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USE OF ARTIFICIAL INTELLIGENCE IN BRANDING AND MARKETING ACTIVITIES (ON THE EXAMPLE OF AGENZA COMPANY)

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ABSTRACT

Purpose: *The aim of the paper is evaluating the use of AI in branding and marketing activities in the operation of a company.*

Need for the study: *Building a recognizable brand is nowadays regarded as one of the most effective tools for creating a competitive advantage in the market. In this study, attention is focused on artificial intelligence, which can prove to be a source of inspiration for marketing creations, but also a tool to assist companies in the communication process and influence the behaviour of buyers.*

Methodology: *In the first part of the paper, theoretical considerations are undertaken on selected aspects of branding and marketing activities in modern business realities, as well as on artificial intelligence and the possibilities of its use in the described industry. The empirical part presents the case of a Polish company - the branding and marketing agency Agenza from Gryfice (in the West Pomeranian Voivodship) on the basis of qualitative research.*

Findings: *Based on the conducted qualitative research, it was established that artificial intelligence, used carefully, can provide significant support for specialists, but it will not replace human experience, intuition, creativity or education - humans still remain the key subject of the creative and decision-making process.*

Practical Implications: *The near future in branding and marketing activities using artificial intelligence means the ability to effectively use modern technologies and the tools they offer by humans, along with their combination with their creativity, ingenuity, intuition and feelings.*

Keywords: marketing, branding, brand, artificial intelligence, company

Jel codes: M31; M39; M15

1. INTRODUCTION

Technological development is continuously linked to contemporary economic development and growth. Technological development is the process of inventing, innovating and disseminating new and modern technologies. Technological development requires continuous improvement and the commercialization,

accessibility and thus dissemination of the results obtained in the economy and society. The importance of technological development in shaping the modern economy is due to the fact that it is regarded as an important factor in changing the level of innovation and competitiveness at every level of activity, from the micro level to the macro level (Mateusiak & Stoma, 2020; Zakrzewska & Jarosz, 2022). Modern technologies are therefore the forces that stimulate and drive modern economies. As a result of their application, it becomes possible not only to produce goods and services faster, but also cheaper and often better in terms of quality. Technological development, the growth of modern technology and the associated process of digitalization of the economy and society is one of the most visible and dynamic changes in contemporary realities (Łaszek, 2018; Boratyńska, Cieřlik, Kacperska, Łukasiewicz & Milewska, 2021; Chędrzyński, Gruzziel, Kacperska, Klusek & Utzig, 2021; Kotler, Kartajaya & Setiawan, 2021).

Modern technologies provide companies with opportunities to improve the products they produce and the services they offer, to manage their resources more efficiently and to operate the organisation at all levels and in relation to various aspects. As far as households are concerned, modern technologies facilitate people's daily lives, both professional and private (Ratnicyn, 2016; Bartnik, 2016; DuVall, 2019).

The latest new technologies that are currently receiving a lot of attention in both scientific and popular science studies include: the development of mobile Internet, artificial intelligence (AI), the Internet of Things, virtual reality (VR) and augmented reality (AR), cloud solutions for storing and processing information, robotization, automation, the development of genomics and biometric technologies, blockchain, the development of quantum computers, and progress in green and sustainable technology (Stone, et. al., 2020; Puřlecki, 2021; Marr, 2023).

In this paper, special attention will be focused on one of today's technological tools - artificial intelligence (AI). Its use will instead be shown in the branding and marketing industry. The aim of the paper is therefore to evaluate the use of AI in branding and marketing activities in the operation of a company, as a contemporary tool that is essential for the realisation of the activity undertaken and, with it, of short- and long-term goals, while at the same time fostering the competitiveness of the organization in the market. In the first part of the paper, theoretical considerations are undertaken on selected aspects of branding and marketing activities in modern business realities, as well as on artificial intelligence and the possibilities of its use in the described industry. The empirical part presents the case of a Polish company - the branding and marketing agency Agenza from Gryfice (in the West Pomeranian Voivodship) on the basis of qualitative research. Based on information obtained from in-depth interviews with agency employees, ways of using artificial intelligence in the company's operations are described, as well as the advantages and disadvantages of using this tool. The empirical part additionally uses internal materials provided by Agenza. The study provides a case study, while concluding with conclusions and recommendations regarding the prospects for the use of artificial intelligence in companies carrying out analogous activities to those presented in the article.

2. LITERATURE REVIEW

Branding is a marketing technique that involves creating and shaping a brand image and consolidating that image in the minds of consumers. Branding activities are aimed at creating positive associations among consumers with the brand and the products or services it offers. Today's customers expect specific goods and services not only in terms of the required basic and additional characteristics but also have specific requirements for these products and services in terms of accessibility, their level of quality and when and where they are purchased. Branding is also an important element determining the final choice of the modern consumer.

