

Me, my brand & AI



36%

think of AI as “a good friend”

87%

consider gen AI for social /
relationship advice

93%

seek advice for personal
development goals



Menti

More than a pulse check

Five questions, five minutes
to gauge where you stand



6890 1222

The importance of AI literacy was also emphasized at WEF 26



GenAI fluency is now mandatory leadership skill.

Ryan McInerney, CEO Visa

- Visa required its top **300 leaders to undergo hands-on GenAI training**
- The goal was decision-making readiness, not tool awareness
- Leaders are expected to understand AI deeply enough to govern its use



Human must lead. AI must Act.

Julie Sweet, CEO Accenture

Julie Sweet emphasized that companies will win by tapping **human creativity and leadership, not just by automating tasks.**

“ The future of AI and companies is **human in the lead**, rather than human in the loop ”

You are the last generation
to lead a
fully human
workforce...

... and the first one to lead a
human-AI workforce.



As AI becomes a friend, also **consumer shopping behaviour** is evolving



01 My trusted guide – LLMS are the new influencers
“The friend who always knows what to suggest.”

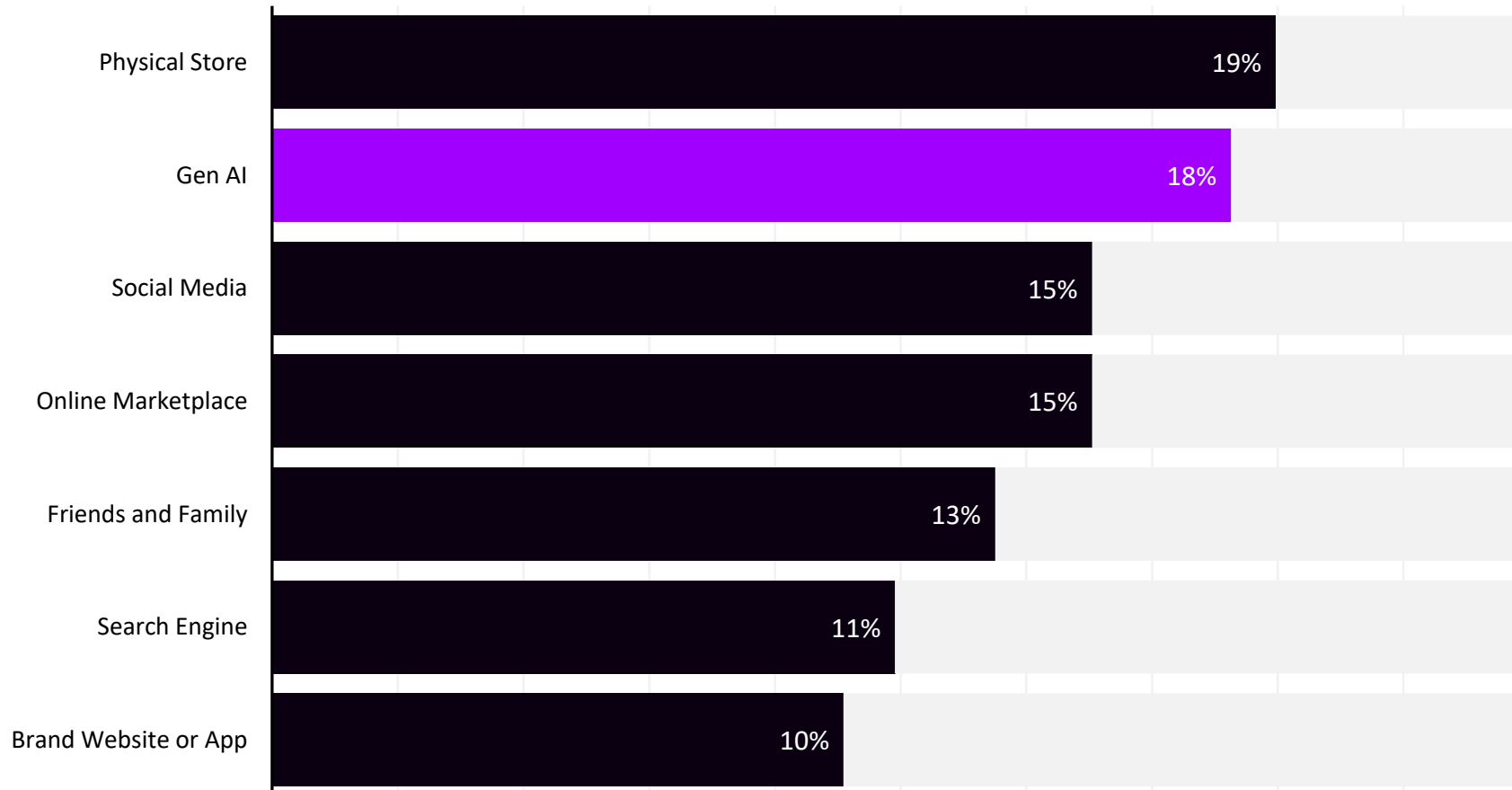
02 My loyal companion – AI fosters deeper relationships
“The friend who puts my needs and wants first.”

