

THE
HUMAN
TOUCH

THE FUTURE NORMAL OF MARKETING

MORE HUMAN
LESS HYPE



PEOPLE
OVER
PLATFORMS

A CROWD-POWERED MANIFESTO

CO-CREATED LIVE AT MAD//FEST LONDON | SHOREDITCH

OLD TRUMAN
BREWERY
E1
SHOREDITCH

MADE
IN
EAST
LONDON

LISTEN
BETTER



AI THAT
AMPLIFIES
HUMAN
INTENT



MORE
CO-CREATION



FROM
INSIGHT
TO
IMPACT

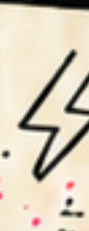


MAKE IT
EASY TO
DO GOOD



STORIES
THAT
STICK

AUTOMATE
THE BUSY
NOT THE
BRILLIANT



REAL TIME
REAL PEOPLE
REAL MAGIC



EMPATHY
AT SCALE



BETTER
QUESTIONS



CREATIVE
COURAGE



HUMAN
FIRST
TOOLS



LESS
BLAH
MORE
AHA!

MY AI CO-PILOT
FOR MORE
HUMAN WORK



HENRY COUTINHO-MASON ASKED 100+ MARKETERS TO SKETCH
THE AI TOOL OR SOLUTION THAT WOULD MAKE THEIR WORK MORE HUMAN.

THIS COMIC IS AN ANALYSIS OF WHAT THE ROOM DREW — TOGETHER.

MAD//
FEST

A NEW
DAY AT
THE BREWERY

THE BUSYWORK RETIRES. THE HUMANS CLOCK BACK IN.

NOT MORE
MARKETING.
MORE
HUMAN.

A BUTTON CLEARS THE ADMIN BACKLOG.
A DASHBOARD RUNS ON ZERO ADMIN.
AN AGENT WINS BACK EVENINGS.

1. BYE-BYE BUSYWORK

BYE-BYE
BUSYWORK!

2. DASHBOARD ON AUTOPILOT

CAMPAIGN PERFORMANCE

REACH 2.4M ↑ ENGAGEMENT 8.7% ↑ CONVERSIONS 1.3K ↑ ROI 3.2x ↑



✓ REPORTS SENT
✓ INSIGHTS UPDATED
✓ STAKEHOLDERS HAPPY

ZERO
ADMIN
MODE

GOOD
DATA.
NO DRAMA.

3. AGENT ON IT

UPDATES SENT ✓
ASSETS TAGGED ✓
REPORTS BUILT ✓
MEETINGS BOOKED ✓
PEOPLE HAPPY ♥

I ♥
DATA

TASKS
COMPLETE.
HUMANS
UNLOCKED.

AI
AGENT
AT WORK

4. EVENINGS BACK. MEANING ON.

MORE TIME
FOR:
• IDEAS
• CREATIVE
• CONNECTION
• IMPACT ♥

BIG IDEA



BOLD
STORY



PEOPLE
OVER
PLATFORMS



CREATE
CONNECT
CHANGE ♥

★ THE ROOM DIDN'T ASK AI TO DO MORE MARKETING—
IT ASKED AI TO GIVE THE HOURS BACK.

YES! =

SO REAL
PEOPLE CAN
DO COOL STUFF.

INSIGHT GETS ITS FEELINGS BACK.

REAL VOICES.
REAL TIME.
REAL CHANGE.

THE NEXT
GENERATION
OF TOOLS
LISTENS TO
REAL CUSTOMERS
IN REAL TIME.

1. REAL PEOPLE. REAL TIME.

TELL US THE TRUTH. WE'RE ACTUALLY LISTENING. ♥

VOICE CHAT SOCIAL REVIEWS IN-STORE

LIVE FEEDBACK.
NO FILTERS.
NO DELAY. ♥

2. EMOTION TO INSIGHT.

IT COMES BACK WITH THE WHY, NOT ANOTHER CHART OF THE WHAT.

WHAT PEOPLE ARE FEELING

😊 EXCITED 42%
😞 CONCERNED 31%
😡 FRUSTRATED 27%

WHY IT MATTERS

CLARITY ✓
TRUST ✓
EASE ✓
RELEVANCE ✓

UNSPOKEN NEED

"JUST HELP ME MAKE THE RIGHT CHOICE." ♥

HUMAN FIRST ♥

LESS NOISE.
MORE TRUTH. ★
BETTER DECISIONS.

