

# Exploration on Paths of AIGC Cross-cultural Content Production Boosting Cultural Export of Consumer Goods from the Perspective of Media Emotional Economy

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**Abstract:** Digital media has comprehensively penetrated global consumer scenarios. The core driving logic behind cross-border consumption is undergoing a structural transformation. Product functionality and basic quality are no longer the primary decision-making criteria for overseas consumers. Emotional experiences, cultural awareness, and other emotional values have become central evaluation dimensions in cross-border consumption. The traditional model of foreign trade relying on product hardware advantages to capture markets can no longer align with the overall trend of globalized consumption upgrading. Overseas consumer preferences continue to evolve. Beyond practical needs, soft demands such as aesthetic experience, cultural identity, and emotional fulfillment are increasingly shaping choices in domestic brand consumption. China's consumer goods export trade volume has been expanding year by year. However, the corresponding cross-border cultural communication system remains unevenly developed and inconsistent in quality. The depth, breadth, and quality of cultural exports lag significantly behind the growth rate of physical product exports. At present, several typical issues plague the cross-border dissemination of Chinese brands: superficial cultural interpretation, insufficient original content reserves, lack of localization adaptation systems, and weak emotional connections with users. These problems are widespread. The losses incurred by cross-border communication due to cultural differences remain inadequately mitigated. Based on the theoretical framework of media emotion economy and grounded in real-world challenges facing the Chinese brand globalization industry, this paper explores the application value and implementation models of AIGC in cross-cultural content production. It identifies various industry issues arising from intelligent technology applications, including misinterpretations of culture, chaotic traffic competition, and copyright compliance gaps. Drawing on current industry conditions, targeted optimization pathways and governance strategies are proposed. This paper distills an intelligent overseas operation model tailored for small and medium-sized domestic brands. This model effectively addresses structural shortcomings in traditional cross-border communication. It enables Chinese products to transcend the limitations of single commodity export, facilitating the routine and refined penetration of Chinese aesthetics and local lifestyle culture into international markets.

**Keywords:** Media Sentiment Economy; AIGC; Cross-cultural content production; Consumer goods; Culture export.

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## 1. Introduction

The widespread popularity of short videos and social media has reshaped the channel ecosystem for cross-border brand communication. The operational models and market competition landscapes of domestic products going global have also undergone comprehensive innovations. Early domestic products going global mostly adopted a low-cost, large-scale distribution model. The market growth space of this model has now largely dried up. The intensity of competition in overseas markets has continued to increase. Price advantage no longer constitutes the core competitiveness of brand overseas expansion. Brand cultural heritage and content dissemination quality are the core resources for domestic products to firmly secure their overseas market share and cultivate loyal audience groups. Under the strategic background of international dissemination of Chinese culture, consumer goods possess core characteristics such as being life-oriented, universal, and having low dissemination thresholds. Consumer goods can serve as the core carriers for showcasing Chinese aesthetics and disseminating local lifestyle paradigms. Official cultural dissemination has inherent characteristics of standardization and proceduralization [1]. Cultural dissemination in

consumer goods scenarios has stronger accessibility and scene adaptability. Overseas audiences can gradually accept and recognize Chinese aesthetic and lifestyle concepts through the daily scenarios of product use and content browsing.

The iterative update of the new media ecosystem has restructured the underlying operational logic of cross-border consumption. Emotional experience is no longer an additional attribute of products. It has become a core variable influencing cross-border consumption decisions. Currently, the overseas consumer goods market is becoming mature and saturated. The problem of industry homogeneity competition is prominent. The gap in functions, craftsmanship, and quality among different brand products is continuously narrowing. Consumers' consumption focus has gradually shifted from essential and practical consumption to experiential and emotional consumption. Modern cross-border consumers are willing to pay brand premiums for exclusive aesthetic quality, immersive emotional experiences, circle identity recognition, and value concept alignment. The flow push mechanism of overseas social platforms has clear preferences. Content that meets the mass emotional demands and can evoke group resonance can receive more algorithmic inclination and user self-propagated dissemination. The overall thinking of domestic products' overseas dissemination still has the

problem of being rigid and lagging behind. Most brands merely pile up Chinese-style visual symbols in product design and promotional materials. The rigid application of traditional patterns, classical scenes, and ink-wash elements has become the mainstream dissemination method. Brands rarely explore the historical connotations and emotional values behind cultural symbols. Brands have also not built a systematic cultural narrative system based on the cognitive logic of overseas audiences. The superficial element assembly cannot build a stable brand audience connection. Such dissemination methods are prone to causing cross-cultural cognitive biases. The failure of cultural dissemination and the sluggish market transformation will also arise subsequently [2].

