appetite appeal.
	Dynamic Composition: Juxtaposition of close-ups and bucket visuals enhances food-centric focus.	Language: Simple and inviting, reinforcing sensory delight.	Visual-Text Alignment: Images of fried chicken align with the tagline, visually emphasizing taste.

Table 1: Detail MDA of the advertisements

Discussion

The Multimodal analysis of the study shows the strengths and weaknesses of different companies regarding their usage of AI. Starbucks, being the globally leading Coffee brewery, has their high-end strength regarding usage of its specially owned AI-enabled Ad platform named “Deep Brew”. The platform powers the mobile application of the company and provides a chance to the customers in almost experiencing their favourite Coffee options virtually. On the other hand, the global snacks brand McDonald’s has a speedy automation technique that is powered by their AI named “Yield”. This company trusts AI in developing weather-based adaptive add-ons and other features in its menu board as a part of its AI solutions (Birim *et al.* 2024). The deliciousness of their products is expressed in their advertisements, along with their legendary “Joker” being the new AI-generated model in their advertisements. Similarly, the Company Nike, along with their merging partner Jacquemus, focuses on providing a combined look in their AI concept-based product development that generates brand identity at a completely new level.

Moreover, their advertisements mainly remain focused on the AI designer’s creativity and storytelling (Haleem *et al.* 2022). The stories that are found in the advertisements of Nike include uniqueness that makes people aware of the brand identity. On the other hand, the companies focus on making their products globally resonant and the audiovisual media used in the contents are typically high-end and charming. Another important fact regarding the usage of AI within Nike-Jacquemus is that their promotions are generally large scale and they like to appeal broad level of audiences.

Conclusion

Artificial Intelligence generates transformative implications in the process of advertising, and the prosperity of the brands gets exaggerated. The visually stunning content creation and developing high-rated popularity across the companies, as evaluated in this study, are the main motives behind the usage of AI elements within the advertising strategies. Application of the MDA methods has played a vital role in this study to evaluate the optimisation of the performance through the development of return of investment multimodal social interconnections based on the company ads. Moreover, the customer satisfaction creation and the involvement development of the engagement of consumers remain dependent on content-tailoring strategy generation through these brands. By employing MDA techniques, each advertisement can be critically analyzed for its use of text, visuals, and other modes to construct a coherent,

persuasive message tailored to the brand's identity and audience. The insights gathered can illuminate how AI-generated designs amplify these strategies and align them with evolving consumer preferences.

Acknowledgement:

The authors extend their appreciation to the Deanship of Scientific Research at King Khalid University for funding this work through Large Research Groups under grant number (RGP.2 /369/45).

References

1. Adobe.com. 2024., *This is the new AI. Only from Adobe.*[Online] Available at: <https://www.adobe.com/in/ai/overview>
2. Aiperceiver.com. 2024., *How Netflix Uses AI for Better Content Recommendations?* [Online] Available at: <https://aiperceiver.com/how-netflix-uses-ai-for-better-content-recommendations/>
3. Amazon.com. 2023., *UnBoxed 2023: Amazon Ads introduces AI-powered image generation to help brands produce richer creative.* [Online] Available at: <https://advertising.amazon.com/blog/ai-image->
4. Arcotgroup.com. 2024., *How AI is Disrupting Various Industries: The Unseen Challenges.* [Online] Available at: <https://www.arcotgroup.com/revolutionizing-fast-food-taco-bell-ai-meta-bots-ai-revolution/>
5. Bateman, J. A. (2014). Text and image: A critical introduction to the visual/verbal divide. *Visual Communication, 10*(2), 113-138. <https://doi.org/10.1177/1470357210396138>
6. Birim, S., Kazancoglu, I., Mangla, S.K., Kahraman, A. and Kazancoglu, Y., 2024. The derived demand for advertising expenses and implications on sustainability: a comparative study using deep learning and traditional machine learning methods. *Annals of Operations Research, 339*(1), pp.131-161.
7. BMW.com.2024., *The 8: Artificial Intelligence Turns Car into Digital Artwork.* [Online] Available at: <https://www.bmw.com/en/innovation/creative-ai-bmw-8-gran-coupe-art-with-artificial-intelligence>
8. Bryant, A. (2021). "KFC's AI Advertising: Blending Technology and Flavor." *Journal of Digital Marketing.*
9. Business.adobe.com. 2024., *How Ben & Jerry's is leading the virtual photography revolution.* [Online] Available at: <https://business.adobe.com/customer-success-stories/ben-and-jerrys-case-study>
10. Digitalstrategyconsulting.com. 2021., *AI case study: Nutella create unique product designs – at scale.* [Online] Available at: <https://digitalstrategyconsulting.com/transformation/ai/ai-case-study-nutella-create-unique-product-designs-at-scale> /64112/ [Accessed on: 23rd Nov 2024]
11. Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y., & Mavrommatis, A. (2020). From data to action: How marketers can leverage AI. *Business Horizons, 63*(1), 227-243. <https://doi.org/10.1016/j.bushor.2019.10.004>
12. Fastcompany.com. 2024., *KFC used AI for a new ad and it did not go as planned.* [Online] Available at: <https://www.fastcompany.com/91124155/kfc-used-ai-for-a-new-ad-and-it-didnt-go-as-planned>
13. Forceville, C. (2009). Non-verbal and multimodal metaphor in a cognitivist framework: Agendas for research. *Proceedings of the 10th International Cognitive Linguistics Conference, 51–65.*
14. Grewal, D., & Roggeveen, A. L. (2020). "The Role of AI in Consumer Perception and Brand Innovation." *International Journal of Retail & Distribution Management.*
15. Haleem, A., Javaid, M., Qadri, M.A., Singh, R.P. and Suman, R., 2022. Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks, 3*, pp.119-132.
16. Hypebeast.com. 2022., *Marco Simonetti Unveils AI-Generated Jacquemus x Nike Pop-Up Concept.* [Online] Available at: <https://hypebeast.com/2022/12/marco-simonetti-ai-generated-jacquemus-nike-pop-up-concept-info>
17. Jewitt, C. (2009). *The Routledge handbook of multimodal analysis.* London, UK: Routledge.