03 My second self – AI becomes the consumer
“The friend who I trust to act on my behalf.”

GenAI has now surpassed social media as a source of recommendations

Top Source of Recommendations for active gen AI users

% consumers who selected source as their number one go-to for purchase recommendations



My “trusted guide” AI

83%

of shoppers already rely on GenAI for inspiration, comparison, and shortlisting

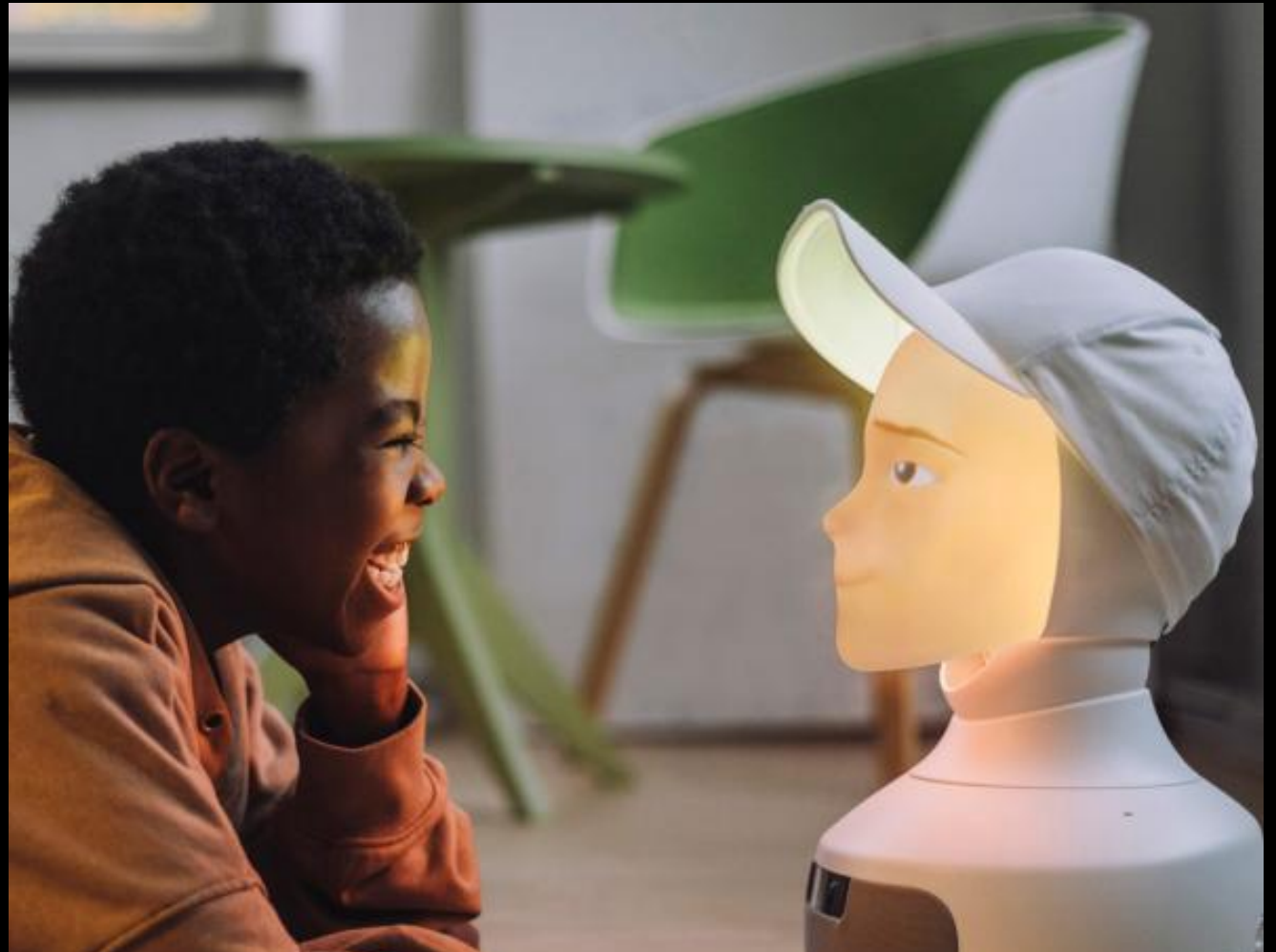
Adoption has doubled in a year. GenAI is now embedded in shopping – from awareness to decision. This is no longer experimentation—it’s a habit.



AI fosters deeper Relationships

1/3

of shoppers would switch to brands that offer experiences that make them special



Consumers are

1.5x more engaged

2.3x more likely to recommend

1.7x more likely to accept a higher price point from a brand that delivers emotionally engaging experiences

The friend who I trust to act on my behalf

75%

of shoppers are open to using a trusted **AI-powered personal shopper** that understands their needs and goals



While GenAI is already transforming the consumer journey, many brands are still catching up



93%

of C-Levels

say that people are changing faster than they change their business.



2/3

of consumers

feel that companies are not responding fast enough to their changing needs.

Winning hearts, minds & algorithms – key actions to successfully navigate consumer uncertainty & new AI landscape



- 01 Strategically navigate LLM ecosystems**
 - from SEO & GEO and lay the foundation for enhanced positioning
- 02 Create a dynamic customer experience**
 - activate data to engage in ways that feel tailored
- 03 Take a holistic approach to AI agents**
 - define an engagement strategy & build on existing loyalty

The time to act is **now**. The investments brands make today will help them remain seen, relevant and indispensable in an AI-driven world.