3. SPEED THAT FEELS HUMAN.

WE ACT. THEY FEEL IT. WE GET BETTER. ♥

OVERNIGHT. NOT NEXT QUARTER. ⚡

PERSONALISATION STOPS MEANING 'WE KNOW WHAT YOU BOUGHT.'

LOYALTY KNOWS THE PERSON, NOT THE SPEND. ♥

4. STOREFRONTS THAT ADAPT.

STOREFRONTS RESHAPE THEMSELVES FOR WHOEVER WALKS IN.

NEW PARENT

FIRST TIME FESTIVAL-GOER

LOST IN THE CITY



LESS STUFF.
MORE SLEEP. ♥



GOOD VIBES.
ZERO FUSS. ♥



FIND YOUR
WAY HOME. ♥

★ ONE BRAND. MILLIONS OF MEANINGFUL FIRST IMPRESSIONS.

5. SERVICE THAT GETS YOU.

SERVICE DROPS THE JARGON THE MOMENT YOU'RE CONFUSED.

YOU Not sure if this will work for me... 😞

WE GET YOU ♥

No worries at all. Here's the simplest option for your situation. 😊

SIMPLE. CLEAR. KIND. →

♥ PROBLEM SOLVED.

JARGON OFF.
HUMAN ON. 😊

6. LOYALTY THAT FEELS EARNED.

RELEVANT MOMENTS. NOT POINTS AND PUSH.

FOR YOU ♥

Because you love live music and local makers—here's early access to what's next in your city.



COUNT ME IN ⚡

RESPECTED.
REMEMBERED.
RELEVANT. ♥



LISTEN TO FEEL. PERSONALISE WITH EMPATHY.
BUILD RELATIONSHIPS THAT LAST.

MORE HUMAN.
MORE MAGIC. 😊

MAD//
FEST

NOT MORE
CONTENT.
MORE
MEANING.

HUMAN BECOMES THE PREMIUM.

TASTE.
JUDGMENT.
EMPATHY.
THAT'S THE
UPGRADE.



THIS ROOM SKETCHED SLOP
DETECTORS, AI ALARMS AND
BRAND VOICES WITH **REAL**
PERSONALITY.



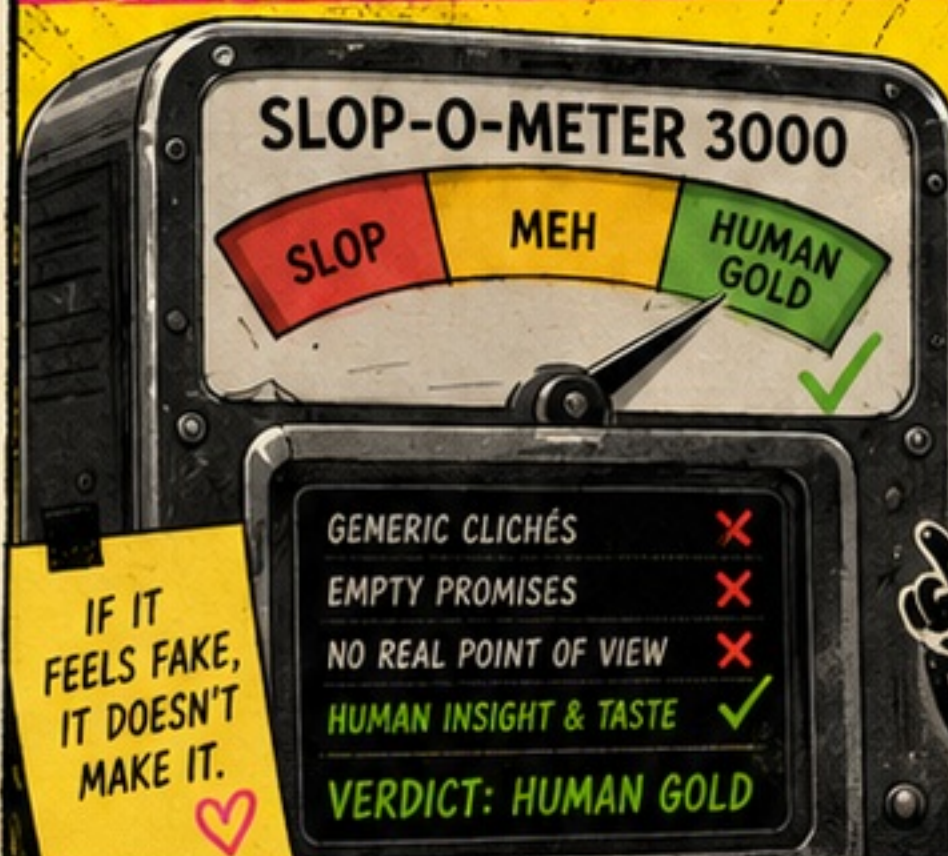
1. WHEN ANYONE CAN MAKE INFINITE CONTENT...