A brand is a set of distinctive characteristics and attributes that serve to identify a particular product or service in the marketplace and typically include: name, logo, symbol, colour, design or sound. Many definitions of a brand can be found in the literature, which are not entirely consistent with each other. One of the most popular is the definition proposed by P. Kotler in 1994 (Kotler, 1994; Kotler, 2006), which assumes that a brand is a name, symbol, design or a combination there of, used to identify a seller's goods or services, or a group of them, and to distinguish them from their competitors. According to the American Marketing Association, a brand is identified with a name, symbol, design or melody

(“What is the brand?”, AMA). A brand can therefore encompass various elements, such as a name, logo, colours, sound or advertising slogan, while in a broader sense it can additionally represent a set of associations, emotions and values associated with a particular product or company that influence the process of how both the brand and the company are perceived by customers. If a brand is effective then it defines the company and at the same time communicates the quality and experience, the values espoused and encourages effective promotion. However, despite the differences in defining the brand, it can be said that it represents a kind of communication between the company and its stakeholders.

S. Anholt believes that the brand is a value multiplier and provides the owner with a fundamental competitive advantage. S. Anholt emphasises that a brand “is as good as a deposit in a bank. It can be pledged, it can be bought, it can be sold, it can be invested in, and it can, through proper management, increase its value” (Anholt, 2006, pp. 7–8).

The components of a brand are the verbal part (name) and the non-verbal part (symbol, logo). The verbal part uses words, letter or letter-number combinations. Names are intended to evoke positive associations. Names of cities, countries or regions can also be used, but also names symbolising nature (i.e. names of plants and animals), historical, literary or musical names, etc. (Encyklopedia Zarządzania, 2025). Brand creation is a lengthy process that requires the manufacturer and the retailer to make many complex strategic decisions. Wrong branding decisions can lead to a state where a brand appears in the market and disappears after a short period of time. Achieving successful branding is contingent on proper management. In their efforts and decisions to shape a brand's position in the market, companies focus on a variety of aspects, such as, for example: shaping customer loyalty to the brand, customer perceptions of the brand, awareness of the brand and its associated characteristics, shaping the brand image, customer perceptions of brand quality, customer associations with the brand, shaping brand values (Witek-Hajduk, 2011). A brand contains, on the one hand, elements that describe the product and, on the other hand, indicates additional aspects such as symbols, relationships and relations with customers and the environment, perceptions of brand use or the country of origin of the brand. These elements can influence its image and external perception by regular and potential customers. Thus, the brand becomes a carrier of emotional values for the product, which provides the buyer with functional benefits (Szulce & Janiszewska, 2006).

The branding process can be divided into several stages. The first is to define it through the target group, as well as to define the brand values and its mission. Then begins the very important process of creating an identity – the character that the brand symbolises for the product or service and the company. At this stage, it is important to highlight the characteristics and emotions that customers should associate with the brand. This is followed by the creation of a communication process and the selection of channels to communicate about the brand. In the branding process, the most important role is played by tangible – visual – elements, such as the sign, logo, design, colours, slogans and slogans, décor, repetition of visual elements, etc. (Kocoń, 2008). It can therefore be concluded that the branding process consists of three successive stages (Moroz, 2008; Dolińska-Weryńska, 2015):

1. An analytical stage in which the initial work on the brand is undertaken, the aim of which is to identify internal and external communication conditions. In this stage, as a rule, the company profile is defined, the marketing policy assumptions are made, the product range is planned and, in addition, a market and competition analysis are carried out, distribution possibilities are identified, and the target group is defined. As a result, in the analytical stage, brand building starts with defining the brand, getting closer to the potential audience and developing brand values and its mission.
2. Conceptualisation, in which the brand identity is created, as well as its name and logo. As already mentioned, the identity should indicate the characteristics and emotions attributed to the brand.
3. The implementation stage, in which the brand is implemented in real action. At this stage, ways of presenting it and communication strategies are also developed. At this stage, elements such as the logo, the advertising slogan, the colour scheme, etc., are most often refined and finally take shape.

In the literature, the understanding of brand is constantly changing and evolving. The brand has become a dynamic concept, and its definition is constantly being modified. E. Glińska (2016) distinguished five stages in the evolution of the understanding of a brand and distinguished the stages on the basis of the functions attributed to the brand. In addition, the author points out that the

development of the brand concept is largely due to the expansion and addition of the original meaning of the brand by adding new values to the definition, which result from the functions attributed to the brand. The stages of understanding the concept of brand are (Glińska, 2016):

- the brand as an identifier,
- the brand as a differentiator of the company from the competition while maintaining the identifying function,
- the brand as a provider of added value,
- the brand as a financial value for the company,
- the brand as a tool for building relationships with customers.

