Shaping Brand Value for Publishing Enterprises Based on AIGC

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Abstract

This conceptual paper aims to construct an integrated theoretical framework for exploring how AI-generated content systematically reshapes the value creation logic of publishing brands. The research identifies a symbiotic cycle between AIGC and publishing brand development, characterized by 'data-driven insights-content adaptation-intelligent action.' This paper elucidates the specific pathways through which AIGC empowers brand creation, promotion, and management. Ultimately, it provides systematic strategic guidance for publishing enterprises to leverage AIGC for brand value enhancement and digital transformation.

Keywords: AIGC, Publishing Brand, Publishing Enterprise

1. Introduction

1.1 Introduce the Problem

The Fifth Plenary Session of the 19th CPC Central Committee outlined comprehensive plans for the flourishing development of cultural endeavors and industries during the 14th Five-Year Plan period, emphasizing the enhancement of national cultural soft power and setting the strategic goal of building China into a leading cultural nation by 2035. In this context, the publishing industry has undergone a fundamental shift from extensive to intensive operations. This evolution marks a transition from the 1980s era—characterized by quantitative expansion, product competition, and price wars among publishing houses (Fan, 2002)—to the current focus on service quality, technological innovation, and, most critically, brand competition. Brand building, in particular, bears the significant mission of cultural

accumulation, advancement, dissemination, and inheritance. It represents a strategic imperative, a practical necessity, and an essential pathway for driving high-quality development within the publishing sector.

Currently, brand development in publishing exhibits trends toward specialization, diversification, and market-driven innovation. First, through decades of cultural accumulation, specialized publishing brands have become deeply ingrained in the public consciousness. Examples include the reference book brand of The Commercial Press, the classical literature brand of Zhonghua Book Company, and the academic brand of SDX Joint Publishing Company. Second, a landscape of diversified flourishing has emerged. Major publishing groups have established clear strategic objectives for brand development, leveraging their unique resources to create distinctive imprints, such as the "Kingdom of Ideas" in humanities and social sciences by Guangxi Normal University Press, the "Oracle Bones" series by Social Sciences Academic Press, and the "Little CITIC" brand by CITIC Press. Finally, dynamic brands established by private entities or individual publishing teams have also gained prominence, including private publishers like Hou Lang and New Classic Press, as well as curated imprints like "Jingqi." This market-driven development is actively shaping a more robust branded publishing ecosystem.

However, significant challenges persist. Many brands struggle with sustainability, failing mid-course, enjoying only short-lived success, remaining niche despite high quality, or experiencing stagnant growth. To address these issues, this paper focuses on publishing brands to explore the transformation of value creation and communication within the framework of Artificial Intelligence-Generated Content (AIGC). The aim is to leverage AIGC to propel the digital-intelligent transformation and innovative, sustainable growth of publishing brands, thereby fostering qualitative brand innovation and contributing to the high-quality development of the industry as a whole.

2. Theoretical Foundations of AIGC Brand Value Shaping

2.1 Publishing Brands and Their Components

Marketing scholar Philip Kotler defines a brand as "a name, term, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Qin & Zhao, 2022). Similarly, David Ogilvy, founder of Ogilvy & Mather, articulated in 1955 that "a brand is a complex symbol. It is the intangible sum of a product's attributes, its name, packaging, and price, its history, reputation, and the way it is advertised" (Huang & Jiang, 2007). Beyond these producer-centered definitions, a brand is also shaped by consumers' perceptions and their lived experiences with it.

Within this conceptual framework, a publishing brand represents a comprehensive entity that integrates multiple dimensions: the products and services offered, the corporate philosophy and ethos, strategic positioning, visual and narrative representation, and accumulated reputation. It is regarded as the highest form of publishing enterprise operation and a symbol of its overall strength (Peng & Fan, 2023).

Scholars have further categorized publishing brands into three interconnected types: (1) personal brands (including authors, editors, and publishers); (2) product brands (encompassing both single titles and series); and (3) corporate brands (reflecting strategy, culture, and institutional identity). These categories are not isolated; they interact dynamically within the publishing ecosystem.Therefore, building a strong publishing brand should be approached as a systematic endeavor. It requires deeply leveraging publishing resources, harmonizing the roles of "people," "products," and "platforms," and responding to market dynamics to cultivate high-quality, resilient publishing brands.

