**Digital brand identity: technologies and their specificities**

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The use of motion design and animation in corporate branding has reached an all-time high. This demonstrates the competence and expertise of the industry in creating engaging and dynamic branding strategies while maintaining a professional and respectful tone. Instead of merely displaying logos, branding projects now explore the company or brand's personality. The rise in the production of videos, clips, and visuals by creators across various media platforms in recent years indicates a significant change in advertising and communication campaigns.

There are currently two contrasting perspectives on the popularity of kinetic design and its impact on branding and digital brand identity [5]. Animation and movement in advertising effectively convey both information and brand image to users, according to experts. It is important to consider this perspective when creating advertising content. The advertisement produced by TWOX advertising agency for the brand Precise, which utilized visual effects and hard 3D software, received a total of 164,900 views for the first three commercials. This is 457.1% (135,300 views) higher than views reported in the campaign participation results [2]. Secondly, it is important to note that the primary way the target audience interacts with the brand is through video content. This content can be shared on social media or traditional advertising platforms such as Out-of-Home (OOH) media. It is worth noting that OOH media includes animated content, which is more attractive due to its versatility and display capabilities. The implementation of augmented reality and virtual reality technologies in advertising has been demonstrated to have a positive impact on consumer loyalty to the brand and conversion rates [1, p. 11]. Specifically, the use of virtual reality (VR) technology has been shown to enhance brand awareness and cultivate a more favourable attitude towards the brand [4, p. 167]. In addition to virtual reality (VR), augmented reality (AR) technology is also widely used by companies and organizations. AR is comparable to VR and mixed reality in terms of functionality, mechanisms of operation, and consumer engagement. User engagement in this context refers to variables that affect user satisfaction, loyalty, lifetime value, sales, and brand profit. It is important to note that the impact of AR on engagement metrics can vary depending on the specific content, environment, and industry in which the technology is used. By acknowledging the various factors that can influence AR's effectiveness, we can confidently navigate the technology's potential impact on engagement metrics while maintaining a diplomatic approach. To gain a better understanding of this, it is useful to consider the 4C framework (derived from the “4C”: content, context, computing device and consumer).

Within the 4C framework, particular attention can be paid to examining and evaluating the interactions between each of these categories, both individually and in combination with each other. Instead, it is important to note that user engagement is highest when multiple objects in the system interact with each other. The level of user engagement increases when the components of the 4C system are combined and controlled as a single system mechanism. By doing so, we can showcase our competence and expertise in the field, while also fostering a cooperative atmosphere among stakeholders. When working with AR technologies as part of motion design, it is crucial to avoid focusing on a single 4C element. The system's key feature is its ability to confidently identify variables related to the main categories in the qualitative research process. As per Gartner's report [6], companies predominantly engage with target audience online, which presents an opportunity to leverage premium live video formats as a diplomatic way to create advertising and brand awareness in the digital environment. The primary reasons for utilising sales video formats and their derivatives are to enhance engagement, boost brand awareness, and streamline the communication model. By using these formats, companies can confidently communicate their message while maintaining a diplomatic tone that fosters collaboration and understanding.

As a result, brand managers and other professionals can improve the quality of interaction with users, identify new touchpoints with them, and create more interactive and engaging content.

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