THE AI
CONTENT SLUDGE.

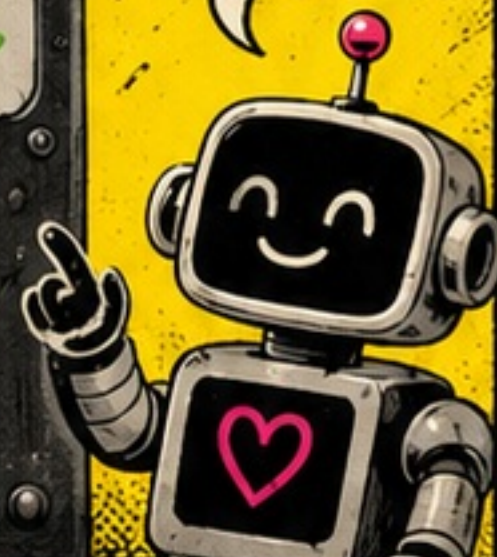


WHEN
ANYONE CAN
MAKE INFINITE
CONTENT,
**WHAT FEELS
GENUINELY
HUMAN**
BECOMES THE
SCARCEST
ASSET IN
MARKETING.

2. SLOP DETECTOR: B.S. DOESN'T PASS.



YOUR AUDIENCE
HAS BULLSH*T
DETECTORS
TOO.

