Artificial Enhanced Experience Advertising

Turning Narrative-Driven, Localized Ads Into Real-World Transactions

SCOTT JELLEN

Table of Contents

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Scott Jellen
Independent Researcher
scottjellen.com

Abstract

Artificial Enhanced Experience Advertising (AEEA) introduces a new structure for video advertising. By dynamically assembling narrative-driven commercials based on user location and available sponsor inventory, AEEA bridges the gap between aspirational media and real-world commerce. The system transforms passive impressions into actionable, bookable experiences—curated, localized, and integrated into the daily media environment.

1. Introduction

Advertising has long promised experiences but rarely delivered them. Traditional formats focus on product awareness or broad lifestyle imagery, with little connection to real, purchasable moments in a viewer's daily life.

AEEA proposes a new layer of advertising: dynamically assembled, sponsor-driven experiences embedded within the media users already consume. These ads do not simply depict aspirational narratives—they offer them, localized and immediately actionable.

2. Market Context

The convergence of commerce and content is already underway:

- Shoppable video has normalized interactive media.

- Local businesses remain disconnected from scalable, actionable advertising.

- Consumers increasingly expect convenience, relevance, and immediacy.

Existing platforms deliver fragments of this promise. AEEA formalizes it, offering a unified structure for turning ads into localized, purchasable experiences.

3. System Design

3.1 Narrative Structure

AEEA commercials follow a flexible, sponsor-responsive experience arc. The specific scenes vary based on user location, sponsor participation, and experience type.

Example Commercial Variations:

Version A:

- Rideshare pickup (sponsored)

- Outdoor activity

- Sponsored dinner experience

- Nightlife venue

- Return home

Version B:

- Personal vehicle transportation

- Target retail visit (product-focused)

- Quick-service dining

- Entertainment stop

- Drive home

Scenes are produced aspirationally and generically, ensuring scalability while preserving the illusion of localized relevance.

3.2 Assembly Logic

The AEEA Assembly Engine operates based on:

- User location (city or region level)

- Available sponsor inventory

- Experience category (e.g., date night, retail trip)

The system dynamically combines modular, high-quality scenes into a cohesive, sponsor-aligned commercial. The user perceives a seamless narrative; the backend ensures real-world experiences are available for purchase.

3.3 User Interaction

During or after the commercial:

- On-screen prompts, QR codes, or mobile notifications invite engagement.

- Options include:

  - Booking the complete experience

  - Customizing individual components

  - Purchasing featured products

  - Saving for later

  - Gifting the experience

4. User Journey

View:

- User watches curated, localized content embedded within standard media channels.

- The experience appears aspirational, desirable, and relevant to their area.

Engage:

- Action prompts provide seamless, non-intrusive pathways to purchase.

Act:

- Bookings and transactions occur via the AEEA platform or integrated partner systems.

Fulfill:

- The real-world experience mirrors the narrative depicted in the ad.

5. Business Model and Platform Structure

5.1 Platform Layers

- **Ad Assembly Layer:** Modular, sponsor-responsive content generation.

- **Experience Inventory Layer:** Real-time management of sponsor offerings.

- **Transaction Layer:** Booking, purchasing, and fulfillment mechanisms.

5.2 Revenue Streams

- Transaction commissions on bookings and purchases

- Sponsored content integration fees

- Premium placement and boosting fees

- Campaign performance optimization tools

5.3 Marketplace Dynamics

AEEA connects brands, local businesses, and consumers through a two-sided marketplace structure. Supply richness, user adoption, and sponsor participation reinforce platform growth.

6. Risks and Constraints

AEEA acknowledges operational, technical, and market risks, including:

- Content production complexity, mitigated through reusable modular scenes

- Platform partnership barriers, addressed via an advertiser-first rollout strategy

- Local supply gaps, resolved through phased metropolitan expansion and chain partnerships

- Consumer privacy concerns, managed through opt-in transparency and minimal data collection

- Overestimation of real-time conversion rates, addressed through flexible user action pathways

7. Future Outlook

AEEA formalizes an inevitable evolution in advertising:

- Experiences, not products, become the focal point of conversion.

- Brands participate in real-world experience curation, not passive messaging.

- Consumers engage with aspirational narratives that are both desirable and actionable.

The model provides a commercially viable, scalable structure for localized, transaction-driven media integration.

8. Conclusion

Advertising is no longer confined to impressions and product awareness. AEEA introduces a structured system for turning ads into purchasable, customizable experiences—blending narrative, localization, and commerce.

The future of advertising is not simply what viewers see.
 It is what they can do.

9. Case Studies: AEEA in Real-World Brand Scenarios

To illustrate the commercial viability and structural flexibility of AEEA, the following case studies demonstrate how national brands can leverage the platform to convert aspirational media into bookable, localized experiences.

9.1 Target — Seasonal Product Launch Experience

Brand Objective
Target aims to translate seasonal product campaigns (e.g., back-to-school, holiday collections) into curated, bookable experiences that drive both in-store and digital traffic.

