



Ai Influencer with Assistant

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ABSTRACT :

Virtual influencers are computer-generated characters that mimic humanistic traits and personalities to form connections with the target audience. They help brands avoid controversy, have flexibility, and are cost-effective for small businesses. However, they lack human touch and emotions and may have creative limitations due to technology. Brands like Nike, Calvin Klein, and Samsung have already partnered with a virtual influencer named Lil Miquelaore.

The word influencer is not new to our ears. Brands, whether local or global, have been using influencer marketing campaigns for quite some time now to promote their product lines. While brands can experience significant growth through influencer marketing, they also struggle in terms of finding the most suitable influencer for their vision, hiring multiple nano influencers to boost engagement, assessing competition, dealing with time and geographical limitations of the influencers, and so on. And at every step, they need to ensure there is no mis-selling. Especially for small businesses, with so much at stake, acting the influencer marketing game isn't a piece of cake.

A virtual assistant is an independent contractor who provides administrative services to clients while operating outside of the client's office. A virtual assistant typically operates from a home office but can access the necessary planning documents, such as shared calendars, remotely. People employed as virtual assistants often have several years of experience as an administrative assistant or office manager. New opportunities are opening up for virtual assistants who are skilled in social media, content management, blog post writing, graphic design, and internet marketing.

Keywords: Ai, influencer

Introduction :

Virtual influencers are computer generated digital characters designed to imitate actual individuals in realistic settings. They are computer-generated 'people' that are fictional yet have the traits, looks, and personalities of actual people. Virtual influencers are utilized in place of real-life influencers for a range of marketing-related activities, but social media marketing is where they are most used. They can influence people's actions, particularly online behavior and purchasing decisions, as they are created to emulate human behavior. The creative designers of virtual influencers brands and people with a great interest in technology remain anonymous. Users may readily join them, and they can be easily included into any virtual environment.

Objectives:

The primary objective of the Virtual influencer is to optimize the work of humans and managing social media brands. By leveraging virtual influencer s as unique identifiers and incorporating advanced digital marketing, the system aims to achieve:

1. Increase AI experience: User can directly interact with AI and access metaverse
 2. Efficiency: increase productivity of humans by delegating small work and scheduling work.
 3. Virtual-Reality : User can experience virtual world by using VR set and Meta glass
 4. Designing: we can any design quickly by giving prompts to AI
- Automation: we can automate small works like birthday wishes and reminders tasks

Literature survey :

- A virtual influencer, at times described as a virtual persona or virtual model, is a computer-generated fictional character that can be used for a variety of marketing-related purposes, but most frequently for social media marketing, in lieu of human "influencers". Most virtual influ-

encers are designed using computer graphics and motion capture technology to resemble real people in realistic situations. Common derivatives of virtual influencers include VTubers, which broadly refer to online entertainers and YouTubers who represent themselves using virtual avatars instead of their physical selves.

- From a branding perspective, virtual influencers are much less likely to be mired in scandals. In China, celebrities caught in bad publicity such as singer Wang Leehom and entertainer Kris Wu have heightened the appeal of virtual influencers, since their existence relies entirely on computer-generated imagery, and hence are unlikely to cause any damage to a brand's image by association. Some studies have also suggested that Generation Z consumers have a unique appetite for virtual idols and influencers, since they grew up in the age of the internet. Studies also show that human-like appearance of virtual influencers show higher message credibility than anime-like virtual influencers. Virtual influencers are computer-generated characters that mimic humanistic traits and personalities to form connections with the target audience. They help brands avoid controversy, have flexibility, and are cost-effective for small businesses. However, they lack human touch and emotions and may have creative limitations due to technology. Brands like Nike, Calvin Klein, and Samsung have already partnered with a virtual influencer named Lil Miquela. The word influencer is not new to our ears. Brands, whether local or global, have been using influencer marketing campaigns for quite some time now to promote their product lines.
- In recent years, the digital landscape has witnessed a significant transformation with the proliferation of influencer marketing. Influencers, individuals who have established credibility and a dedicated following in a particular niche, have become crucial players in the marketing strategies of brands and businesses. With the advancement of technology, especially in the field of artificial intelligence (AI), the development of AI-powered influencer applications has gained prominence.
- These applications harness AI to enhance influencer marketing strategies, from influencer discovery to campaign management and performance analysis. This literature review aims to explore the current state of AI-powered influencer applications, highlighting their benefits, challenges, and future potential.
- To consolidate the understanding of virtual influencers, tracing back to the root of how humans communicate with machines showcasing social potential is necessary. Grounded in human-computer interaction, the CASA paradigm operates on the premise that interactions with computers, technologies, and new media are fundamentally social and natural. When computers demonstrate human-like attributes, consumers tend to anticipate that they will conform to a range of social norms, such as language use, human-like facial features, and the ability to convey emotions. However, one shall keep in mind that the CASA theory does not apply to all forms of social technology. In fact, this paradigm only applies when technological artifacts exhibit adequate social cues that imply their ability to serve as a point of reference for social interaction.
- To explore the effect of emotional expression of CGI influencers on user engagement presented by images, this research employed a combination of data mining, image clustering, and emotion analysis as the primary methods. First, Lil Miquela was selected as the study context. Despite the existence of other virtual influencers, Lil Miquela appears to be the most active and humanlike on Instagram with more than 1,000 posts. In contrast, other popular CGI influencers such as Bermuda and Shudu have less than 300 posts. Since context plays a significant role in shaping consumer behavior, context-specific research can help identify the unique aspects of a particular market and provide a basis for the development of culturally sensitive and relevant marketing strategies.
- The rapid advancement of artificial intelligence (AI) has enabled widespread digital transformation and given rise to avatars, content-generation AI, and computer-generated universes that promote unparalleled levels of social connectivity. The rapid advancement of artificial intelligence (AI) has enabled widespread digital transformation and given rise to avatars, content-generation AI, and computer-generated universes that promote unparalleled levels of social connectivity.