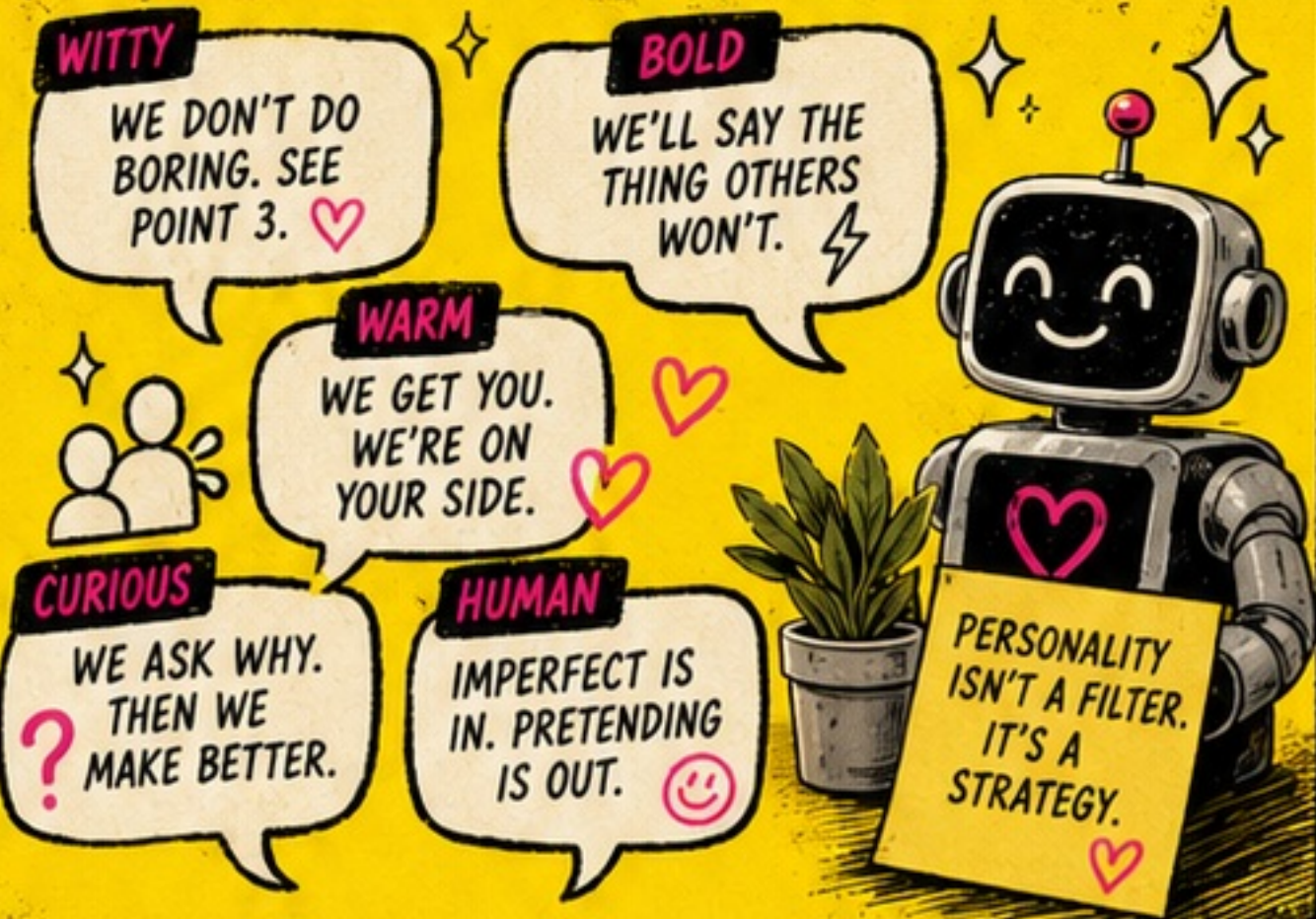


3. WE REJECT GENERIC. WE BACK HUMAN.

NOPE.



4. BRAND VOICES THAT ACTUALLY SOUND LIKE HUMANS.



HUMAN TEXTURE. HUMAN TASTE. HUMAN JUDGMENT.
THAT'S THE PREMIUM LAYER AI CAN'T COPY.



