

Research on the Reconstruction of the Identity of Creative Workers in AIGC Era Brand Co-creation

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Abstract

With the acceleration of artificial intelligence generated content (AIGC) technology into the fields of brand planning, advertising creativity, visual design and content communication, the production mode and collaboration relationship of brand co-creation have changed significantly. Creative workers no longer only undertake content production and program implementation, but gradually participate in brand value planning, user insight and creative decision-making. Their professional identity has also changed from traditional independent creators to intelligent COLLABORATORS and value planners. Technology empowerment has expanded the creative production space, but it has also brought problems such as the weakening of creative subjectivity, the blurring of the boundaries of professional ability, and the conflict of multiple subject values, which makes creative workers face new pressure of professional identity. Based on this, the article analyses from three levels and puts forward strategies such as strengthening the awareness of the creative subject, expanding the structure of composite ability, improving the human-computer collaboration mechanism, and participating in the co-creation of brand value, in order to promote creative workers to adapt to the production environment of the AIGC era and realise the effectiveness between personal creative ability and the long-term value of the brand. Connect.

Keywords

AIGC; brand co-creation; creative worker; identity; human-computer collaboration.

1. Introduction

The development of generative artificial intelligence is changing the production logic of brand creativity. In the past, brand creativity usually relied on the experience accumulation, professional skills and personal inspiration of creative personnel. From market research to program formation, it often required a long creative cycle. AIGC can quickly complete text generation, image production, script conception and creative expansion, which provides a richer content production mode for brand co-creation, and also makes the interaction between brands, consumers, platforms and creative personnel more frequent. In this change, technology is not only a tool to improve work efficiency, but also promoting the adjustment of creative production relations and occupational division of labour. The changes faced by creative workers are particularly obvious[1-2]. The professional advantages formed by relying on specific production skills in the past are being impacted, and the brand's requirements for creative people are gradually extended to strategic thinking, value judgement, cultural understanding and user insight. How to understand the new changes in professional identity, respond to identity anxiety and role confusion in the process of technology application, and

establish a more reasonable collaborative relationship between people and intelligent tools is of practical significance for improving the quality of brand co-creation and promoting the career development of creative talents.

2. AIGC Reshapes the Creative Professional Role in Brand Co-creation

(I) The creative focus is from content production to value planning.

Brand competition gradually extends from simple product competition to cultural expression, emotional communication and value recognition, and the professional value of creative workers also begins to extend from the production of works to the brand value shaping. AIGC can quickly form a variety of creative schemes based on the established instructions, but it cannot completely replace the comprehensive understanding of brand history, consumer psychology, cultural context and market environment by creative workers. A brand idea with communication potential does not depend on the amount of content generated, but on whether it can accurately respond to brand positioning and consumer needs. Creative workers need to undertake tasks such as creative theme refining, brand narrative design, user emotional insight and communication direction judgement, and transform fragmented information into creative solutions with clear value orientation. Changes in professional identity mean that the professional influence of creative workers is no longer only reflected in the final work, but also in the degree of involvement in brand strategy, user relationship and cultural expression[3].

(II) Human-computer interaction generates intelligent collaborative creative corner

The traditional relationship between people and tools in creative work has changed. Creative workers no longer just use fixed software to complete preset tasks, but need to establish continuous interaction with intelligent systems through prompt design, content screening, model adjustment and manual modification. The process of creative generation has changed from a relatively linear personal conception in the past to a complete circular process. As a result, the ability performance of creative workers has also been migrated. The skilful operation of a certain tool is not enough to form a long-term advantage. How to accurately express creative intentions, judge the applicability of the generated results, and control the consistency of the brand style have become new professional requirements[4]. The collaborative relationship between people and artificial intelligence has given creative workers more space for content trial and error, and also changed the traditional identity perception of "works are completely completed by individuals". Creators need to accept the reality of intelligent tools participating in the creative process, and form a stable human-computer collaboration mode on the basis of retaining personal judgement and aesthetic standards.

