

# Transforming Nostalgia Marketing with Generative AI: A Review of China's Mobile Gaming Market

Tianfeng Chen

The London School of Economics and Political Science, Houghton Street, London, WC2A2AE,  
United Kingdom

timmychen.32@gmail.com

**Abstract.** Nostalgia marketing influences emotional connections to shared past experiences, cultural identities, and collective memories among target audiences to evoke positive engagement. In China's mobile gaming market, this strategy frequently manifests through re-releasing classic games, collaborating with films and television intellectual properties (IPs), and creating content that recreates players' formative gaming experiences. Recent advancements in generative artificial intelligence (GenAI) over the past few years have prompted an increasing number of game publishers and developers to use this technology to generate nostalgic content for marketing campaigns. However, prior scholarly discourses have often treated nostalgia marketing and GenAI as distinctive domains. To address this gap, this study employs a narrative review and three case studies to analyze the applications of nostalgia marketing campaigns within the current Chinese mobile gaming market. It demonstrates that GenAI is currently integrating with traditional nostalgia marketing strategies and has the potential to transform existing nostalgia marketing frameworks in mobile gaming. Specifically, GenAI tools offer novel possibilities for conducting nostalgia marketing with greater efficiency, dynamism, and personalization. Consequently, this review aims to demonstrate how generative AI can reshape nostalgia marketing by augmenting its efficiency, diversification, and personalization.

**Keywords:** Nostalgia Marketing; Generative Artificial Intelligence; Mobile Games; Consumer Behaviors.

## 1. Introduction

Nostalgia is a multifaceted emotion defined by psychological researchers as a sentimental longing for specific aspects of one's past experiences or memories, through a comparative process that favors the past over the present or future [1, 2]. Based on de Oliveira Santini et al.'s meta-analysis, nostalgia is leveraged strategically in marketing as an effective tool to evoke consumers' positive connection with their past memories in order to improve their psychological state and thereby drive favorable behavioral outcomes for the brand from these targeted consumers [3]. In recent years, following the rapid growth of the mobile gaming market, nostalgia marketing has become a widely used strategy for gaming companies to generate revenue [4]. Meanwhile, artificial intelligence (AI) has been assisting game designers to revitalize classic games by improving graphic qualities and mechanics, whereas nostalgia marketing strategies serve as a primary source for the commercial reintroduction of these classic games to both original and new audiences. As Kysler & Cihlářová [5] have pointed out in their study, this synthesis of technology enhancement and emotional familiarity has created successful products. Recently, following the advancement of Generative AI (GenAI), an increasing number of game developers and companies have also started to utilize this technology to generate nostalgic content and assist their nostalgia marketing campaigns due to its capabilities to respond to prompts in a short amount of time. According to the 2024 annual report released by 37 Interactive Entertainment Network Technology Group Co., Ltd. (37 Interactive), a leading company in the Chinese mobile gaming industry, GenAI has been viewed as a key factor to improve its product's competitiveness in the global market and is currently seeking a deeper integration of GenAI with the company's businesses [6]. Empirical evidence indicates that both GenAI Marketing and nostalgia marketing are widely adopted strategies within the current commercial landscape. However, they are often discussed as two separate domains in prior scholarly discourses. This study will provide a

narrative literature review with case studies that analyze the application of nostalgia marketing in the Chinese mobile gaming market to show that GenAI is currently integrating with traditional nostalgia marketing strategies and can potentially improve its frameworks. Within China's rapidly expanding mobile gaming market, nostalgia marketing is a frequently used method to evoke players' positive memories, thereby enhancing their loyalty to games and increasing their willingness to make in-game purchases. Currently, GenAI tools offer new possibilities for conducting nostalgia marketing more efficiently, dynamically, and with greater personalization. Consequently, to address this gap in the literature, this review aims to answer the following research questions: RQ1: How does the implementation of GenAI tools improve the operational efficiency of developing and executing nostalgia marketing campaigns compared to the traditional methods? RQ2: How can GenAI facilitate the diversification of nostalgia marketing content, enabling brands to excavate into a wider range of historical eras, cultural touchstones, and aesthetic styles? RQ3: How can GenAI enable a greater level of personalization in nostalgia marketing methods?