Extensive marketing activities make it possible to manage brand value. The brand is treated in modern organisations as their intangible capital, in which lie the greatest opportunities for increasing the value of the company (Doyle, 2003). Among the main reasons for the growing importance of brands in the activities of organisations, M. Hereźniak includes (Hereźniak, 2011):

- the development and proliferation of modern technologies, which offer the possibility of rapidly copying a product, but also have the effect of shortening its life cycle,
- globalisation and integration processes, which intensify communication processes between companies and an ever-widening audience,
- the growing market offer, which influences the desire of companies to differentiate themselves from their competitors,
- the increasing role of information among customers about the market offer in order to reduce purchasing risks,
- the diversification and emergence of new customer needs,
- new trends and behaviours of contemporary consumers, with an emphasis on increasing demands for goods and services and treating consumption as a way of expressing one's identity, personality and lifestyle,
- the growing importance of intangible resources in the global economy as the most unique and hardest to copy assets of organizations.

The activity of a company that is carried out within the framework of brand value management is called branding. Branding, according to the definition proposed in the Encyclopedia of Management (Encyklopedia Zarządzania, 2025a), is identified with a marketing technique that consists in shaping a positive brand image in the perception by buyers and in their awareness, in order to arouse interest in the product, brand associations with it and allows the product to be identified among the products offered by competitors. Creating a positive brand ultimately translates into long-term relationships with customers. Building brand recognition, on the other hand, provides opportunities to shape product features, facilitates the introduction of new products and designs, and allows for continued collaboration with other market players. It can therefore be concluded that through branding, market relationships are created and, at the same time, the values that distinguish the brand are highlighted. In addition, through branding, trust is built in customers, and their loyalty is gained (Kall, 2001; Urbanek, 2002; Kall, Kłeczek & Sagan, 2013; Skrzypek & Pinzaru, 2017; Kotarbiński, 2021).

Building a recognizable brand is nowadays regarded as one of the most effective tools for creating a competitive advantage in the market. A strong brand generates value for both companies and customers (Kaplan, Yurt, Guneri & Kurtulus, 2010). In their marketing activities, companies communicate a set of offered values to customers through the marketing mix and awareness of the brand they represent. Offering customers the values represented by the brand represents a kind of investment that will have a return in the form of translation into the value of customer capital. Customer capital is understood as any relationship with the customer, which is an independent and individual category of capital (Adrianowski, 2013). Effective branding activities allow for the creation of a significant corporate asset, as well as continuously amplifying the impact on customers' purchasing behaviour. However, from the perspective of the modern consumer, thesis a rather large problem arises. Companies need to effectively reach out to the potential buyer with their messages, but it is worth noting that the average customer operates in a jumble of information and has a wide range of product and service choices, which does not make it easy for them to make a decision. Organizations are therefore faced with the challenge of matching the right communication channel with the potential customer (Kotler,

Kartajaya & Setiawan, 2023; Raji et al., 2024). In this study, attention is focused on artificial intelligence, which in modern times can prove to be a source of inspiration for marketing creations, but also a tool to assist companies in the communication process and influence the behaviour of buyers through the brand.

According to the information on the European Parliament website, artificial intelligence is the ability of machines to demonstrate human skills, such as reasoning, learning, planning and creativity. Artificial intelligence enables technical systems to perceive their environment, cope with what they perceive and solve problems, acting towards a specific goal. The computer receives data (already prepared or collected by its sensors, e.g. a camera), processes it, analyses it and reacts (“Sztuczna inteligencja: co to jest i jakie ma zastosowania?”, European Parliament).

The term ‘artificial intelligence’ was first used and defined by J. McCarthy in 1955. According to his considerations, artificial intelligence is a science that encompasses the engineering of the creation of intelligent machines and, in particular, intelligent computer programmes. Artificial intelligence is seen as an ‘approach’ to solving complex and complicated problems, logical reasoning and inference identical to that which occurs in the brains of humans (McCarthy, 2007). J. McCarthy's approach has met, and continues to meet, with both support and criticism. One contemporary definition of artificial intelligence is proposed by N. J. Nilsson (2014), who assumes that artificial intelligence is an issue that structures and gives direction to methods of designing ‘intelligent machines’ so that they behave in ways that mimic the intelligence of humans. Another contemporary definition of artificial intelligence can be found in the Encyclopedia Britannica, where J. Copeland points out that artificial intelligence is “the ability of a digital computer or computer-controlled robot to perform tasks normally associated with intelligent beings. The term is often used to refer to the project of developing systems equipped with intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize or learn from past experience.” (“Artificial intelligence”, Britannica).

Within the framework of contemporary theoretical considerations on artificial intelligence, certain coherent and recurring content can be noticed. It should certainly be associated with a computer programme or a machine that is controlled by a computer programme for a specific purpose, while the logic of reasoning and inference of the machine and the programme should coincide with the same functions and processes that occur in human brains. Hence, it is possible to distinguish sub-fields of artificial intelligence in theoretical considerations related to human activities, namely: natural language processing, image recognition, speech recognition, problem solving and inference, and machine learning (Warszycki, 2019).