3. The Real Dilemma of the Identity of Creative Workers under the Intervention of Technology

(I) The value of the subject is impacted

The career changes brought about by the rapid development of technology have made some creative workers begin to re-examine the irreplaceability of their work. Copywriting, posters, scripts and visual schemes, which used to take a long time to complete, can now form multiple versions in a relatively short time with the help of AIGC, and the efficiency of generating creative results is significantly improved. When the works themselves are more and more easily copied and mass-produced, creative workers may have the professional question of whether personal ability is still scarce. Identity anxiety does not entirely come from the reduction of positions, but also from changes in the career value evaluation system. If enterprises still measure the performance of creative personnel mainly by the number of works, production speed and cost control, the improvement of artificial intelligence generation ability is likely to underestimate

people's contribution. Creative workers need to reconfirm their main position in the changing technical environment, shift their professional value from "what can be produced" to "what can be judged, what can be created and why they create", and form professional abilities that are difficult for machines to simply copy through cultural understanding, emotional insight and value selection.

(II) Reorganisation of capability boundaries

After AIGC entered the brand co-creation, the original professional boundaries of creative positions gradually became blurred. Copywriters can use image generation tools to assist visual creation, designers can complete creative scripts with the help of language models, and marketers can also directly generate communication content. This cross-field collaboration expands the possibility of creative work, but also makes the traditional professional division of labour face a readjustment. Creative workers need to master new technical tools, but they cannot equality technical operation with complete professional ability[5-6]. If you rely too much on tools, you can easily fall into the dilemma of "you can use software but lack independent judgement"; if you refuse technological changes, you may find it difficult to adapt to the new production environment. The root cause of the role confusion is that there is no stable connection between the old ability system and the new production mode. Enterprises need to re-understand the ability composition of creative positions, and creative workers should also establish a composite ability structure around brand insight, creative planning, technology application, content evaluation and user research.

(III) Multi-party appeals are intertwined

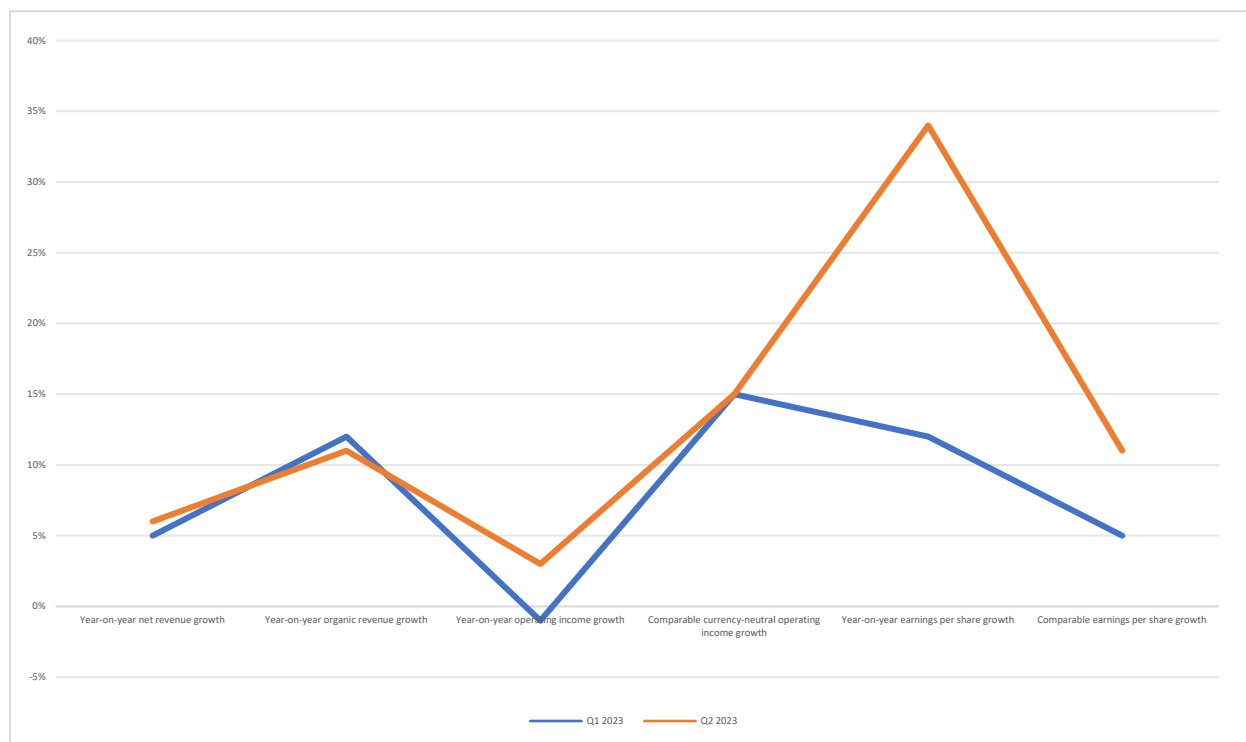


Figure 1. Comparison of Coca-Cola Operating Indicators During Its Early AIGC Adoption

