

25 KEY INSIGHTS FOR 2025

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Navigating What's Next

As 2025 approaches, the marketing and technology landscape is undergoing rapid and profound change. Trends that are just emerging now — shaped by advancements in AI, evolving customer expectations and cultural shifts — are already redefining how brands will connect, create and grow tomorrow.

To help you navigate this dynamic environment, we've gathered 25 key insights for 2025, sourced from experts across disciplines and around the globe. This resource is designed to help you make sense of the trends shaping the industry today and prepare for the opportunities and challenges they signal in the year ahead.

The insights are organized into five key focus areas, each representing a critical dimension of modern marketing:

Communities

How brands can foster authentic ecosystems of belonging

Customer Experience

The evolution of brand interactions, driven by personalization and technology

Agency-Brand Relationships

The redefinition of collaboration and creative partnerships

Media

The transformation of media planning and execution through smarter tools

AI Innovation

The driving force behind innovation, creativity and connection

Together, these focus areas outline the trends taking shape now and what they mean for marketers looking to stay ahead. Think of it as your guide to understanding today's shifts and seizing tomorrow's possibilities.

Let's explore what's next.

COMMUNITIES

We're living in an era of rising expectations, fed by ever-so-rapid technological advancements and an abundance of content. In response, communities are reclaiming the spotlight, and social media can no longer be considered simply a broadcast channel; rather, it has become the backbone of community-building efforts.

The imperative for brands has shifted: to thrive, they will have to cultivate authentic ecosystems where their audiences can truly belong, supported by empathy, actionable insights and innovation. However, the road ahead is complex. Emerging tools, particularly in the realm of AI, promise to revolutionize personalization, discover new community touchpoints, and reshape engagement through AI-driven brand ambassadors. At the same time, issues like accessibility and the digital divide will challenge brands to take responsibility for inclusivity, proving that community-building efforts can't be left to innovation alone; they must also resonate with human-first values and, crucially, trust.

Let's take a closer look at this evolving landscape.

BRANDS WILL EVOLVE INTO TRUST BUILDERS.

When it comes to fostering meaningful interactions, one thing is key: trust. Asahi Ruiz, our EVP, Global Head of Strategy & Planning, says, “The most successful brands in 2025 will create intimate ecosystems where communities thrive on authentic engagement rather than shallow transactions.” In a future where consumer skepticism continues to grow, trust will be the currency that defines impactful brands.

This shift toward trust-driven ecosystems emphasizes the need for a balanced approach. “As we move forward, brands will replace transactional interactions with blending human empathy and scalable technology to foster collective credibility and deeper loyalty,” Ruiz adds. Brands may turn to AI-powered tools to facilitate connections and personalize interactions at scale, while prioritizing transparency to build credibility.

BRANDS WILL USE SOCIAL MEDIA TO ORCHESTRATE PEOPLE, PROCESSES AND DATA.

A study by [Sprout Social](#) suggests that 78% of consumers agree a brand’s social media presence has a larger impact on whether or not they trust the brand. However, as noted earlier, social media should go beyond being a mere communication tool. Instead, it should serve as a dynamic system to unify how brands engage with their audiences, coordinate internal efforts and leverage data-driven insights to inform the broader business strategy.

Andreia Tavares, our VP, Head of Social, LATAM, explains, “Brand power will be dictated by how meaningful and impactful brands can be when focusing on ideas created for and driven by social.” Those who focus on audience-driven ideas will create genuine connections and turn their audiences into active participants in their success.

AI WILL HELP US IDENTIFY AND PREDICT NEW COMMUNITY TOUCHPOINTS.

Speaking of AI, as it continues to evolve, its ability to analyze vast amounts of data and interact with consumers through conversational tools is transforming the landscape of customer engagement. Jordan Cuddy, our Global EVP, Experience, explains, “We’re talking about exponentially more data to deliver personalized experiences. AI can spot consumer trends, predict behaviors and highlight new opportunities for brands to connect with their audiences based on real-time insights.”

For instance, AI might recognize increased activity in niche social spaces or emerging platforms, enabling brands to enter them early and craft strategies that resonate with their audiences. It could also reveal unexpected patterns in user behavior, such as an owned platform being used for unanticipated purposes, opening up fresh avenues for engagement.