Searching for information about artificial intelligence, one can find its division into three main categories: artificial narrow intelligence (ANI), general narrow intelligence (AGI) and super intelligence (ASI). Narrow artificial intelligence (ANI) specialises in specific tasks, such as speech recognition or data analysis, and examples of its use are voice assistants, recommendation systems or image processing software. Artificial intelligence in its narrow form (ANI), focuses on performing single tasks in a specific domain. This is the most common type of artificial intelligence used by the average person, and the defining characteristic of ANI is its limited ability to learn and function outside of its assigned field of operation. Unlike more developed forms of artificial intelligence, it cannot adapt to new circumstances or solve problems outside of its specialisation. Today, ANI, in the face of technological developments, is the most common type of artificial intelligence. It facilitates the optimisation of business and personal processes by automating routine tasks and assisting users in decision-making. In this way, it contributes to increasing productivity and saving time in various aspects of life. The second category of artificial intelligence, AGI, is a level of AI that for the time being remains in the realm of theory and is the subject of intensive research. AGI refers to systems capable of thinking and learning like humans. It is intended that this system would be able to think and solve problems independently, just like the human mind. AGI for the moment remains in the vision of the future, as the technology needed to realise it is currently lacking. AGI is intended to have the ability to think and adapt. AGI systems are capable of abstract thinking, planning and problem solving without being programmed for specific tasks in advance. This allows them to theoretically operate effectively across all industries and scientific disciplines. The creation of AGI systems, however, requires the creation of conscious machines with advanced cognitive abilities, which is one of the biggest challenges of modern artificial intelligence science. General artificial intelligence (AGI) has the potential to revolutionise many aspects of our lives with capabilities that match those of humans. The last of the AI categories mentioned is ASI

– super artificial intelligence. ASI surpasses humans in all intellectual aspects. It is a vision of the future in the development of artificial intelligence that has capabilities far beyond currently available systems. Such a system could operate autonomously at a higher level than today's technologies and humans, offering solutions to complex global problems through advanced information processing. The ASI is intended to achieve self-awareness and perform tasks more effectively than humans and is also intended to have the ability to solve problems, make decisions and have an advanced reading of human emotions and experiences. ASI is expected to surpass human intelligence in all areas, including problem-solving and thinking and decision-making processes, is expected to perform tasks faster and more accurately than humans, and is expected to independently generate and offer innovative solutions to complex challenges. With the ability to process massive amounts of data and continuously learn, ASI will self-improve and push current technological boundaries and open the way for the creation of autonomous operating systems with capabilities far beyond today's artificial intelligence standards (Niechciał, 2024).

However, regardless of the direction in which artificial intelligence will develop, it is certainly possible to speak for the time being of many advantages and benefits from its use in relation to various subjects and aspects of everyday life. Among the positive sides of the use of artificial intelligence are (“Sztuczna inteligencja: szanse i zagrożenia”, European Parliament 2023):

- benefits to societies, as the widespread use of artificial intelligence in various areas of life gives people, for example, access to safer transport systems, safer cars, cheaper products and services, easier access to information, education and training, better opportunities to enter and perform jobs, and safer job performance,
- benefits for business, because artificial intelligence can enable the development of a new generation of products and services, as well as support environmental activities, increase sales, improve machine maintenance, production efficiency and quality, customer service, and save energy,
- benefits for public services, because the use of artificial intelligence can reduce costs and offer new opportunities for public transport, education, energy and waste management, as well as improve the sustainability of products,
- strengthening democracy, as the use of AI can increase control and prevent disinformation and cyberattacks, as well as objectively analyse data,
- strengthening a country's internal and external protection thanks to artificial intelligence through faster processing of data sets, more precise risk assessment, which would have an impact on crime prevention, anticipation and prevention of terrorist attacks, detection of illegal behaviour and rapid response to it.

However, the use of AI is not completely safe and, despite the indicated advantages from its use, risks are also pointed out. The main risks associated with the use of AI include the following (“Sztuczna inteligencja: szanse i zagrożenia”, European Parliament 2023):

1. Underutilization or abuse of artificial intelligence. This threat results, on the one hand, from the fact that not everyone has full trust in artificial intelligence and is unable to fully use its achievements. Another issue seems to be the lack of infrastructure that allows the use of AI. Often, the limitation in the use of artificial intelligence may also result from low investments in digital development, low digital competences of society, or fragmented digital markets. On the other hand, it may turn out that the expenditure incurred on investments in the use of artificial intelligence in the future will prove useless, or that artificial intelligence will be used for tasks and purposes for which it is not suitable.
2. Lack of precisely defined liability for damages related to the use of artificial intelligence.
3. Use of artificial intelligence for activities inconsistent with its intended purpose, e.g. interference with protected data, violation of the right to privacy and data protection, creation of so-called information bubbles, etc.
4. Reduction of jobs through excessive automation and robotization.
5. Disruption of market competition activities, e.g. through excessive information gathering, dissemination of false information.
6. Threats to security through human error (e.g. improper use of weapons).
7. Inequalities in access to information and unfair manipulation of information.