Features :

The key feature of the AI module is that we can use it for different tasks; we can do branding.

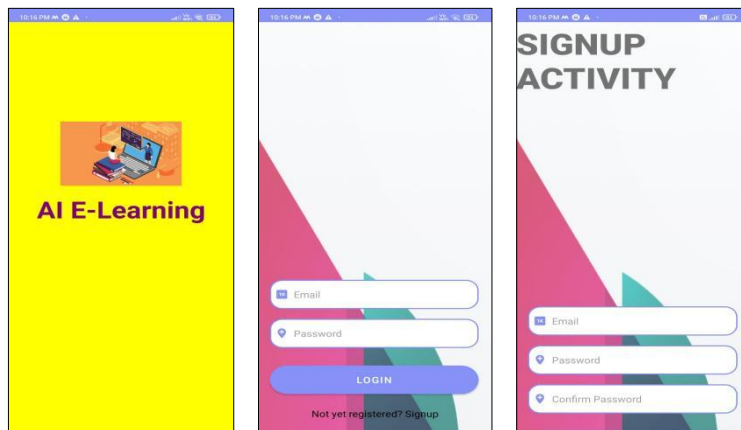
For brands and we can make online tutorial using Ai module and we can assign small task which are automate like birthday wishes and small reminders

1. Increase productivity : we can use Ai module for assignments and small talks to AI.
2. Scheduling calendar: Ai assistant is used for scheduling calendar so we can more focus on work
3. User-Friendly Interfaces: Deliver intuitive interfaces for users and Ai model, ensuring ease of use and minimal training requirements. Employees can access AI models through a user-friendly mobile app or printed copies.
4. Deep learning : we can use Ai for learning purpose and make online tutorial using them
5. Scalability: we can scale this module easily because there is no need humans to work and Ai can work 24*7.
6. Marketing campaign : we can create campaigns for different brands performed by an AI module.
7. For historic Events : We can create an AI module of famous freedom fighters and kings like Maharana Pratap.

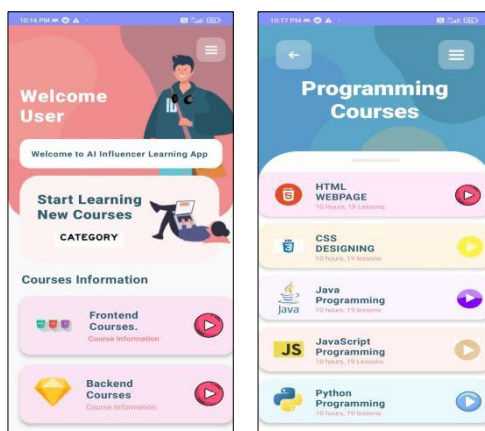
Proposed detailed methodology :