## **2. Literature Review**

### **2.1 Nostalgia Marketing in Consumer Behavior**

The word nostalgia is recognized as a complex, predominantly positive, socio-emotional experience [7]. According to Mukhopadhyay [8], nostalgia is an affective cognitive phenomenon triggering an individual's sentimental desire for the past, frequently accompanied by a tendency to romanticize the bygone era in their memories. Due to this tendency, scholars have also found nostalgia to be a powerful psychological force that can potentially influence consumer behavior. By evoking people's positive memories and collective identities, nostalgic merchandise provides a special meaning to its targeted customers, increasing their intention to purchase [9]. Nosrati et.al [10] in their research strongly suggested that nostalgia-evoking environments trigger a significant positive effect on customer engagement, as well as perceived value-in-use, which raises the intention of the customers to purchase and repurchase. As a result, scholarly works demonstrate that nostalgia marketing is a successful strategy, which can enhance customers' purchase intentions by making their brand experience more valuable.

### **2.2 The Chinese Mobile Gaming Market and GenAI Applications**

China's gaming market revenue has consistently been increasing in recent years, especially in the mobile end. Based on the 2024 China Game Industry Report [11], mobile mini-program games make a remarkable market expansion, reaching 39.836 billion CNY in revenue in 2024. This represents a year-to-year growth rate of 99.18%, positioning itself as one of the fastest-growing sectors in China's gaming industry. Nowadays, with GenAI being capable of generating responses to prompts in a short amount of time, it enables game studios to reduce game development cycles and costs, allowing them to release updates more frequently and experiment with larger volumes of content [12]. As a result, GenAI is now widely adopted during the design and development phase of mobile games. According to the 2024 annual report released by 37 Interactive [6], it indicates that after building their own Large Language Model (LLM) XiaoQi, GenAI has evolved from a supportive tool into a core strategic driver of the company's operational and creative process. This notable mobile gaming market expansion is closely associated with the integration of GenAI, which significantly improves development efficiency and content innovation. Behind this ongoing trend, several key technical characteristics of GenAI have underpinned its value in game production. As GenAI refers to a class of AI systems capable of synthesizing human-like content— such as text, image, audio, and video— by learning patterns from big-data training [13]. Utilizing deep learning techniques, these models generate contextually relevant outputs from user prompts. This generative capability and creativity distinguish GenAI from traditional analytical AI models in the past, which were designed primarily for analysis and classification [14]. Due to remarkable developments in recent years, GenAI is now being integrated into numerous fields, creating a human-centered collaboration that improves work

efficiency [15]. For example, scholars like Grewal et.al [16] believe GenAI is revolutionizing the innovation process in marketing through its ability to generate a large amount of appropriate content quickly, thereby enhancing creativity across activities from ideation to consumer engagement. According to 37 Interactive's 2024 annual report [6], over 80% of its in-game 2D art assets are generated with GenAI support, over 30% of its 3D characters and item models are created via AI-assisted generation, and over 70% of in-game advertising videos involve AI in their creation. Therefore, the widespread adoption of GenAI necessitates the evaluation of marketing in terms of efficiency, creativity, and improving the players' overall in-game interaction and experience for gaming companies specifically.

### 2.3 Research Gap and Objectives

Prior scholarly works on nostalgia marketing suggest it is a successful marketing strategy for businesses to adopt in order to have better engagement with their customers, as it capitalizes on the psychological effect of nostalgia, providing comfort and emotional stability during periods of uncertainty by evoking an idealized past from people's shared collective memories [8,17]. Also, prior scholarly works on GenAI have also proved it to be an effective and revolutionary tool for marketing [15,16] and game designing [12], as many gaming professionals and companies claimed the collaboration between human and AI is an inevitable result for the video gaming industry nowadays [6,15,18]. At the same time, many scholarly work [4, 7-10, 12-16, 18] widely suggests that the potential ethical issues arising from the use of GenAI present a significant challenge, requiring further research to inform future regulations. Although both nostalgia marketing and GenAI marketing are prevailing contemporary strategies, scholarly literature has traditionally addressed them as distinct domains. In order to address this existing literature gap, the goal of this study is to demonstrate that GenAI has the potential to transform classic nostalgia marketing from a strategy focused on capturing customers' emotion and attention to a more dynamic, personalized in-game experience that deepens player loyalty.

