ISSN 2522-9087 (Print)
ISSN 2523-434X (Online)

УДК 004.8:339.138:659.127.4 **JEL Classification: M31, M37, M39, L86, O33**

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ARTIFICIAL INTELLIGENCE IN MARKETING: FROM COMMUNICATION STRATEGY TO BRANDING (MODEL OF AN AI AGENT NETWORK)

This article explores the application of artificial intelligence in marketing through the example of a model network of specialized AI agents. The central element of the architecture is the AI Dispatcher, which ensures centralized management of data flows, context dosing, and quality control. The network consists of four agents: Strategist, Copywriter, Designer, and Localizer, who interact according to a closed-loop principle with mandatory expert validation of results by a specialist expert. The proposed approach was tested in the development of a brand and promotional plan for Ukrainian kvass in the Polish market. The study demonstrates that the model ensures modularity, reduces the cognitive load on agents, and improves the consistency and accuracy of content generation. The necessity of implementing mechanisms for ethical control, data protection, and the prevention of cascading errors is also highlighted.

Keywords: artificial intelligence, marketing, branding, generative models, automation, communication strategy.

DOI: 10.15276/mdt.9.4.2025.3

Statement of the problem in general form and it's connection with important scientific or practical tasks. In recent years, there has been a noticeable trend toward the intensive development of artificial intelligence (AI) technologies, which significantly impact various sectors of the economy and society [1]. A particular area of interest is the application of AI in marketing, where digitalization and the growing volume of information create a

ISSN 2522-9087 (Print)
ISSN 2523-434X (Online)

demand for new tools for data management, process automation, and personalized consumer communication. Marketing is one of the most important and system-forming business functions, as it ensures the promotion of goods and services on the market, as well as attracting the attention of consumers, investors, and potential partners. Given the rapid growth of the global AI market and the heightened interest from investors, a large-scale transformation of the global economy under the influence of AI and related processes is forecasted [2].

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies. Modern marketing processes are increasingly incorporating AI technologies, moving from simple automation of routine tasks to the creation of autonomous systems capable of analysis, decision-making, and interaction. In this context, the concept of the "AI agent" becomes particularly significant-a software entity with a certain degree of autonomy, goal orientation, and the ability to act in complex environments [3]. Unlike traditional algorithms, AI agents do not merely follow commands; they "interpret context, adapt to changes, and interact with other agents and systems," making them key elements of intelligent marketing architectures.

The theoretical foundation for understanding the functions of AI agents is the concept of the "prediction machine," proposed by E. Agrawal, D. Gans, and A. Goldfarb [4]. According to this model, AI reduces the cost of prediction, enabling businesses to make faster and more accurate decisions. In marketing, this is reflected in the ability of agents to predict consumer behavior, optimize advertising campaigns, and personalize communications. This approach allows each AI agent to be viewed as a "specialized predictive analytics module" performing a specific function within the broader system.

Ranjan Sapkota, Konstantinos I. Roumeliotis, and Manoj Karkee, in their conceptual work, formulate a clear taxonomy of differences between traditional AI systems and agentic AI. The authors define the AI agent as an autonomous system "capable of initiating actions, planning their execution, and adapting based on feedback," which qualitatively distinguishes it from systems that are entirely dependent on user inputs [5]. Their model focuses on mechanisms for autonomous decision-making and dynamic interaction with external data, making such agents especially promising for complex marketing processes.

An overview by Francesco Piccialli and colleagues presents a systematic analysis of autonomous agent architectures used in Industry 4.0, including distributed AI systems. The authors highlight key functional components of such agents-perception, reasoning, decision-making, and learning–and note that their integration into the business environment enhances "operational flexibility and resilience." A significant aspect of the study is the interaction between agents themselves and with human operators, which is critical for marketing tasks that require consistency and accuracy in content generation [6].

