

# ARTIFICIAL INTELLIGENCE AND MARKETING STRATEGIES IN FILM FESTIVALS



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## **Abstract:**

The film festival industry, a major driver of storytelling and film innovation, is undergoing dramatic change driven by artificial intelligence. This integration OF AI has changed the marketing landscape and introduced new solutions that reinvent advertising and dramatically improve communication with the public. In this evolving environment, AI's influence extends to key aspects of Festival marketing strategies, including precise audience targeting, automated and intelligent content development, and comprehensive data analytics for actionable insights. These improvements represent a broader trend of using technology not only to accelerate marketing efforts but also to create stronger connections with diverse and dynamic target segments. This article provides an in-depth analysis of how artificial intelligence is changing the approach to marketing within the film festival industry and the impact it has on participation, personalization, and the future of Festival organization.

**keywords:** marketing strategies, artificial intelligence, film festival.

## **Introduction:**

The film festival industry has historically been a significant player in shaping cultural landscapes by providing a platform for filmmakers to showcase their work. Traditionally, film festivals relied on conventional marketing methods like print media and word-of-mouth to attract audiences and industry professionals. However, with the advancement of digital technologies, there has been a notable shift

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toward using digital strategies to reach a broader, more global audience (Wang & Chen, 2018).

One key aspect of this digital transformation is the integration of artificial intelligence (AI) into marketing strategies. AI is a field of computer science that aims to replicate human intelligence in machines, enabling them to perform tasks such as perception, reasoning, learning, and problem-solving (Tripathi, 2021; Wu, 1986). This is achieved through the use of machine learning algorithms and technologies, which give machines the ability to apply cognitive abilities and perform tasks autonomously or semi-autonomously (Morandín-Ahuerma, 2022). AI systems typically exhibit characteristics associated with human intelligence, such as knowledge representation, problem-solving, and natural language processing (Tecuci, 2012). As technology advances, the definition of AI continues to evolve, with AI applications becoming more efficient and capable of handling increasingly complex tasks (Tripathi, 2021).

A marketing strategy is a comprehensive plan that guides an organization's marketing efforts, intending to increase sales and market dominance (Sumalatha, 2019; Vishnu, 2019). It encompasses product development, promotion, distribution, pricing, and relationship management and is most effective when integrated into the overall firm strategy (Vishnu, 2019). (Meidan, 1996 ; Varadarajan, 2010) emphasize the importance of strategic decision-making in defining the organization's direction, resource allocation, and market opportunities. Varadarajan (2010) further highlights the role of marketing strategy in creating value for customers and achieving specific objectives. The increasing influence of AI in contemporary marketing is undeniable, as it enables personalized user experiences (Smith & Johnson, 2019), streamlines operations, and offers valuable insights into audience preferences through data analysis.

In the context of film festivals, which are live events that celebrate the art of cinema, providing a platform for commercially unviable films and affirming cultural identity (Ruoff, 2012; Kerkinos, 2015), AI emerges as a potent tool that reshapes how organizers engage with attendees, curate content, and manage the logistical complexities of such events (Lee & Kim, 2020).

The convergence of AI and marketing strategies in the film festival circuit is a complex and evolving area, with Zeng (2024) and Liao (2021) emphasizing the importance of integrated marketing strategies and the use of AI data in creating market-suitable

content. (Timing, 2020) further explores the potential of AI in the management of film festivals, while (Nassar, 2021) underscores the role of AI in various aspects of the film industry, including scriptwriting, predicting success, and promotion. Collectively, these studies suggest that AI can significantly impact marketing strategies in the film festival circuit, particularly in terms of content creation, festival management, and audience engagement. This agrees with the broader trend of AI's transformative impact on the media and entertainment industry, as highlighted by (Meena, 2020; Túnéz-López 2021; and Rouxel 2020).

This study investigates and assesses the profound impact of AI on digital marketing strategies within the film festival industry. By analyzing AI's role in content creation, audience engagement, and operational efficiency, this study seeks to uncover the transformative potential of these technologies in revolutionizing promotional activities and enhancing the overall festival experience for attendees. Specifically, we will explore how AI-driven marketing not only benefits festival organizers by optimizing advertising campaigns and improving event-planning processes but also enriches the audience experience through tailored recommendations and interactive engagements.