“AI provides the ability to deliver timely, transparent changes through automation,” Cuddy adds, which ensures brands stay relevant while meeting their community’s evolving needs. By tapping into these insights, companies will gain opportunities to design experiences that not only deepen connections but also foster loyalty and generate growth—all while building trust in the process.

BRAND POWER WILL BE DICTATED BY HOW MEANINGFUL AND IMPACTFUL BRANDS CAN BE WHEN FOCUSING ON IDEAS CREATED FOR AND DRIVEN BY SOCIAL

Andreia Tavares - VP, Head of Social, LATAM

AI-POWERED BRAND AMBASSADORS WILL REDEFINE CUSTOMER ENGAGEMENT.

It's impossible to discuss AI's role in community-building without highlighting the rise of AI-driven brand ambassadors. While building trust and putting authenticity at the forefront are nonnegotiables, there will be an evolution in terms of who is delivering these interactions. AI ambassadors—whether virtual characters or AI “twins” of celebrities—are set to open up a new frontier for personalized, scalable consumer interactions.

“Imagine the king from Burger King chatting in real time with customers on social media or a virtual LeBron James sharing basketball training tips tailored to individual fans. These AI personas, powered by generative AI trained on brand-specific data, will engage directly with consumers at scale,” says Amy Luca, our EVP, Global Head of Social. This innovation enables brands to deliver consistent messaging and instant, personalized responses—making customer interactions more dynamic and seamless than ever before.

THE DIGITAL DIVIDE WILL BE A BIG CHALLENGE FOR COMMUNITY GROWTH.

As technology increasingly dictates access to resources, opportunities and participation, the gap between tech-empowered and tech-excluded communities will grow, with marginalized groups at risk of being left behind. Lukas Snioka, Group Director, Strategy explains, “Tech giants’ power funnels resources toward those they can monetize in new ways, such as through subscriptions rather than ads. Marginalized communities are at risk—not because they lack potential, but because they lack access.”

For instance, as brands pivot to subscription models, disadvantaged groups that rely on open access may find themselves excluded from key platforms, tools or digital experiences. To foster inclusion, brands must play an active role in ensuring their technologies and community strategies are accessible. Expanding accessibility not only promotes equity but also unlocks untapped markets. Consider this: communities that are brought into the fold often become some of the most loyal advocates, contributing new perspectives, ideas and engagements that help shape innovative products or services. Furthermore, social responsibility is increasingly tied to brand reputation.

CUSTOMER EXPERIENCE

As artificial intelligence continues to advance, it's reshaping the very foundation of how brands interact with their customers. From hyper-personalized journeys to immersive digital experiences, AI is transforming customer expectations and forcing businesses to rethink their strategies.

In the evolving landscape of 2025, brands that embrace the technology's potential will not only streamline operations but also create richer, more engaging experiences that build loyalty and trust. Hear from our creative experts to uncover key ways that AI will revolutionize the customer experience, highlighting the innovations that will separate the leaders from those left behind.

AI WILL FORCE BRANDS TO EVOLVE CUSTOMER EXPERIENCES—OR RISK IRRELEVANCE.

“The age of mediocre customer experiences is over. In 2025, AI will force brands to choose: evolve or become irrelevant,” declares Henry Cowling, Chief Innovation Officer. While much of AI’s focus in 2024 has been on reducing costs, such as automating low-value tasks, the technology’s real power lies in its ability to reimagine customer interactions.

THE AGE OF MEDIOCRE CUSTOMER EXPERIENCES IS OVER. IN 2025, AI WILL FORCE BRANDS TO CHOOSE: EVOLVE OR BECOME IRRELEVANT

Henry Cowling - Chief Innovation Officer

By freeing up resources, AI allows brands to invest in richer, personalized experiences that feel effortless and authentic. This doesn’t mean sacrificing efficiency for engagement—brands like Klarna are already proving that both can go hand in hand. In 2024, Klarna reduced sales and marketing expenses by 16%, while increasing revenues by 23%, showing how meaningful customer engagement can drive financial success.

In 2025, AI will make it clear that cost savings and transformative customer experiences are not competing priorities but complementary strategies. Brands that embrace this shift will build stronger loyalty, unlock sustainable growth and set the standard for what’s possible in brand-customer relationships. Those that fail to adapt, however, will find themselves struggling to stay relevant in a world that demands better, more human-centered experiences.