## 3. Case Studies of Nostalgia and GenAI Marketing

### 3.1 Repackaging of Classic Games

Adapting from classic video games, cartoons, film IPs, and traditional culture has become an ongoing trend in the content creation process of mobile games. As Zhang et.al [19] found in their study integrating the classic Chinese cartoon *Calabash Brothers* with modern 3D game design has successfully created a culturally resonant mobile game that merges traditional cultural heritage with interactive entertainment. Similarly, *Fantasy Westward Journey*, a classic role-playing game (RPG) on PC, released its mobile version in 2015 and continued to gain popularity in the Chinese mobile game market. Since its launch, it has dominated the top spot in the China iOS App Store's top grossing chart and ranked 4<sup>th</sup> highest-grossing mobile game worldwide in 2015 [20]. The successful establishment of the mobile version of *Fantasy Westward Journey* is a significant case study in the intersection of game design, platform migration, and nostalgia marketing strategies. The mobile version has successfully replicated the iconic art styles, core mechanics, and social dynamics from the original PC version in the 2000s. This recreation offers the original players an opportunity to return to their youth in a more modern, convenient mobile style and acts as a powerful nostalgia trigger for its players to relate to their specific individual experiences with the game in the past, forming a reflective nostalgia emotion that allows them to immerse themselves in the game more deeply [21]. GenAI has also started to influence the in-game experience of *Fantasy Westward Journey* recently, as NetEase, the company that developed the game, has announced that they are going to first include the GenAI platform DeepSeek into the PC version of *Fantasy Westward Journey* for in-game assistance. This upgrade allows players to take advantage of GenAI to use natural dialogue to get help with complex gameplay questions, strategies, and even non-gaming-related problems [22]. The

integration between GenAI and actual gameplay aims to further improve the gaming experience of its players through GenAI's advanced and dynamic learning capabilities.

### 3.2 Nostalgia in Visual and Narrative Design

Beyond game mechanics, visual and narrative design in mobile games can also leverage nostalgia to strengthen player engagement and brand loyalty. Nostalgia-themed advertisements are key ways to conduct nostalgia marketing, as these advertisements enhance customer responses by elevating advertising involvement and promoting self-reflection, which helps the customer to form a more favorable attitude toward the advertising brand [23]. According to past studies, these effects are particularly impactful when the advertisement evokes a more personal nostalgia compared to a broader historical nostalgia because personal nostalgia strengthens personal engagement, thereby improving overall advertisement effectiveness [8,23]. At the same time, GenAI can improve advertising by automating routine tasks and enhancing content personalization in order to further increase the audience engagement with the advertising brand [24]. The Chinese-style simulation mobile game *Trading Legend*, a game that focuses on doing business in ancient China, represents a unique case study that features nostalgia marketing strategies in its advertisements, collaboration with other intellectual properties (IPs), and traditional Chinese culture. According to its annual report [6], GenAI has played a significant role in creating game characters, combat scenarios, and game items in order to improve the overall gameplay environment and balance the long-term in-game ecosystem with a focus on player interaction. The Company's report has also pointed out that the traditional Chinese culture aspect of the game also promotes the global expansion of the game, according to Adapty [25], on the U.S. iOS App Store, the game is currently making 90K dollars in revenue per month and having 1000+ downloads per month, making it one of the most popular Chinese mobile simulation game in the global market.

### 3.3 Personalize Nostalgia Campaigns

Apart from visual and narrative design, GenAI also enables the personalization of nostalgia marketing campaigns, tailoring experiences to individual players' past interactions and preferences. The key features of GenAI can also be applied to the design of marketing strategies. As Grewal et.al [16] have pointed out in their studies, marketing scholars in the future have the responsibility to business owners and managers to capitalize on the substantial advantages provided by GenAI, especially in improving their efficiency and effectiveness within their marketing operations. In the case of nostalgia marketing, GenAI can reconfigure such human emotions by using its existing datasets and collective cultural memories and its deep thinking function as engines to present nostalgia by generating word descriptions, images, and videos based on the given prompts [26]. These features also allow companies to design a more personalized nostalgia marketing campaign based on individual customers' personal data that they have collected. For example, Korsah [27] suggests that GenAI has the ability to facilitate the generation of personal nostalgia content in video games by leveraging player data and historical interaction to dynamically tailor narratives, characters, and assets that reflect individual past gaming experiences. Through techniques such as LLM-driven narrative adaptation and content generation, it evokes emotional resonance by recreating familiar aesthetics, thematic elements, and personal gaming history. For instance, *ShiGuangDaBaoZha*, the oriental history-themed business simulation game developed by 37 interactive, launched a function that generates individual player's weekly gaming progress with the help of GenAI for its players to track their own gaming history which form a personalized nostalgia and allow their players to share their gaming history in the community to future increase the social interactions between different players in order to increase the game's life-cycle [6, 28]. Therefore, the gaming industry can conduct its nostalgia marketing campaigns from a more micro and personal level with the integration of GenAI. This personalized approach also enhances player immersion and emotional engagement by aligning in-game content with unique nostalgia triggers.