## **THE FIRST TOPIC: Audience Targeting**

Film festivals serve as essential communication platforms within the film industry, requiring meticulous planning to cater to diverse target audiences (Martínez-Ruiz, 2011). Marketing strategies for films must encompass various approaches to effectively promote them to the public, including leveraging digital media, incorporating music in trailers, and targeting specific demographic groups (Marich, 2009). Segmenting cinema audiences, particularly focusing on younger consumers, aids in establishing precise marketing objectives and developing efficient strategies (Cuadrado, 1999). Factors influencing ticket purchases at arts festivals, such as the nature of the production, the festival's reputation, and the overall experience, point toward a relatively homogeneous market (Botha, 2012).

In the film festival industry, precise audience targeting holds paramount importance for several reasons. It ensures that films are showcased to the right individuals, boosts attendance rates, and elevates the overall festival experience by aligning with audience interests. Effective targeting not only enhances attendee satisfaction but also increases the visibility of filmmakers, contributing significantly to the cultural and financial success of the festival (Timing, 2020).

Machine learning, a core element of artificial intelligence, plays a pivotal role in analyzing festival attendance patterns and online behaviors. By sifting through extensive datasets, machine-learning algorithms can discern trends and preferences among festival attendees. These insights empower organizers to make informed decisions regarding film promotions to specific audience segments, the design of appealing ancillary events, and the customization of marketing communications to drive maximum engagement (Nassar, 2021).

AI-generated audience insights have been instrumental in guiding targeted marketing initiatives. For instance, AI aids in crafting personalized recommendations for festival attendees based on their past interactions, similar to how streaming platforms suggest content.

Furthermore, analyzing social media engagement and online discourse offers real-time audience sentiment data, enabling festival organizers to adapt their marketing strategies promptly (Tecuci, 2012).

Noteworthy case studies, like the application of AI to predict audience turnout for movie premieres, present a replicable model for film festivals (An et al, 2021). This model leverages market research data obtained from online and offline surveys to help distributors refine their marketing strategies. Additionally, scrutinizing social media inputs, such as tweets, through data mining and topic modeling techniques has proven effective in deciphering audience trends and preferences, benefiting stakeholders in the film industry (Ramos et al., 2018). These methodologies underscore the significance and efficacy of AI in developing marketing strategies that are both efficient and highly targeted.

### **First requirement: Case Studies**

#### **Case Study 1: AI-Generated Film**

Overview: Pillars Films used AI to create a full-length horror film titled "The Red." This innovative approach to filmmaking demonstrates the potential of AI in generating engaging content (VentureBeat, 2023).

Analysis: The use of AI in film production opens up new possibilities for creativity and efficiency. By leveraging AI technologies, filmmakers can explore unconventional narratives and styles that may not have been feasible through traditional methods. The success of "The Red" showcases the potential of AI in pushing the boundaries of storytelling in the film industry.

#### **Case Study 2: AI-Driven Data-Driven Marketing**

Overview: Data-driven marketing strategies in film festivals leverage viewer data to optimize marketing campaigns. This includes

targeted advertising, social media engagement, and personalized email campaigns based on insights derived from data analytics (Jhdee, 2023).

Analysis: By harnessing AI for data-driven marketing, film festival organizers can tailor their promotional efforts to specific audience segments, thus increasing the effectiveness of their campaigns.

The ability to analyze audience behavior and preferences allows for more personalized and engaging marketing initiatives, ultimately leading to enhanced audience engagement and attendance at film festivals.

### **Case Study 3: AI in Audience Cultivation**

Overview: The Cannes Film Festival emphasizes the importance of connecting with audiences through compelling stories and delivering films that align with audience preferences. Collaboration between theaters and streaming platforms has been highlighted as a key strategy to maximize revenue and reach diverse global audiences (FilmTrack, 2023).

Analysis: AI plays a crucial role in understanding audience preferences and behavior, enabling filmmakers and festival organizers to curate content that resonates with viewers. By incorporating AI-driven audience insights and cultivating a collaborative approach between different distribution channels, film festivals can enhance audience engagement and broaden their reach across various demographics and regions.