In the brand co-creation environment, creative production has changed from a relatively closed professional creation to an open process in which brands, consumers, platforms and intelligent tools participate. Creative workers need to face more complex value standards. Coca-Cola launched the "Create Real Magic" platform in 2023, which allows consumers and digital creators to use Coca-Cola's classic brand assets to generate original works. The first round of

activities produced more than 120,000 original works, and the relevant communication has received more than 316 million media exposures. Reaches 90% of emotions. As shown in Figure 1, from 2022 to 2023, some growth indicators of Coca-Cola's global business have changed by different magnitudes. In such a co-creation model, the brand pays attention to business goals and brand tone, consumers emphasise the sense of participation and personality expression, the platform pursues the efficiency of content communication, and AIGC quickly expands creative solutions based on data and algorithms. When there is a deviation in the demands of different subjects, creative workers need to assume the responsibility of screening, coordination and value judgement, so that the content is not only attractive for communication, but also does not deviate from the long-term positioning of the brand. For example, "Create Real Magic" does not completely hand over brand ideas to artificial intelligence, but takes the brand's existing visual assets as the basis for creation, and then forms the final communication content through manual screening and brand review. The identity of creative workers is also further shifted from content producers to diversified prices. The coordinator and judge between values.

4. The Reconstruction Path of the Identity of Creative Workers in the AIGC Era Brand Co-creation

(I) Return to the main position of human beings

The stronger the function of technical tools, the more creative workers need to clarify their value position in brand co-creation. AIGC is good at information integration, content generation and program expansion, but it cannot independently undertake brand value selection and complex cultural judgement. The main role of people will not disappear naturally because of the improvement of generation efficiency. Enterprises can clarify the manual judgement link in the creative process, and integrate brand positioning, value proposition, cultural expression and user emotional insight into the scope of manual decision-making, so that AIGC can assume the responsibility of auxiliary production rather than determining the creative direction[7]. Creative workers should also establish a critical awareness of the use of generated content, not directly regard artificial intelligence output as the final result, but screen and recreate according to brand tone, cultural context and communication goals. The reconstruction of identity needs to be based on the stability of the subject's consciousness, so that creative workers can realise that their own value does not simply come from handmade, but from the understanding, judgement and endowment of creative meaning.

(II) Integrate multi-dimensional professional ability

In the AIGC environment, the professional competitive advantage of single-skill creative talents is weakening, and the composite ability to connect technical tools with brand needs is more sustainable. Creative workers need to rebuild the ability structure, combine professional experience with the ability to use artificial intelligence tools, and form a mutually supportive ability system for technology application, brand understanding, user insight and aesthetic judgement, as shown in Table 1. Among them, technical ability focusses on improving creative production efficiency, brand understanding clear content positioning, user insight to strengthen emotional expression, and aesthetic judgement to ensure the quality of the work. Enterprises should also increase training such as AIGC application, brand strategy, consumer research and content evaluation, so that the ability standards of creative positions can adapt to the new production environment[8]. With the continuous expansion of the ability structure, the identity of creative workers will gradually change from a single professional skill owner to a comprehensive creative ability provider.

Table 1. Multidimensional Capability Structure for Creative Workers in an AIGC Environment

Capability	Main Function
Technical application	Improve the efficiency of creative production
Brand understanding	Clarify the direction and positioning of content
User insight	Strengthen emotional expression
Aesthetic judgement	Protect the final quality of the work

(III) Clarify the relationship between man-machine responsibilities

The efficient operation of brand co-creation needs to clarify the boundaries of responsibilities between people and AIGC, otherwise technical tools are easy to evolve from auxiliary production means to creative decision-making subjects. Enterprises can establish a clearer human-computer collaboration process around brand projects, apply artificial intelligence to data collation, program divergence, material generation and version testing, and focus on creative direction formulation, content review, value judgement and brand control. Creative workers can establish prompt templates, material databases and evaluation standards according to different tasks to improve the matching between artificial intelligence output and brand demand. This collaborative model can reduce repetitive labour and give creative people more time to carry out user research and creative thinking. What's more noteworthy is that human-machine collaboration is not a simple tool upgrade, but a reorganisation of production relations. Creative workers form a new professional identity through the coordination of technology, personnel and brand resources.

