

Visual Storytelling Reconstruction in AI-Generated Video Ads

Samah Haroun Abd El Salam

Lecturer in advertising department. Faculty of Applied Arts – 6 October University

Abstract:

In recent years, the advertising industry has witnessed a significant shift in visual content production methods, driven by the rise of Generative Artificial Intelligence (Generative AI), which has become a viable alternative in the creation of advertising messages. The field of video advertising design has undergone a profound transformation with the integration of generative AI tools, particularly in shaping visual narrative, a key element that influences audience attention and meaning making. Unlike verbal or textual storytelling, visual narrative relies on the arrangement of images, composition, motion, rhythm, color, and timing to construct a story structure without the use of words. With the emergence of tools such as Runway, Pika, Sora, Kaiber, and Midjourney, it has become possible to generate entire advertising scenes and sequences without passing through traditional stages such as filming, character design, and editing. Visual storytelling is no longer exclusive to conventional production tools; it can now be reformulated using generative models capable of producing coherent images, scenes, and storyboards based on textual prompts or reference elements. This research aims to analyze the impact of integrating generative AI technologies in reshaping visual storytelling in video advertisements through an applied comparative study between a traditionally produced ad and another re-created using visual generative tools. The methodology relies on qualitative visual analysis based on three core criteria: clarity of visual narrative, visual identity, and quality of visual composition, supported by an evaluation matrix developed from a review of relevant literature and theoretical frameworks in visual storytelling and advertising. The findings indicate that the AI-generated advertisement succeeded in maintaining the aesthetic and symbolic structure of the original ad and conveyed the advertising message in a visually alternative yet coherent and brand-consistent manner. Despite certain technical variations inherent to generative models, the results suggest that generative AI demonstrates strong potential in supporting the reconstruction of visual narrative without compromising brand identity or overall visual impact.

In recent years, the advertising industry has witnessed major transformations resulting from shifts in the use of visual media and content production methods. Advertising has increasingly relied on new systems capable of generating visual and narrative elements that transcend traditional production models. Generative Artificial Intelligence (AI) tools are at the forefront of these developments, making it possible to produce entire scenes from either textual descriptions or reference images. This evolution is attributed to the advanced capabilities of generative models such as diffusion models and Generative Adversarial Networks (GANs). Video advertisements represent one of the most influential forms of visual communication in the digital age, combining motion, imagery, and narrative structure to deliver a visual message that often transcends words. With the rapid advancement of generative AI models, there is now a clear impact on the structure of visual storytelling within advertisements, allowing for the reconstruction of ad narratives using new aesthetic and compositional frameworks while preserving the core message and brand identity.

Research Problem: This study investigates how generative AI tools reshape visual storytelling in video advertisements without compromising the integrity or visual impact of the original message. It also explores the nature of this transformation through a comparative analysis of a traditionally produced ad and another version reimaged using generative visual techniques, evaluated against specific qualitative criteria.

Research Significance: The significance of this research lies in its contribution to the academic understanding of how generative AI technologies can restructure visual storytelling in motion advertising while maintaining the original advertising message and brand identity. It also introduces an analytical model that can be employed to assess the quality of visual storytelling, offering value to designers and practitioners in the fields of visual production and video advertising.

Research Objectives: To analyze the visual narrative elements introduced by generative AI tools in video advertisements. To produce a generative video advertisement showcasing an alternative storytelling approach. To evaluate the AI-generated advertisement based on three key criteria: narrative clarity, visual identity, and compositional quality. To compare the traditional and AI-generated versions and analyze qualitative and visual differences.

Research Questions: To what extent can video advertisements be visually re-produced using generative

technologies while preserving their original identity and storytelling? How clear is the visual narrative in the AI-generated version? How is the brand's visual identity reflected in the AI-generated ad? To what degree are principles of visual composition achieved in the AI-based visual treatment?

Research Hypotheses: Generative AI techniques can contribute to reconstructing visual storytelling in video advertisements in a way that visually conveys the advertising message without compromising brand identity. Generative AI tools are capable of producing narrative visual content that simulates the artistic and aesthetic qualities of traditionally produced advertisements. There is a degree of alignment between the visual composition in AI-generated advertisements and the visual quality standards of commercial ads.

Research Methodology: This study adopts a descriptive-analytical approach to examine and analyze the video advertisement under study based on criteria derived from theoretical literature. The application involved generating a video advertisement using generative AI models through two methods: (1) using pre-generated reference images, and (2) direct text-to-video generation. The resulting ad was subjected to a comparative qualitative analysis to assess the achievement of visual storytelling, identity elements, and visual composition compared to the original. The analytical tool was constructed based on theoretical frameworks and included three main criteria: Narrative Clarity, measured according to Barthes' (1977) theories on visual storytelling and image-meaning relationships. Preservation of Visual Identity, assessed based on Keller's (1993) model of brand identity. Visual Composition Quality, evaluated according to Wong's (1993) principles of design harmony and structural balance. Each criterion was divided into measurable qualitative indicators, using a three-level rating scale: Fully achieved (2.5), Partially achieved (1.5), Not achieved 0.