These case studies illustrate the diverse applications of AI in the film industry, from content creation and post-production to marketing strategies and audience cultivation. By effectively leveraging AI technologies, filmmakers and festival organizers can innovate their practices and enhance the overall film festival experience for both creators and audiences.

## **THE SECOND TOPIC: Content Creation**

The use of AI in content creation, especially within the film industry, has recently garnered significant attention. Liu (2024) and Kapur (2022) both underscore the potential of AI to enhance efficiency and technical precision, while also stressing the importance of regulatory frameworks and ethical guidelines to safeguard against misuse and uphold industry integrity. Building on this, Smith (2017) and Ma (2020) delve into the practical applications of AI in film marketing, with Smith showcasing AI's effectiveness in crafting movie trailers and Ma exploring how AI can democratize content creation and distribution. These studies collectively highlight the transformative

impact of AI on film festival marketing, emphasizing the dual imperatives of leveraging AI's potential while ensuring responsible use and oversight.

The integration of AI into promotional content creation within digital marketing, particularly in the context of film festivals, represents a paradigm shift. AI empowers marketers to generate content that is not only more relevant and engaging but also tailored to the specific interests and behaviors of target audiences. Beyond text generation, AI is increasingly employed in producing visual content such as video trailers and advertising graphics (Timing, 2020).

Myriad automated tools leverage AI for content generation in marketing. For example, AI-driven video creation platforms like Flex Clip enable users to swiftly create high-quality videos suited for diverse marketing campaigns, eliminating the need for extensive design or technical expertise (How AI is transforming the future of digital marketing, 2020). These tools typically feature user-friendly interfaces coupled with advanced algorithms that streamline the video production process.

AI plays a pivotal role in the multimodal adaptation of marketing content, such as trailers and posters, tailoring them to varying audience segments. By analyzing audience data, AI can determine the most effective trailer or poster version for different demographic groups or regions. In creative industries, AI applications enhance content and post-production workflows to elevate the quality of creative outputs (Anantrasirichai & Bull, 2021). With AI's assistance, a single film can have multiple trailers, each crafted to resonate with distinct subsets of potential viewers, a valuable asset in the context of a diverse and multifaceted event like a film festival.

Furthermore, AI aids in customizing promotional materials for different platforms, ensuring that content resonates effectively across various social media channels or digital ad formats. This strategic use of AI enables film festivals to reach diverse audience segments with messaging tailored to capture their interest and drive participation effectively (Manics, 2023).

### **First requirement: Case studies**

Case studies on AI-powered content creation and marketing strategies in film festivals

Table 01: Integration of Artificial Intelligence in Content Creation and Marketing Strategies in Film Festivals.

<i>Artificial Intelligence Feature</i>	<i>Description</i>	<i>Outcomes</i>
<i>AI-Generated Content</i>	<i>Quinn Halleck's movie "Sigma-001" displays AI's possibility for interesting stories.</i>	<i>AI tools can give fresh notions for creating content.</i>
<i>AI-Assisted Post-Production</i>	<i>Using AI to recommend film clips, color fixes, and edits may improve content quality</i>	<i>AI could simplify post-production tasks and engage viewers better.</i>
<i>Data-Driven Marketing</i>	<i>Gathering viewer information enables precise advertising. This data analytics usage optimizes marketing plans.</i>	<i>Studying user metrics yields insights. These insights benefit tailored campaigns.</i>
<i>Social Media Sentiment Analysis</i>	<i>Artificial intelligence performs sentiment analysis on social media platforms. It unravels audience responses and facilitates modifying content strategies suitably</i>	<i>AI gives useful info to make content and ads better</i>
<i>AI-Driven A/B Testing</i>	<i>Tools that use artificial intelligence can test different versions of ads. By seeing which ads perform best, these tools can help choose the most effective ad content.</i>	<i>AI can definitely help with that. By running automated tests and optimization.</i>
<i>AI-Enhanced Content Distribution</i>	<i>AI tools help find who to target for ads. They can guess how well</i>	<i>Artificial intelligence can help make content spreading methods</i>