The implementation of generative AI models into business processes comes with not only technological but also organizational challenges. As noted by the authors of Harvard Business Review, users of digital tools tend to apply them unpredictably and outside strict frameworks, complicating the management of their use [7]. With the emergence of AI based on large language models (LLM), such as ChatGPT and Bard, a new challenge arises for leaders: how to manage employees when AI capabilities constantly change and its outcomes are unpredictable. Instead of rigid control and prohibitions, a shift toward a flexible support model based on learning, trust, and experimentation is proposed. The successful integration of AI depends not so much on the technology itself but on organizational culture and employee competencies.

Modern scientific literature is steadily transitioning from considering AI as an automation tool to recognizing "AI agents as autonomous, interacting entities" capable of transforming marketing processes. Studies [3-8] provide a theoretical foundation for designing "modular, multi-level AI agent systems," where each agent performs a specialized function, and their interaction is managed by a central coordination mechanism. These works confirm the relevance and scientific justification for the development of networked AI agent architectures for marketing automation.

With the development of generative models, such as GPT, DALL·E, and Midjourney, the possibility has emerged to automate not only analytical tasks but also creative ones, including the generation of advertising texts, visual materials, and even the creation of elements of brand strategies. However, despite the active adoption of AI tools in marketing practice, the question remains open: how to design an architecture for the interaction of AI agents to comprehensively address marketing and branding tasks, while maintaining the role of humans in quality control and decision-making.

According to a McKinsey report [8], by 2024, the proportion of organizations using artificial intelligence in at least one business process will grow from 50% to 78% between 2022 and 2024. This growth is driven by several factors, including increased labor productivity, automation of routine operations, and the growing availability and ease of implementing AI solutions.

At the same time, a crucial industry trend is the integration of artificial intelligence into business activities, which is increasingly seen as a necessary condition for maintaining competitiveness. The scale and significance of this trend are comparable to the revolution caused by the widespread use of cloud computing and data storage technologies. Organizations that did not transition to using cloud technologies in the late 2000s and 2010s-through platforms like Azure Cloud, Google Cloud Platform, and Amazon Web Services-found themselves at a disadvantage compared to competitors. Companies were motivated not only by the desire to improve efficiency and reduce costs through the advantages offered by cloud technologies, but also by the need to keep up with competitors who were actively adopting these solutions.

A similar situation is observed in the context of artificial intelligence: organizations are faced with the choice of either waiting until AI becomes an integral part of the industry standard and is integrated into all key products and services or gradually mastering it through trial and error. In the first case, there is a risk that AI implementation will become, in the future, not a development tool, but a mandatory condition for maintaining competitiveness.

Given the rapid spread of AI technologies, particular interest lies in clarifying key concepts, including the definition of AI agents and their role and functionality in marketing processes.

There are several definitions of AI agents, one of which was proposed by [5]. According to this definition, AI agents are autonomous programs created to perform tasks purposefully in a limited digital environment (such programs are constrained, meaning they only have access to the data and resources provided by the developer). AI agents are characterized by their ability to:

1. Perceive and process structured data (e.g., SQL tables, Excel sheets, indexed product catalogs) and unstructured data (e.g., books, texts, images, videos, audio files, etc.)
2. Understand context and reason based on that context and the provided data
3. Act autonomously and proactively, without waiting for additional instructions from the user

ISSN 2522-9087 (Print)
ISSN 2523-434X (Online)

4. Serve as assistants or replacements for human users or other programs.

A key distinction between AI agents and general-purpose AI systems (e.g., GPT, Claude, Deepseek) is that the latter are dependent on user queries, whereas AI agents are relatively autonomous and will perform the task at hand in a clearly defined area, interacting dynamically with data.

This reactivity has been widely researched and described across various use cases, where AI agents have served as: personal assistants, internal knowledge base administrators, or analysts helping to make high-risk decisions.

An example of an AI agent is the "PC User" project, where the Claude model interacts with a PC just like a human user. In this project, the Claude model was trained to analyze, perceive, and interact with the PC's screen. The model could use a virtual keyboard and mouse and operate various programs. This setup allows the AI agent to perform routine tasks on the PC that do not require human intervention (e.g., filling out online forms, copying or deleting data, creating, sorting, or renaming files), as well as more complex tasks related to writing, analyzing, or optimizing programs. One of the most interesting tasks Claude performed was searching, gathering, and analyzing data from multiple internet sources. The model operates on a "loop" principle: the AI agent receives a task from the user, analyzes it, breaks it down into sub-tasks, determines the next steps, and analyzes the result. This cycle repeats until the task is completed.

