# Everyone in this room has access to the same AI.

**So what is left to compete on?**

LAST YEAR, ON THIS STAGE, WE SAID

# AI will not replace marketers. Marketers who use AI will replace those who don't.

2025

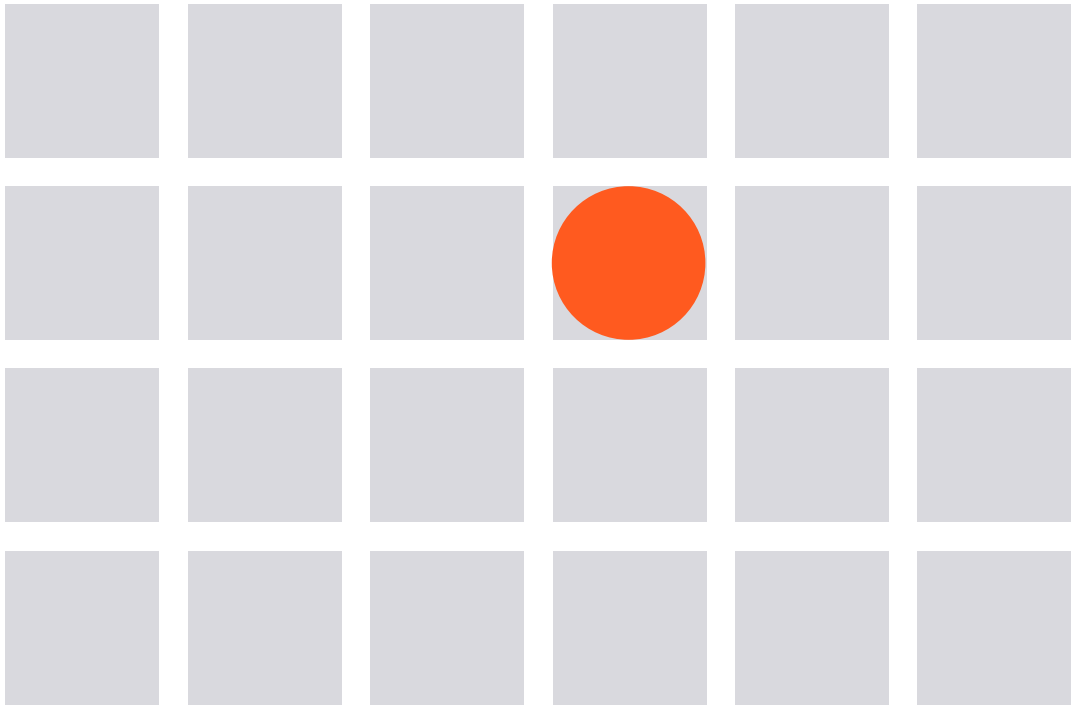
THIS YEAR

# 66%

of people across 21 countries used an AI tool in the past year.
+18 pts vs 2024.  +28 pts vs 2023.

Source : Ipsos x Google (n=21,000) - Our Life with AI

**We were right. That's the problem.**



**Same tools.**
**Same speed.**
**Same output.**

**Spot your brand.**

WHAT THEY ASKED FOR

**Relevance.**
**Quality.**
**Connection.**

WHAT WE SHIPPED

**Speed.**
**Quantity.**
**Efficiency.**

BUT.

# 80%

**say companies should disclose when their products and services use AI.**

The faster technology moves, the more trust matters.

THE CONSUMER PARADOX

WHAT PEOPLE WANT ?

