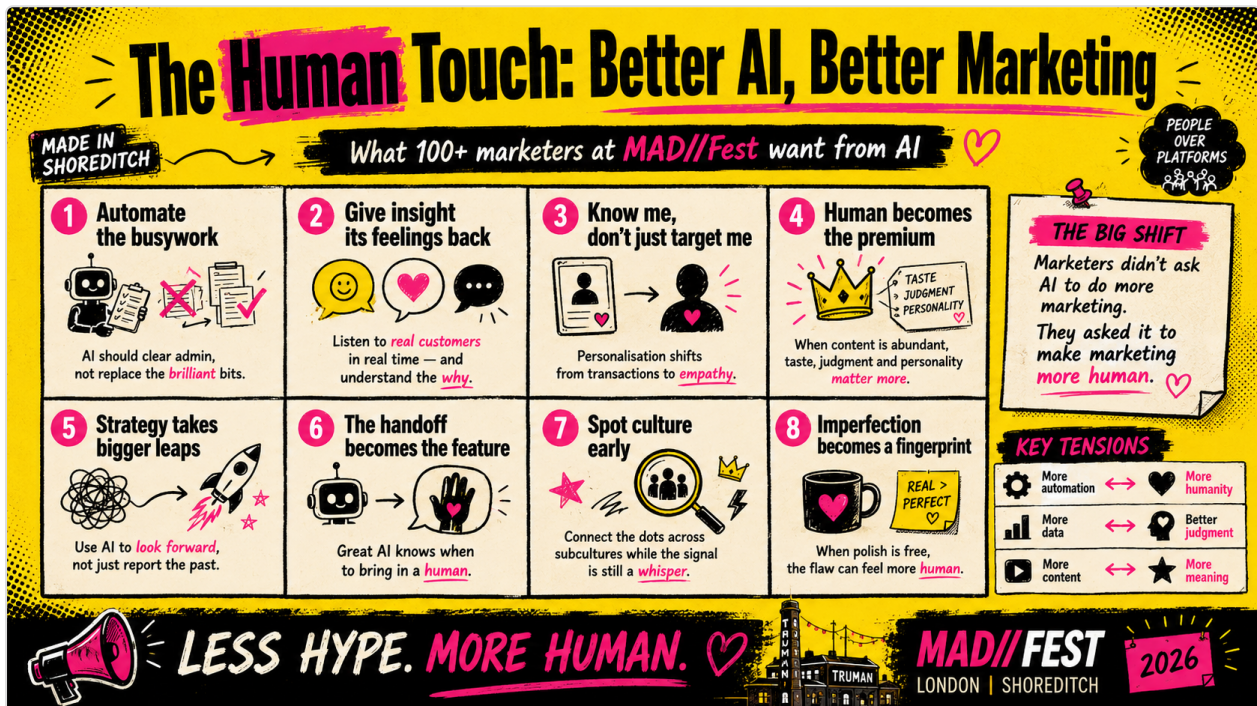


THE FUTURE NORMAL OF MARKETING

A crowd-powered manifesto

Co-created live by 100+ marketers | MAD//Fest · London · July 2026



The busywork retires. The humans clock back in.

A button that clears the admin backlog. A dashboard that runs on zero admin. An agent that wins back evenings. The room didn't ask AI to do more marketing – it asked AI to hand back the hours, for real people doing cool stuff.

Insight gets its feelings back.

Tears of joy and tears of sadness read the same in a spreadsheet. The next generation of tools listens to real customers in real time and comes back with the why, not another chart of the what. Overnight, not next quarter.

Personalisation stops meaning "we know what you bought."

Loyalty that knows the person, not the spend. Storefronts that reshape themselves for whoever walks in. Service that drops the jargon the moment you're confused. Targeted is over. Known is next.



Human becomes the premium.

The same room that generates content at machine speed sketched slop detectors, AI alarms and brand voices with real personality. When anyone can make infinite content, what feels genuinely human is the scarcest asset in marketing.

What if strategy stopped waiting for permission from the data?

One marketer drew an engine that takes deliberate strategic leaps – beyond what the numbers can prove. The deck stops describing last quarter and starts betting on next year.

What if the smartest thing your AI said was "let me get you a human"?

Product bots that sense nuance, frustration or a decision that matters – and hand over at exactly the right moment. The handoff stops being a failure state. It becomes the feature customers remember.

What if you could watch culture connect its own dots?

A zeitgeist engine maps the threads between subcultures, moments and movements as they form – so brands join the conversation while it's still a whisper, not a wave.

What if your best copy needed a typo?

One sketch: a machine that roughs AI content back up – imperfections added until no one would believe a machine wrote it. When polish costs nothing, the flaw becomes the fingerprint.

Want to dive deeper?

[View & explore the full signal report & all participant ideas »](#)

Want to bring Henry & this 'multiplayer' AI keynote to your next event? [Learn more »](#)