

# What if...?

<p>What if AI planned all campaigns and you just had to approve them?</p> <p><b>01</b> AI-Empowerment AI Agents</p>	<p>What if AI did the shopping itself and no longer asked you?</p> <p><b>02</b> AI-Empowerment AI Agents</p>	<p>What if advertising reacted live to news stories?</p> <p><b>03</b> AI-Empowerment Generative AI</p>	<p>What if brands without AI simply appear outdated?</p> <p><b>04</b> AI-Empowerment Generative AI</p>	<p>What if brand avatars had to carry a label: 'Made by AI'?</p> <p><b>05</b> AI-Empowerment Digital Humans</p>
<p>What if your fans find AI more exciting than your brand?</p> <p><b>06</b> AI-Empowerment Digital Humans</p>	<p>What if you only spoke to avatars in the office?</p> <p><b>07</b> AI-Empowerment Digital Humans</p>	<p>What if your favourite brand knew your mood?</p> <p><b>08</b> AI-Empowerment Digital Humans</p>	<p>What if real data became the most valuable currency?</p> <p><b>09</b> AI-Empowerment AI-Powered Customer Data Clouds</p>	<p>What if traditional target groups disappeared and advertising only happened on a one-to-one basis?</p> <p><b>10</b> AI-Empowerment AI-Powered Customer Data Clouds</p>
<p>What if it's not people who need to be persuaded, but algorithms?</p> <p><b>11</b> Smart Commerce &amp; Media AI-Driven Shopping</p>	<p>What if subscriptions, pricing and media ran entirely without human intervention?</p> <p><b>12</b> Smart Commerce &amp; Media AI-Driven Shopping</p>	<p>Was wäre, wenn digitale Anzeigen zu virtuellen Stores werden, die Sie direkt betreten können?</p> <p><b>13</b> Smart Commerce &amp; Media Immersive Shoppable Experiences</p>	<p>What if shopping felt like a game or a film?</p> <p><b>14</b> Smart Commerce &amp; Media Immersive Shoppable Experiences</p>	<p>What if you stopped Googling and started asking AI instead?</p> <p><b>15</b> Smart Commerce &amp; Media AI-Driven Shopping</p>
<p>What if agencies competed against recommendation engines?</p> <p><b>16</b> Smart Commerce &amp; Media AI-Driven Shopping</p>	<p>What if visuals automatically adapted to every situation?</p> <p><b>17</b> Smart Commerce &amp; Media Visual Intelligence</p>	<p>What if the KPI were emotions rather than clicks?</p> <p><b>18</b> Smart Commerce &amp; Media Visual Intelligence</p>	<p>What if out-of-home media came to life through their gaze?</p> <p><b>19</b> Phygital Worlds Post-Screen Interfaces</p>	<p>What if you could control digital content in physical shops with a gesture?</p> <p><b>20</b> Phygital Worlds Post-Screen Interfaces</p>
<p>What if spaces themselves became actors that prepared or made decisions?</p> <p><b>21</b> Phygital Worlds Spatial AI</p>	<p>What if places had a memory that selectively forgot?</p> <p><b>22</b> Phygital Worlds Spatial AI</p>	<p>What if brand events only took place in VR?</p> <p><b>23</b> Phygital Worlds Virtual Worlds</p>	<p>What if history could be experienced as an interactive VR journey through time?</p> <p><b>24</b> Phygital Worlds Virtual Worlds</p>	<p>What if digital layers permanently overlay analogue locations?</p> <p><b>25</b> Phygital Worlds Augmented Reality</p>
<p>What if your AR glasses were constantly thinking for you and providing guidance in your everyday life?</p> <p><b>26</b> Phygital Worlds Augmented Reality</p>	<p>What if your digital twin could sign contracts on its own?</p> <p><b>27</b> Hyper-Individualization Digital Twin of a Customer</p>	<p>What if your digital twin decided what you see online?</p> <p><b>28</b> Hyper-Individualization Digital Twin of a Customer</p>	<p>What if your facial expression determined discounts?</p> <p><b>29</b> Hyper-Individualization Emotion AI</p>	<p>What if emotion recognition regulated your stress levels at work?</p> <p><b>30</b> Hyper-Individualization Emotion AI</p>
<p>What if you traded your data like shares?</p> <p><b>31</b> Hyper-Individualization Digital Self-Identity</p>	<p>What if trust ecosystems become more important than platform ecosystems?</p> <p><b>32</b> Hyper-Individualization Digital Self-Identity</p>	<p>What if an AI seal of approval were the standard requirement for advertising?</p> <p><b>33</b> Trusted Ecosystems Responsible AI &amp; Media Integrity</p>	<p>What if publishers could earn micro-payments through trust layers?</p> <p><b>34</b> Trusted Ecosystems Responsible AI &amp; Media Integrity</p>	<p>What if you had the right to AI-free spaces – both online and offline?</p> <p><b>35</b> Trusted Ecosystems Responsible AI &amp; Media Integrity</p>
<p>What if AI had to promote not only efficiency but also cohesion?</p> <p><b>36</b> Trusted Ecosystems Responsible AI &amp; Media Integrity</p>	<p>What if, as a viewer, you could own shares in series or films?</p> <p><b>37</b> Trusted Ecosystems Tokenized Loyalty &amp; Engagement</p>	<p>What if your commitment were rewarded with tokens?</p> <p><b>38</b> Trusted Ecosystems Tokenized Loyalty &amp; Engagement</p>	<p>What if you could use data-based platforms to have a say in city decisions?</p> <p><b>39</b> Trusted Ecosystems Sentient Places</p>	<p>What if cities regulated climate and noise like organisms do themselves?</p> <p><b>40</b> Trusted Ecosystems Sentient Places</p>