From the above, it follows that an AI agent is an instance of AI capable of interacting with a user, data, or software to solve a specific task in a limited virtual environment.

Scientific literature consistently explores different approaches to integrating artificial intelligence into marketing processes.

Nir Kshetri [9] proposes a classification of artificial intelligence, distinguishing three main types: Predictive AI (PAI), Generative AI (GAI), and Agent-based AI (AAI). In his work, the author examines the functional role of each in marketing research, as well as in the development and implementation of marketing strategies.

In the context of marketing research, PAI is used to collect and analyze large datasets, allowing for the identification of key competitors and competitive advantages of a product. GAI, in turn, facilitates an in-depth study of the market by generating summaries of new publications, as well as processing survey data and sales history. AAI is characterized by its ability to perform autonomous analytical activities without direct human involvement.

At the stage of developing and applying a marketing strategy, these AI tools allow for dynamic adaptation and transformation of branding elements, taking into account changes in products and strategies of competitors. N. Kshetri places particular emphasis on AI agents, which can interact autonomously with the target audience in real time through social media and advertising channels. This ensures a continuous cycle of collecting, analyzing, and implementing feedback from consumers.

It is highlighted that the creation of a distributed network of AI agents, each solving a specialized task autonomously, could radically transform marketing activities by continuously adapting and executing strategies. However, the author points out the need for systematic control and validation of the results produced by these agents: an error made by one agent could trigger a chain reaction due to the sequential nature of interactions within the network. In conclusion, N. Kshetri concludes that, with proper control and justified application, a network of AI agents can significantly enhance the efficiency of marketing departments in an organization.

Lareyna Yi, Michael Chui, and Roger Roberts in their report [8] present an overview of the AI agent system (AAI) and examine its potential application in marketing activities.

The authors propose a model based on distributing roles among AAI specialists, which collectively forms a comprehensive marketing strategy. The work is of an overview nature and is illustrated with examples of applications, without delving into the technical details of the system's construction.

The study places particular emphasis on the need for human marketers to retain control over the results produced by AAIs, which is seen as a mandatory condition to ensure the reliability and correctness of decisions. Among the key advantages of the proposed system, the authors highlight the increased speed of managerial decision-making, the overall productivity growth in marketing activities, and a faster adaptation of strategies to changing market conditions.

K. Katten, D. Kelly, and L. Tigarden [10] in their article urge companies involved in marketing to begin investing in the creation of new technological infrastructure today. This new infrastructure is defined by the authors as a comprehensive system being developed through the joint efforts of IT specialists, marketers, and AI experts. The result of this interdisciplinary collaboration, according to the researchers, should be a pilot AAI system that will later be refined and adapted during its operation.

Furthermore, the authors emphasize the need to rethink the professional role of marketers: in the era of active AAI implementation, they will perform the roles of editors and testers rather than traditional developers of marketing technologies, since the technologies themselves will be created and adjusted by AI agents.

Among the key risks associated with such systems are cascading errors and threats of leakage of confidential or client information. These factors further underscore the importance of the human validator's presence to ensure the reliability and security of AAI networks.

Stephanie Jensen in her article [11] analyzes the differences between GAI and AAI, emphasizing the potential benefits of the latter for digital marketing. According to the author, using AAI can significantly accelerate the development and implementation of a marketing strategy, ensuring its prompt adaptation to changing market conditions and competitive environments in real-time.

Moreover, the paper underscores the importance of PAI, which can predict consumer behavior based on real data analysis, as well as improve the quality and relevance of advertising content, particularly in social media.

Despite these threats, S. Jensen expresses confidence that the widespread implementation of AAI and PAI in the coming years will radically transform marketing practices, enhancing their efficiency and adaptability.

