


Chapter 5


Branding and Identity Through Culturally Sensitive GenAI

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ABSTRACT

Generative Artificial Intelligence (GenAI) is redefining branding by enabling large-scale, personalized, and creative content generation. However, in a global marketplace, cultural sensitivity is essential to ensure that AI-generated messages resonate authentically with diverse audiences. Culturally aware GenAI systems recognize and respect local customs, language nuances, and societal values, avoiding stereotypes and misrepresentation. By integrating diverse datasets, cultural expertise, and ethical oversight, brands can create inclusive narratives that strengthen trust, loyalty, and emotional engagement. This chapter explores the intersection of

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cultural intelligence and GenAI in branding, examining its role as both a strategic tool and an ethical responsibility. It also addresses challenges, risks, case studies, and future directions for building meaningful, culturally attuned brand identities.

1. INTRODUCTION

In today's interconnected world, Generative Artificial Intelligence (GenAI) is transforming the way brands craft and communicate their identities, enabling personalized marketing, rapid creative development, and global outreach at an unprecedented scale. Yet, this power comes with the challenge of cultural sensitivity—ensuring that AI-generated content respects local customs, language nuances, and societal values. By integrating diverse datasets, cultural expertise, and ethical oversight, brands can leverage GenAI not only as a creative engine but also as a bridge for meaningful cross-cultural engagement. This chapter examines how culturally sensitive GenAI can shape branding strategies, strengthen emotional connections, and position brands for sustainable relevance in a global marketplace.

2. UNDERSTANDING CULTURAL SENSITIVITY IN THE AGE OF GENAI

Cultural sensitivity in the context of Generative AI (GenAI) refers to the ability of AI systems to recognize, respect, and adapt to the values, traditions, and communication styles of different cultures. As brands increasingly use AI to create marketing content, designs, and narratives, cultural awareness becomes crucial to building trust and avoiding misrepresentation. GenAI can generate powerful, personalized messages, but without cultural context, it risks producing content that feels tone-deaf or offensive. Cultural sensitivity ensures that AI-generated branding aligns with local customs, language nuances, and societal norms. By incorporating diverse and representative datasets, AI can better understand these variations and avoid reinforcing stereotypes. Students provide intentionality, assessment, and contextual awareness, while AI systems provide new combinations and patterns that go beyond traditional human thought (Ramezani & Wagner, 2025). This approach not only prevents harm but also strengthens emotional connections with global audiences. Brands that integrate cultural intelligence into GenAI benefit from higher engagement, loyalty, and authenticity

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