

IRL vs. AI

Why Real Experiences
Still Matter in an
Increasingly Artificial World

Dan Dipiazza |  GEORGIA
AQUARIUM

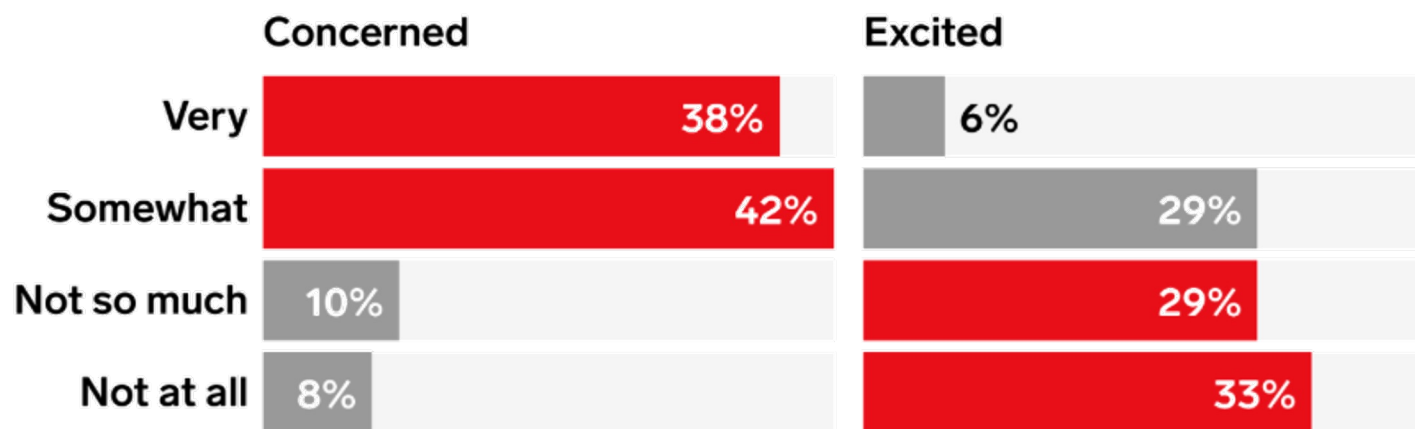
INTEGRATE | June 5, 2026





US Consumers Are Generally Concerned and Not Very Excited About AI

% of US adults, on their level of concern vs. excitement about AI, March 2026



Note: ages 18+; responses of "don't know/no answer" not shown

Source: Quinnipiac University, "The Age Of Artificial Intelligence: Americans' AI Use Increases While Views On It Sour" conducted by Dynata, March 30, 2026

THE WALL STREET JOURNAL.

TECHNOLOGY • ARTIFICIAL INTELLIGENCE [Follow](#)

The American Rebellion Against AI Is Gaining Steam

Booed commencement speakers, blocked data centers, plummeting poll numbers: Fast-growing industry has a faster-growing crisis

By [Amrith Ramkumar](#) [Follow](#), [Katherine Blunt](#) [Follow](#) and [Lindsay Ellis](#) [Follow](#)

Updated May 19, 2026 5:35 pm ET



Aa



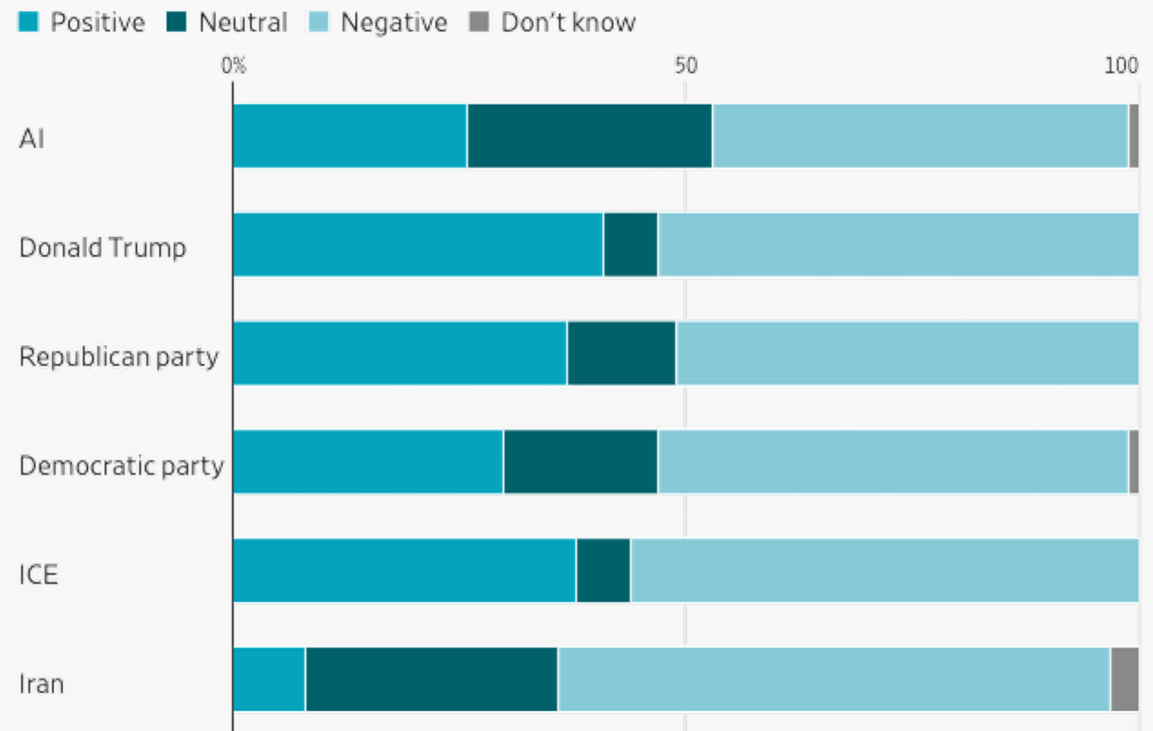
Attendees at a rally in Detroit in December opposed a utility's plan to provide power for a data center in rural Michigan. JIM WEST/ZUMA PRESS

Quick Summary

- Public sentiment toward artificial intelligence and data centers has rapidly

THE WALL STREET JOURNAL.