- **Market Research:** Before starting the development process, conduct research in various VES Institutes to understand the needs and preferences of your target audience. This could involve surveys, interviews, or focus groups.
- **Requirement Analysis:** Identify the needs of the users. This could include features like assignment scheduling/completion, attendance, performance analysis, placement and booking. Create a detailed requirement document outlining all the features and functionalities of the application.
- **Design:** Create wireframes and mockups of the application. This will give a visual representation of what the final product will look like. The design phase should also include creating a database schema and deciding on the technology stack to be used.
- **Development:** Start building the application. This could be done using a variety of programming languages and frameworks, depending on the platform (Android, iOS). The development phase should follow best practices for coding and adhere to the principles of clean code.
- **Testing:** Test the application for any bugs or issues. This could involve unit testing, integration testing, and user acceptance testing. It's important to ensure that the application works as expected and provides a good user experience.
- **Deployment:** Once the application has been tested and approved, it can be deployed to the appropriate platform(s). This could involve setting up servers, configuring databases, and ensuring that the application is scalable.
- **Maintenance:** After deployment, the application will need to be maintained. This could involve fixing bugs, adding new features, and updating the application to keep up with changes in technology or user needs.
- **User Feedback and Iteration:** After launch, collect user feedback and use it to improve your application. This could involve adding new features based on user suggestions or improving existing ones.

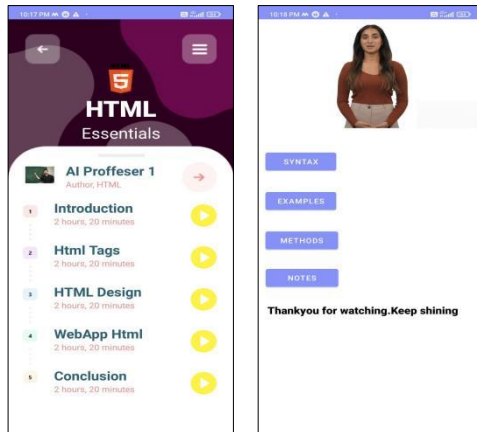
Results :



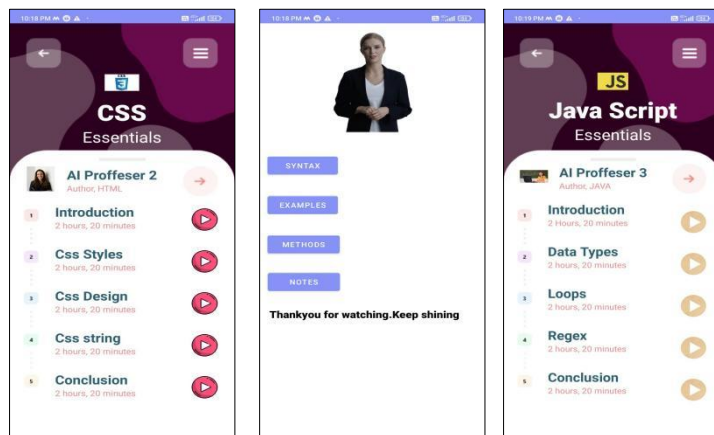
- 1) After opening the app, the first thing you'll see is the login page.
- 2) If you have not registered before then you can sign up as a new user.
- 3) And if you've registered before then you can just login and you can be able to access your history what you've done earlier in this app.



- 1) After logging in or signing in you'll be able to see all types of courses and you can select any one course you want to learn.
- 2) Here in programming courses we have different languages of programming that we use on daily basis.
- 3) Then we can select any one language from all of these languages.



- 1) After selecting one language we'll be able to see videos that are fragmented into many videos.
- 2) In every video we'll be able to learn quickly with the syntax, examples, methods and notes provided just below the videos.



- 1) We've done the same with each course
- 2) The model in the videos is created using AI.
- 3) After you complete a video, a message will be displayed showing "Thankyou for watching. Keep shining".

Conclusion:

In conclusion, the emergence of virtual influencers represents a paradigm shift in influencer marketing, driven by advancements in computer graphics, motion capture technology, and artificial intelligence. These computer-generated personas offer brands a unique opportunity to engage with consumers in social media spaces with reduced risk of scandals compared to human influencers. The appeal of virtual influencers, particularly among Generation Z consumers, underscores the potential for leveraging technology to create impactful marketing campaigns.

Furthermore, the CASA paradigm underscores the importance of imbuing virtual influencers with human-like attributes to facilitate meaningful social interactions. However, it's essential to recognize the limitations of virtual influencers, including the lack of genuine human touch and emotional depth, which may pose creative challenges for brands.

Moreover, research exploring the effect of emotional expression in CGI influencers on user engagement underscores the importance of context-specific studies to inform culturally sensitive marketing strategies. By leveraging data mining, image clustering, and emotion analysis techniques, brands can gain insights into consumer behavior and preferences in the realm of virtual influencer marketing.

Looking ahead, the rapid advancement of artificial intelligence continues to drive digital transformation, enabling the creation of avatars, content-generation AI, and computer-generated universes that foster unparalleled levels of social connectivity. As brands navigate this evolving landscape, the strategic integration of virtual influencers within marketing campaigns holds the promise of fostering authentic connections with consumers while harnessing the power of technology to drive engagement and brand loyalty.

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