2.2 The Foundational Logic of AIGC

The foundational logic of Artificial Intelligence-Generated Content (AIGC) is data-driven learning, wherein systems analyze existing data to create novel content that simulates human behavior and creativity (Chen & Zhang, 2023). The technical architecture of AIGC is built upon a suite of advanced technologies, including deep learning, generative adversarial networks (GANs), diffusion models, pre-training and fine-tuning paradigms, multimodal integration, reinforcement learning, and 3D modeling techniques. This confluence of technologies enables AIGC systems to exhibit agile cognitive perception, structured reasoning, robust iterative learning, and sophisticated application-based decision-making.

Second, the operational architecture of AIGC can be understood through a layered framework that integrates four core components: data, models, generation workflows, and user interaction. This architecture supports a closed-loop process of continuous training, optimization, and evaluation, thereby enabling high-quality, diverse, and automated content generation. The process begins at the data layer, where raw data is collected and pre-processed to extract effective information for model training. Subsequently, at the model layer, deep learning models and algorithms are intensively trained to discern underlying patterns, structures, and rules within the prepared data. Moving to the generation layer, multimodal content—such as text, images, and audio—is synthesized using specialized models, including large language models (LLMs) and dedicated image or audio generators. Finally, at the interaction layer, structured content is delivered to users, whose inputs and feedback are captured to further refine and optimize the entire system. This integrated, cyclical framework ensures that AIGC systems can learn, adapt, and produce content dynamically in response to both data evolution and user engagement.

The transformative potential of AIGC is most evident in the emergence of novel application scenarios. It is being deployed across various fields, driving the intelligent transformation of industry ecosystems. Within publishing brand development, AIGC serves as a powerful content generation engine, providing multi-modal intelligent support. Its applications are multifaceted: enriching content resources, enabling customized topic selection and planning, facilitating large-scale content organization, supporting data-informed decision-making, creating innovative content scenarios, and delivering intelligently adapted user services. These capabilities collectively advance the intelligent innovation and sustainable development of publishing brands.

3. The Coupling Between AIGC and Publishing Brand Value Shaping

The intrinsic connection between AIGC and publishing brand value creation lies in a symbiotic, positive feedback loop. AIGC technology drives brand innovation and optimization, enhancing competitiveness and enabling sustainable development. Conversely, publishing brands leverage AIGC to refine their functional design and value propositions, which in turn guides the further application and development of the technology. This iterative cycle of mutual reinforcement is crucial for building and sustaining brand value in the digital economy, primarily manifested in the following aspects:

3.1 Data Transformation: Advancing Brand Commercialization

Data, functioning as the core asset of the digital era, drives business insight and decision-making. In the context of Web 3.0, where mediated and digital existence pervade the internet, data serves as the connective tissue linking disparate online spaces. Through reprocessing, in-depth analysis, and intelligent generation, data unlocks significant value. This enables publishing entities to gain deeper insights into users and markets, effectively bridging the gap between them. Crucially, data constitutes the primary and decisive input for AI-generated content. The pipeline of data collection, preprocessing, and standardization transforms raw information into valuable output. This process fundamentally shifts publishing brands from a traditional editor- and author-centric model toward a user- and market-first orientation.

3.2 Content Adaptability: Comprehensive Customization

Content remains the cornerstone of publishing, serving as both its intrinsic driver and cultural mission for sustainable development. As a generative technology, AIGC is poised to fundamentally reshape the paradigms and supply models of content creation. Its "emergent" capabilities further liberate content productivity, vastly enriching the supply, expressive channels, and dissemination formats of content. AIGC's adaptability manifests in several key areas: personalized content customization, real-time updates and dynamic adjustments, feedback-loop optimization, multi-scenario adaptation, and linguistic-cultural localization. By significantly enhancing the flexibility and efficacy of content services, AIGC empowers publishing brands to pursue intelligent strategies for growth through brand extension, renewal, and protection.