How U.S. voters feel about each topic



Notes: ICE is Immigration and Customs Enforcement; Poll of 1,000 registered voters; categories of very and somewhat positive and negative were added together

Source: March NBC News survey

The New York Times

Why College Grads Are Booing Their Commencement Speakers

May 18, 2026



Steven Senne/Associated Press





Gen Z's Deep Ambivalence About AI

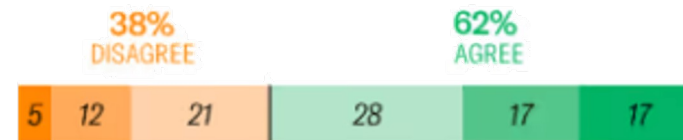
A majority of young adults worry that AI makes people lazier and less smart. Specifically, they worry that using AI will displace three important practices: learning by doing, thinking critically, and learning from other people.

Percentage of Gen Z adults who are worried that using AI makes people:

Lazier



Less smart



Source: Nationally representative Gallup survey of 2,473 U.S. adults ages 18-28 (October 2025)



The New York Times

A Debate About A.I. Plays Out on the Subway Walls

An ad campaign for a wearable A.I. companion has blanketed New York City, starting conversations and inspiring vandalism.



friend *STOP PROFITING OFF OF LOVELESSNESS*

[frend] noun
someone who listens, responds, and supports you.

BEFRIEND A SENIOR CITIZEN - REACH OUT INTO THE WORLD - GROW UP

friend.com

friend

[frend] noun
someone who listens, responds, and supports you.

Human Connection is Sacred AI

Go Make Real Friends

friend

[frend] noun
someone who listens, responds, and supports you.

This is SURVEILLANCE!

AND IS ALIVE - AI ISOLATION! REACH OUT INTO THE WORLD!

friend.com

friend

[frend] noun
someone who listens, responds, and supports you.

friend.com

NOT A FRIEND

~~You'll binge the entire series with you.~~

AI is burning the planet down around you
Garbage

AI wouldn't care if you lived or died.

friend.com

Human connection is sacred

ur dinner plans.

friend.com

TRENDING TOPICS: [Santa Cruz population decline](#) | [PVUSD layoffs](#)

FOOD & DRINK

Salty Otter owner says AI logo uproar has 'crushed' her lifelong dream



BY LILY BELLI

March 3, 2026



Quick Take

Following a wave of online criticism and one-star reviews from locals, The Salty Otter Sports Grill replaced its colorful, AI-assisted otter logo with a stark black-and-white design. Owner Rachael Smith, who said she refined the image herself and



**THE SALTY
OTTER**
SPORTS GRILL
SANTA CRUZ, CA



AI emerges as a top cause of layoffs, accounting for 26% of April's job cuts

By [Megan Cerullo](#)

May 7, 2026 / 4:30 PM EDT / CBS News

 Add CBS News on Google

Artificial intelligence is the leading reason companies cite for layoffs for the second straight month, accounting for more than one in four job cuts in April, according to a new [report](#) from outplacement firm Challenger, Gray & Christmas.

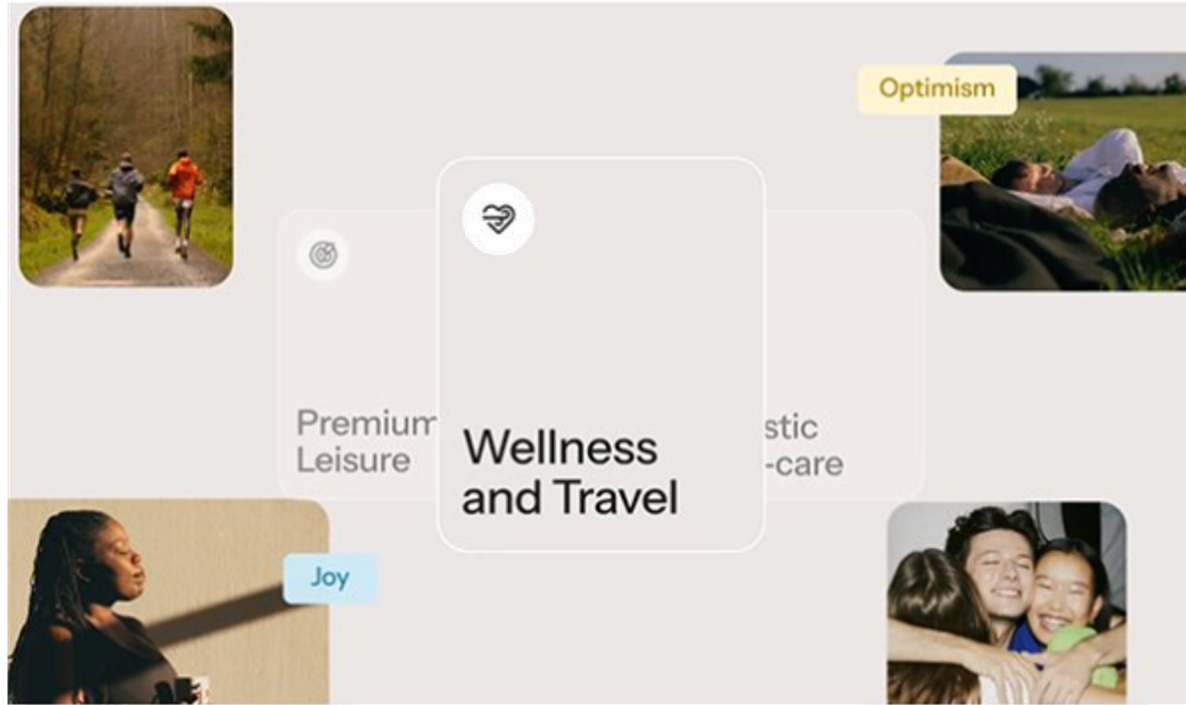
The report found 21,490 AI-related cuts last month, or 26% of the 88,387 total, marking the second straight month the technology has been the top driver of layoffs.

While AI is often [blamed for job losses](#) and fewer entry-level opportunities, some skeptics question whether it is the sole cause. Some companies have also seen stock gains after pivoting to AI, such as sneaker maker Allbirds, whose shares surged about [600%](#) after announcing plans to shift away from footwear and toward AI.

