

## **An Aesthetic Spatial Turn - AI and Aesthetics in the Physical, Psychological, and Symbolic Spaces of Brand Advertising**

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**Abstract :** In line with existing philosophical approaches, this research proposes a conceptual model with an innovative spatial vision and aesthetic principles for Artificial Intelligence (AI) application in brand advertising. The model first identifies the major constituencies in contemporary advertising on three spatial levels—physical, psychological, and symbolic. The model further incorporates the relationships among AI, aesthetics, branding, and advertising and their interactions with the major actors in all spaces. It illustrates that AI may follow the aesthetic principles-- beauty, elegance, and simplicity-- to reinforce brand identity and consistency in advertising, to collaborate with stakeholders, and to satisfy different advertising objectives on each level. It proposes that, with aesthetic guidelines, AI may assist consumers to emerge into the physical, psychological, and symbolic advertising spaces and helps transcend the tangible advertising messages to meaningful brand symbols. Conceptually, the research illustrates that even though consumers' engagement with brand mostly begins with physical advertising and later moves to psychological-symbolic, AI-assisted advertising should start with the understanding of brand symbolic-psychological and consumer aesthetic preferences before the physical design to better resonate. Limits of AI and future AI functions in advertising are discussed.

**Keywords :** AI, spatial, aesthetic, brand advertising

**Conference Title :** ICAINN 2023 : International Conference on Artificial Intelligence and Neural Networks

**Conference Location :** London, United Kingdom

**Conference Dates :** March 16-17, 2023