3.3 Intelligent Actionability: Revolutionizing Publishing Workflows

Empowered by massive datasets, AIGC distinguishes itself from purely analytical or executional AI through its core strengths in creativity and cognitive interaction. It disrupts established, centralized power structures and the user-generated content (UGC) model prevalent on media platforms, delivering intelligent services with a democratizing effect. By bridging industry divides and lowering technical barriers, AIGC creates formidable value through its user-friendly operability, which spans the "capability gap." Within publishing, AIGC's integration into daily workflows can be seamless and low-friction. It not only enhances operational efficiency but also revolutionizes workflows themselves, thereby driving the high-quality, sustainable development of publishing brands.

4. Application of AIGC in Shaping Publishing Brand Value

Shaping brand value is central to publishing brand development, serving as the intrinsic strength and solid foundation for a brand's longevity and resilience. Against the backdrop of building a culturally strong nation, publishing brand development must prioritize both substance and outreach, producing culturally rich, creative, and engaging content to cultivate "mass brands" that resonate widely with the public. AIGC's application in shaping publishing brand value manifests across three dimensions: brand decision-making, brand marketing and promotion, and brand management.

4.1 Publishing Brand Creation

Brand creation is the foundational driver of brand development, marking the starting point for establishing consumer recognition, building differentiated competitive advantage, and ensuring sustainable growth. This process encompasses three critical and interconnected stages: brand decision-making, positioning, and design.

4.1.1 Brand Decision-Making

Brand decision-making constitutes the top-level strategic design in publishing brand construction. It determines the overarching brand strategy and architectural system for the publishing entity. AIGC introduces novel tools and possibilities into this process. By collecting and processing market data, AIGC can analyze user preferences, assess publishing resources, and evaluate market demand. This includes generating targeted analyses of the brand's own status, comparable competitors, and complementary market players. Such data-driven insights assist editors and decision-makers in evaluating the feasibility of both existing and new publishing projects with greater precision.

4.1.2 Brand Positioning

Brand positioning is central to creation, defining the brand's value proposition, market direction, and unique competitive edge. Traditional positioning can often be random, passive, or one-sided, lacking systematic long-term planning. Leveraging data-driven AIGC alongside the publisher's unique resources enables more precise targeting of audiences and markets. AIGC can generate customized project proposals informed by real-time market trends and user preference analyses, thereby advancing the personalized, individualized, and intelligent customization of publishing brands at all organizational levels.

4.1.3 Brand Design

Brand design plays a pivotal role in brand creation by conveying value, shaping identity, differentiating from competitors, and attracting consumers. Within publishing brands, brand design encompasses multiple interconnected dimensions, centered on building and maintaining a consistent and impactful visual and perceptual experience. This primarily includes visual identity system design, bookbinding and layout style design, and digital application design. Notably, GPT-4 has now evolved into a multimodal large model, and other AIGC applications widely support text-plus-image input. Generative AI is progressively entering the realm of multimodal content production, offering valuable

references for publishing houses in generating brand symbols, accelerating efficiency in layout design and digital applications, and providing one-stop design and implementation solutions for brand development. For instance, when Zhejiang Literature and Art Publishing House released the Chinese edition of the French sci-fi novel "Latim" in 2023, it pioneered the use of AIGC to assist in cover design. Designers input keywords like "space opera" and "Greek-fantasy-style giant spaceship," engaging in multiple rounds of iteration with the AI to ultimately generate a cover blending classical and sci-fi aesthetics. This practice not only perfectly aligned with the book's core concept of "AI telling an AI story" but also became a successful brand marketing event, shaping the publisher's image as an innovator boldly embracing cutting-edge technology.

4.2 Publishing Brand Promotion

Promotion acts as a catalyst in brand development, effectively communicating brand identity to expand market influence, attract and retain target readership, and enhance overall brand value.

4.2.1 Advertising Promotion

Advertising is a core strategy for boosting awareness, shaping image, and communicating value. AIGC enhances publishing brand advertising by generating creative content, enabling personalized customization, facilitating efficient content updates, optimizing targeted ad placement, and enriching interactive experiences. For instance, China's first hyper-realistic virtual human, AYAYI, has served as a digital host for major brand events, participating in online campaigns and product launches to promote brands via social interactions and live streaming.