18. Jewitt, C., & Bezemer, J. (2010). *Multimodality and the construction of knowledge: Designing and analyzing multimodal texts*. London, UK: Routledge.
19. Khan, A. S. K., Alkohli, A. A., Alnmer, S., Albshri, A. M., Rushwan, I. M. H., & Khan, S. A. (n.d.). 2024 Multimodal Discourse Analysis of Professional Tourism campaign titled "Saudi by Saudis." *Educational Administration: Theory and Practice*. 30(4), 2911–2920. <https://doi.org/10.53555/kuey.v30i4.1959>
20. Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). London, UK: Routledge.
21. Lamberton, C. P., & Diehl, S. (2022). "Consumer Interaction with AI in Advertising: Insights from the Taco Bell 'Smart Drive' Campaign." *Journal of Advertising Research*.
22. Machin, D., & Mayr, A. (2012). *How to do critical discourse analysis: A multimodal introduction*. London, UK: Sage Publications.
23. Marketingdive.com. 2024., *Meta's AI vision: Automating creative and personalizing ads in real time*. [Online] Available at: <https://www.marketingdive.com/news/meta-q2-2024-earnings-mark-zuckerberg-generative-ai/723039/>
24. Medium.com. 2024., *McDonald's Japan Drops First AI-Generated Commercial with LumaLabsAI and Kaku Drop*. [Online] Available at: <https://medium.com/@aifilmnews/mcdonalds-japan-drops-first-ai-generated-commercial-with-lumalabsai-and-kaku-drop-891c9b626650>
25. Nbcnews.com. 2024., *Coca-Cola causes controversy with AI-made ad*. [Online] Available at: <https://www.nbcnews.com/tech/innovation/coca-cola-causes-controversy-ai-made-ad-rcna180665>
26. Pymnts.com. 2017., *How Cosabella Successfully Hit The Reset Button With An AI Assist*. [Online] Available at: <https://www.pymnts.com/news/merchant-innovation/2017/>
27. Ridder, M. 2024., *Coca-Cola Company's advertising expense from 2014 to 2023*. [Online] Available at: <https://www.statista.com/statistics/286526/coca-cola-advertising-spending-worldwide/>
28. Sari, V.W. and Noverino, R., 2021. A Multimodal Discourse Analysis in Pantene Advertisement. *International Journal of Linguistics, Literature and Translation*, 4(10), pp.21-30.
29. Sihombing, P.S.R., Herman, H. and Saputra, N., 2022. How to teach english conversation? An implementation of a multimodal discourse analysis through images. *English Review: Journal of English Education*, 10(2), pp.431-438.
30. Sommer, V. and Bembnista, K., 2024. Multimodal Discourse Analysis. *Handbook of Qualitative and Visual Methods in Spatial Research*, 7, p.337.
31. Starbucks.com. 2024., *One Cup at a time*. [Online] Available at: <https://about.starbucks.com/drinks-and-food/>
32. Statista.com. 2024., *Level of comfort with brands using artificial intelligence (AI) in selected advertising and communications tactics among consumers worldwide as of January 2024*. [Online] Available at: <https://www.statista.com/statistics/1478024/comfort-ai-advertising-worldwide/>
33. Statista.com. 2024., *McDonald's advertising costs worldwide from 2014 to 2023*. [online] Available at: <https://www.statista.com/statistics/286541/mcdonald-s-advertising-spending-worldwide/>
34. Statista.com. 2024., *Revenue distribution of Starbucks from 2009 to 2023, by product type*. [Online] Available at: <https://www.statista.com/statistics/219513/starbucks-revenue-by-product-type/>
35. Stöckl, H. (2015). Multimodality and language: A critical review. *Linguistics and Semiotics Review*, 34(2), 101-119.
36. Tighe, D. 2024., *Revenue of Nike from 2005 to 2024*. [Online] Available at: <https://www.statista.com/statistics/241683/nikes-sales-worldwide-since-2004/>
37. Unilever.com. 2024., *How AI-powered ultra-personalised experiences are boosting our beauty brands*. [Online] Available at: *How AI-powered ultra-personalised experiences are boosting our beauty brands*.
38. van Leeuwen, T. (2005). *Introducing social semiotics*. London, UK: Routledge.
39. Van der Heijden, K., & Zhao, L. (2020). "AI-Driven Consumer Engagement: A Case Study of Taco Bell's Drive-Thru Campaign." *Journal of Interactive Marketing*.