The traditional cross-border content production model is difficult to adapt to the long-term overseas expansion layout of small domestic brands. Localized real-scene shooting, multilingual content translation, and customized creative planning all require significant investment in human resources, material resources, and time. Small domestic consumer brands generally have resource shortcomings. Most brands do not have established professional overseas operation teams and do not have the financial capacity to support high-cost content creation and promotion. Reusing domestic mature promotional materials and simply translating for cross-border dissemination has become the mainstream choice for most brands. Homogeneous and template-based content has not been refined for local adaptation. Such content cannot meet the individualized needs of different regions and different circle audiences. The actual efficacy of content dissemination will experience a significant decline. The large-scale implementation of AIGC technology has filled multiple shortcomings of the traditional content production model. Brands can rely on intelligent technology to complete efficient production of diverse content, avoid cross-regional cultural risks, and achieve precise audience reach across regions. The industry entry barriers for cross-border content creation and cultural dissemination of domestic products have thus been significantly reduced. This article combines the core theory of media emotional economy and industry reality to analyze the internal mechanism, implementation path, and risk control system of AIGC cross-border content creation.

## 2. Definition of Related Concepts

The emotional economy of media is a new economic form that emerged in the digital media era. The operation logic of this form is highly compatible with the new media communication ecology and the trend of consumption upgrading. Market entities can leverage new media content to activate positive emotional resonance among the public. Entities can convert user attention, psychological favorability, and value recognition into continuous consumption behavior and intangible assets of the brand. In cross-cultural communication scenarios, differences in regional customs, value concepts, and lifestyle paradigms will form natural barriers to communication. These barriers will hinder the cross-border circulation and deep penetration of culture. Human positive emotions have global universality. Warm, peaceful, healing, and elegant emotional experiences are not limited by regions, races, or cultures. Emotional resonance can effectively dissolve cultural barriers and reduce content loss in cross-cultural communication. Based on the operation logic of the consumer market, the emotional economy of media can be divided into three progressive dimensions.

Sensory experience, circle identity, and value alignment jointly form a complete emotional consumption chain. This chain fully reconstructs the evolution process of consumers from temporary consumption impulses to stable brand recognition. It provides solid theoretical support for the stratification and precise overseas cultural dissemination of domestic products [3].

AIGC cross-cultural content production is a new creative paradigm in the era of intelligent communication. This paradigm relies on generative artificial intelligence technology to achieve cross-language, cross-regional, and multimodal content creation and iterative optimization. The human content creation model has several inherent flaws. The long creation cycle, high production costs, and insufficient flexibility in content adjustment are common problems in the industry. The traditional model is difficult to adapt to the dynamic iterative communication needs of overseas markets. The AIGC big data algorithm has efficient computing capabilities. It can quickly complete user profiling, large-scale content production, and risk screening of communication. The algorithm can flexibly adjust content form and narrative rhythm in combination with overseas platform rules, regional cultural characteristics, and audience aesthetic preferences. This technology model has solved the industry pain points of weak cross-cultural adaptability and low investment-output ratio of traditional cross-cultural content. It provides a new practical solution for the overseas content operation and cross-cultural dissemination of domestic products.

The cultural export of consumer goods and traditional goods export differ fundamentally. The cultural export of consumer goods belongs to a flexible communication paradigm. This paradigm uses consumer goods such as cosmetics, trendy toys, household items, new energy vehicles, and new-style tea beverages as carriers. It focuses on cultural infiltration in overseas markets, transmitting China's local lifestyle paradigms, traditional aesthetic connotations, and core value concepts. Traditional goods export focuses solely on economic benefits. Its development priorities lie in expanding product sales and increasing market share. The cultural export of consumer goods focuses on long-term communication. Its development priorities lie in value transmission and brand asset accumulation. Overseas audiences can gradually establish positive cognition of domestic products and Chinese culture in the regular scenarios of product use and content browsing. Immersive and life-oriented communication models have dual enabling values. It can enhance the overseas premium ability and market competitiveness of domestic products, as well as consolidate national cultural soft power and promote the normalization of Chinese culture in the global market system.