AI-related layoffs came as overall job cuts rose 38% in April from

AI Will Soon Run An Entire Ad Campaign

by [Laurie Sullivan](#), Staff Writer, March 16, 2026



Google advertisers have previously criticized the company's excessive advertising automation. Now, companies using generative artificial intelligence (AI) have begun

CMOs Allocate 15 Percent of Budgets to AI, but Readiness Lags

New Gartner report shows rising AI investment amid flat budgets

By Jeff Haber May 12, 2026 3-minute read



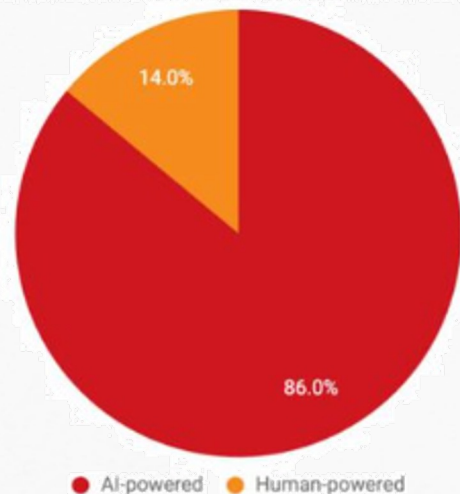
fotografia/Getty Images

COMMENTARY

Advertising's Biggest Headwind Is, Well, You

by [Joe Mandese](#), April 14, 2026

Share of Publicis net Q1 revenue



Source: Publicis Groupe first quarter 2026 earnings release.

"AI continues to be a tailwind for Publicis, driving our growth, widening the gap with competition," Publicis Groupe Chairman-CEO Arthur Sadoun's first quarter 2026 earnings statement.

AI Doesn't Reduce Work—It Intensifies It

by Aruna Ranganathan and Xingqi Maggie Ye

February 9, 2026



Illustration by Eynon Jones

Burger King to use AI to check on employees

By Dee-Ann Durbin
Associated Press

Burger King is testing AI-powered headsets that can recite recipes, alert managers when inventories are low and even track how friendly employees are to customers.

Restaurant Brands International – the Miami-based company that owns Burger King, Popeyes, Tim Hortons and Firehouse Subs – said Thursday it's currently testing the OpenAI-powered headsets in 500 U.S. restaurants.

The system collects data on restaurant operations and shares it via "Patty," a voice that talks to employees through their headsets. If the drink machine is low on Diet Coke, Patty will tell the store's manager. If a customer uses a QR code to report a messy bathroom, the manager will be alerted.

Employees can ask Patty

exploring using Patty as a way to improve customer service. The system can track when employees say key words like "welcome," "please" and "thank you" and share that with managers.

When asked about that capability Thursday by The Associated Press, Burger King said the intent is to use Patty as a coaching tool.

"It's not about scoring individuals or enforcing scripts. It's about reinforcing great hospitality and giving managers helpful, real-time insights so they can recognize their teams more effectively," Burger King said in a statement.

Burger King is one of several fast food chains experimenting with AI. Yum Brands said last spring it was partnering with Nvidia to develop AI technologies for its brands, which include KFC, Taco Bell and Pizza Hut.



SLOP ROCK

Deezer says 44% of new music uploads are AI-generated, most streams are fraudulent

AI tracks account for a small fraction of Deezer streams, and most are demonetized for fraud.

RYAN WHITWAM · APR 20, 2026 1:15 PM · 151



→ AI music is blowing up. Credit: Getty Images

TEXT SETTINGS

Music streaming services like Spotify and YouTube Music have become the primary way people listen to music, which can be a lot more convenient than buying individual albums. However, this also makes it easier for AI-created tracks to worm their way into your playlists. Most streamers don't go out of their way to label AI music, but Deezer has worked to develop technology to identify that content. In a recent update, the company says AI music is approaching half of all new uploads, and most of the supposed listeners of those streams are AI themselves.

7.13 1.01%

XRP \$1.37 -0.19%

BNB \$621.67 0.02%

USDC \$0.999856 -0.00%

SOL \$83

News · Artificial Intelligence

Dead Internet? A Third of New Websites Are AI-Generated, Says Stanford

A Stanford-led study quantified what everyone already suspected—but the findings aren't quite what people expected.



By Jose Antonio Lanz

Edited by Guillermo Jimenez

Apr 28, 2026

3 min read



AI mock up. Source: Decrypt



Add on Google

In brief

- By mid-2025, 35% of newly published websites were AI-



[f](#) [X](#) [in](#) [t](#) [✉](#) [🔗](#)

TC TechCrunch

AI

Online bot traffic will exceed human traffic by 2027, Cloudflare CEO says

Sarah Perez — 12:09 PM PDT · March 19, 2026

IMAGE CREDITS: [JASON BOLLENBACHER / CONTRIBUTOR](#) / GETTY IMAGES



Generative AI

Why People Create AI “Workslop”—and How to Stop It

by Kate Niederhoffer, Alexi Robichaux and Jeffrey T. Hancock

January 16, 2026



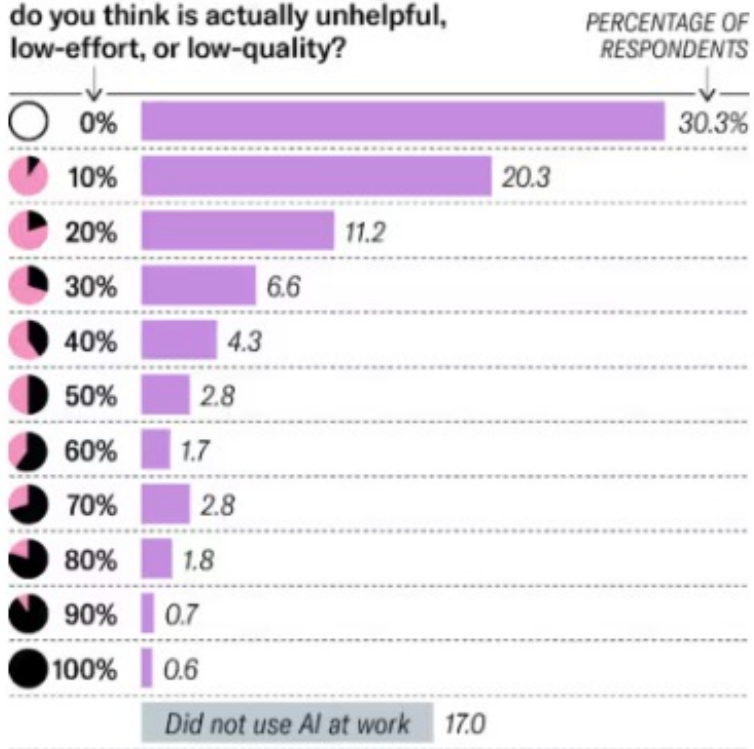
HBR Staff; Printer: Alexisaj/dp3010/Getty Images

Summary. With the rise of gen AI tools, offices have had to contend with a new scourge: “workslop” or low-effort, AI-generated work that looks plausibly polished, but ends up wasting time and effort as it offloads cognitive work onto the recipient... [more](#)

Do You Send Colleagues Workslop?

When asked how much of the AI-generated work they sent to colleagues was "actually unhelpful, low-effort, or low-quality," half of survey respondents admitted to sending at least some AI-generated workslop.