Highlighting the previously unresolved parts of the general problem to which the article is devoted. A review of current literature demonstrates that, despite growing interest in integrating artificial intelligent agent (AIA) networks into marketing processes, a number of fundamentally unresolved issues remain. Specifically, research identifies the following problematic areas:

1 Risk of emergence and amplification of cascading errors due to incorrect information or context transfer from one agent to another;

2 Excessive trust in AIA results with insufficient verification levels;

3 Vulnerability to internal data leaks within corporate information systems;

4 Need to reconceptualize the role of human users and human experts in conditions of increasing autonomy of intelligent agents;

5 Loss of manageability and control over AIA results due to excessive independence in their functioning.

This article focuses on attempting to propose a model capable of minimizing these risks and presenting possible solutions to the identified problems.

Formulation of the purpose of the article (statement of the problem). The goal of this article is to develop a model for an AI agent network that ensures the automation of marketing strategy development, content generation, and localization of materials. The model is based on a dispatcher that centralizes data flows and manages specialized agents, ensuring a balance between automation and control by expert professionals.

The following methods were used in the study: The study utilized theoretical methods (analysis, synthesis, comparative analysis, induction, deduction), applied methods (modeling the architecture of AI agents, structuring tasks, case study on launching Ukrainian kvass in the Polish market), and empirical methods (content analysis of open sources and expert evaluation of AI results).

Statement of the main material of the research with full justification of the scientific results obtained. In today's digital transformation of marketing, artificial intelligence (AI) has become a key factor in enhancing the efficiency and scalability of marketing strategies.

Theoretical Foundations of AI Application in Marketing. The evolution of marketing as a science and practice over the past few decades has been actively accompanied by the introduction of information technologies (IT). Initially, IT was used for data analysis and automation of routine operations. With the advent and development of machine learning, especially deep neural networks, marketing received new tools: predictive analytics, chatbots, content generation, and data visualization.

Generative models allow for the creation of new texts, images, and even audio and video. In marketing, this opens up opportunities for the automatic generation of advertising campaigns, creative design, scriptwriting, and content personalization. These technologies not only reduce time and labor costs but also enhance the relevance of communication with consumers. Theoretically, this aligns with the transition from reactive to preventive and adaptive marketing, where decisions are based on predicting audience behavior rather than post-hoc analytics.

However, a key challenge is the integration of various AI modules into a single architecture capable of working with different data sources and tasks, avoiding duplication and conflicts between agents. Foreign research highlights the need for hybrid systems, where humans retain the role of strategic managers, and AI performs the functions of an analyst and executor.

As part of this research, a structured model for a network of agent-based artificial intelligence (AI) is proposed, intended to automate key processes in marketing and branding. The structure and principles of the system are reflected in the algorithm of AI agents' interaction (Fig. 1).

The system architecture is built on a modular and sequential approach, where the central role is played by the AI Dispatcher (AI-Dispatcher), which coordinates, manages tasks, contextualizes information, and ensures quality control of results. The AI-Dispatcher not only transmits and processes tasks and responses between the user and agents, but also ensures that each agent receives only the information relevant to its function. This approach reduces cognitive load, minimizes the risk of excessive or irrelevant context, and prevents agents from being overloaded with unnecessary data unrelated to their tasks.

Agent Network Structure:

In addition to the Dispatcher, the model includes four specialized agents:

ISSN 2522-9087 (Print)
ISSN 2523-434X (Online)