## 3. The Realistic Challenges of Consumer Goods Culture Going Global from the Perspective of Emotional Economy

Stable emotional resonance is the foundation for the successful implementation of cross-cultural communication. It is also the core prerequisite for domestic products to achieve high-quality overseas expansion. Currently, there are obvious shortcomings in the overseas communication system of domestic products. The lack of emotional narrative and superficial cultural expression are the main bottlenecks

restricting the industry's improvement and upgrading. Most domestic product brands rely on the accumulation of superficial Chinese-style symbols. Traditional patterns, classical architecture, ink-wash artistic conception, etc., are forcibly implanted into product design and promotional content. Has the brand deeply explored the historical origin and spiritual core of cultural symbols? Most brands have not conducted relevant in-depth research. Has the brand combined the cognitive logic of overseas audiences to build an appropriate communication narrative system? The overall layout of the industry still has obvious deficiencies. The shallow pattern assembly mode cannot build a stable emotional connection with brand audiences. This mode is prone to cause cultural misinterpretation among overseas groups. The cultural cognition gap and communication deviation between China and foreign countries will thus be further exacerbated [4].

The superficial cultural expression is a common problem in the industry. The insufficient supply of differentiated content in overseas markets is also a prominent industry shortcoming. A refined and stratified cross-cultural communication system has not been fully established in the industry. The local content production has the characteristics of a cumbersome process and high operation and maintenance costs. Small domestic product brands are restricted by funds, teams, and technical conditions and cannot continuously produce high-quality local content. The uniform template-based global mass release has become the routine operation mode of most brands. The differences in audience in different regional markets are ignored by most brands. Audiences in regions such as Europe, Southeast Asia, and the Middle East have different aesthetic orientations, emotional demands, and consumption habits. Homogeneous communication content cannot adapt to the individualized needs of segmented markets. High investment, low efficiency, and low conversion rate have become the common development predicament of domestic products' cross-border communication [5].

The overall adaptability of domestic product brands for overseas localization is still weak. In cross-cultural communication scenarios, the probability of compliance risks is relatively high. The religious rituals, folk customs, aesthetic standards, and communication norms of various countries around the world have significant differences. The traditional mode of manual creation and manual review cannot fully cover the red lines of each regional communication. The details of the communication content will directly touch local cultural taboos and industry norms. Audience resistance and brand negative reputations will follow. The negative impact of compliance issues has extensibility. It will weaken the efficacy of a single content communication, damage the overall overseas brand image of domestic products, and restrict the brand's market expansion and the long-term advancement of cross-cultural communication.

From a long-term operation perspective, the overseas communication model of domestic products has a fixed characteristic. Brand operation concepts generally have the problem of short-term utilitarianism. Short-term traffic data and immediate conversion benefits are the core focus of most brands. One-way dissemination is the mainstream communication mode. Long-term work such as user interaction feedback, content iteration optimization, and fan community accumulation are generally absent. Brands cannot continuously capture the real emotional feedback from audiences. Brands are unable to optimize communication

content and narrative logic based on market dynamics. After the natural traffic of the platform declines, brands cannot retain a stable consumer group. The overall overseas communication of domestic products presents a fragmented and phased characteristic. A long-term, sustainable overseas communication pattern has always been difficult to form [6].

#### **4. The Internal Mechanism by Which AIGC Facilitates the Cultural Export of Consumer Goods**

The intelligent technology attributes of AIGC perfectly align with the dissemination logic of the emotional economy of media. This technology can precisely solve various pain points in the overseas dissemination of domestic products and establish a standardized cross-border emotional dissemination system. In the cultural translation process, AIGC can complete the flexible reconstruction of traditional Chinese cultural styles. The obscure and profound traditional cultural content can be transformed into popular and emotionalized dissemination texts. Global audiences can precisely interpret the deep connotations of traditional cultural symbols through the adaptive narrative style. Relying on a large-scale Chinese culture database, intelligent technology can dissect the core values of diverse cultural carriers. Traditional craftsmanship, Chinese lifestyle scenarios, and classical patterns can all be systematically decomposed. Abstract Eastern cultural concepts can be transformed into warm, simple, and healing universal positive emotional expressions. Optimizing the adaptation form for local overseas scenarios is one of the core advantages of AIGC. Abandoning rigid cultural preaching and one-way value indoctrination, overseas audiences can autonomously perceive the unique charm of Chinese culture in immersive experiences [7].

In the content production process, AIGC's large-scale production capacity has a prominent advantage. It can batch-produce differentiated emotional content and adapt to the traffic push mechanisms of overseas social platforms. Overseas mainstream social platforms have fixed algorithm preferences. Content with high popularity, high interaction quality, and high local adaptation is more likely to receive traffic support. AIGC relies on big data to complete the analysis of audience characteristics. The aesthetic preferences and emotional demands of users from different regions and circles can be accurately identified. Combining the dissemination characteristics of each platform, a multimodal content dissemination matrix can be customized. Content forms such as short videos, text, and long videos can achieve full coverage output. The intelligent creation mode can improve production efficiency and reduce operating costs. Brands can rely on this technology to build a refined overseas dissemination system, expand the boundaries of cultural dissemination, and enhance audience recognition and market conversion efficiency.