DIGITAL TWINS WILL PROVE ESSENTIAL AS ONLINE SHOPPING EVOLVES.

“For brands that make physical products sold online, PBR (physically-based rendering) will be the new RGB,” says Lewis Smithingham, EVP, Strategic Industries, referring to the “red, green, blue” color representation method used for electronic displays. As online discount platforms like Temu set new benchmarks for affordability and convenience, brands must adapt to compete not just on price, but on the quality of their digital experiences.

Enter PBR, a technology that allows for hyper-realistic, high-performance visualizations of products—and in 2025, it will become essential for brands looking to showcase their physical products online. Moving beyond static images, PBR-powered digital twins will provide customers with interactive, lifelike representations of products, enabling them to see textures, lighting effects, and even how items might behave in real-world conditions.

The rise of digital twins is part of a broader shift in marketing. With a projected market growth rate of over 35% annually, digital twin technology is poised to transform how brands personalize customer experiences and predict behaviors. By 2025, brands that embrace this technology will not only improve their online presence but also set a new standard for how products are experienced in the digital marketplace. Those who fail to adopt PBR risk being left behind in favor of more engaging, data-driven shopping experiences.

MULTI-SENSORY INTERFACES WILL REDEFINE HOW WE INTERACT WITH AI.

“The rapid advancements in AI agent capabilities will drive the development and adoption of multi-sensory interfaces for interacting with AI technology,” says Leah Zhao, Creative Technologist. “Despite previous setbacks with wearable AI devices, such as Rabbit R1 and Humane AI pins, ongoing innovation will lead to new prototypes, products and services, transforming user experiences and enhancing human-AI collaboration.”

As AI becomes increasingly embedded in our daily lives, the way we interact with it will evolve beyond text and voice-based interfaces. The next frontier is multi-sensory interfaces: AI-powered systems that engage sight, sound, touch and even gesture to create richer, more intuitive user experiences. Imagine smart glasses that overlay contextual information onto your surroundings, wearables that provide haptic feedback for navigation or even AI assistants that respond to subtle gestures or changes in tone to adjust their behavior in real-time.

These interfaces will redefine how humans collaborate with AI, enabling seamless interactions that feel natural and personalized. For example, an AI agent equipped with multi-sensory capabilities could help a shopper visualize how furniture would look in their home through augmented reality, or assist a field worker by providing real-time, hands-free instructions via spatial audio and gesture recognition. Such innovations will not only enhance user experiences but also expand the applications of AI in industries ranging from retail to healthcare to manufacturing.

AGILITY WILL DEFINE SUCCESS AS BRANDS NAVIGATE AI-DRIVEN PERSONALIZATION.

“I predict there’s going to be a ‘gas, break’ approach to some of the experiences that users will have in 2025,” says Vanessa Lai, Group Creative Director, Innovation. She notes that as the industry calibrates for optimal user experiences—and while brands gain access to increasingly sophisticated tools across platforms—the road to effective personalization won’t be without its missteps. Some brands may falter, stepping into fragmented or overly intrusive experiences that alienate customers and even spark public backlash. However, a small handful of brands will rise above, executing personalization so seamlessly and meaningfully that they set new benchmarks for customer engagement.

Adding to the complexity is the evolving nature of AI models, especially in visual media. As training data and algorithms shift, previously reliable techniques may no longer yield expected results, forcing marketers and creators to adapt their approaches in real time.

So, what’s a brand to do? Success in this landscape will depend on a brand’s ability to be nimble and responsive—adjusting strategies, messaging and execution at the speed of consumer culture—which are qualities we attribute to what we call Real-Time Brands. They will be better equipped to adapt to AI-driven disruptions and maintain relevance, because in 2025, the ability to create and iterate in real time will not just be an advantage; it will be a necessity for thriving in the era of AI-powered personalization.

THE RAPID ADVANCEMENTS IN AI AGENT CAPABILITIES WILL DRIVE THE DEVELOPMENT AND ADOPTION OF MULTI-SENSORY INTERFACES FOR INTERACTING WITH AI TECHNOLOGY

Leah Zhao - Creative Technologist

VIRTUAL SHOPPING ASSISTANTS WILL BLUR THE LINE BETWEEN ONLINE AND OFFLINE EXPERIENCES.

