

MORE-HUMAN MARKETING: DATA & INSIGHT REPORT

What 100+ marketers drew when asked to make their work more human

MAD//Fest · London · July 2026 | A VisuAlse Futures analysis

Where the room's imagination concentrated

Theme	%	What it signals
Personalisation That Knows the Person	16.9%	Beyond segments: loyalty that knows the person rather than the spend, storefronts that reshape themselves, service that drops the jargon. Targeted is over; known is next.
Strategy & Creative Leaps	16.9%	Brief translators, speculative strategy engines, pre-flight creative testing. The room asked for thinking tools, not content tools.
Sketched for Their Customers, Not Themselves	15.4%	A striking share drew for their customers' lives, not their own KPIs: energy bills, gum health, group sign-ups, veterans' privacy.
Admin Killers & Time-Back Agents	13.8%	One button, zero admin. Automation whose end goal is human time – "so you can spend more time with real people doing cool stuff".
Real Human Insight, Real Time	12.3%	Tools that listen to real people and come back with the why, not another chart of the what. Overnight, not next quarter.
Trust, Authenticity & AI Guardrails	10.8%	Slop detectors, "is this AI?" alarms, consent-first data. The room built defences in the same hour it built engines.
Live Events & Shared Moments	10.8%	Adaptive booths, connected rooms, shared dancefloors. AI in service of being in a room together.
Service That Knows When to Be Human	7.7%	Bots that sense the moment that matters – and hand you to a person. The handoff becomes the feature.
AI With Personality & Brand Voice	4.6%	Not a chatbot: a voice with actual character, tuned to the brand and the person writing.
Culture & Zeitgeist Radar	3.1%	Reading culture as it forms – joining the conversation while it's still a whisper, not a wave.
One-House Martech	3.1%	The eternal dream: every marketing tool under one roof.

Coverage exceeds 100% because ideas span multiple themes, reflecting the integrated thinking of participants. A further long tail of singular ideas (from smart urban heat hubs to a personal AI mixologist) sits outside the top themes.

What the data says

The content industry barely drew a content machine.

Hand the world's most content-hungry industry an AI genie, and you'd expect campaign engines. Instead, only 4 of 65 unique ideas (6.2%) are tools for producing more marketing. The rest listen, feel, simplify, protect – or hand back time. The room's definition of "more human" isn't better output; it's a better relationship with the work itself.

Marketers drew their customers' lives, not their own dashboards.

Around one idea in six was sketched for the sketcher's customers rather than the sketcher's job: a bot that de-jargons the telecom website, an energy adviser for smart-meter questions, easier group sign-ups for youth organisations, privacy shields for veterans. When asked to make marketing more human, a chunk of the room instinctively made the customer's life more human instead. That reflex is the brief.

The engine and the brakes were built in the same hour.

SlopShield detects AI-generated ad mush. AegisAI alarms when content is synthetic. FlawForge roughs machine copy back up until it passes as human. GuardLight adds real-time guardrails. One room, one hour – and one in nine ideas was a defence against the very technology the industry is racing to adopt. Authenticity anxiety is now a product category.

Time, not talent, is the binding constraint.

The single most repeated wish was time back: a button that clears the "nit-shit", a zero-admin dashboard, a life-admin agent that returns evenings. Read generously, this is the truest signal in the room – capacity is the raw material of every other idea here, and the fastest route to more-human marketing starts by giving marketers their hours back.

The silences are signals.

Almost nobody drew ads, media plans, bidding or attribution – the daily machinery of the trade went undrawn. And while the room demanded more-human marketing 65 different ways, nobody sketched the metric that proves it: no human-ness KPI, no trust index. Both silences are open opportunities.

Where the room argued with itself

The content engine vs. the slop detector.

The same room that wants AutoScribe writing its relationship emails and PersonaTwin drafting in its own voice also built the tools to detect and disguise machine output. If the roadmap has AI writing more of the brand's words, someone on the team has to play SlopShield.

Automate the relationship vs. protect the relationship.

AutoScribe automates the "get well soon" note; ConvoLoop wants no more emails at work, just conversations; RelayAI's whole premise is knowing when a human must take over. When the thank-you note writes itself, what is it worth to the person who receives it? The room wants both – and hasn't decided where the line sits.

Know me better vs. don't get creepy.

Eleven ideas want personalisation that knows the person, not the purchase history. In the same room, Permitra flipped data consent on its head and VetShield anonymised identities entirely. "Known, not targeted" is the demand – but only a couple of sketches put consent in the architecture. That gap is where the next trust battle will be fought.

What to do with this

- **Run the FlawForge test.** Put last month's AI-assisted content in front of the team: can they tell which lines a machine wrote? Could customers? If not, define what your human premium actually is – because someone in this room already sketched the machine that fakes it.
- **Find your Adminator button.** Audit one week of the team's calendar: which hours are admin a button should clear? Name the first thing you'd reinvest them in that customers would actually notice.
- **Map the human handoff moments.** List the five moments in your customer journey where a human matters most. Is AI currently guarding those moments – or squatting in them?
- **Put a number on "more human".** Nobody in the room could measure the thing they all want. The first brand to quantify the human premium – in attention, loyalty or price tolerance – sets the benchmark everyone else reports against.
- **Make consent the feature.** The personalisation the room wants only works if the customer feels served, not studied. Build the control panel and market it as hard as the personalisation.

The lens: who the room built for (directional)

Submissions do not carry the participant's role or company, so these reads are inferred from each idea's content and shown as a directional cut, not an org-chart truth.

Brand-side marketers.

Drew their own customers' friction points: confused telecom visitors, energy questions, loyalty that feels like being known. The brand marketer's instinct was service, not campaigns.

Agency & creative.

Drew the working week: brief translators, pre-flight creative testing, strategy engines licensed to leap beyond the data, and tools that protect creative authenticity in a sea of slop.

Insight & strategy.

Drew the why: emotion-reading layers, overnight consumer feedback, real-people listening tools, culture radars that connect the dots while the trend is still forming.

All concepts are AI-expanded from live audience sketches, designed to inspire rather than to express the views of Future Normal Ltd or its clients. Percentages derive from analysis of 76 submissions (65 unique after deduplication); published figures should be cited as-is, never recomputed. [Explore every idea in the Ideas Portal »](#)