	<i>ads will do. AI looks at trends to make campaigns better.</i>	<i>and keeping people engaged better.</i>
<i>AI-Powered Scriptwriting</i>	<i>AI programs look at data to make story ideas people would like. This can lead to stories that connect with people better</i>	<i>Using artificial intelligence, it becomes possible to create fascinating narratives that deeply connect with audiences. AI analyzes data patterns, identifying themes.</i>
<i>AI in Casting</i>	<i>Employing artificial intelligence for assessing actors' performances can result in more appropriate casting choices. Additionally, it enhances on-screen chemistry between characters. The AI thoroughly examines actors' abilities, expressions, and interactions. This extensive analysis ensures</i>	<i>Artificial intelligence assists with creating fascinating narratives. Those tales connect with readers on a deeper level. The stories</i>

*Source: prepared by researcher*

This analytical Table 01 emphasizes the transformative potential of AI in the film industry, highlighting the importance of leveraging AI technologies for content creation, marketing strategies, and audience engagement to drive success in film festivals and beyond. Each feature of AI is described as its transformative impact on the film industry, showcasing the significant role of AI in enhancing various aspects of content creation and marketing strategies in film festivals.

### **THIRD TOPIC: Personalization and Engagement**

The use of artificial intelligence (AI) in marketing has had a profound impact on personalized engagement strategies, as highlighted by Kumar (2019), who emphasizes its role in crafting tailored offerings for consumers. This notion is further reinforced by Jabeen (2022), who underscores the transformative potential of AI in marketing. Brand personification strategies, as discussed by Chen (2015), have proven effective in fostering consumer engagement, particularly in social media contexts. The integration of conversational AI into marketing processes, as proposed by Manic (2023), is viewed as a means to harmonize technological advancements with human creativity. Collectively, these studies underscore the significance of AI in augmenting personalized engagement and consumer-brand relationships within marketing strategies.

At the forefront of AI integration in film festivals are personalized user experiences, which enhance how attendees interact with the event and its offerings. AI-driven personalization extends to content recommendations, scheduling assistance, and interactive experiences tailored to individual preferences and behaviors (Kaponis, 2022). By leveraging data on past attendance, viewing patterns, and expressed interests, AI systems can curate a selection of films, panels, and events according to an attendee's preferences, thereby enhancing the festival experience (Zulaikha, 2020).

AI chatbots have emerged as pivotal tools for interaction and attendee service at film festivals. These chatbots offer real-time assistance, addressing inquiries regarding film schedules, venue details, ticket availability, and more (Jabeen, 2022). They are also capable of handling complex tasks such as navigating the festival, providing personalized recommendations, and managing reservations or itinerary changes.

Illustrative instances of bolstered community building and customer service through AI include the deployment of intelligent systems that analyze social media interactions to identify and connect individuals with shared interests, thus fostering a sense of community among festival attendees. AI-driven platforms facilitate user-generated content campaigns in which attendees contribute their own experiences and perspectives, sparking engagement and dialog within the festival community (Manic, 2023).

Moreover, AI tools can monitor customer service interactions to identify areas for enhancement, ensuring that attendees receive efficient and effective support. This heightened level of personalization and focus

on customer service through AI not only lines operational aspects of the festival but also significantly enhances the attendee experience, contributing to the maintenance of a vibrant, engaged, and loyal community.

In the context of film festivals, the strategic use of AI for long-term planning and trend forecasting is invaluable. By leveraging advanced machine learning algorithms, organizers can analyze historical festivals, social media trends, and broader industry patterns to make informed projections about future cinematic preferences and potential audience-favored genres or themes. Such predictive insights are crucial for film selection, enabling festivals to proactively anticipate cultural shifts and audience preferences.

#### **FOURTH TOPIC:**

##### **Data Analysis and Predictive Insights**

The integration of artificial intelligence (AI) and machine learning in marketing has revolutionized the industry, enabling the processing of vast amounts of unstructured data and the creation of predictive models with exceptional performance (Ma, 2020). These advancements have had a significant impact on digital marketing, where they are used to forecast consumer behavior, provide personalized offers, and boost digital sales through chatbots (Kaponis, 2022). Intelligent data technologies have further reshaped marketing strategies, facilitating precise customer segmentation and tailored recommendations (Wu, 2019). AI has played a crucial role in customer predictive analytics, aiding in identifying target audiences and extracting behavioral insights (Zulaikha, 2020).