Findings: Generative AI demonstrated the ability to create non-linear but emotionally and aesthetically coherent visual narratives, enabling new storytelling experiences in advertising. The AI-generated advertisement effectively conveyed the message visually, without compromising the brand's identity or symbolic essence. The AI-generated ad achieved a high overall evaluation score of 88% compared to the original, indicating strong performance in maintaining both visual and narrative structure. Tools such as Veo3 proved effective in generating video from text while adhering to key visual elements like color, lighting, and scene setting, consistent with the brand's visual language. Although some minor technical differences existed between the original and the AI-generated versions, they did not undermine the core message and were attributed to the nature of generative output, which could be improved through model refinement. Generative AI tools showcased potential in delivering effective alternative visual narratives, highlighting the continued importance of human direction and creative input in guiding the design process. The study emphasized the need for human oversight to prevent visual distortions that may hinder message delivery. Comparative qualitative analysis confirmed that generative technologies now hold strong capabilities in reconstructing visual storytelling in motion advertising while preserving message integrity and brand coherence.

Paper History:

Paper received June 24, 2025, Accepted August 30, 2025, Published online November 1, 2025

Keywords:

Visual Storytelling, Video Ads, Visual Composition, Generative AI, Reconstruction

References:

- 1- Antony, V. N., & Huang, C. M. (2025). ID. 8: Co-Creating visual stories with Generative AI. *ACM Transactions on Interactive Intelligent Systems*, 14(3), 1–29.
- 2- AMALANCEI, B. M. (2018, January). Representations of the Olfactory Concept in Advertising: A Case Study. *Argumentum: Journal the Seminar of Discursive Logic, Argumentation Theory & Rhetoric*, 16(1).
- 3- Arielli, E., & Manovich, L. (2022). AI-aesthetics and the Anthropocentric Myth of Creativity.
- 4- Barthes, R. (1977). *Image, Music, Text* (S. Heath, Trans.). London: Fontana Press.
- 5- Chen, T., Pang, B., Ma, C., & Shao, W. (2024). Exploration of Brand Visual Communication Innovation Design Method Based on AIGC Technology. *Procedia Computer Science*, 247, 519–528.
- 6- Chen, Y. (2021). Visual identity and narrative reconstruction in reimagined advertising. *Visual Communication Quarterly*, 28(3), 203–217.
- 7- El-Desouky, D. F. (2020). Visual storytelling in advertising: a study of visual storytelling as a marketing approach for creating effective ads. *International Journal of Humanities Social Sciences and Education (IJHSSE)*, 7(10), 118-127.
- 8- Fu, Y., Bin, H., Zhou, T., Wang, M., Chen, Y., Lai, Z. G. D. C., ... & Hiniker, A. (2024). Creativity in the Age of AI: Evaluating the Impact of Generative AI on Design Outputs and Designers' Creative Thinking. *arXiv preprint arXiv:2411.00168*.

-
- 9- Gu, R., Li, H., Su, C., & Wu, W. (2023). Innovative digital storytelling with AIGC: Exploration and discussion of recent advances. arXiv preprint arXiv:2309.14329.
 - 10- Halperin, B. A., & Lukin, S. M. (2025, April). From camera-eye to AI: Exploring the interplay of cinematography and computational visual storytelling. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems* (pp. 1–18).
 - 11- Jewitt, C., & Oyama, R. (2001). Visual meaning: A social semiotic approach. In *The handbook of visual analysis* (p. 151).
 - 12- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
 - 13- Kress, G., & van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.). London: Routledge.
 - 14- Lundqvist, A., Liljander, V., Gummerus, J., & Van Riel, A. (2013). The impact of storytelling on the consumer brand experience: The case of a firm-originated story. *Journal of brand management*, 20(4), 283-297.
 - 15- Nasr, A. (2021). *Visual Storytelling in Contemporary Advertising*.
 - 16- Smith, L. (2018). Visual storytelling in luxury perfume advertisements: A case study of Dior J’adore. *Journal of Visual Culture*, 17(2), 195–210.
 - 17- Wong, W. (1993). *Principles of Form and Design*. New York: John Wiley & Sons.

CITATION	Samah Abd El Salam (2025), Visual Storytelling Reconstruction in AI-Generated Video Ads, <i>International Design Journal</i> , Vol. 15 No. 6, (November 2025) pp 265-276
-----------------	--