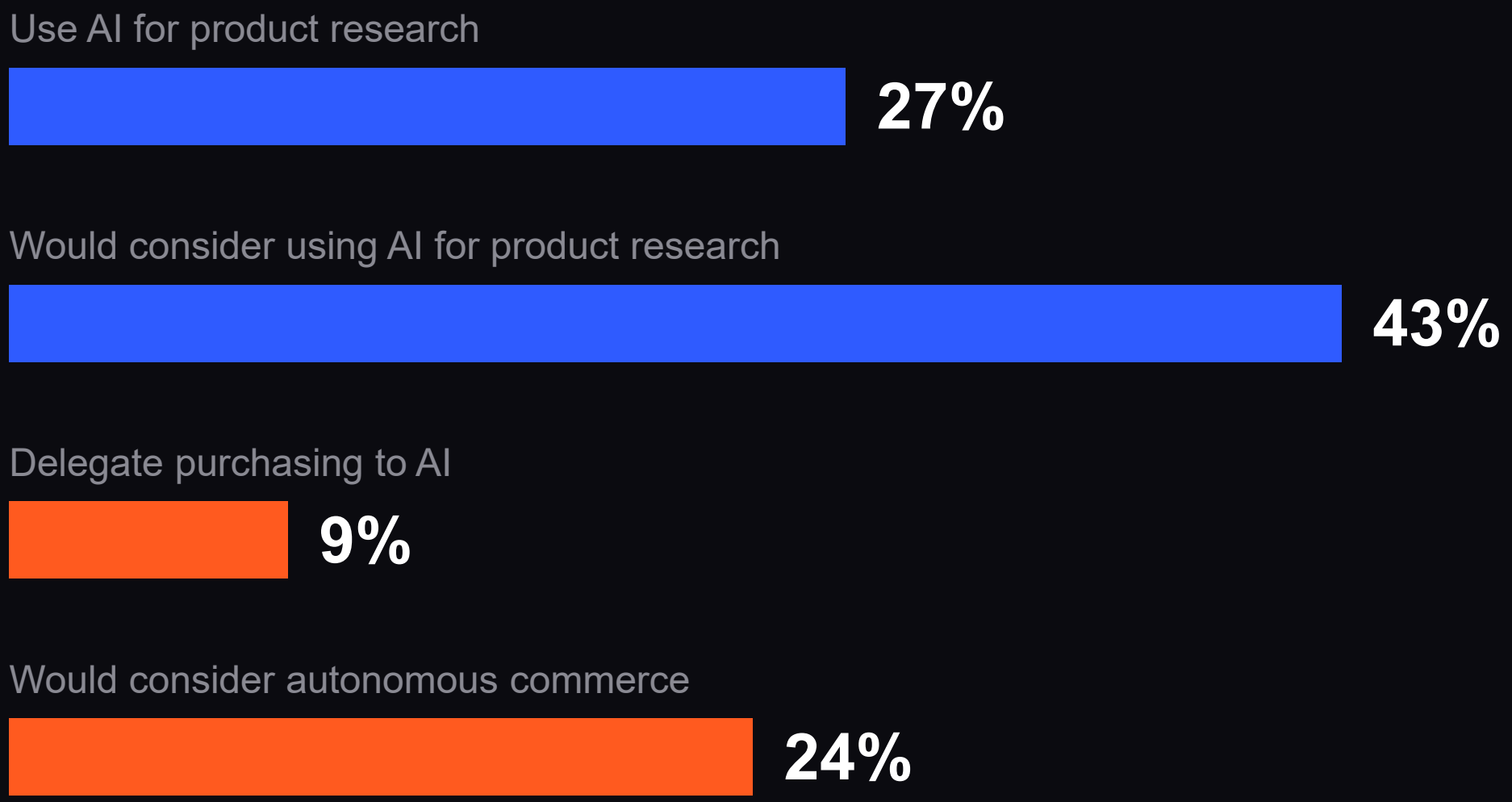
Hyper-personalisation
Precise recommendations
Convenience
**Control**

WHERE TECHNOLOGY IS TAKING US?

Automation
AI-led decisions
Zero-UI commerce
**Delegation**

# They asked for a co-pilot.
# We keep selling autopilot.

THE FUNNEL IS BEING REWRITTEN



Search keywords...



Let's synthesize an answer for you.

**FROM SEARCHING TO ASKING**

~~SHARE OF SEARCH~~

# THE NEW BATTLE
# IS FOR SHARE OF ANSWER.

**Will AI recommend your brand?**

***As AI becomes more capable, what becomes more valuable about being human?***

# Predictable is invisible.

## Felt. Remembered. Bought.

**Human-created ads delivered stronger emotional engagement, memorability and predicted business impact than AI-generated alternatives.**

Source: Ipsos and Syracuse University

WE TESTED IT ! 20 ADS · 10 BRANDS · 3,000 US CONSUMERS

WHAT HUMAN+ MEANS

# AI + Human = Human+

Speed. Scale. Precision.
*These are becoming the baseline.*

**Creativity. Trust. Judgment.**
***This is where advantage lives.***

ON THIS STAGE, TODAY, WE SAY

# As AI becomes the baseline, being distinctly human becomes the advantage

2026

BEFORE YOU HIT GENERATE

# Would a competitor get the same result from the same prompt?

# Would we be recognised with the logo removed?

# Would a person on our team sign their name to it?

ON MONDAY MORNING

1 Automate the task. Not the judgment.

2 Be readable to machines, unforgettable to humans.

3 Scale the production. Never the idea.

AI can make anything.

# Humans decide what is worth making.

THANK YOU

THE HUMAN+ ERA

Let's connect >>