## 4. Discussion

This study aims to investigate the transformative impact of GenAI on nostalgia marketing within the highly competitive Chinese mobile gaming market. The findings demonstrate that GenAI tools are not merely incremental improvements but are fundamentally reshaping the efficiency, scope, and personalization of nostalgia campaigns. The following discussion interprets the results relating to the three research questions that this study proposed earlier. The following discussion interprets the results relating to the three research questions that this study proposed earlier. The implementation of GenAI tools marks a significant leap in operational efficiency in nostalgia marketing compared to traditional methods. Conventionally, developing a nostalgia marketing campaign is a resource-intensive process. It usually requires extensive human effort in the research and design stage of executing the campaign. However, with GenAI-powered tools, this timeline can be compressed dramatically, as GenAI can analyze vast datasets of historical media to generate high-quality visual and textual content based on the given prompts. GenAI is also capable of identifying the most resonant nostalgic triggers within the targeted demographic segment, allowing the overall nostalgia campaign to be more precise and efficient. A key finding of this study is GenAI's role in overcoming the constraints in traditional nostalgia marketing. Previously, nostalgia marketing campaigns often narrowed down to the cultural icons in one specific historical era in order to ensure a broader audience. Nowadays, with GenAI, a profound diversification can be facilitated by brands to excavate their nostalgia marketing campaigns from a wider range of historical eras, cultural touchstones, and aesthetic styles based on their customers' individual data profiles. For game developers specifically, GenAI can help them generate very culturally specific content. For example, in the game *Trading Legend*, the developers have successfully used GenAI to integrate Anhui-style intangible cultural heritage into the actual gameplay, creating a unique case between mobile games and traditional Chinese culture. Therefore, the integration of GenAI into nostalgia marketing allows companies to target more micro-nostalgic campaigns, creating a more authentic and engaging experience compared to the traditional one-size-fits-all approach.

Moreover, unlike traditional nostalgia marketing methods that often operate on a broadcast model, presenting a single nostalgic narrative to a mass audience, GenAI offers greater personalization to operate nostalgia marketing by collecting customer data and generating dynamic content customization at the individual user level. For instance, in the mobile gaming industry, GenAI can tailor nostalgic appeals in real-time by integrating with individual players' in-game data. Players can now track their own gaming history and recall their memorable gameplay moments with the help of GenAI, which generates a deeply personalized nostalgic in-game experience. This transformation shifts nostalgia marketing from a broad emotional appeal to a more personal experience, significantly enhancing individual relevance and emotional resonance, which are critical for user acquisition in nostalgia marketing campaigns. However, the limitations of this study are that it only provides a narrative review on how nostalgia marketing has been transformed with the integration of GenAI within the mobile game industry and its markets in China. Given that nostalgia is a complex human emotion, it is important for future studies to continue to explore this topic across a wider range of industries and cultural backgrounds. Furthermore, GenAI remains a relatively new topic within the field of marketing. It is also worth noting how it can continue to revolutionize marketing as GenAI continues to evolve in the future. The potential ethical considerations regarding data privacy and the authenticity of AI-generated cultural content should also be considered as the primary focus of research.

## 5. Conclusion

This study conclusively analyzes that GenAI is reshaping nostalgia marketing within the Chinese mobile gaming market. GenAI-powered tools have emerged as a transformative force that enhances the strategic capabilities of nostalgia marketing campaigns in three critical dimensions. Firstly, it automates the traditional labor-intensive process in campaign execution, transforming the nostalgia

marketing cycle from a linear, resource-heavy process into a rapid, iterative one. Secondly, GenAI is capable of generating a profound diversification of nostalgic content based on the prompts, allowing marketers, game designers, and companies to engage with their audience through a more precisely targeted micro-nostalgic marketing campaign based on specific historical eras that leads to a more authentic experience. Lastly, GenAI's capabilities in generating hyper-personalized nostalgic content mark a revolutionary leap in the campaigning process of nostalgia marketing. In the mobile gaming industry, GenAI enables nostalgia marketing campaigns by leveraging individual gaming history to deliver tailored content that maximizes players' emotional resonance. Moreover, these improvements that GenAI brings to nostalgia marketing campaigns proved that it is not simply a new technological tool but a capable strategic asset for businesses. As this study shows, GenAI allows game developers to exploit the emotional power of nostalgia into marketing campaigns with unprecedented precision, diversification, and dimension that triggers its customers to increase their willingness to purchase the game, have better in-game interactions, as well as a higher loyalty to the game. However, this newfound tool also causes some ethical concerns, such as data privacy and cultural authenticity in AI-generated narratives. Future research should continue to explore these dimensions to ensure the evolution of integrating GenAI into the design of marketing campaigns is operated within the regulation of ethical conduct.

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