In the risk control process, AIGC can achieve full-process dynamic risk control. The technical capabilities of pre-screening and real-time correction can build a barrier for the compliant overseas dissemination of domestic products. The AIGC system integrates global compliance data. Religious taboos, folk rules, advertising regulations, and communication red lines of various countries are all included in the system database. The system has high-precision, all-encompassing intelligent review capabilities. Throughout the

content generation process, sensitive elements can be automatically identified and replaced. The content style can be flexibly adjusted according to local aesthetic standards. Risks such as cultural conflicts and communication violations can be effectively avoided from the source. Compared with the traditional manual risk control model, intelligent risk control has a wider coverage, higher precision, and stronger timeliness. It can comprehensively fill the shortcomings of manual review and build a complete cross-border dissemination risk control system [8].

In the user operation process, AIGC can connect the two-way communication channels between the brand and the audience. The complete emotional interaction loop can effectively accumulate long-term user and brand favorability. AIGC can real-time sort out multi-dimensional user data. Data such as comments interaction, secondary creation, and behavioral trajectories can be dynamically monitored and analyzed. The system can accurately judge the emotional tendencies and demand iteration trends of the audience. Brands can rely on real user data to optimize cultural narrative logic and dissemination content. Enhance the compatibility between content and overseas audience cognition and emotional needs. AIGC can support diversified innovative operation scenarios. Modes such as virtual person live streaming, topic planning, and creation template generation can all be applied. Regular immersive interactions can activate the audience's autonomous dissemination willingness. platform traffic can be transformed into long-term stable brand cultural recognition.

## **5. The Practical Approach of AIGC for the Cultural Export of Consumer Goods**

Based on the laws of emotional economy and leveraging the advantages of AIGC technology, domestic brands can establish an integrated overseas communication system. Precise targeting, compliant control, and long-term operation are the core functions of this system. Brands can rely on the hierarchical characteristics of emotional economy to build a gradient emotional narrative system. Optimize the overseas communication style and presentation form of traditional culture to adapt to various communication scenarios. The fragmented dissemination scenarios of short videos focus on lightweight and therapeutic content. Integrating domestic products into overseas daily scenarios can enhance the life-like quality of the content and narrow the distance between the general audience [9]. The precise circle-based dissemination scenarios focus on Chinese minimalist aesthetic content. Shaping a differentiated brand aesthetic style can help overseas niche users build exclusive identity markers. The high-end market layout scenarios focus on in-depth and high-quality content. Cultural documentaries, brand long videos, etc., can convey Eastern life philosophy and deepen the audience's value resonance.

Building a refined big data communication matrix is the key to improving cross-border communication effectiveness. Research the aesthetic characteristics, emotional demands, and cultural taboos of the target market, and establish a dynamically updated regional user database. Based on the communication attributes of overseas platforms and user behavior habits, customize exclusive communication content. Complete local adaptation work such as multilingual translation, subtitle optimization, and intelligent dubbing, and

align with the local communication ecology. Relying on playback data and interactive feedback, continuously iterate the content style and narrative logic. Build a complete communication loop of research, creation, placement, feedback, and optimization to steadily improve the effectiveness of on-ground communication.

Building an intelligent risk control system is to lay a solid foundation for localized compliant communication overseas. Conduct pre-intelligent reviews of all types of communication content (text, images, videos). Conduct comprehensive screening of sensitive elements, cultural taboos, and illegal content to avoid cross-border communication risks at the source. Dynamically update the global compliance database to adapt to the iterative upgrades of communication rules and industry standards in various countries. Implement a collaborative model of intelligent mass production and manual refinement, balancing production efficiency and content quality. Organize local creators and cultural scholars to conduct secondary refinement of the content. Adhere to the core of Chinese culture and aesthetic characteristics, adapt to overseas communication rules, and avoid the dual problems of cultural interpretation distortion and excessive localization.

Implement refined community operation to accumulate long-term user and fan stickiness. Rely on AIGC to produce brand IP materials, remix templates, and interactive topics. Lower the threshold for overseas users' secondary creation, guide audiences to actively produce brand-related content and achieve community viral dissemination. Conduct regular virtual person live streaming and interactive activities in multiple languages. Respond promptly to audience inquiries and demands, shorten the emotional distance between the brand and the users. Rely on AI data analysis capabilities to identify the content preferences and emotional demands of community users. Dynamically iterate communication content and operation models to maintain community activity and user stickiness for a long time, ensuring the stable implementation of cultural output work.