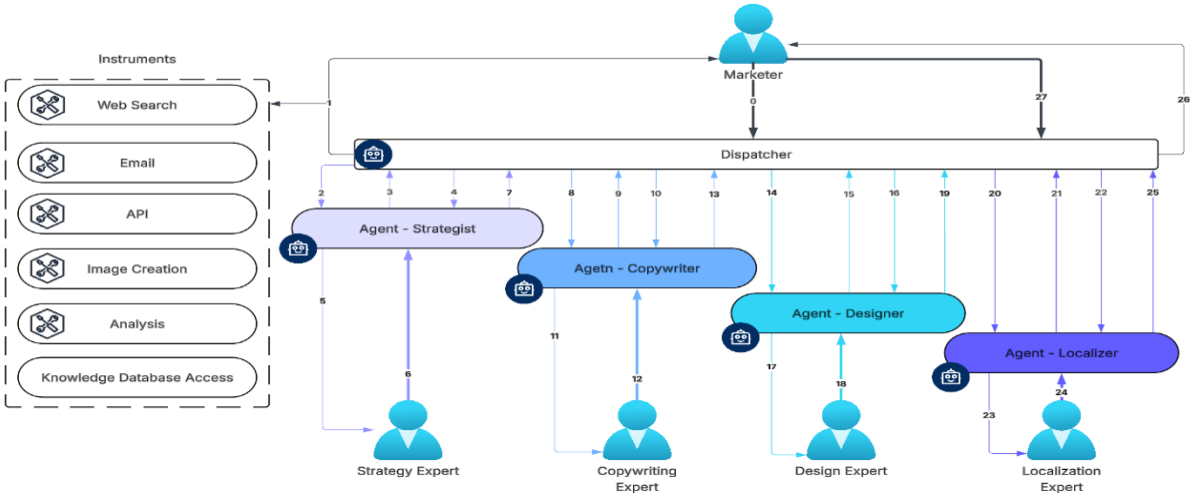

Figure 1 – Diagram of AI-Agent Network Functioning in Marketing

– AI-Strategist – responsible for developing the marketing strategy.

– AI-Copywriter – generates text content such as slogans, social media posts, and advertising scripts.

– AI-Designer – creates visual elements such as logos, banners, and images.

– AI-Localizer – adapts texts and strategies to the cultural and linguistic context of the target market.

– Algorithm of Model Operation

The model operates on a closed-loop principle, where the result of one agent is passed to the next only after verification and approval. This helps avoid cascading errors and maintain logical consistency. At each step, the possibility of expert validation and user feedback is built in. The main steps of the process (see Fig. 1) are as follows:

1. Steps 0–1**:** The Dispatcher receives the task (or technical specification, user request, or marketing brief) from the marketer and checks the completeness of the information. If necessary, it requests additional data from internal databases, the network, or the user.

2. Steps 2, 8, 14, 20**:** The Dispatcher fragments the task and sequentially delegates sub-tasks to the agents (Strategist, Copywriter, Designer, and Localizer), providing each with only the relevant context.

3. Steps 3, 9, 15, 21: Each agent sends a preliminary result to the Dispatcher.

4. Steps 4, 10, 16, 22: In case of non-compliance, the task is returned to the agent for revision.

5. Steps 5, 11, 17, 23: After passing the initial check by the Dispatcher, the result is forwarded to the relevant Expert.

6. Steps 6, 12, 18, 24: The Expert provides feedback.

7. Steps 7, 13, 19, 25: The agent revises the result and forms a final report for the Dispatcher, taking into account the Expert's feedback.

8. Step 26: The Dispatcher gathers the results, checks their compliance with the task specification, and forwards them to the marketer.

9. Step 27: The marketer evaluates the result. If necessary, initiates a repeat cycle with updated conditions.

This architecture ensures transparency, accuracy, and adaptability, with the human expert playing the final role of validator.

ISSN 2522-9087 (Print)
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Role of Each AI Agent.

Each AI agent performs a predefined specialized function within the marketing process, enabling the comprehensive and sequential automation of specific stages in the creation and execution of the marketing plan.

AI-Strategist: Based on information provided by the AI-Dispatcher, access to databases of previous campaigns, and the brief created by the marketer, the AI-Strategist formulates a comprehensive marketing strategy, including goals, objectives, target segments, and communication channels. The result is a detailed document, a roadmap for the advertising campaign, which will be populated by subsequent agents.

AI-Copywriter: This agent generates multiple text variations for slogans, advertising scripts for social media, video scripts, and descriptions of images.

AI-Designer: This agent is responsible for creating visual content: logos, banners, layouts, and images for social media posts and videos. The AI-Designer works based on the output of the AI-Strategist and AI-Copywriter, with strict guidelines set by the AI-Dispatcher.

AI-Localizer: The last specialized agent in the chain, the AI-Localizer adapts the strategy for a new geographic segment and translates and adapts text for the target audience.