(IV) Deeply embedded in brand decision-making

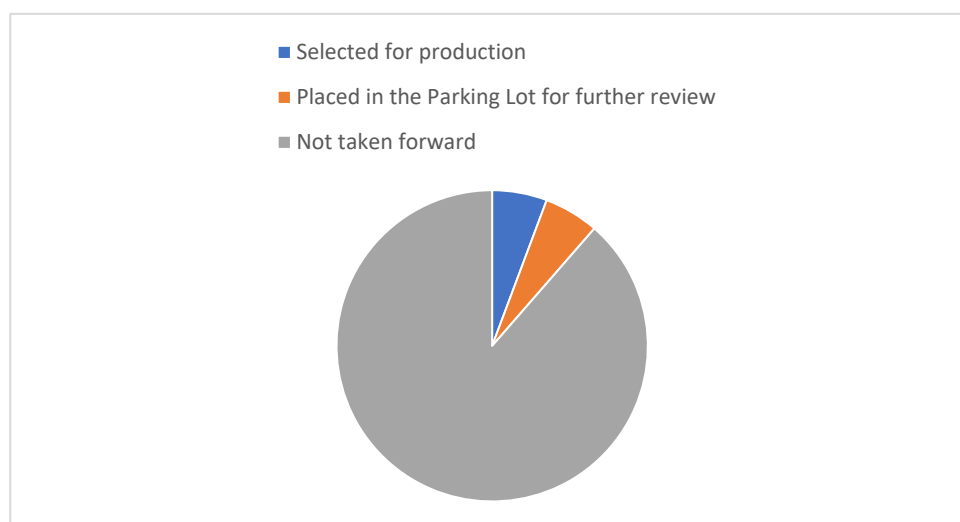


Figure 2. Outcomes of the LEGO Ideas Review

With the continuous improvement of creative production efficiency, the professional value of creative workers needs to be reflected through participation in brand decision-making. Brand managers should extend the work boundaries of creative personnel from content execution to brand positioning, user insights, product development and cultural narrative, so that they can participate in brand value shaping based on consumer feedback and social media information. Take LEGO Ideas as an example, the platform allows users to submit original product ideas.

When the work has 10,000 supporters, it can enter the official review. In the second round of evaluation in 2024, a total of 35 ideas that reached the threshold were evaluated, of which 2 were selected for production, 2 were entered into the "Parking Lot" for further evaluation, and 31 did not enter the follow-up link, as shown in Figure 2. This mechanism makes creative participants no longer limited to material production, but can directly affect the direction of product development. It can be seen that when creative workers can enter the front-end link of brand value formation, their professional value can shift from single content output to continuous brand value creation, and professional identity is easier to build on real decision-making participation and long-term contribution[9-10].

5. Conclusion

In summary, AIGC is promoting the transformation of brand co-creation from a creative mode based on manual production to an intelligent collaborative production mode, and the professional identity of creative workers has also entered the stage of readjustment. Technology lowers the threshold of content production, but does not eliminate the value of people. Instead, it makes the ability of brand positioning, cultural understanding, emotional insight and value judgement more prominent. In the face of practical problems such as the weakening of creative subjectivity, the blurring of ability boundaries and the conflict of multiple values, creative workers need to take the initiative to adjust their professional cognition and expand their own value from the production of specific works to creative planning, brand value judgement and user relationship construction. Enterprises should also take scientific measures to provide institutional support for identity restructuring. In the future practice, we should establish a reasonable balance between technical efficiency and human subject judgement, promote creative workers to form a stable professional value perception, and inject more sustainable creativity into brand co-creation.

6. Project

1. Special-task Project (Ideological and Political Theory Courses) of Hubei Provincial Department of Education: Research on the Integrated Construction of Patriotism Education in Ideological and Political Courses across Primary, Secondary and Higher Education (24Z049)
2. University-level Teaching Reform Project of Wuhan Qingchuan University: Research on the Path of Knowledge-Graph-Driven Ideological and Political Teaching Reform under the Digital-Intelligent "Engine" (JYCF202558)

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