Regardless of the future prospects, as well as the opportunities and threats that may result from the use of artificial intelligence, many of its solutions are currently used in many areas, including marketing

activities (Noble & Mende, 2023). The development and possibilities that artificial intelligence brings have become not only an assumption, but also a common practice supporting the marketing industry. The main AI tools that can be used in marketing are: voice processing technologies, text recognition, image recognition, decision-making, and autonomous vehicles and robots (Jarek, Mazurek & Hałas-Dej 2018).

The use of artificial intelligence in marketing may concern, among others, such aspects as: segmentation of recipients, personalization of content, automation of processes, prediction of trends in consumer market behaviour, or advanced customer service. Target group segmentation is one of the most important elements of activities in building marketing strategies. Defining customers and their needs is the basis for building an advertising campaign. In the face of the huge amount of information in the modern world, the use of artificial intelligence gives amazing effects in building a database of customers and grouping them in terms of selected features (e.g. demographics, preferences, purchase history, etc.), and also allows to detect similarities, differences and trends in their behaviour (Przegalińska & Jemielniak, 2023; Kumar, Ashraf, & Nadeem, 2024). Thanks to personalization processes, marketers are able to match the appropriate content to the expectations and needs of specific groups of recipients. Artificial intelligence supports not only the work on building messages, offers and news for specific people or groups, but also decides whether and what advertising messages will reach customers (Szews, 2024; Gujar, 2024; Rutkowski, 2020). Artificial intelligence can also be used in marketing by automating many activities, such as: sending emails prepared for a selected recipient, managing the time of introducing advertising content into circulation (e.g. in social media, on selected portals and platforms, etc.), as well as analysing the results of views and the effectiveness of advertising campaigns. Thanks to the automation of activities, companies manage their time rationally, and at the same time can increase the effectiveness of their marketing activities (Łapińska, 2019; Rutkowski, 2020). Another aspect of using artificial intelligence in the marketing activities of a company may be its use in building models predicting changes in consumer behaviour, as well as classifying customers in terms of selected characteristics and purchase intentions. Thanks to accurate predictions using artificial intelligence, marketing strategies and offers can be adjusted to current goals and market demand, thus increasing the effectiveness of conducted marketing campaigns (Garbarski & Tkaczyk, 2023). It is also worth adding that due to the fact that consumers increasingly make purchases online, and draw their inspiration from information obtained online, artificial intelligence allows not only to observe such virtual consumer behaviours, but also to build communication channels and service channels tailored to customers. Many offers directed to consumers on the Internet are based on automation, which allows consumers to serve themselves independently, and if necessary, without the participation of a real seller, but using a virtual assistant, to obtain the missing information and make the final choice. All this is possible thanks to advanced technologies and the development of increasingly better algorithms and software (Sira, 2022).

It is undeniable that artificial intelligence has enormous potential in many areas, including marketing. It is a catalyst in the dissemination of information, data sources, improving software data management capabilities and designing complex and advanced algorithms. In addition, AI in marketing is changing the way sellers and manufacturers and customers communicate and interact with each other. Thanks to the use of artificial intelligence tools, people responsible for marketing activities in the company can focus more on the customer and their needs. Thus, companies appreciate the benefits of using AI, because it is easier to determine what and to whom advertising content to send, and on the other hand, the customer who receives a message in accordance with their expectations and needs, feels not only noticed, but also valued and cared for by the company (Haleem, Javaid, Qadri, Singh & Suman, 2022).

However, one should not forget about the limitations and threats resulting from the use of artificial intelligence in business activities, especially in the branding and marketing industry. The issues of weaknesses and disadvantages of using AI will be described later in the article. In the next part of the study, an example of a Polish company – the branding and marketing agency Agenza, which uses artificial intelligence tools in its activities, will be presented.

3. METHODOLOGY

3.1. Participants

Agenza, a branding and marketing agency, is a Polish company operating in the West Pomeranian Voivodship, headquartered in Gryfice. Agenza is a branding studio operating on the market since 2016, which combines creativity in decision-making and project implementation with the knowledge and experience of its employees. Its main scope of activity concerns the provision of comprehensive solutions in the field of visual identification, graphic design and building a strong presence of brands in the digital and offline space. The company specializes in logo design, creating coherent visual identification systems and developing modern websites that are not only aesthetically pleasing, but also meet the highest standards of usability and functionality.

