

Sora's Potential Influence on the Marketing Industry

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ABSTRACT: In February 2024, Sora, a new groundbreaking Generative Artificial Intelligence (GAI), was launched, which has the ability to generate clear, smooth, high-quality and imaginative videos based on textual cues, and represents the most advanced GAI of the current era. For the marketing industry, Sora can play an important role in saving production time, enriching video creativity, reducing economic costs, improving work efficiency, and many other aspects. The research objective of this study is to explore Sora's potential influence on the marketing industry, particularly focusing on its potential impact on marketing innovation, industry landscape, staffing structure, economic costs, and production time. This study mainly adopts the exploratory research methodology and reviews historical literature. This study finds that, for the marketing industry, Sora will have significant potential influence in Reducing Economic Costs, Saving Time, Enriching Marketing Innovations, Reshaping the Industry Landscape, Reinventing the Staffing Structure, Beyond the Boundaries of Thought, Data Visualizations and so on.

Keywords: Sora, Generative Artificial Intelligence (GAI), Marketing Industry.



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INTRODUCTION

In February 2024, Sora launched a new groundbreaking Generative Artificial Intelligence (GAI) (OpenAI, 2024). Sora has the ability to generate clear, smooth, high-quality and imaginative videos based on textual cues, which represents the most advanced GAI of the current era (Mogavi et al., 2024; OpenAI, 2024; Wang et al., 2024). For the marketing industry, Sora can play an important role in saving production time, enriching video creativity, reducing economic costs, improving work efficiency, and many other aspects (Gong et al., 2023; Köbis et al., 2021; Perdoná & Soratto, 2015). However, there are still very few studies about Sora's influence on the marketing industry, and research about Sora's impact on the industry landscape, staff structure, potential benefits and others is still scarce. The research objective of this study is to explore Sora's potential influence on the marketing industry, particularly focusing on its potential impact on marketing innovation, industry landscape, staffing structure, economic costs, and production time (Bajkó et al., 2022a, 2022b; Barbulescu et al., 2019; Omoregic et al., 2019).

As one of the most powerful GAI's in the world today, Sora has already drawn significant attention from a wide range of industries, including film production, advertising and marketing, education, healthcare, autonomous driving and so on (Adetayo et al., 2024; Quiroga, 2024; Waisberg et al., 2024; Yu et al., 2024). Li et al. (2024) discussed Sora's role in the training and testing process of smart vehicles. Adetayo et al. (2024) explored Sora's ability to digitize cultural heritage in the library environment with an exploratory approach. Waisberg et al (López et al., 2020). (2024) thought that Sora offered the capacity to improve ophthalmic surgical instruction and deal with complex eye problems. Borrowing familial resemblance methodology, Cheung et al. (2024) investigated the epistemic knowledge regarding the connections between science and AI in literature, and they also undertook a comprehensive review about applying AI in science education. Beyond that, Mogavi et al. (2024) argued that Sora will promote the democratization of video marketing and reduce game exploitation costs. Therefore, many industries have begun to pay attention to the effects of Sora on them and have conducted some prior studies, which will provide some reference for this study.

Previous studies have also concerned Sora's applications in certain areas, for example Computational Social Systems (Qin et al., 2024), technological dependence (Kustudic & Mvondo, 2024), ancient book protection (Liu, J. et al., 2024), Smart Mining (Xie et al., 2024), data privacy and copyright issues (Kyrie Zhixuan Zhou et al., 2024), effects of deception (Edwards, 2024) and others. With the help of case study methodology, Yu et al. (2024) elucidated the potential application of Sora in intelligent sensing for smart vehicles. Adetayo et al. (2024) discovered that Sora might become a valuable instrument in education, which had the ability to perform in immersive storytelling and educational gamification. Moreover, it is worth noting that Kustudic and Mvondo (2024) preliminarily discussed the potential applications of Sora in film production, healthcare, education, social media and so on, and the privacy or technological risks faced. With the rapid development of AI, especially the appearance of Sora, Quiroga (2024) expressed worries about the ethical dilemmas and cultural dilemmas arising from the process of Audiovisual Creation. Consequently, Sora has been conducted in several applied studies in different areas, and some researchers have expressed a certain degree of worry about Sora, all of which provide a reference for this study to explore the opportunities and challenges that Sora presents in the marketing industry (Jernigan & Ross, 2020; Martino et al., 2017; Penders & Nelis, 2011).

