

## **From Hashtags to Brand Stories – Using NLP, Computational Linguistics, and Generative AI to Enhance Campaign Performance and Optimize Digital Marketing Spend in the CPG Industry**

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### **Abstract:**

In today's fast changing digital world, Consumer Packaged Goods (CPG) brands are facing dual challenges – how to maximize the return on digital advertising investments and extract actionable insights from vast volumes of unstructured consumer interactions. This white paper presents a framework that leverages Natural Language Processing (NLP), Computational Linguistics, and Generative AI to decode the "Voice of the Consumer" across social platforms, reviews, and digital conversations. This AI-driven approach enables brand marketing team to move past vanity metrics and to measure emotional resonance, detect narrative misalignments within campaigns, and dynamically optimize performance in real-time. It shows how AI powered campaign intelligence tool empowers CPG brand managers to improve brand storytelling, marketing agility, and drive greater impact from their digital media investments.

### **Keywords:**

Natural language processing (NLP), Computational linguistics, Generative AI, Adaptive storytelling.