Agenza's activity is based on a holistic approach to branding – each project is preceded by a thorough analysis of the market, competition strategy and the client's business goals. A team of specialists combines knowledge in the field of design, marketing and visual communication to provide solutions tailored to the specifics of a given industry. The company also offers a wide range of photographic services, including product, advertising and corporate photography, which support building a coherent brand image.

One of Agenza's key areas of activity is supporting companies in the process of introducing new brands and products to the market. The company provides advice on branding strategy, market segmentation and building competitive advantage through coherent and engaging visual messages. In this context, Agenza works with clients at the research and development (R&D) stage, helping to identify key product differentiators that can determine its uniqueness and competitive advantage.

Agenza actively supports entrepreneurs in the process of protecting intellectual property, including the registration of trademarks and industrial designs both in the Urząd Patentowy Rzeczypospolitej Polskiej (UPRP, Patent Office of the Republic of Poland) and within the European Union Intellectual Property Office (EUIPO). Thanks to cooperation with experts in the field of intellectual property law, the company helps clients develop unique graphic signs and their effective protection at the national and international level. In this way, companies gain legal certainty in the use of their brand and eliminate the risk of its infringement by competitors.

In addition, Agenza is involved in research and development (R&D) projects that allow for the improvement of branding and marketing strategies based on the latest market trends, consumer psychology and analysis of the effectiveness of visual communication. Working with experts from various fields, the company implements innovative solutions that increase the recognition and market value of created brands.

By combining creativity, marketing knowledge and support in the field of intellectual property, Agenza is a comprehensive partner for companies that want to not only stand out on the market but also protect their identity and innovations on a legal and business level. Working with both small companies and large enterprises, Agenza helps created brands not only stand out from the competition, but also effectively communicate the values and mission assigned to them in the planning assumptions. Thanks to an individual approach to each project and attention to detail, the company has gained the trust of clients from various market sectors. Agenza's mission is to create strong, recognizable and authentic brands that effectively reach their recipients and build long-term relationships with customers.

3.2. Research Protocol and Stimuli

Since 2023, Agenza has been supporting its operations with an artificial intelligence tool in the form of ChatGPT. The branding agency, which covers a wide range of services related to building brand identity, recorded intensive project activity in 2023. In the analysed period, 242 projects of varying scope and scale were implemented, the key element of which was the creation and development of branding. These projects included both the comprehensive implementation of new brands and products on the market, as well as more specialized services, such as logo design, visual identification, building and implementing websites, marketing activities and long-term service as part of a marketing subscription, including running clients' social media.

The analysis of the customer structure indicates significant geographic diversification. The company's location on the western coast of Poland probably had an impact on the fact that 30% of all orders carried out by Agenza were orders from investors in this location. Another 35% of projects were

carried out for clients from other regions of Poland, while the same percentage, i.e. 35%, concerned Agenza's cooperation with foreign companies. In 2023, in relation to the sectors of business activity, domestic clients were dominated by service and hotel companies, constituting 30% of the entities served. In the group of nationwide clients, a significant share was held by brands related to the production of cosmetics and home products, such as candles and bedding, as well as stationary stores moving to online sales, which constituted 35% of the projects carried out. In the foreign segment, cooperation focused on the markets of Belgium, England, Germany, Norway and Denmark. The clients were mainly representatives of the service industry, including accounting, transport and logistics companies, packaging manufacturers, as well as entities providing heating and air conditioning services.

In 2024, there was a decrease in the number of projects implemented in favour of increasing their size and complexity. 30% of cooperation with clients from the coastal region was maintained, but in the domestic segment, a significant trend was the acquisition of large projects covering the identification of cities and comprehensive branding services for foundations and events organized by these institutions. The demand for projects related to mental health and the introduction of health-promoting products to the market, especially ecological and based on hemp extracts, also increased. The share of projects on a Polish scale in Agenza in 2024 was still 35%. As part of cooperation with foreign clients, a 35% share in the project portfolio was maintained, with the dominant areas of activity being e-book publishing, transport and logistics services, and branding of animal supplements.

In summary, the evolution of branding projects in 2023–2024 indicates growing specialization and complexity of activities adapted to changing market needs and the growing importance of pro-ecological values and innovative solutions in building brand identity.

As already mentioned, since 2023, Agenza has been supporting its business activities with an artificial intelligence tool in the form of ChatGPT. In order to examine the real applications of this artificial intelligence tool in these areas, interviews were conducted with specialists in marketing, graphic design, photography, project management and audio-visual production. In-depth interviews were conducted in February 2025 among Agenza employees.