AEEA Experience Arc

- Couple leaves home.

- Drives to a Target store.

- Lifestyle-focused shopping sequence highlighting seasonal products.

- Quick-service meal at a participating partner (e.g., Starbucks or local restaurant).

- Optional entertainment add-on (e.g., discounted movie tickets).

- Return home.

Sponsor Integration

- Target sponsors primary retail scenes within the commercial.

- Local partners sponsor dining and entertainment components.

- Final call-to-action: *"Shop This Experience Near You."*

User Interaction

Viewers can:

- Reserve featured product pickup or schedule delivery.

- Book dining reservations.

- Purchase bundled entertainment options.

- Save or gift the experience package.

Outcomes

- Target drives measurable store traffic and seasonal product sales.

- Local businesses benefit from bundled consumer engagement.

- AEEA earns transaction and placement fees.

- Consumers access curated, desirable experiences beyond standard advertising.

9.2 Marriott — Weekend Getaway Experience

Brand Objective
Marriott seeks to convert lifestyle marketing campaigns into bookable, curated weekend experiences that drive hotel occupancy and integrated partner engagement.

AEEA Experience Arc

- Couple rideshare to a Marriott property.

- Hotel arrival and lifestyle sequence showcasing amenities.

- Curated dining experience (on-site or partnered local restaurant).

- Optional entertainment or wellness activity (spa, museum, live event).

- Return transport or late-night add-on.

Sponsor Integration

- Marriott sponsors transport, hotel, and core lifestyle scenes.

- Local partners integrate dining, entertainment, or wellness options.

- Final call-to-action: *"Book This Getaway Near You."*

User Interaction
Viewers can:

- Reserve a hotel stay.

- Add dining or entertainment packages.

- Customize experience components.

- Purchase the experience as a gift.

Outcomes

- Marriott increases direct bookings and lifestyle brand alignment.

- Local partners gain access to high-value, curated traffic.

- AEEA captures transaction and placement fees.

- Consumers book complete, aspirational experiences through seamless media interactions.

Author's Note (July 2025)

This paper presents a conceptual framework for Artificial Enhanced Experience Advertising (AEEA). It is not a finalized product specification or commercial deployment roadmap. The structure, case studies, and system logic described herein are based on public trends, hypothetical market dynamics, and plausible platform mechanics.

Actual implementation of AEEA would require extensive collaboration between advertisers, media platforms, technology partners, and regulatory stakeholders.

This model is designed to provoke strategic discussion, surface commercial opportunities, and frame the experience-commerce category—not as a definitive forecast.

I welcome critique, refinement, and collaboration.

Scott Jellen
scottjellen.com

Publication Metadata — Version 1.0

Abstract

Artificial Enhanced Experience Advertising (AEEA) proposes a structural reframing of advertising as an experience-to-transaction infrastructure layer rather than a creative or impression-based optimization problem. While modern advertising increasingly promises personalization and engagement, most ads terminate at attention, leaving a structural gap between narrative experience and real-world economic action.

The AEEA framework models advertising experiences as modular, narrative-driven assemblies that dynamically adapt to local inventory, context, and fulfillment constraints. By separating narrative illusion from backend determinism, AEEA enables ads to function as lightweight commerce interfaces—bridging storytelling, localized availability, and transactional execution within a single system.

The paper outlines the architectural components of AEEA, including experience assembly engines, localization and inventory abstraction layers, transaction routing, and attribution boundaries. Through applied case studies in retail and hospitality, it demonstrates how experience-based advertising can convert engagement into measurable economic outcomes without requiring bespoke creative production or platform lock-in. The framework situates AEEA within broader shifts in platform economics, commerce infrastructure, and post-impression monetization strategies.

Keywords

License

Versioning Note

This document was originally released publicly in **July 2025** through the author's portfolio. That release constituted the first public availability of the Artificial Enhanced Experience Advertising (AEEA) framework.

Version 1.0, published with a DOI in **January 2025**, preserves the full analytical structure and conceptual content of the original July edition. Updates in this version are limited to **editorial and presentational refinements**, including an updated cover, standardized spacing and section hierarchy, improved internal consistency, normalized and verified references, and the addition of formal publication metadata.

No conceptual, analytical, or structural changes have been introduced in this version.

A forthcoming **Version 1.1 ("Lab Edition")**, to be released under the same DOI, may apply standardized Lab formatting, refine the abstract for clarity, and introduce light structural compression (e.g., diagrams or tables) to improve readability and cross-artifact cohesion. It may also introduce explicit cross-references to adjacent work within the broader corpus (including *The Shadow Subscription*, and related platform-economics frameworks).

All substantive ideas will remain unchanged. Any updates will be limited strictly to presentation, integration, and archival continuity.

This versioning approach ensures that the evolution of the work remains **traceable, citation-safe, and consistent** with the author's broader research and publication standards.