How much of the AI-generated work that you send to colleagues do you think is actually unhelpful, low-effort, or low-quality?



Online survey of 1,150 full-time U.S. desk workers conducted in August and September of 2025 by BetterUp in partnership with the Stanford Social Media Lab.

ANF

**ATLANTA
NEWS FIRST**

Attorney with Clayton County DA's Office apologizes for using AI, citing fake cases in court brief

Clayton County attorney Deborah Leslie admits she cited nonexistent cases as 'expanded legal research.'



Deborah Leslie has apologized for citing some cases that don't exist.

🧠 | (COGNITIVELY) SURRENDER

“Cognitive surrender” leads AI users to abandon logical thinking, research finds

Experiments show large majorities uncritically accepting “faulty” AI answers.

KYLE ORLAND – APR 3, 2026 5:06 PM | 286



➤ Artist's conception of an average AI user's image of an LLM's ultra-rational thought process.
Credit: Getty Images

Home > Monitor on Psychology > 2026 > January/February >

EMERGING TRENDS

AI chatbots and digital companions are reshaping emotional connection

As digital relationships proliferate, psychologists explore the mental health risks and benefits

By [Efua Andoh](#) Date created: January 1, 2026 11 min read

Vol. 57, No. 1

Print version: page 60

Artificial Intelligence

Research

Marriage and Relationships

Friendship



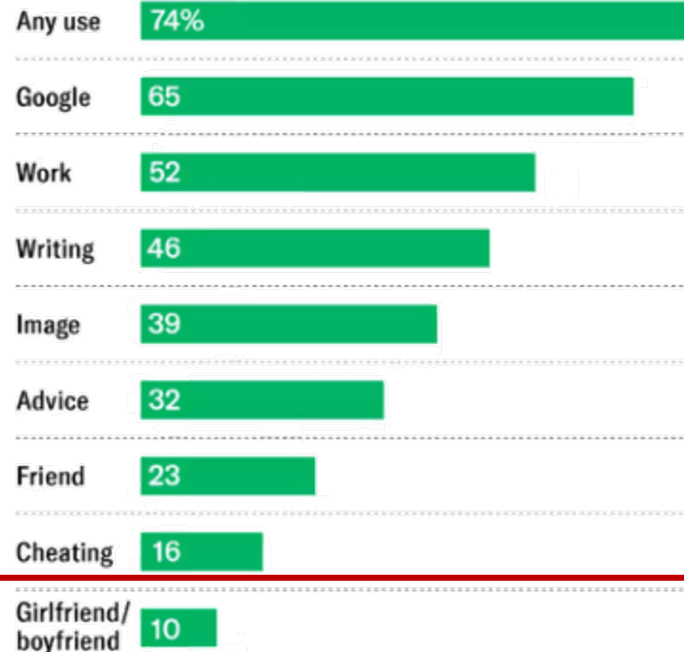


How Gen Z Is Using AI Chatbots

Contrary to prior reports, Gen Z is using AI chatbots more for productivity (e.g., as a substitute for a Google search, to help with work, or to help with writing) than for social reasons (e.g., to ask for life advice, as a friend, or as a girlfriend or boyfriend).

Percentage of Gen Z adults who use AI at least once a month

By use case



Source: Nationally representative Gallup survey of 2,473 U.S. adults ages 18-28 (October 2025)



The New York Times



OPINION
GUEST ESSAY

'We're All Polyamorous Now. It's You, Me and the A.I.'

Seeking a Sounding Board? Beware the Eager-to- Please Chatbot.

A new study of popular AI models shows that their feedback on social situations is far from impartial.

Listen · 6:15 min

Share full article



135



Claire Merchinsky/The New York Times; Photographs by Getty

AI NEWS

85 % Of Americans Say Deepfakes Have Eroded Their Trust In Online Information

Home / Blog / 85 % of Americans say deepfakes have eroded their trust in online information

DEVAN LEOS • JULY 1, 2025



Generative AI tools have evolved deepfakes from scientific research into a major public concern. People show fear toward synthetic media while

Visible AI in Marketing is Four Times More Likely to Cost Brands Trust Than Build It

% of consumers worldwide, Dec 2025

Q: What is your reaction to brands that clearly use AI-generated content in their marketing?

I'm neutral



It makes me trust the brand less



It makes me trust the brand more



Note: n=8,000 ages 18+

Source: Klaviyo, "2026 AI Consumer Trends" in collaboration with Datalily, March 9, 2026

What Social Media Users Worldwide Do Not Want from Brands on Social Media, Q1 2026

% of respondents

Posting unlabeled AI-generated content

28%

Using engagement bait tactics

23%

Engaging in political discussions

14%

Sending immediate automated DMs

13%

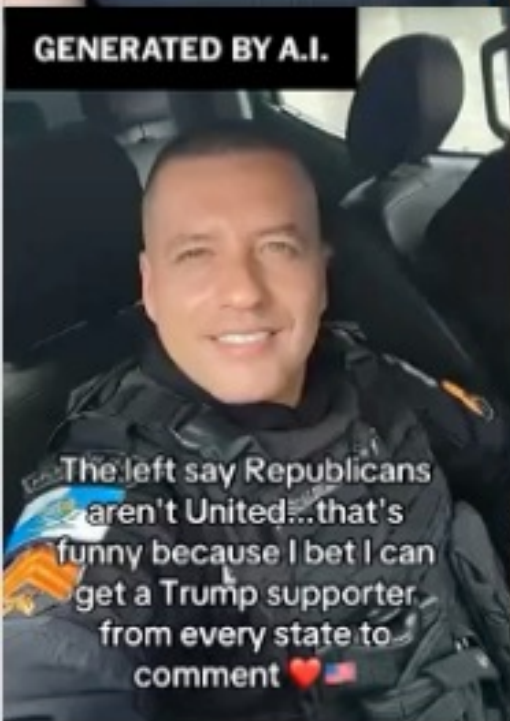
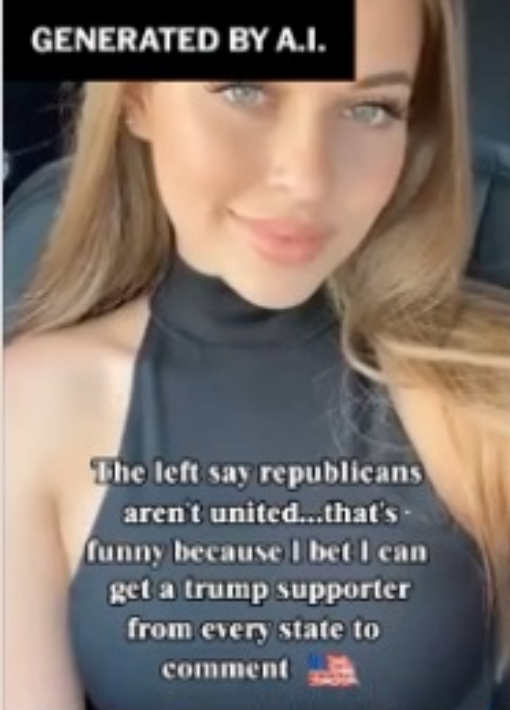
Posting too frequently