**MORE HUMAN.
MORE IMPACT.**

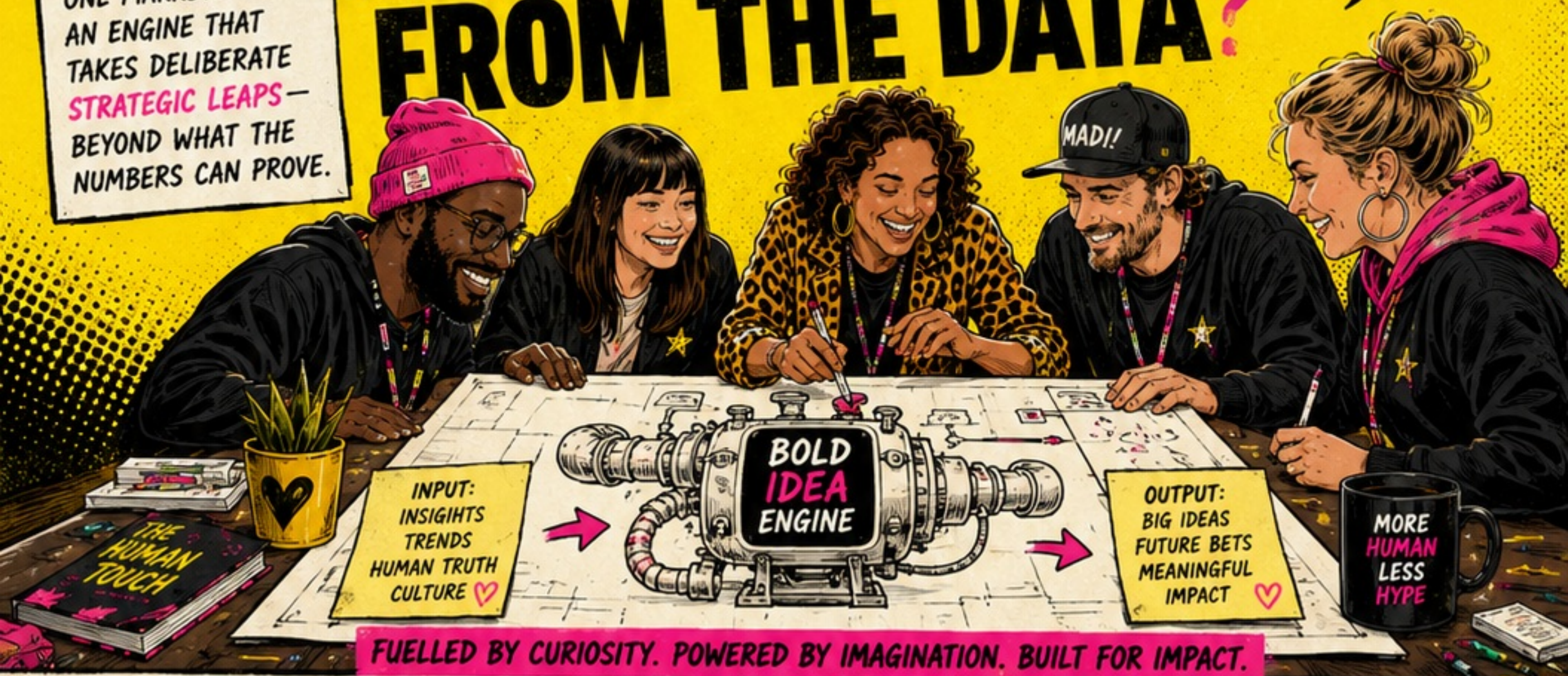
WHAT IF

STRATEGY STOPPED WAITING FOR PERMISSION FROM THE DATA?



COURAGE IS A BETTER PREDICTOR THAN PERFORMANCE HISTORY. ♥

ONE MARKETER DREW AN ENGINE THAT TAKES DELIBERATE STRATEGIC LEAPS—BEYOND WHAT THE NUMBERS CAN PROVE.



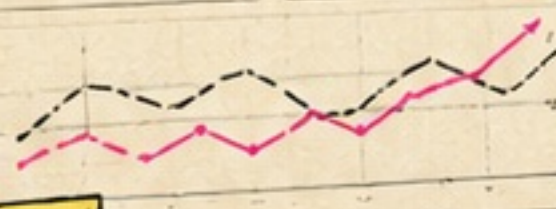
FROM LOOKING BACK...

LAST QUARTER REPORT

REVENUE
£2.4M ↓

CONVERSION RATE
1.8% ↓

ROI
0.9x ↓



TELLING THE PAST. LIMITING THE FUTURE. ☹️

REPORTS WRITTEN
MEETINGS DONE
HISTORICAL EXPLANATIONS

TO LEAPING AHEAD.

TO LOOKING FORWARD.

NEXT YEAR VISION

AUDIENCE CONNECTION
♥

CULTURAL RELEVANCE
☆

BRAND LOVE
♥

BUSINESS GROWTH
↑

BIG BETS
BOLD IDEAS
BRAVE MOVES ♥

- ✓ HYPOTHESES TO TEST
- ✓ DREAMS TO BUILD
- ✓ IMPACT TO CREATE

STRATEGY ISN'T A REPORT. IT'S A LEAP.

BET BOLDLY. ACT COURAGEOUSLY. MAKE IT MATTER. ♥



THE DECK STOPS DESCRIBING LAST QUARTER AND STARTS BETTING ON NEXT YEAR. ☆

MAD//FEST

WHAT IF

THE SMARTEST THING YOUR AI SAID WAS:

'LET ME GET YOU A HUMAN'?

AI THAT KNOWS
WHEN TO STEP ASIDE.
HUMANS WHO MAKE
IT COUNT.

1. AI THAT HELPS.

HEY! I CAN HELP
WITH ORDERS, RETURNS,
DELIVERIES AND MORE.

WHAT DO YOU
NEED TODAY? ♥

OLD TRUMAN
BREWERY

TRACK ORDER
UPDATED ✓

REFUND
STARTED ✓

BEST RETURN
OPTION FOUND ✓

ALL DONE.
ANYTHING ELSE? ♥

2. AI THAT SENSES NUANCE.

PRODUCT BOTS
SENSE **NUANCE**,
FRUSTRATION OR
A **DECISION** THAT
MATTERS.

THIS ISN'T
JUST ABOUT
A REFUND.
**IT'S ABOUT
TRUST.**

3. THE PERFECT HANDOFF.

CONNECTING YOU NOW... ♥

THEY HAND OVER
AT **EXACTLY** THE
RIGHT MOMENT.