“AI is set to revolutionize the shopping experience by creating highly personalized and distilled interactions that blur the lines between online and offline environments,” says Michael Neveu, Sr. Director of ML & AI Solutions. “As we move forward, I envision virtual shopping assistants (VSAs) not only engaging customers in real-time but also understanding their needs before they even express them.” For instance, imagine a VSA recognizing that you need an outfit for an upcoming wedding and proactively offering suggestions tailored to your style and preferences.

Moreover, the ability of VSAs to provide a unified experience across various platforms—be it in-store, on an app, or online—will streamline how customers navigate the overwhelming abundance of products available today. By leveraging data effectively, brands will be able to foster a more intimate relationship with consumers, akin to the personalized assistance one would expect from a knowledgeable store associate. This shift will not only enhance customer satisfaction but also position brands to adapt more quickly to changing consumer demands, ultimately creating a shopping experience that feels both intuitive and engaging.

Curious what the virtual shopping experience looks like? Learn more from Neveu and others in our [roundtable discussion](#) about the technology.



AGENCY-BRAND RELATIONSHIPS

Agency-brand relationships are undergoing a dramatic evolution. The rising demand for operational efficiency, real-time agility and AI expertise is pushing agencies to redefine their roles—from creators of campaigns to embedded collaborators and strategic orchestrators.

Given the challenges brands face in today's dynamic environment, the traditional approach to agency partnerships may no longer suffice. Brands increasingly require agencies that can offer value-driven solutions, adapt to budgetary constraints and navigate the growing influence of major advertising platforms. In this chapter, we'll explore the upcoming foundation of the new agency-brand dynamic: one built on collaboration, trust and shared accountability for success in an AI-driven world.

AGENCIES WILL HAVE TO QUICKLY BECOME AI EXPERTS TO MEET NEW CLIENT DEMANDS.

As AI adoption accelerates into 2025 and beyond, agencies that fail to cultivate AI expertise may soon find their relevance waning. Brands are prioritizing partnerships with those who can adeptly navigate budgetary constraints and implement efficiency-driven models. “Brands increasingly rely on their partners to not only deliver digital transformation but to streamline operations and workflows,” says Deborah Heslip, our Global Chief Client Officer. “Agencies must evolve into AI experts or risk obsolescence.”

This shift requires agencies to adopt new tools and reimagine processes. By developing tailored, AI-enhanced solutions, they can offer brands the dual advantages of cost savings and substantial impact. As they help clients adapt to this new paradigm, agencies can reinforce their positions as strategic collaborators capable of addressing complex business challenges through innovation.

AGENCIES WILL EMERGE AS CRITICAL VALIDATORS IN AN AI-DRIVEN PLATFORM ECONOMY.

As S4 Capital’s Executive Chairman, Sir Martin Sorrell, says, “2023 was WOW, 2024 is HOW and 2025 will be NOW.” The message is clear: agencies must urgently address the rising demand for operational efficiency. This includes taking on a crucial role as validators of algorithmic solutions while strengthening relationships with major platforms.

“Just four platforms now control 50% of global ad spend, and their influence will only grow as AI amplifies their scale and power, driven by massive compute, energy and capital needs,” explains Sorrell. This simplifies marketing operations but demands greater alignment between brands, agencies and platforms.

As clients increasingly seek independent guidance to navigate these complex ecosystems, agencies must rise to the occasion as trusted advisors. By validating AI-driven strategies, they will play a vital role in ensuring transparency and accountability in an increasingly automated industry.

BRANDS INCREASINGLY RELY ON THEIR PARTNERS TO NOT ONLY DELIVER DIGITAL TRANSFORMATION BUT TO STREAMLINE OPERATIONS AND WORKFLOWS

Deborah Heslip - Global Chief Client Officer

AGENCIES WILL TRANSFORM INTO STRATEGIC ORCHESTRATORS OF AI-DRIVEN MARKETING FLOWS.

On top of validating solutions, AI will transform agencies from campaign producers into strategic partners orchestrating those continuous processes. Traditional production roles will change, reducing the focus on one-off, ad-hoc campaigns and shifting attention toward managing dynamic, always-on marketing ecosystems.