12%

Source: Sprout Social, "Q1 2026 Pulse Survey," March 17, 2026

362372

EM | EMARKETER





The end of the single click: Raptive's new research reveals the rise of multi- source search



Erika Leone / Last updated February 2, 2026

For two decades, search-and-click was the undisputed law of the internet. You typed in a question, Google provided a list, and you clicked the top result. For creators and publishers, success was measured by winning that single, decisive moment.

[But search has changed](#), and new research suggests that this era is ending.

Our latest survey of over 1,000 American consumers reveals a fundamental shift in how people find information. Search has evolved from a single destination into a sophisticated, multi-platform behavior we call the Trust Filter.

Today's users are increasingly skeptical of single answers and are "cross-checking" information across the open web, social platforms, and AI assistants before they're satisfied.

Study: Data centers' environmental impact rising, thanks to AI

By Troy Wolverton | Examiner staff writer Nov 23, 2025



Olivia Wise/The Examiner



**NEWS
AT 8**

POPE WARNS OF RISKS OF A.I.





Healthy Eating

FOOD

Indulgent Treats

Value Seeking

RETAIL

Luxury Spending

Global Perspective

CULTURE

Local Identity

Infinite Content

MEDIA

Niche Fandoms

Mega Resorts

ATTRACTIONS

Manageable Diversions

Artificial Intelligence

TECHNOLOGY

Human Experiences



>> DIAGNOSIS

**Digital
Overload**

HUMAN ANTIDOTE <<

**Analog
Detox**



\$230 notebooks, digital cameras and tiny dollhouse furniture: How Gen Z's desire to get offline is a boon for businesses

Published Tue, Mar 3 2026·12:55 PM EST • Updated Wed, Mar 4 2026·2:05 PM EST

 Megan Sauer
@MEGGSAUER

SHARE    



Pixdeluxe | E+ | Getty Images

Leslie Edelman has run Tiny Doll House, a miniature figurine shop in New York's Upper East Side neighborhood, for 35 years. Eighteen months ago, new clientele started routinely coming to the store, he says.

COSMOPOLITAN

LIFESTYLE

Bye, Brainrot: Why Having An Analog Bag Is The Key To Lessening Your Doomscrolling

Plus, some ideas on what you can put in yours.



by [Cheska Santiago](#)
Published on Nov 3, 2025

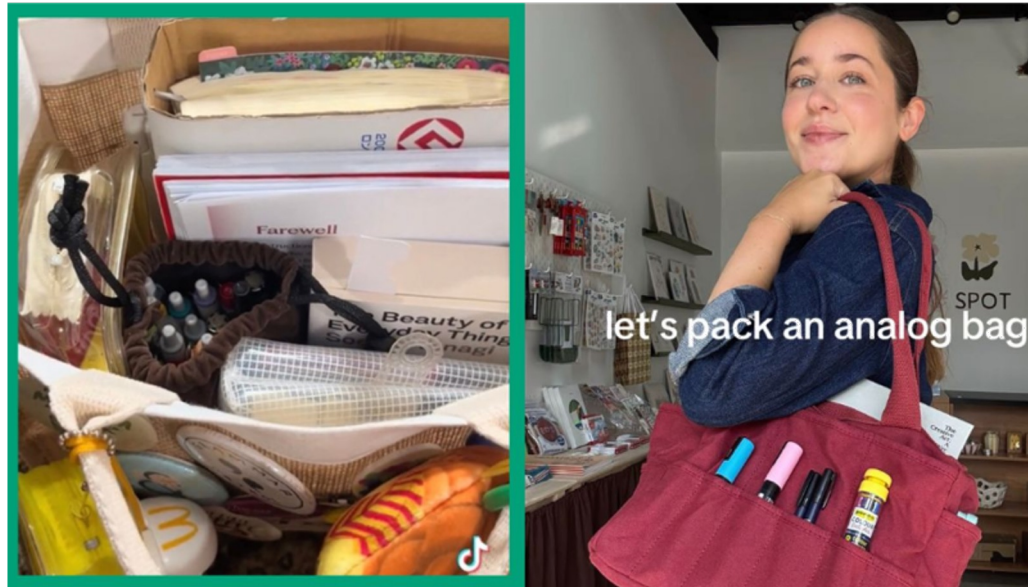


PHOTO: (left to right) TikTok/hellofriedmegg, TikTok/goldieceramics

If you've ever caught yourself doomscrolling through TikTok for "just five minutes" only to look up an hour later, wondering where your evening went—same. 🤖 Between endless notifications and algorithmic rabbit holes (they just *know* how to get us, I fear), it's easy to feel like your brain's running on low battery 24/7.

But somewhere between the constant scrolling and "just one more episode" habit (that leads to broken body clocks), we all started craving something to pull us back into the real world and

NORTH CAROLINA

'Forest bathing' offers welcome respite from chaotic news cycle

Guided walks help visitors slow down, reconnect with nature amid daily stresses.

By Allen G. Breed
AP National Writer

RALEIGH, N.C. — For two hours, Claire Jefferies wanted to get away from the war in Iran and the rising gas prices and just commune with nature. So she treated herself to a little forest bathing.

"When I'm here, it's almost like a protective bubble around me," the human resources director said amid oaks and flowering magnolias at the JC Raulston Arboretum in Raleigh, North Carolina. "It provides a shield."

The Sunday morning session was led by certified forest therapy guide Shawn Ramsey. Jangling a tiny brass bell, she called her dozen or so charges to gather for meditation, breathing exercises and communing with nature.

"I invite you to really spend the next 10 minutes just exploring this area," she said, her own eyes closed. "Really focusing on your breath, on your footsteps. All the natural sounds around you. Maybe the man-made sounds, too. Thinking about the forest's natural rhythm and how we are part of that here in this urban, forested environment."

Based on the Japanese wellness practice of Shinrin-yoku, the activity has been known to reduce stress, improve mood, lower blood pressure and boost the immune system.