From the perspective of technology, since DALL-E 3 had the capacity to generate realistic, graphic, detailed images based on texts, OpenAI chose him as one of the technological foundations. Because of ChatGPT's performance in understanding natural language, human-computer interaction, deep learning, and other aspects are also treated as important kernel development technologies for Sora. Some researchers argued that Sora's capabilities in text-to-video could not ignore the effect of diffusion modeling (Cho et al., 2024; Mogavi et al., 2024). Besides, Wang et al. (2024) concluded a brief history of video generation models. In the theoretical modeling of information systems, Mvondo and Niu (2024) employed the extended unified theory of acceptance and use of technology (UTAUT2) to investigate 940 respondents' willingness to accept Sora. Thus, DALL-E 3 and ChatGPT have been used to improve Sora's generative abilities, and UTAUT2 has also been applied to examine users' intentions.

However, reviewing the literature, there is still very limited research on the potential impact of Sora on the marketing industry, particularly its influence on the industry landscape. Changes in job content, staffing structure and ideology are scarce. According to previous studies, GAI represented by Sora is very likely to have a non-negligible effect on the internal structure and external ecology of many industries; therefore, it is necessary to further strengthen the research related to Sora for the marketing industry (Mele et al., 2019; Yao et al., 2019).

METHOD

Exploratory research refers to a study that is conducted to either investigate an area with less knowledge or explore the feasibility of carrying out a specific type of study (Mbaka & Isiramen, 2021; Swaraj, 2019). Exploratory research is an independent category of research that is characterized by high flexibility and can be regarded as the first phase of the three phases of "exploration, description and experimentation" (Swaraj, 2019). The common exploratory research methods include literature research, investigations, focus groups, case studies, and more (Swaraj, 2019). For this study, literature research is the main method. Exploratory research can provide many benefits, for example: 1. gathering information to clarify concepts; 2. removing unrealistic ideas; 3. improving the investigator's familiarity with the issues; 4. exploring the feasibility of the study; 5. it is establishing a basis for hypotheses to be formulated and empirically verified at a later date. Exploratory research methods have been practiced in a multitude of studies and have played an important role in the scientific research process (Herrero et al., 2020; Mbaka & Isiramen, 2021; Swaraj, 2019). As a result, taking into account the current situation in Sora, the characteristics of the exploratory research methodology, and other factors, the exploratory research methodology is the most suitable for the present study.

RESULT AND DISCUSSION

Considered one of the most potent Generative Adversarial Intelligences (GAIs) globally, Sora has garnered considerable interest from several sectors such as film production, advertising and marketing, education, healthcare, autonomous driving, and others (Adetayo et al., 2024; Quiroga, 2024; Waisberg et al., 2024; Yu et al., 2024). Li et al. (2024) examined the function of Sora in the training and testing procedures of intelligent driving systems. The study conducted by Adetayo et al. (2024) investigated the capacity of Sora to digitize cultural assets inside the library setting using an experimental methodology. According to Waisberg et al. (2024), Sora has the potential to enhance ophthalmic surgery education and address intricate eye conditions. Employing the family resemblance approach, Cheung et al. (2024) examined the epistemic understanding of the relationships between science and AI in literature. Additionally, they conducted a thorough analysis of the implementation of AI in science education. Furthermore, Mogavi et al. (2024) contended that Sora will facilitate the democratization of video marketing and decrease the expenses associated with game exploitation. Consequently, numerous industries have started to focus on the

impact of Sora on their operations and have undertaken previous research, which will serve as a point of reference for this study.

Existing research has also focused on the applications of Sora in specific domains such as Computational Social Systems (Qin et al., 2024), technological reliance (Kustudic & Mvondo, 2024), preservation of ancient books (Liu, J. et al., 2024), Smart Mining (Xie et al., 2024), data privacy and copyright concerns (Kyrie Zhixuan Zhou et al., 2024), consequences of deception (Edwards, 2024), and other related areas. Utilising case study technique, Yu et al. (2024) clarified the possible use of Sora in intelligent sensing for autonomous cars. In their study, Adetayo et al. (2024) found that Sora has the potential to be a useful tool in education, capable of engaging in immersive storytelling and instructive virtual gaming. Moreover, it is noteworthy that Kustudic and Mvondo (2024) initially examined the possible uses of Sora in film production, healthcare, education, social media, and other fields, as well as the privacy or technological hazards encountered. Given the swift advancement of artificial intelligence, particularly the emergence of Sora, Quiroga (2024) raised concerns over the ethical and cultural challenges that arise from the process of Audiovisual Creation. Therefore, Sora has been the subject of several practical investigations in various fields, and certain scholars have voiced a certain level of concern about Sora. These findings serve as a basis for this present study to investigate the potential and obstacles that Sora offers in the marketing sector.