## **6. The Risks and Governance Countermeasures of AIGC Facilitating Cultural Exports**

The AIGC technology has broadened the practical paths for the export of domestic cultural products. However, issues such as overuse of technology, imbalance in human-machine collaboration, and the supremacy of traffic thinking have led to multiple industry risks. Intelligent algorithms can only complete the mechanical assembly of cultural symbols. They are unable to perceive the spiritual core and humanistic essence of traditional culture. Problems of one-sided, empty, and deviated cultural expression frequently occur in intelligent creative content. Some brands overly cater to overseas aesthetic standards and significantly modify the original communication content. The cultural characteristics of Chinese-style domestic culture are gradually diluted, and the brand's competitive advantage in differentiation continues to weaken. The chaos of industry traffic competition is becoming increasingly serious. Most brands chase short-term platform popularity and rely on AIGC to produce homogenized and sensationalized content. By using exaggerated emotions and eye-catching topics to attract traffic, the content lacks cultural depth and value core. Long-term brand user recognition is difficult to be established

through such content. The compliance issues of commercial AIGC copyrights urgently need to be regulated. The review mechanisms for most tool materials are not perfect, and the attribution of AI content copyright is ambiguous. Commercial is prone to trigger cross-border infringement disputes and has potential risks of touching upon overseas laws and cultural red lines. Some brands rely on AI to precisely capture users' emotional weaknesses, creating anxiety, opposition, and other negative emotions to induce consumption. Excessive consumption of emotional traffic causes irreversible damage to the long-term reputation of domestic products overseas [10].

Standardizing the application system of AIGC can improve the industry governance mechanism from multiple dimensions. Establishing a scientific human-machine collaborative creation model, adhering to the bottom line of Chinese cultural core. Cultural researchers and local creators control the content orientation and cultural connotation. AI is responsible for batch creation and local adaptation. Balancing creativity efficiency and cultural depth, avoiding the problem of cultural interpretation distortion from the source. Optimizing the content hierarchical control mechanism, rectifying the chaos of industry traffic competition. Reasonably proportioning lightweight traffic content and deep cultural content in the release structure. Strictly controlling the production of sensational and extreme emotional content, discarding the one-sided operation thinking of pursuing traffic. Balancing short-term communication popularity and long-term cultural output value. Building a full-process compliance control system to avoid copyright and legal risks [11]. Prioritizing the use of compliant-registered, traceable commercial AIGC tools. Retaining complete creation traceability data and implementing a dual review mechanism of legal teams and local teams. Clarifying copyright ownership and ensuring the compliance of content dissemination. Establishing a positive communication value orientation and regulating emotional marketing behaviors. Using peaceful, inclusive, and warm positive emotions as the core of communication. Abandoning broad operation models such as anxiety marketing and opposition marketing. Deepening Chinese aesthetics and the core of Eastern culture, promoting the positive development of domestic products' overseas dissemination.

## 7. Conclusion

The emotional identification and cultural resonance of overseas audiences are the key to breaking down the barriers in cross-cultural communication. They are also the core element for domestic products to achieve high-quality overseas expansion. The traditional model of domestic products' overseas expansion has several structural shortcomings. High content creation costs, stiff cultural translation, and incomplete local adaptation are all significant problems. The communication loss caused by cultural differences cannot be eliminated through traditional models. The focus on commodity export and neglect of cultural output is a long-standing structural drawback in the industry. AIGC has multiple technological advantages. The complete technical empowerment system includes large-scale content creation, precise targeted dissemination, intelligent compliance risk control, and two-way user interaction. This system comprehensively compensates for the deficiencies of traditional communication models and builds an overseas

emotional communication paradigm suitable for domestic products. The low-cost and easy-to-implement intelligent operation model can provide support for the transformation and upgrading of small and medium-sized domestic product brands. It helps brands complete the transformation from single goods export to cultural value output.

This research has certain room for improvement. The research focus is on the AIGC empowerment path and the construction of the risk governance system. No detailed empirical research has been conducted on different consumer product categories and different overseas regional markets. The applicability of the research conclusions in vertical fields and specific scenarios can still be further improved. AIGC technology is in a state of continuous iteration and upgrading. Cross-border content creation is gradually developing towards refinement, personalization, and immersion. The integration degree of media emotional economy and intelligent communication technology is continuously deepening. The communication form and industry pattern of domestic products' overseas expansion are continuously being reshaped. Future research can combine market empirical data to refine differentiated communication strategies. Differentiate the communication needs of different product categories and different overseas regions, and deeply explore the value of technological integration. Promote the deep integration of Chinese lifestyle aesthetics and local cultural concepts into the international market, and continuously enhance the overseas influence of domestic products and the soft power of national culture.

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