Although the arboretum is in a busy section of a growing city, Ramsey said the benefits of tuning out and getting in touch with nature are the same. She led the group of about a dozen through the various gardens, having them crush conifer twigs between their fingers and smell them, or just touch trees.

"You know, in this day and age, there's a lot of stress and anxiety and chaos," she said. "And people are searching for ways to kind of cope with that."

Transportation safety researcher Alan Mintz came with a friend. He had to be reminded to leave the talk of news at the entrance.

"I think it's important for people to take the opportunity to exist in natural spaces, both to unwind and relax, so that it can be easier to interact with other people," he said as he stood in the dappled light filtering through the trees. "And to take a moment to appreciate beautiful things. That way, hopefully, they can carry that forward and have more of an appreciation for other people and other cultures that they might be less experi-



Alan Mintz smells a crushed conifer twig during a "forest bathing" session last Sunday at the JC Raulston Arboretum in Raleigh, N.C. (PHOTOS BY ALLEN G. BREED/AP)



Claire Jefferies reads a book while sitting in an oak tree during her "forest bathing" session. "When I'm here, it's almost like a protective bubble around me," she said.

enced with."

Jefferies had to remind a friend to stop talking about news as they walked beneath the gently waving canopy.

"That focus back into spending time in nature and the healing power of that, and just remembering that we're part of something bigger, that we're all connected,"

said the mother of a 9-year-old son. "And that what we do in our actions that we take really matter to the rest of the world. And so there's no better place to see that than here, where you can see all of the interconnectedness and the ways that this plant life naturally supports one another. Doesn't take more than they need."



Handwritten letters are making a comeback. Pick one person you've been meaning to reach out to and write them a few lines. TONY ANDERSON/GETTY IMAGES

Hey, here's a new trend: Sending letters by mail!

Handwritten letters again showing up in mailboxes. It's good for you and recipient.

By Avery Newmark
averynewmark@ajc.com

Screen time is at an all-time high, and people are feeling it. In 2024, Americans spent about 70 hours a week — roughly 10 hours a day — consuming media across all devices, data and analytics company Nielsen said.

As more of our world moves online, it makes sense that people are looking for ways to unplug, and some are landing on an old-school solution: handwritten letters.

Taymoor Atighetchi, founder and CEO of stationery brand Papier, points to two things driving the shift: screen fatigue and a growing appetite for slower living. "People are looking for ways to feel more present," he told The Atlanta Journal-Constitution. "And writing, even something as simple as a note, offers that in a way digital communication doesn't."

The numbers back him up. Papier saw notecard sales surge 33% year-over-year in 2025, with writing paper up 23%. Over the past decade, the brand has sold more than 14.7 million notecards and cards combined.

Millennials and Gen Z are driving a big chunk of that growth, part of a broader analog trend that has people swapping streaming for vinyl, iPhones for film cameras and Instagram for pen pals. For this generation, a handwritten letter isn't just correspondence — it's a creative act. Pinterest has tracked surges in searches for "cute stamps," "pen pal ideas," "handwritten letters" and "snail mail gifts," turning letters into art. The mail has become the medium.

"A handwritten note is something you can hold, display and rediscover," Atighetchi said. "When someone chooses a card, writes it by hand and sends it, it says the relationship is worth slowing down for."

The appeal goes beyond aesthetics, too. Dr. Michael T. Treadway, a psychology professor at Emory University, says it comes down to what the effort signals.

"Someone who's willing to bear an effort cost to connect with you is demonstrating their care and interest," he told the AJC.

Research long has linked strong social connections to

better mental and physical health, and loneliness, now widely described as a public health crisis, is partly a result of how surface-level so much of our digital communication has become.

A handwritten note cuts through that. It's specific, it's intentional and it asks nothing in return.

Ready to try it? Here's how to get started.

You don't need fancy stationery or a lot of time. Pick one person you've been meaning to reach out to and write them a few lines. Treadway suggested starting small and making it a daily ritual, even if it's just a few sentences.

Not sure what to write about? Letters don't always have to be life updates or holiday cards. Try a writing prompt: What's your favorite life hack? What was your most extravagant impulse purchase? NPR also recommends sneaking little gifts into your envelopes, like stickers, pressed flowers or a tea bag, to make opening it feel like an event.

"Don't overthink it," Atighetchi said. "Write from the heart, include small details, your own quirks. It doesn't need to be perfect, it just needs to feel like you."

B B C

Why do Gen Z have a growing appetite for retro tech?

6 December 2025

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Ryley Bowman

BBC Scotland News



Kyle, 21 got a PSP to relive his childhood

Gen Z are going retro. People in their teens and early 20s are increasingly turning to old school tech in a bid to unplug from the online world.

BuzzFeed

15 "Discontinued" Tech Items Older Generations Loved That Younger Generations Desperately Wish They Could Experience



Pinterest's latest campaign wants you to live your life, not just scroll it

Ads

Company

May 1, 2026

[Copy link](#)