“The act of orchestration is highly strategic,” explains Rogier Bikker, our Managing Director, Greater China. By leveraging AI to coordinate work streams—what we refer to as flows—agencies can enable brands to operate in real time, learning and adapting continuously. “This shift will deepen trust and collaboration between brands and agencies, as they jointly leverage AI to orchestrate Real-Time Brands powered by AI-driven flows.”

AGENCIES WILL BECOME EMBEDDED EXTENSIONS OF BRANDS’ TEAMS.

This evolution necessitates a deeper trust and tighter collaboration between agencies and brands, as both parties unite to unlock the full potential of AI. As a result, brands will embed directly within brand teams, fostering seamless partnerships and shared goals. With brands increasingly demanding quicker decision-making and execution, agencies are adopting hybrid models, incorporating on-site or embedded teams to create closer ties with their clients.

“This deeper integration will blur the lines between agency and brand,” explains Dave Carey, our Global EVP Studio & Embedded Solutions. By collaborating side by side, agencies and brands can foster enhanced trust, improve communication, and address challenges in real time.

For marketers, this evolution calls for a reevaluation of agency dynamics, urging an investment in long-term, hybrid partnerships that emphasize collaboration, alignment, and shared accountability for results. As brands and agencies work together more closely than ever, the focus will shift toward collective success.

BRANDS WILL DEMAND AGILITY OVER BILLABLE HOURS.

The combination of real-time demands, shorter time-to-market and an always-on orchestration of AI workflows will inevitably lead to a new billing model. The conventional agency model centered on billable hours is increasingly being replaced by value-driven partnerships that emphasize agility and results. “The time invested in a project is no longer a good proxy for its impact, and smart brands will recognize it,” states Wesley ter Haar, our Co-CEO, Marketing Services.

To prepare for this shift, marketers must assess how their workflows, contracts and agency partnerships can evolve to prioritize agility and measurable outcomes over antiquated time-based metrics. This transition will require a fundamental rethinking of collaboration methodologies, focusing on innovative approaches that deliver swift, impactful results aligned with business objectives.



MEDIA

AI is also revolutionizing the way media teams operate, reshaping workflows, collaboration and campaign execution. As AI takes on routine tasks and simplifies complexity, it's enabling marketers to think more strategically, break down silos and foster deeper collaboration across disciplines. From empowering junior talent to unifying creative and media efforts, AI is ushering in a new era of innovation.

Let's explore, with some help from our media experts, how AI is set to transform the media landscape: driving hyper-personalization, cross-platform integration and smarter decision-making in 2025 and beyond.

AI WILL BREAK DOWN SILOS AND EMPOWER CROSS-PLATFORM COLLABORATION.

“Today, we can create assets with just a text and a click, without even opening Photoshop,” says Fernando Ruocco, SVP LATAM. “Therefore, those who lead the way are breaking down silos and understand that AI—when applied strategically—will outperform mere speed. The race in 2025 is not about being faster, but about using the same car on different tracks and making the best choices for each one.”

The evolution of AI in media has been a journey from simplifying routine tasks to enabling creative and strategic breakthroughs. In its early stages, AI was used to automate processes like smart bidding and campaign management, freeing up time for marketers to focus on strategy. By 2025, generative AI will take this transformation even further, reducing the buttons to press across platforms and enabling professionals to work seamlessly across disciplines. This shift will break down the silos that have long defined digital marketing teams, where specialists were confined to areas like paid media or programmatic advertising.

Instead of being divided by platform or tool, marketers will be empowered to think holistically—optimizing budgets, strategies and creative output across channels. Those who embrace this shift and prioritize collaboration across disciplines will lead the way in maximizing AI’s potential.

AI WILL ELEVATE JUNIOR TALENT AND STRENGTHEN CREATIVE-MEDIA COLLABORATION.

Like Ruocco, Linda Cronin, EVP, Global Media, believes AI advancements in media will enable new ways of collaborating that will especially benefit those early in their careers. “Currently, AI enhances the intelligence and creativity of media professionals, particularly benefiting those in more junior roles by freeing them from routine tasks and allowing them to focus on more strategic, high-level work,” says Cronin. “This shift enables a deeper understanding of client businesses, fosters more meaningful media connections and ultimately impacts employee experience for the better.”