3.3. Analysis of Measurement Data

Below are the results of the qualitative analysis of these interviews, taking into account both the benefits and challenges related to the implementation of artificial intelligence in the daily work of Agenza:

- Application of artificial intelligence in project work - the perspective of the Project Manager

Employee 1 – acting as a Project Manager in project teams with a variable composition, uses artificial intelligence, mainly ChatGPT, to support administrative and office tasks. This tool helps in preparing contracts, powers of attorney, official correspondence and other formal documents. A significant advantage is the ability to perform other duties simultaneously – while AI generates the content of documents, the Project Manager can conduct telephone calls or coordinate the work of teams. Employee 1 notes, however, that despite the significant time savings, each content prepared by AI requires verification and possible correction. ChatGPT therefore acts as a tool that speeds up work, and does not replace decision-making and an analytical approach. In addition, the Project Manager uses AI to organize data and structure it in tables, but the substantive analysis remains his responsibility.

- The role of artificial intelligence in marketing and social media

Employee 2 – a marketing and social media specialist uses ChatGPT mainly as a source of inspiration when planning content. However, he emphasizes that each action in the area of digital marketing must be tailored to a specific client and their target group, which requires a deep knowledge of their needs. The marketing team he works for sees a problem with content generated by artificial intelligence – it is often ‘visible’ in the sense of a specific style, which means that recipients may feel a lack of authentic brand engagement. Therefore, in their approach, AI plays the role of an auxiliary tool, but does not replace the content and strategies created by employed specialists.

- Artificial intelligence in the graphic design process

Employee 3 – the lead designer emphasizes that his conceptual and implementation work remains fully original. Artificial intelligence serves him mainly as support in the research phase and in searching for inspiration and trend analysis. He does not use generative AI to create graphics or designs, but only treats it as a tool enabling access to a wide database of visual references, which speeds up the creative process.

A similar approach is taken by Employee 4 – a photographer, who also takes all the photographs and processes them manually. However, he uses graphic programs equipped with functions supported by artificial intelligence, which automate certain time-consuming aspects of editing, such as improving exposure, retouching or adapting photos to specific formats. He points out that the ability to capture the right moment and composition remains key in photography, which is a human competence unattainable for artificial intelligence.

- Artificial Intelligence in Film Production

Employee 5 – a filmmaker, similarly to Employee 4 in the area of photography, uses AI mainly for supporting processes, such as noise reduction in recordings and improving post-production. His creative process – from recording to editing – remains fully original, and artificial intelligence only automates certain repetitive, tedious activities. He also uses AI capabilities for research, inspiration and analysis of trends in the film industry, but artistic decisions remain in the hands of humans.

4. RESULTS

Based on the interviews conducted, several key aspects related to the use of AI in the branding and marketing industry by Agenza can be identified. The main opportunities for using artificial intelligence in the company's operations are:

- time saving – artificial intelligence speeds up administrative work and some aspects of post-production in photography and film,
- support in research and trend analysis – artificial intelligence enables quick access to a wide database of information,
- data structuring – ChatGPT helps organize information, which is useful, for example, in project summaries,
- automation of tedious tasks – in photo editing and film editing, artificial intelligence supports the performance of repetitive tasks.

Agenza employees also point to the risks resulting from the use of artificial intelligence in their work. These include:

- the need to verify content generated by AI – artificial intelligence does not always generate correct or consistent content, which requires human control,
- lack of authenticity in marketing communication – content generated by AI may seem mechanical and deviate from personalized strategies,
- dependence on technology – excessive reliance on artificial intelligence in creative processes can weaken the originality and individuality of creators.

The analysis of interviews conducted among Agenza employees shows that artificial intelligence is a tool that significantly affects the efficiency of work in the branding and marketing industry. In most cases, it serves a supporting function, not a replacement for human competences. Practitioners use artificial intelligence to automate repetitive processes, inspiration and research, while strategic and creative decisions remain in their hands. Despite the numerous benefits, users also point to the need for critical analysis of the results of AI and maintaining authenticity in marketing and creative activities. Artificial intelligence, used with caution, can provide significant support for specialists, but it does not replace human experience, intuition and creativity, education – humans still remains the key subject of the creative and decision-making process.

5. DISCUSSION

Marketing practitioners unanimously indicate that the use of AI in marketing activities will constantly grow. In marketing trends for 2025, they indicate the following aspects related to the use of artificial intelligence in marketing activities (Trendy marketingowe, 2025):

- AI dominance in creating video marketing content,
- hyper-personalization – the use of artificial intelligence to create extremely precise messages,
- the use of artificial intelligence will increase the role of audio communication,

- personalized versions of artificial intelligence tools for data analysis will be tailored to a specific company,
- changes in search engines and positioning – bypassing traditional search engines in favour of video-based platforms,
- the growing importance of artificial intelligence in e-commerce (e.g. virtual models, employee training conducted by AI),
- more advanced algorithms for automatic adaptation of advertising materials to recipient groups in real time.

The same experts add, however, that despite the growing importance of artificial intelligence, it is human creativity that is key to creating unique and engaging content for customers (Trendy marketingowe, 2025).