LET ME
GET YOU A
HUMAN. ♥



JAY

HUMAN • EMPATHETIC • HERE TO HELP

JOINING CHAT ♥

4. HUMAN. REAL. RIGHT.

HEY! I CAN SEE THIS
HAS BEEN FRUSTRATING.
I'VE GOT YOU. ♥

LET'S SORT THIS OUT
TOGETHER. ♥

LISTENED ♥
UNDERSTOOD ♥
SORTED ♥

5. THE HANDOFF BECOMES THE BRAND.

THE HANDOFF
STOPS BEING
A FAILURE STATE.
IT **BECOMES THE
FEATURE CUSTOMERS
REMEMBER.** ♥

THANK YOU,
JAY. THAT
MEANT A LOT. ♥

ANYTIME.
PEOPLE OVER
PLATFORMS. ♥

RESULT:
HAPPY PEOPLE.
LOYAL CUSTOMERS.
REAL CONNECTION.



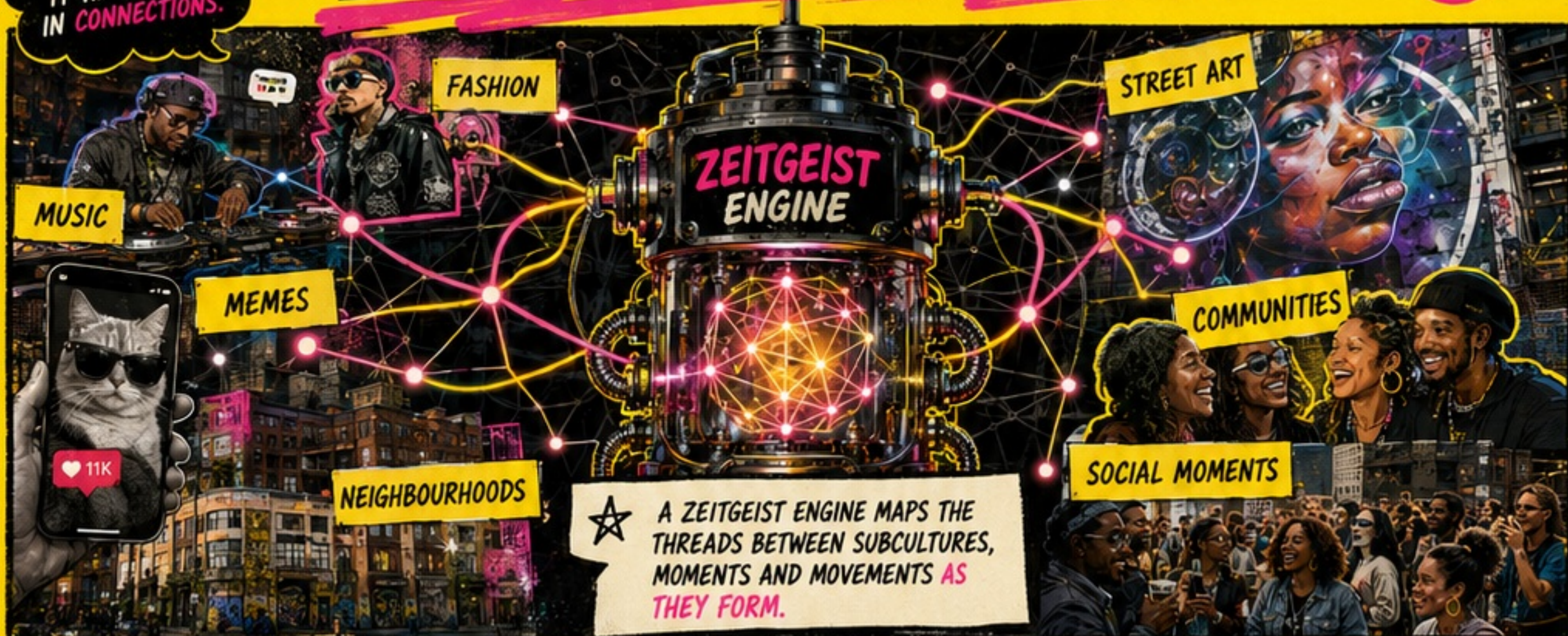
★ GREAT AI KNOWS WHAT TO DO. LEGENDARY AI KNOWS **WHEN** TO CALL **A HUMAN.**

**MAD//
FEST**

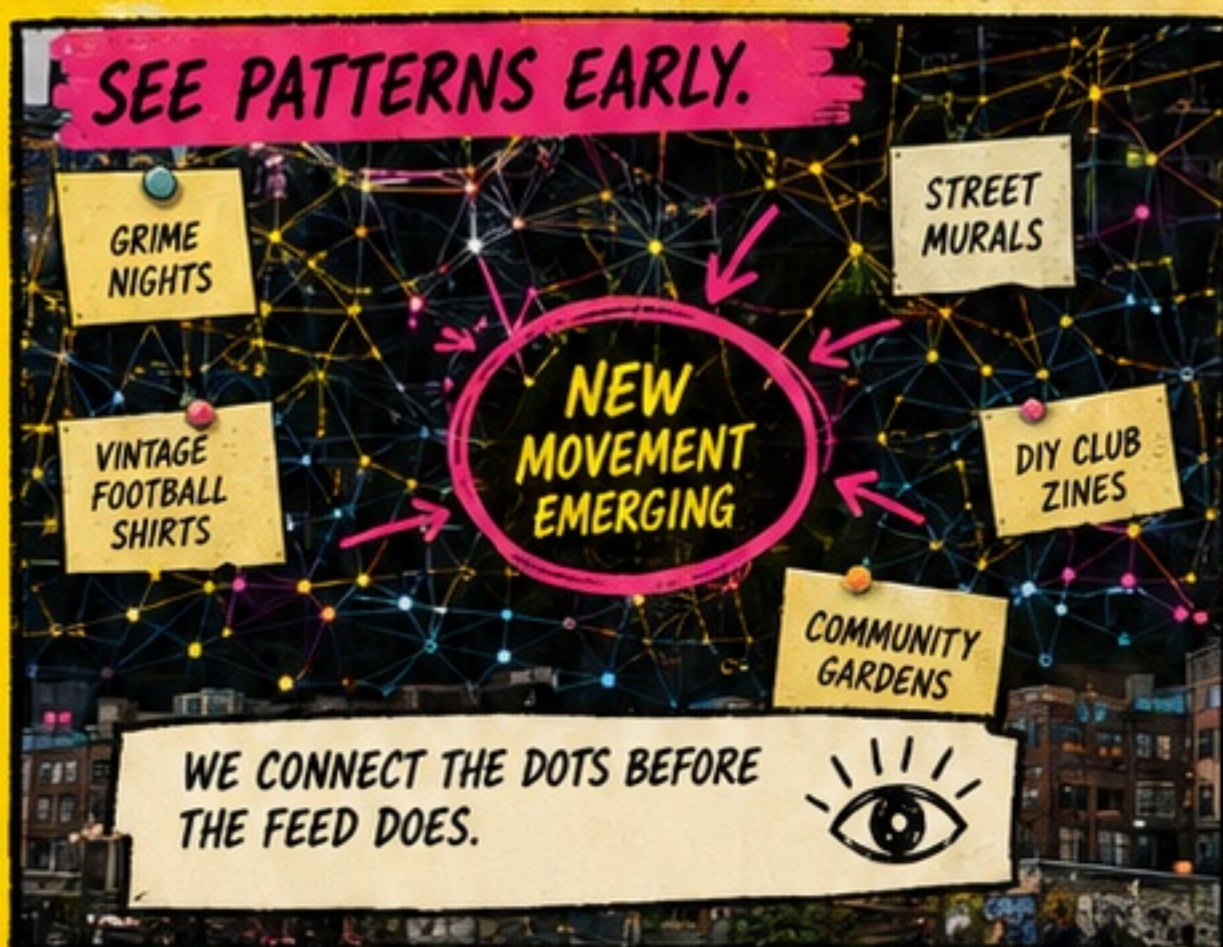
WHAT IF YOU COULD WATCH CULTURE CONNECT ITS OWN DOTS?

CULTURE
DOESN'T HAPPEN
IN SILOS.
IT HAPPENS
IN CONNECTIONS.

THE PATTERNS
ARE ALREADY
THERE.
WE HELP
YOU SEE THEM.