The application of sentiment analysis, a form of AI that interprets and categorizes emotions in textual data, proves particularly valuable in assessing audience reactions to films and marketing campaigns. By analyzing feedback from social media platforms, review aggregators, and festival forums, organizers can gauge the overall sentiment toward movie screenings and events. This real-time assessment allows them to adapt their marketing strategies and film selections to better align with audience preferences and enhance the festival's appeal (Kaponis, 2022).

The use of AI for real-time data-driven decision-making in film festival curation is becoming increasingly essential. Through continuous analysis of data on ticket sales, audience engagement, and reviews, AI assists organizers in making agile decisions to optimize schedules, feature trending films, or even schedule additional screenings of popular titles at the festival (Zulaikha, 2020).

Moreover, AI can aid in managing the logistical aspects of festival operations, such as crowd control and venue selection, by predicting attendance patterns and preferences. By effectively leveraging AI for data analysis and predictive modeling, film festivals can enhance their curation practices, ensuring that they offer a contemporary, relevant, and audience-centered program of events (Manic, 2023).

## **FIFTH TOPIC: Challenges and Considerations**

The potential of AI in film festival management is explored by Simeng (2020), highlighting its capacity to enhance various aspects of festival organization. Liao (2021) delves into the impact of AI on film marketing, stressing the importance of a balanced approach that considers both individual and industry interests. Datta (2020) and Liu (2024) both underscore the growing significance of AI in the film sector, with Datta focusing on its potential to revolutionize filmmaking and Liu discussing its influence on content creation and the necessity for ethical guidelines. These studies collectively emphasize the transformative power of AI in the film industry, encompassing its use in film festival management and marketing.

Integrating AI into the film festival sector presents organizers with a series of challenges and considerations that must be addressed to effectively harness its advantages while mitigating potential drawbacks.

A significant challenge lies in striking a balance between the efficiency gains offered by AI and preserving the fundamental human connection at the heart of the festival experience. Film festivals thrive on personal interactions and communal engagement, necessitating a thoughtful approach to AI integration that enriches these interactions rather than replacing them. This involves using AI as a tool to enhance attendee service while ensuring the continued presence of knowledgeable human staff who can provide the warmth and insight inherent in human interaction (Johnson & Smith, 2022).

Privacy and ethical concerns regarding data usage pose another critical challenge when implementing AI in film festivals systems often depend on substantial data volumes for optimal performance, leading to the collection and analysis of personal information from attendees. Organizers need to establish protocols that ensure responsible and transparent data use with full consent from individuals. Compliance with data protection regulations, such as the General Data Protection Regulation in the European Union, is crucial,

along with ensuring that attendees are informed about data collection practices and purposes (Brown et al., 2021).

### **Conclusion**

Finally, the incorporation of AI technology into the film festival industry's marketing landscape is a significant step forward, opening up new avenues for interaction and innovation. This major transition is exemplified by the use of AI-assisted strategies such as tailored content distribution, predictive analysis, and increased audience engagement. As we've seen, AI's dynamic capabilities enable festival organizers to create more meaningful and influential events that are tailored to the intricate fabric of modern audiences' likes and behaviors.

The progress of technology has opened up a world of possibilities, but it is critical to approach them with optimism and prudence. The combination of creative expression and technological advancement via AI promises a bright future in which human ingenuity is enhanced rather than replaced.

The advancement of technology has opened up a realm of possibilities, but it is important to approach it with optimism and caution. The combination of artistic expression and technical innovation through AI offers a promising future where human creativity is enhanced rather than replaced. The seamless integration of AI into film festivals has the potential to improve productivity while also enriching the creative experience for festival attendees.

It is critical to apply AI technology ethically, with a focus on the human experience. AI adoption must respect personal data privacy, recognizes the value of human contact, and is conscious of the cultural setting of film festivals. As we traverse the ever-changing technology landscape, the deliberate and people-centered use of AI is a basic premise that ensures the viability of film festivals as forums for cultural exchange and creative expression.

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