From a technological standpoint, OpenAI selected DALL-E 3 as one of the theoretical foundations due to its ability to produce lifelike, visual, and intricate graphics from textual input. Given ChatGPT's exceptional ability to comprehend natural language, human-computer interaction, deep learning, and other related areas are considered crucial technologies for developing the core of Sora AI. Certain scholars have contended that Sora's text-to-video capabilities must take into account the impact of diffusion modeling (Cho et al., 2024; Mogavi et al., 2024). Furthermore, Wang et al. (2024) provided a concise overview of the historical development of video generation models. In their study on theoretical modeling of information systems, Mvondo and Niu (2024) utilized the extended unified theory of acceptance and application of technology (UTAUT2) to examine the willingness of 940 participants to adopt Sora. Therefore, DALL-E 3 and ChatGPT have been employed to enhance the generating capabilities of Sora, while UTAUT2 has been utilized to analyze the intentions of users.

Analysis Of Sora's Potential Influence On Marketing Industry

Sora was regarded as a catalyst in the video marketing landscape (Mogavi et al., 2024). GAI, represented by Sora, may have a far-reaching influence on many dimensions of the marketing industry, ranging from the industry landscape, staffing structure, technological upgrades, marketing methods, etc.

Economic Costs

Generating videos based on textual content may significantly reduce the economic cost of pre-marketing video production and increase efficiency. Short video marketing has been in full swing in recent years, and Sora may facilitate short video marketing by dramatically decreasing the cost

of video production. Marketers may utilize it to generate dynamic adverts customized to certain target groups (Liu, Y. et al., 2024). In terms of internet marketing, Sora might lower the cost of video preparation for internet marketing and offer more backup options for wonderful content generation.

Saving Making Time

The capacity of this artificial intelligence to generate captivating video visuals based on an instruction is noteworthy (Quiroga, 2024). Innovative video productions that originally took hours, or even days, may only take a few minutes or hours to complete by utilizing Sora, significantly saving video production time.

Enriching Marketing Innovations

With the help of Sora, a lot of creative videos can be generated in a short period. They can be improved appropriately according to the dialog, providing companies with a wealth of innovative products. For example, OpenAI's official website showcases a few Sora-generated videos, including a creature that has never existed on Earth - a combination of a rabbit and a squirrel (Figure 1). Sora delivers a vast array of creative ideas that may help meet different clients' diversified, personalized and customized needs. Catalyzed by GAI and new application hardware, some audiences may welcome new types of communication that connect the physical and virtual worlds in the future. Some users may prefer dynamic, personalized, human-computer interactive, multi-sensory, palpable, immersive experiences.



Figure 1. A new creature generated by Sora

Reshaping the Industry Landscape

Sora might democratize the field of video marketing and enhance the accessibility and cost-effectiveness of video production (Mogavi et al., 2024). To apply innovative industry, Sora may take some work like movement speed modification, scene identification, noise from the background elimination, subtitles and others (Cho et al., 2024). In stimulating market competition, the generative artificial intelligence represented by Sora has the potential to reshape the landscape of the marketing industry. Companies that follow up in a timely manner may gain more development opportunities, while those that are insensitive to the market or even resist change can be eliminated from the market in the future. Companies or brands that follow the trend of AI are likely to stand out.

Reinventing the Staffing Structure

Sora provides marketers with an effective instrument that can quickly create personalized videos that are geared toward particular targeting populations, market developments, and campaign goals (Kustudic & Mvondo, 2024). It may cause a devaluation of some traditional jobs and unemployment of some people. In the future, there may be a need for people who can operate Sora, and there may be a need for people who understand artificial intelligence and market windfalls. Meanwhile, there may be more job opportunities for some people who can learn and operate Generative Artificial Intelligence or for creative professionals. Some employees may have to adapt to the AI-driven way of working and learn new skills.

Beyond the Boundaries of Thought

Sora displays a fertile imagination with an extremely large database that breaks through the limited knowledge and skills that individuals have access to. Sora will transcend the inherent mindset of the individual's upbringing and open up many creative possibilities.

Data Visualizations

The generative AI represented by Sora provides new possibilities for data visualization in the later stages of marketing. With GAI combined and upgraded with other technologies, it has the potential to visualize marketing design, implementation, results and so forth.

CONCLUSION

Sora, one of the most advanced GAIs in the world today, not only outperforms in terms of technical concepts but also possesses excellent potential to influence numerous industries. For the marketing industry, Sora will have significant potential influence in Reducing Economic Costs, Saving Time, Enriching Marketing Innovations, Reshaping the Industry Landscape, Reinventing the Staffing Structure Beyond the Boundaries of Thought, Data Visualizations, etc. More empirical studies and data are needed in the future to validate the influence of Sora on different industries.

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