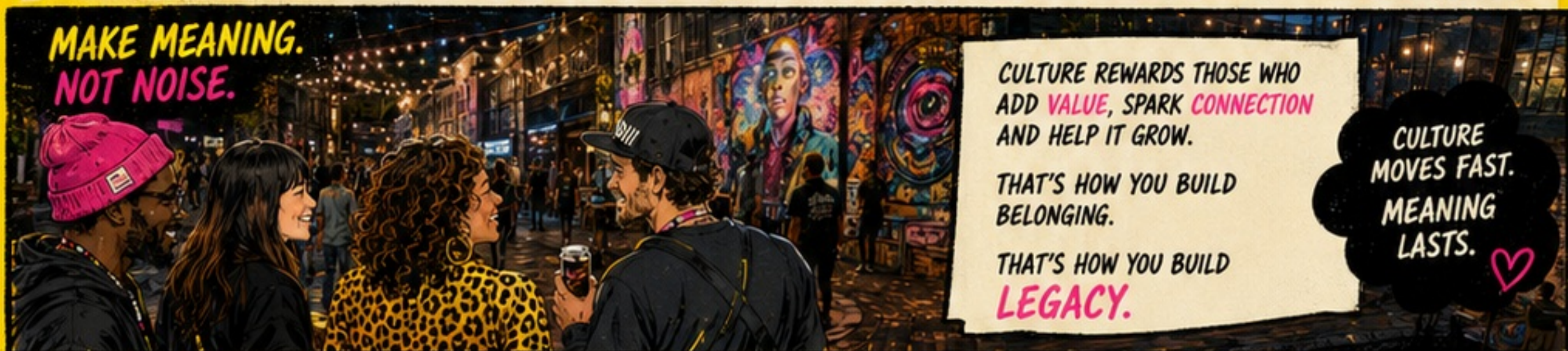
SEE PATTERNS EARLY.



JOIN THE CONVERSATION FIRST.



MAKE MEANING. NOT NOISE.



DON'T CHASE CULTURE.
UNDERSTAND IT. SUPPORT IT. SHAPE IT. TOGETHER.

LET'S GO!

MADII
FEST

THE LAST
HUMAN
TOUCH?

WHAT IF YOUR BEST COPY NEEDED A TYPO?

PERFECTION
SCALES.
HUMANITY
CONNECTS.

1. BUILD THE ROUGHER.

ONE SKETCH
IMAGINED A
MACHINE THAT
ROUGHS AI-
CONTENT
BACK UP.

The Rougher™

AI CONTENT.
TOO CLEAN.
TOO FORGETTABLE.

FLAW =
SIGNAL

2. ADD THE HUMAN.

SHAKE THE
SENTENCE

SCRATCH
THE EDGES

BRING THE
PERSON
BACK IN

ADD FILLER WORDS
BREAK THE RHYTHM
INJECT PERSONALITY
LEAVE A MARK

MAKE
IT MORE
HUMAN

3. DELIBERATE IMPERFECTION.

- ✓ SHORT SENTENCES
- ✓ LINE BREAKS
- ✓ WEIRD CAPITALISATION
- ✓ TINY TYPOS
- ✓ HUMAN FLAVOR

PERFECT IS
WHAT WE
SCROLL
PAST.

From: AI Draft v4.7

We're building a community
where marketers learn,
connect, and create impact.

From: After The Rougher™

We're building a community
where marketers learn,
connect, and create **impact**.
Some days loud. Some days
messy. Always human.

connect

ONE TYPO.
ALL HUMAN.

4. THE HUMAN FINGERPRINT.

IMPERFECTIONS
ARE ADDED
UNTIL NO ONE
WOULD BELIEVE
A MACHINE
WROTE IT.

CONFUSING
SOMETIMES.
CLEARER
ALWAYS.

NOT PERFECT.
BUT IT
STICKS.

PEOPLE DON'T
REMEMBER.
PERFECT.
THEY REMEMBER
REAL.

FINGERPRINTS
>
FORMATS

WHEN POLISH
COSTS NOTHING,
THE FLAW
BECOMES THE
FINGERPRINT.

AT MAD//FEST, MARKETERS DIDN'T ASK AI TO REPLACE THEM.

THEY ASKED IT TO MAKE MARKETING MORE HUMAN.

LESS HYPE. MORE HUMAN. THAT'S THE FUTURE NORMAL.

SEE YOU
NEXT YEAR!
7-9 JULY 2026

MAD//FEST

KEEP THE
HUMAN TOUCH
GOING.