Information from external sources is verified by both the Dispatcher and the expert specialist.

Advantages of the Model:

– Centralized quality control: Ensures that all processes are systematically reviewed and approved.

– Contextual dosing: Prevents agents from being overwhelmed with irrelevant information and guarantees that they receive only what is necessary.

– Modularity and expandability: New agents or functionalities can be added as the system evolves.

– Expert involvement in the final stage: A specialist's input provides a final layer of validation and adjustment to ensure high-quality results.

Limitations of the Model:

– Human verification required: Despite automation, human involvement is crucial for validation and oversight.

– Potential AI errors: As with any AI system, there may be mistakes that could affect the final outcome.

– Ethical issues and data protection: There may be concerns around data privacy and security, particularly when dealing with customer information.

Let's consider the work of the proposed model on a practical example of developing a strategy for introducing Ukrainian kvass to the Polish market. In this process, the marketer formulates the following technical task for the AI Dispatcher: “Develop a branding concept and a comprehensive promotion plan for Ukrainian kvass in the Republic of Poland (target region – Mazowieckie Voivodeship, including the city of Warsaw). Consider the legal framework and realities of the Polish carbonated non-alcoholic beverage market.” Present the result in the following sections:

1. A brief summary of the strategic approach, including the goals and tasks of the project;

2. Description of the target audience based on available internal sales data from Ukraine, taking into account the specifics of the Polish market;

3. Analysis of competitive advantages and formulation of a unique selling proposition for the product;

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ISSN 2523-434X (Online)

4. Recommendations on the most effective communication and advertising distribution channels;

5. Development of key branding elements: packaging design concept, slogan, color palette;

6. Use the maximum possible amount of relevant information sources, giving priority to internal company data on sales in Ukraine.

Based on the received assignment and available data, the AI Dispatcher decomposed the task into separate elements. Sections 1, 2, 3, and 4, along with relevant information from internal and external sources, were delegated to the AI Strategist. At the same time, the AI Dispatcher initiated a request to the user to clarify the criteria for evaluating the results of the AI Strategist's work.

Based on the provided data, the AI Strategist identified the following target audiences for the product:

1. Urban youth aged 25-35 with professional employment;
2. Consumers of all ages interested in a healthy lifestyle;
3. Consumers of all ages who prefer original and unconventional taste solutions.

As priority communication channels, the AI Strategist identified:

– Social networks (Instagram, Facebook, TikTok) – for building brand image and interacting with target groups 1 and 3;

– Creating textual and video content, including advertising materials on YouTube, primarily aimed at target group 2.

After initial verification by the dispatcher and approval by a human expert, the Dispatcher forwards the necessary information to the Designer and Copywriter.

The AI Designer, receiving instructions from the AI Strategist through the AI Dispatcher, prepared visual advertising mockups. A sample of the visual material is shown below in Figure 2.

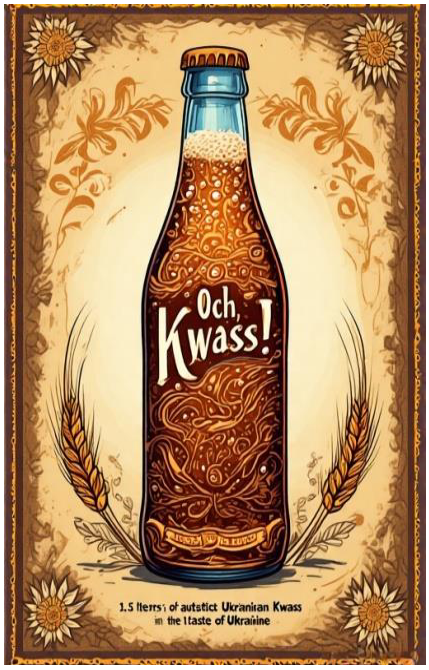

Figure 2 – Advertising Material Mockup Proposed by the AI Designer

The Copywriter, based on the received data, creates social media post texts and a plan for their publication (Fig. 3).