AI’s transformative power is reshaping the role of media professionals, particularly at the junior level. Tasks that were once repetitive and time-consuming, such as data entry or simple reporting, are now being automated, freeing up time for junior employees to focus on strategic work typically reserved for senior team members. By 2025, this evolution will ripple outward, fostering stronger integration between creative and media efforts.

The increasingly complex landscape of audience targeting and privacy regulations will demand close collaboration between creative teams, media professionals and data experts. AI will play a pivotal role in bridging these disciplines, enabling holistic planning and innovation that meets the evolving needs of clients. For brands, the key to success will be fostering partnerships that prioritize both agility and integration, ensuring that AI is used not just to streamline processes but to strengthen collaboration and unlock new creative opportunities. Those who embrace this people-first, cross-disciplinary approach will be best positioned to thrive in the AI-powered future.

AI WILL REVOLUTIONIZE CAMPAIGN CREATION WITH HYPER-PERSONALIZATION AND CONTEXT-AWARE VIDEO ADS.

“We are going to see advertisers adopt AI into their everyday ways of working, including research and building static images at scale,” says Victoria Milo, SVP, Global Media, Solutions & Emerging Technologies. “But I also expect to see pioneers in the video space emerge in 2025.”

AI tools will streamline audience research by generating detailed personas and insights, enabling hyper-personalized campaigns with minimal effort. This same technology will drive the rapid production of creative assets, allowing brands to create high-quality, tailored visuals at scale without the traditional costs of photoshoots or stock imagery. By leveraging generative AI, advertisers can efficiently craft static assets that align with audience preferences while maintaining brand consistency.

The real breakthrough, however, will come from pioneers in the video space who push generative AI further. Emerging technologies are already analyzing emotions and context within streaming content, enabling advertisers to match video ads to the tone and mood of what viewers are watching. This will allow for seamless, emotionally resonant ad experiences that feel less disruptive and more impactful. As AI advances, video campaigns will become more adaptive and context-aware, merging creativity with precision like never before.

WE ARE GOING TO SEE ADVERTISERS ADOPT AI INTO THEIR EVERYDAY WAYS OF WORKING, INCLUDING RESEARCH AND BUILDING STATIC IMAGES AT SCALE

Victoria Milo - SVP, Global Media

BRANDS THAT HARNESS GENERATIVE AI BEYOND CREATIVE PRODUCTION WILL OUTPACE COMPETITORS.

Speaking of AI's use in research, EVP, Digital Media Brittany Blanchard likewise believes those who adopt the technology for uses beyond content production are best set up for success. “The brands that outsmart competitors will be the ones utilizing generative AI for more than just image or copy generation,” she says. “Only thinking of generative AI for creative production will set a ceiling on brands' growth. The ones that can integrate the tech into their persona research, concepting, media planning, or even analysis and measurement will be the ones who can take bigger swings in their customer acquisition strategies.”

By 2025, the real competitive advantage will come from integrating AI into the upstream processes that fuel strategic decision-making. This deeper integration of generative AI will allow brands to take bigger, more calculated risks in their customer acquisition strategies, seizing greater market share. Marketers must recognize that AI's true potential lies in its ability to connect creative, strategic and analytical workflows. Those who embrace this holistic approach will not only outsmart competitors but redefine what's possible in the race for consumer attention.

MODERN MARKETING MIX MODELS WILL PROVE ESSENTIAL FOR MEDIA EFFECTIVENESS IN 2025.

“Media fragmentation (including retail media walled gardens), increasingly tight budgets, and ongoing privacy changes will put media effectiveness in the spotlight for 2025,” says Dexter Laffrey, Head of Search, who believes marketing mix models (MMMs) will evolve into indispensable tools for navigating the complexities of modern media planning.

While marketing mix models (MMMs) have long been critical for understanding what drives results, the demand for more granular, actionable insights is rapidly increasing. Once seen as complex and resource-intensive, today’s MMM platforms—such as Google’s Meridian—are becoming more accessible, scalable and impactful than ever before.

By 2025, brands will rely heavily on these advanced tools to navigate an increasingly noisy media landscape, optimizing their strategies across channels and ensuring every dollar spent contributes directly to business outcomes. For marketers, investing in modern MMMs will no longer be optional—it will be the key to thriving amidst growing complexity and constraints.