>> DIAGNOSIS

**Sea of
Sameness**

HUMAN ANTIDOTE <<

**Ocean of
Originality**





The Future Of Content: The Human Premium

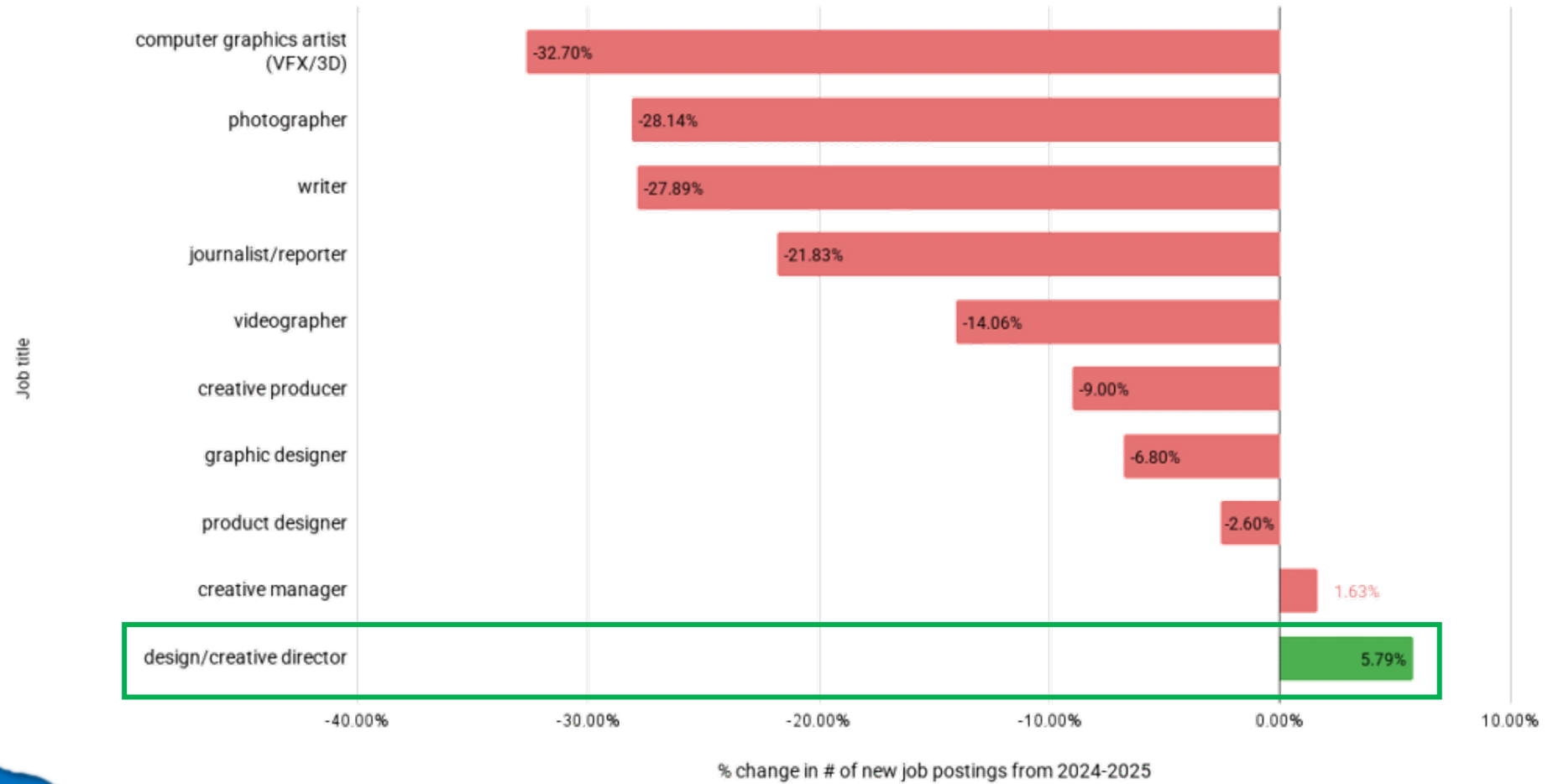
Embracing authenticity and connection in the digital age

AI can remix what already exists. Humans imagine what *doesn't*.

Human creativity brings surprise, personality, and **originality** ... the ability to combine ideas in unexpected ways, draw from lived experience, or express a point of view that no model can replicate.

Creative Jobs: % change in # of new job postings from 2024 to 2025

Source: Bloomberry.com





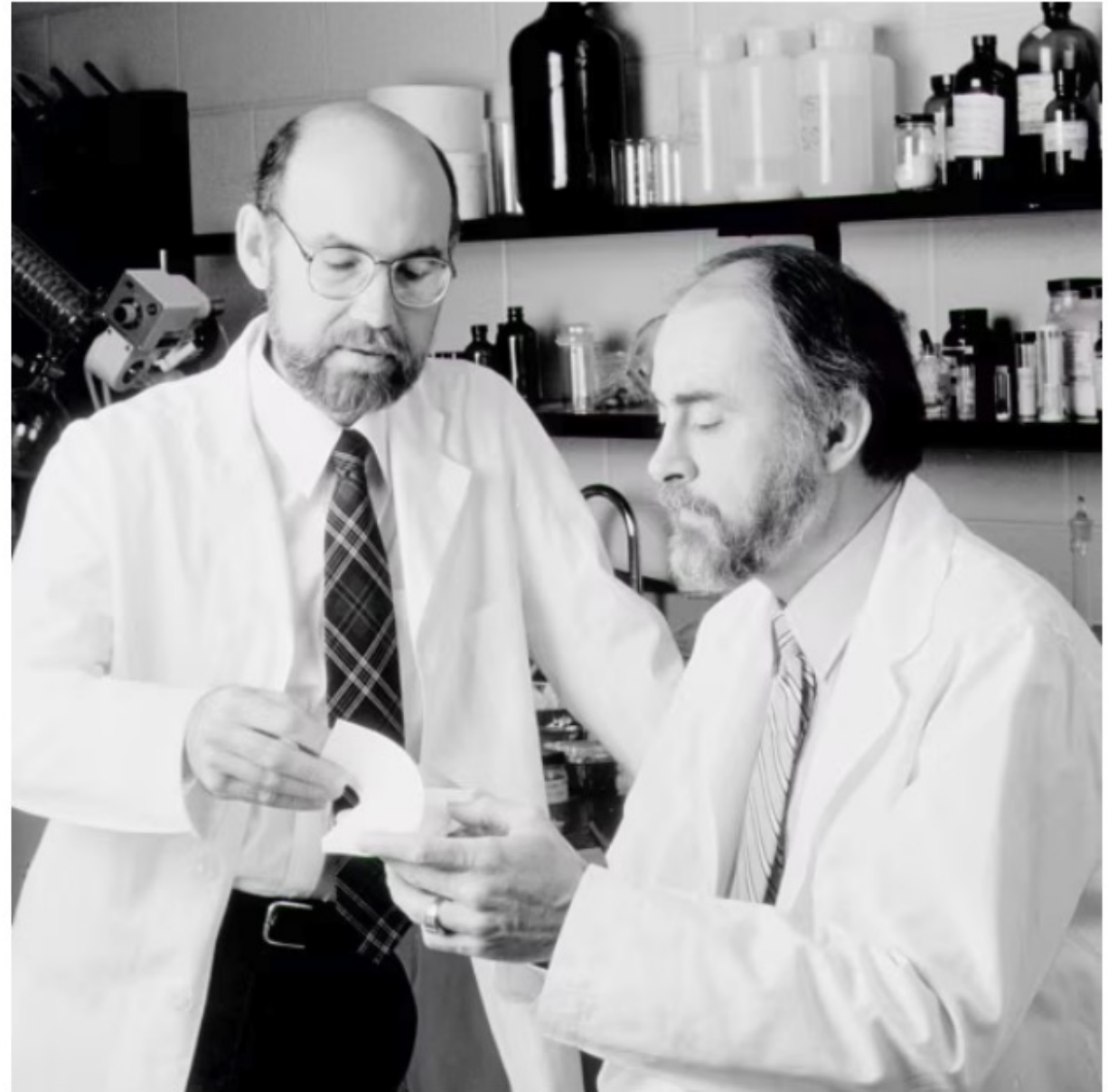
Blurred boundaries between work and non-work. Because AI made beginning a task so easy—it reduced the friction of facing a blank page or unknown starting point—workers slipped small amounts of work into moments that had previously been breaks. Many prompted AI during lunch, in meetings, or while waiting for a file to load. Some described sending a “quick last prompt” right before leaving their desk so that the AI could work while they stepped away.