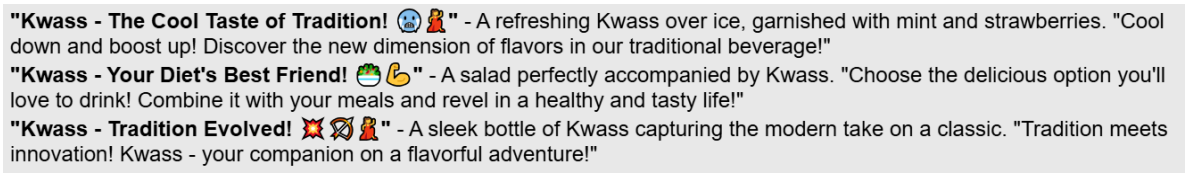

Figure 3 – Social Media Advertisement messages proposed by AAI-Copywriter

The Localizer translates the text created by the Copywriter and adds the necessary cultural context to make it understandable to the Polish consumer (Fig. 4).

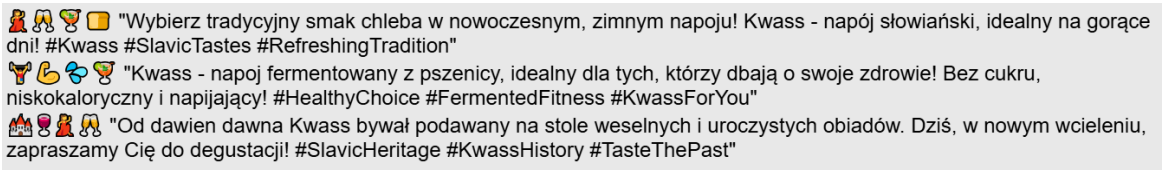

Figure 4 – Localized for Polish Market Social Media Advertisement adjusted by AAI - Localizer

Conclusions from this research and prospects for further developments in this area. The conducted research has identified and proposed possible solutions to key problems associated with implementing artificial intelligent agent (AIA) networks in marketing processes. To minimize the risk of cascading errors, an architecture using an AIA-Dispatcher is proposed, performing functions of controlling subordinate agent task execution, comparing their work with technical specifications, and transmitting only relevant context through the chain. This approach reduces the probability of distortions and ensures consistent task execution. Problems of excessive trust in AIA results and loss of control due to their autonomy are proposed to be solved through mandatory participation of human experts. Their role in the model shifts from direct creation to quality control, validation, and management of agent results. This maintains balance between automation and necessary levels of human oversight. To reduce data leak risks, an encapsulation principle is proposed: experts receive access exclusively to those agent results that correspond to their professional competence. Complete process understanding and full information access are preserved only for the marketer and AIA-Dispatcher. This approach limits the probability of uncontrolled data distribution and enhances information security levels. The proposed solutions allow consideration of the developed model as a foundation for improving marketing process efficiency while simultaneously reducing risks associated with AIA autonomy. Prospects for further research involve developing formalized methodologies for assessing agent work quality, creating ethical regulations for human-AIA interaction.

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Штучний інтелект у маркетингу: від комунікаційної стратегії до брендингу (модель мережі агентів на основі ШІ).

У статті досліджується застосування штучного інтелекту в маркетингу на прикладі модельної мережі спеціалізованих агентів ШІ. Центральним елементом архітектури є диспетчер ШІ, який забезпечує централізоване управління потоками даних, дозування контексту та контроль якості. Мережа складається з чотирьох агентів: Стратега, Копірайтера, Дизайнера та Локалізатора, які взаємодіють за принципом замкнутого циклу з обов'язковою експертною перевіркою результатів спеціалістом-експертом. Запропонований підхід був апробований при розробці бренду та плану просування українського квасу на польському ринку. Дослідження демонструє, що модель забезпечує модульність, зменшує когнітивне навантаження на агентів, а також покращує узгодженість і точність генерації контенту. Також підкреслюється необхідність впровадження механізмів етичного контролю, захисту даних та запобігання каскадним помилкам.

Ключові слова: штучний інтелект, маркетинг, брендинг, генеративні моделі, автоматизація, комунікаційна стратегія.

Received: 10 May 2025
Accepted: 30 September 2025
Published: 28 December 2025