4.2.2 Distribution and Promotion

Distribution serves as the critical bridge to the market. Implementing multi-channel strategies ensures precise delivery of publications to target audiences, thereby boosting brand share and influence. AIGC applications here include: (1) Content Creation: Rapidly generating high-quality previews, excerpts, and promotional copy to accelerate book launches. (2) Channel Management: Using algorithms to intelligently integrate online and offline channels and dynamically adjust strategies based on real-time sales data. (3) Resource Allocation: Providing deep insights into market trends and consumer demand to support precise investment in high-potential projects, strengthening brand competitiveness.

4.2.3 Public Relations Promotion

PR activities establish and maintain a positive brand image, strengthening public trust and authority. Effective media relations and social initiatives help secure a leading market position and sustain reader communities. AIGC supports PR promotion multi-dimensionally: (1) Content Creation: Enriching the PR material library with rapidly generated press releases and event copy. (2) Interactive Engagement: Developing virtual hosts or AI assistants for engaging online Q&As, virtual launches, or reading recommendations to boost public affinity.

(3) Crisis Management: Enabling swift response to negative sentiment by generating strategic recommendations or statements to protect brand reputation.

4.3 Publishing Brand Management

Brand building is a dynamic, long-term endeavor. Effective management involves continuously cultivating brand equity, communicating a consistent value proposition, and enhancing reader loyalty to ensure commercial success and sustainable development.

4.3.1 Brand Protection

Protection is the cornerstone for preserving brand rights and value, preventing asset erosion, and ensuring sustainable growth. For publishing brands, AIGC aids protection in two key ways: (1) Infringement Monitoring: Real-time scanning for unauthorized reproduction, distribution, or adaptation to identify and address copyright violations promptly. (2) Quality Assurance: Conducting content review and optimization against predefined brand standards to ensure all published materials align with brand tone and values, safeguarding reputation.

4.3.2 Brand Enhancement

Enhancement is the proactive core of protection, continuously strengthening brand image and value to counter infringement and foster growth. Utilizing AIGC, publishers can advance customized services, cross-media integration, knowledge graph construction, and compelling brand storytelling. This holistic approach elevates publishing quality and service capabilities, thereby solidifying the brand's market image and standing.

4.3.3 Brand Extension

Established brands can extend into new products, allowing new offerings to inherit the original brand's equity. AIGC's analytical and creative capabilities facilitate this. For example, using virtual reality to create distinctive virtual characters or IPs (e.g., virtual KOLs, hosts, or game characters) can serve as extension vehicles, promoting brands across digital platforms for unified cross-media narratives. Furthermore, AIGC enables data-driven dynamic adjustment of extension strategies. By analyzing user data and market feedback, it helps refine brand storylines and content output in real-time, ensuring extensions remain aligned with market trends.

5. Conclusion

The shaping of brand value for publishing enterprises based on AI-generated content (AIGC) technology represents a strategic choice for the publishing industry in the new era to adapt to technological transformation, optimize industrial structure, and enhance core competitiveness. This study delves into the application of AIGC technology within publishing, revealing how it empowers publishing enterprises to create high-quality content products more efficiently, precisely align with market demands, and deliver personalized services to readers. This, in turn, significantly advances the enrichment of brand essence, the elevation of brand image, and the expansion of brand influence.

While the conceptual framework constructed in this study is systematic, limitations remain.

First, the framework's universality requires validation through more diverse case studies, particularly scenarios involving small and medium-sized publishers. Second, the research focuses on AIGC's technological empowerment while insufficiently exploring accompanying deep-seated challenges such as copyright ownership, content ethics, and the reshaping of professional roles. Future research may deepen in two directions: first, conducting longitudinal case studies to track the long-term impact of AIGC applications on brand equity; second, performing cross-cultural comparisons to explore differentiated pathways for AIGC-empowered publishing brands across diverse market environments. Balancing technological innovation with industry ethics will be pivotal to advancing the sustainable development of the publishing industry.

Acknowledgments

Authors' contributions

Not applicable.

Funding

Not applicable.

Competing interests

Not applicable.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Macrothink Institute.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

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