As can be seen, artificial intelligence is becoming an inseparable element of marketing activities in the future, and the role of tools offered by AI is growing, as indicated by expert opinions.

Referring to the aim of the study, which assumed the assessment of the use of artificial intelligence in branding and marketing activities in the functioning of the Agenza company from Gryfice, it should be noted first of all that it is a tool necessary to conduct such activities today, in order to meet the requirements of at least maintaining, if not increasing the level of competitiveness of the dynamic organization on the marketing market. Agenza, as a company with an established market position, but at the same time developing and innovative in its industry, follows new market trends, including supporting itself with artificial intelligence tools in the execution of orders. Specializing in comprehensive brand and product introduction to the market, it offers comprehensive branding services, website creation and advertising campaign planning, and all proposed solutions are based on market analysis, which effectively responds to the needs of customers and consumers. Due to the huge competition on the market, Agenza operates holistically, offering a range of activities at the same time, such as: branding and logo design, designing, creating and managing a website, designing and systematically conducting marketing campaigns in social media, preparing and distributing advertising photography, and if necessary, effective rebranding, as well as market consultations, marketing research and brand audits, cooperation with influencers, as well as R&D and patent services. As shown in interviews conducted with Agenza employees, artificial intelligence tools are used in all stages and aspects of the company's activity. Employees particularly emphasize the great importance and simplification of work thanks to artificial intelligence in the case of tedious and routine activities, but at the same time they perform the final process of creating a finished product independently, without using it. This confirms the opinions of marketing experts, quoted earlier, who unequivocally claim that artificial intelligence helps, but does not replace 'ordinary' human thinking and its creativity in creating unique features of products and services. Artificial intelligence can therefore be an inspiration, an idea for action. However, the ultimately created product and service offered to the buyer, which are to attract the consumer's interest for a longer time, should have 'human' features, which is not entirely possible only with the use of tools offered by artificial intelligence.

However, it must be remembered that artificial intelligence has permanently entered everyday life, in all market entities, including companies and households. Operating in the age of the constant development of AI, both manufacturers, sellers and consumers are not able to eliminate the influence of artificial intelligence solutions and tools from their daily decisions, which are partly consciously made based on the use of AI, but some of these decisions are made completely unconsciously. Consumer experiences enriched with AI will provide them with interactive ways of interacting with products and brands, as well as sellers and manufacturers. On the other hand, it can be expected that in the case of companies, AI will lead to improved product personalization, so that in real time, such products will be offered that will fully respond to user preferences. In addition, algorithms based on artificial intelligence improve marketing, providing personalized experiences to potential customers. By analysing user data, artificial intelligence will adapt content, ads and recommendations, creating a more engaging and personalized customer experience.

Experts predict that the near future of AI in marketing, over the next five years, will be shaped by major advances in automation, personalization, and decision-making. The most frequently indicated future actions are (Meliana, 2025):

- the growing importance of AI in automating routine tasks,

- AI will deliver highly personalized customer experiences (e.g. product recommendations, targeted advertising) and increase customer engagement and satisfaction,
- ethical issues will be raised to ensure responsible use of AI, protecting consumer rights and data privacy,
- AI will automate many routine tasks, but will also create new opportunities to act in roles requiring strategic and creative thinking,
- AI will go beyond traditional analytics, deep learning algorithms will be used to predict customer needs, preferences and future behaviour with great accuracy,
- AI tools will generate highly engaging and tailored content in various formats (text, images, videos),
- new AI technologies will ensure greater precision and efficiency of advertising,
- new AI models will be able to understand and interpret human emotions more accurately,
- AI will lead to hyper-personalization,
- increased integration of artificial intelligence (AI) with augmented reality (AR).

6. CONCLUSION

Artificial intelligence is a field that is currently still developing and constantly evolving. The enormous dynamics of this field's development provide many new opportunities for various fields, including marketing. It facilitates everyday work, brings many conveniences and opens up new, practically previously unknown possibilities. In marketing, it is used to explore customer knowledge, create new, more complete and better content, helps in segmenting recipients, product marketing, improving e-mail marketing or advertising.

It should be added, however, that the rapid development of artificial intelligence does not mean the end of marketing, which has so far been implemented by marketers and which was based on their intuition and creativity. The efficiency and effectiveness of using artificial intelligence is visible in proposing content and advertising, or analysing quantitative data on consumer behaviour. It significantly facilitates and speeds up the performance of tasks, which helps save time in companies. However, artificial intelligence does not have the ability to interpret results, creativity, or enter the meanders of the human mind and understand the context of situations. The use of AI in marketing is not a way to replace human work and thinking, but rather a tool supporting the soft skills of employees, such as intuition or empathy. The near future in branding and marketing activities using artificial intelligence therefore means the ability to effectively use modern technologies and the tools they offer by humans, along with their combination with their creativity, ingenuity, intuition and feelings.

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