AI INNOVATION

You don't need us to tell you that intelligence is no longer just a tool—it's becoming a transformative force across industries, reshaping how we work, create and connect. In our industry, AI is transforming campaigns by enabling deeper personalization and unlocking creative possibilities, while its cultural influence is inspiring innovation in art, mental health and beyond. Our experts explore how these advancements will shape the very near future, from revolutionizing product discovery to fostering emotional support and sparking interdisciplinary breakthroughs.

AI WILL TRANSFORM PRODUCT DISCOVERY THROUGH SEARCH AND SHOPPING ASSISTANTS.

“The integration of large language models (LLMs) into our daily lives is set to revolutionize shopping by automating routine tasks and decision-making processes for consumers,” says Ron Lee, Head of Growth, Platform and Experience. “With an LLM agent managing everyday purchases—from essential items like milk and butter to household supplies such as laundry detergent—shoppers can enjoy a more streamlined experience.”

As generative AI tools like OpenAI Search, Gemini and Perplexity redefine search dynamics, the traditional SEO-driven approach will evolve into “Generative LLM Suggestion Optimization.” Marketers will need to adapt to ensure their brands are recommended by these AI-powered search tools.

For marketers, this means rethinking strategies to ensure LLMs can access and interpret their brand content effectively. Structured data, standardized APIs and seamless integrations will become critical for enabling AI-driven interactions. As traditional touchpoints like websites lose prominence, brands will need to focus on creating AI-friendly content pipelines that keep their offerings visible in this new ecosystem.

AI WILL PLAY A GROWING ROLE AS A THERAPIST AND ADVISOR FOR EVERYDAY LIFE.

“In 2025, AI will become far more widely used and accepted in the role of a therapist or advisor,” says Karli DeFilippo, SVP, Experience. “In this way, expect platforms and services to arise that support mothers, families, married couples in counseling, and more, helping them offload certain burdens of the household to AI-driven tasks and workflows.”

As platforms like ChatGPT gain mainstream acceptance, more people are turning to AI for emotional support and guidance. Whether users are seeking clarity on persistent problems, exploring their feelings, or tracking mental health symptoms during medication changes, AI tools provide immediate, 24/7 access to support that traditional therapy often cannot match. This accessibility is particularly impactful for individuals facing financial or geographic barriers to professional care. For some, engaging with AI mirrors the benefits of journaling or therapy by encouraging self-reflection and deeper emotional processing. Additionally, custom GPTs are being used to consolidate therapeutic insights, offering users a way to organize and share their progress with mental health professionals.

However, AI’s role in mental health isn’t without limits. The lack of human empathy and connection, along with privacy concerns and the potential for misuse, underlines the importance of integrating AI responsibly. These tools should complement, not replace, licensed professionals—offering scalable support while ensuring safety and ethical boundaries. That said, the opportunity is ripe for brands to provide AI-driven services that help support their audiences by fostering healthier dynamics.

AI WILL UNLOCK NEW FRONTIERS IN CREATIVITY AND INTERDISCIPLINARY INNOVATION.

“Overall, I think we're going to see AI breakout further into other industries than marketing, as it's already been doing with healthcare and robotics, for example,” says Ciaran Woods, SVP, Head of AI Enablement. “An area I've seen hints of AI being infused already, and personally would love to see it develop more, is creative arts, inspiring entirely new forms of expression.”

Take, for instance, the groundbreaking work of Markus Buehler at MIT, who developed an AI method capable of uncovering hidden connections between seemingly unrelated disciplines. By analyzing complex patterns, his AI model discovered parallels between biological systems and Beethoven's “Symphony No. 9,” revealing how both embody structured complexity. Such projects highlight how AI can bridge the gap between art, science and engineering, sparking interdisciplinary breakthroughs that were previously unimaginable.

For creative industries, this means AI will not only enhance existing workflows but also push the boundaries of what's possible in music, art and design. With tools capable of reasoning over abstract concepts and generating novel ideas, artists and innovators will have unprecedented opportunities to explore new forms of expression and solve complex challenges. This evolution doesn't just benefit the creative industries—it also provides a powerful new source of inspiration for our talent. With AI like Monks.Flow enabling deeper collaboration between human creativity and machine intelligence, our teams have the potential to discover fresh perspectives and innovate in ways that redefine what's possible for our clients.

OVERALL, I THINK WE'RE GOING TO SEE AI BREAKOUT FURTHER INTO OTHER INDUSTRIES THAN MARKETING, AS IT'S ALREADY BEEN DOING WITH HEALTHCARE AND ROBOTICS

Ciaran Woods - SVP, Head of AI Enablement

AGENTIC AI WILL REDEFINE COMMUNICATION DESIGN THROUGH DYNAMIC ECOSYSTEMS.

“Agentic AI challenges us to rethink the very foundation of communication design, shifting it from a static, tool-driven process to a dynamic system of behaviors and interactions,” says Debora den Iseger, SVP, Head of Content & Innovation, Global Studios.

Unlike traditional workflows, where individual roles align linearly, agentic layers operate as purpose-built entities within an ecosystem—each designed to perform a specific task, such as data, content and media in the context of film production. The transformative potential of agentic AI lies not just in automating these tasks but in reimagining how they collaborate, validate data, and produce creative outcomes. By designing custom models and unique latent libraries, we can tailor these agents to move beyond transactional outputs and emulate the nuanced, interconnected problem-solving of human creativity.

To truly unlock this potential, organizations must move away from fragmented, siloed practices and adopt an end-to-end approach that integrates expertise across the entire creative and production pipeline—from concept to delivery. This holistic model fosters collaboration between traditional roles, AI artists, and creative technologists, enabling entirely new behaviors and possibilities. By owning the craft layers in-house and redefining the pipeline to include AI-driven roles, we create ecosystems that not only accelerate workflows but also unify diverse disciplines in ways that were previously unimaginable. It's in this intersection of technology, creativity, and collaboration that agentic AI offers the greatest opportunity to reshape how we design and communicate.

GENERATIVE AI WILL EVOLVE INTO VERSATILE, PROACTIVE SYSTEMS THAT STREAMLINE WORKFLOWS AND DRIVE VALUE.

By 2025, generative AI platforms will transform into multi-modal, intuitive systems that anticipate user needs, offering integrated solutions across industries while redefining commercial models to deliver sustained value. “These advancements will enable businesses to approach challenges with more sophisticated, scalable and efficient solutions, broadening the impact of AI in both consumer-facing and enterprise environments,” says Dave Meeker, EVP of AI.

Furthermore, Meeker notes, the next phase of generative AI will be defined by convergence and versatility. Platforms will absorb niche innovations, expanding their functionality beyond language models into intelligent, multi-modal systems capable of streamlining workflows and delivering seamless user experiences. Complex, command-heavy interfaces will be replaced by simpler, proactive AI systems that anticipate user needs, providing targeted solutions without explicit instructions. Whether embedded in consumer apps or enterprise tools, these advancements will make AI more accessible and intuitive, fostering collaboration and unlocking new levels of productivity across industries.

As these platforms grow in capability, businesses will need to refine their commercial strategies to keep pace. Scalable, flexible pricing models—such as subscription tiers or performance-based plans—will ensure generative AI remains adaptable to the diverse use cases it serves. By 2025, AI will no longer be seen merely as a tool but as a collaborative partner, driving personalization, innovation and value at every level.



A blurred night photograph of a street scene. In the center, a car is visible, its lights blurred into streaks of yellow, orange, and red. The background shows trees and a dark sky. The foreground is a dark, textured surface, possibly a sidewalk or road, with some fallen leaves. The image is overlaid with a grid of semi-transparent, colored rectangles in shades of yellow, orange, red, and blue, creating a digital or data-like aesthetic.

NAVIGATING

WHAT'S NEXT

As we step into 2025, the convergence of technology, culture and creativity presents an unprecedented opportunity for transformation. The insights shared in this report highlight a rapidly evolving landscape where AI, community-building, personalization and collaboration are redefining the rules of modern marketing. These shifts demand agility, strategic foresight and a commitment to innovation from brands seeking to lead.

Navigating what's next will require brands to embrace complexity while remaining grounded in human-first values. Success will favor those who approach these advancements with both curiosity and responsibility—leveraging technology to empower communities, elevate experiences and foster meaningful connections.

While the pace of change can feel overwhelming, it's also a chance to rethink, reimagine and reinvent. By focusing on these trends and taking a proactive approach, you can position your brand—and your team—for success in 2025 and beyond. The future isn't waiting; it's unfolding now.

Let's make the most of it. **Let's connect.**

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