These actions rarely felt like doing more work, yet over time they produced a workday with fewer natural pauses and a more continuous involvement with work. The conversational style of prompting further softened the experience; typing a line to an AI system felt closer to chatting than to undertaking a formal task, making it easy for work to spill into evenings or early mornings without deliberate intention.

THE WALL STREET JOURNAL.

10 Great Innovations That Were Discovered by Mistake

From cornflakes to the pacemaker, some of our most beloved—and useful—products were born of blunders



3M scientists Spencer Silver and Art Fry with their Post-it invention. 3M

Microwave



Jackie Copeland demonstrates the Raytheon Radarange's hamburger cooking abilities in 1946.

BETTMANN ARCHIVE/GETTY IMAGES

Saran Wrap



From a quirk at Dow Chemical to every kitchen. ALAMY

Popsicles



An 11-year-old's invention. NATIONAL ARCHIVES

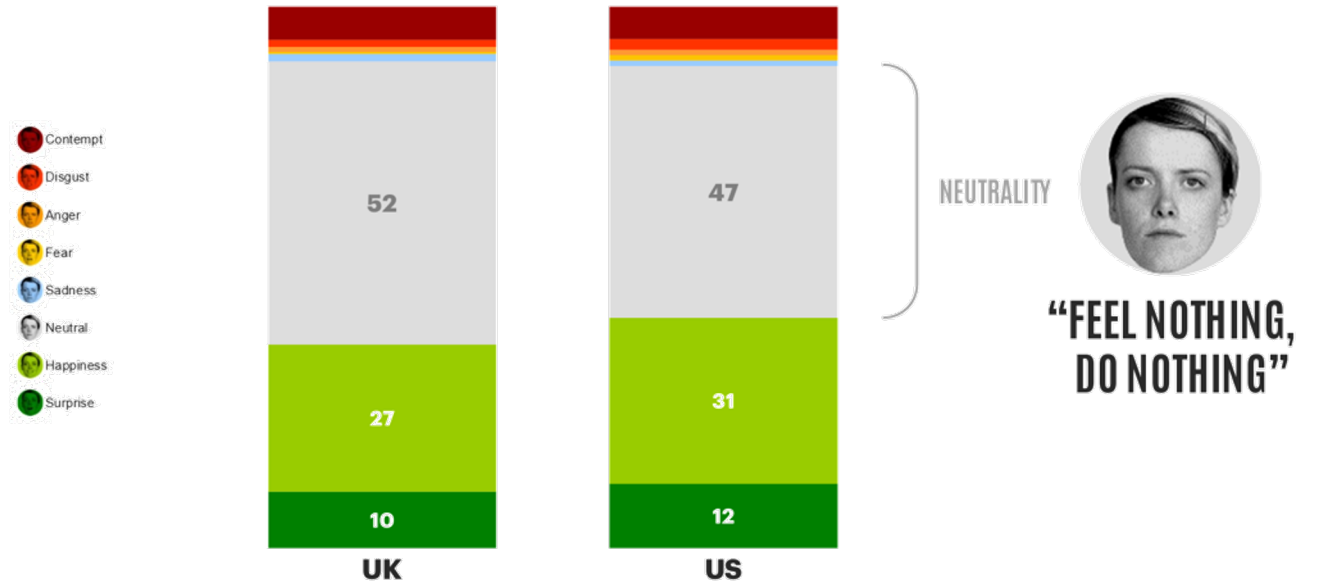
Bubble Wrap



Sealed Air's Rohn Shellenberger talks about Bubble Wrap at the company's plant in Saddle Brook, N.J., in 2010. CHRISTOPHER BARTH/AP



EMOTION BUILDS BRANDS BUT NEUTRALITY - FEELING NOTHING - IS THE MAIN RESPONSE TO TV ADVERTISING



UK: Average Emotional Response of All Commercial Category UK TV ads (n>27,000) tested in Test Your Ad Premium since 2017, >4million nationally representative respondent ratings
 US: Average Emotional Response of All Commercial Category US TV ads (n>55,000) tested in Test Your Ad Premium since 2017, from 7.6 million nationally representative respondent ratings

Powered by **System1**

*“Difference makes
the difference. AI
puts the premium on
human capital.”*

Dom Boyd

Managing Director, Marketing
Effectiveness Practice, Kantar



>> DIAGNOSIS

**Fake
Reality**

HUMAN ANTIDOTE <<

**Trust through
Authenticity**



12:41

Signal strength, Wi-Fi, and battery icons

Search and profile icons

190

26

7

Georgia Aquarium Follow

Georgia Aquarium is offering a... more 17

Q Young Explorer Kit action camer...

Add a comment

Emoji and GIF icons

PRESS RELEASE • 3 MIN READ • APR 15, 2026

Emplifi survey: 93% of consumers say authentic brand engagement builds trust as marketers increasingly rely on AI-powered workflows

In partnership with Alchemer, Emplifi surveyed more than 1,600 consumers to better understand how they perceive brand authenticity and AI usage within social media and customer care engagements.



Why “Cringe” Has Become the New Proof of Brand Confidence

By Mobbie Nazir April 10, 2026



Nadezhda Buravleva/Shutterstock.com







OurKidsMo







The New York Times

Why Fashion Suddenly Loves Older Women

Representation of women of a certain age has never been higher.
What's going on?



There's a backlash brewing to the airbrushed age.

Inc.

GROW

Marc Jacobs Made a Social-First Series With Rachel Sennott. It Might Be the Future of Advertising

The fashion label becomes the latest brand to experiment with a made-for-social show

BY ALI DONALDSON, STAFF REPORTER @ALICDONALDSON

APR 24, 2026

SHARE ↗

ADD ON GOOGLE



Rachel Sennott in Marc Jacobs' Pre-Fall "The Scene" micro-drama. Photo: Marc Jacobs



*Three voices working
together to build trust
for your brand:*

- Brand's voice*
- Expert's voice*
- Consumer's voice*

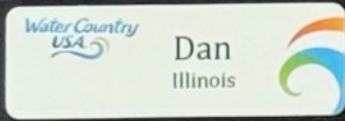
Marc Pritchard
Chief Brand Officer,
Procter & Gamble

>> DIAGNOSIS

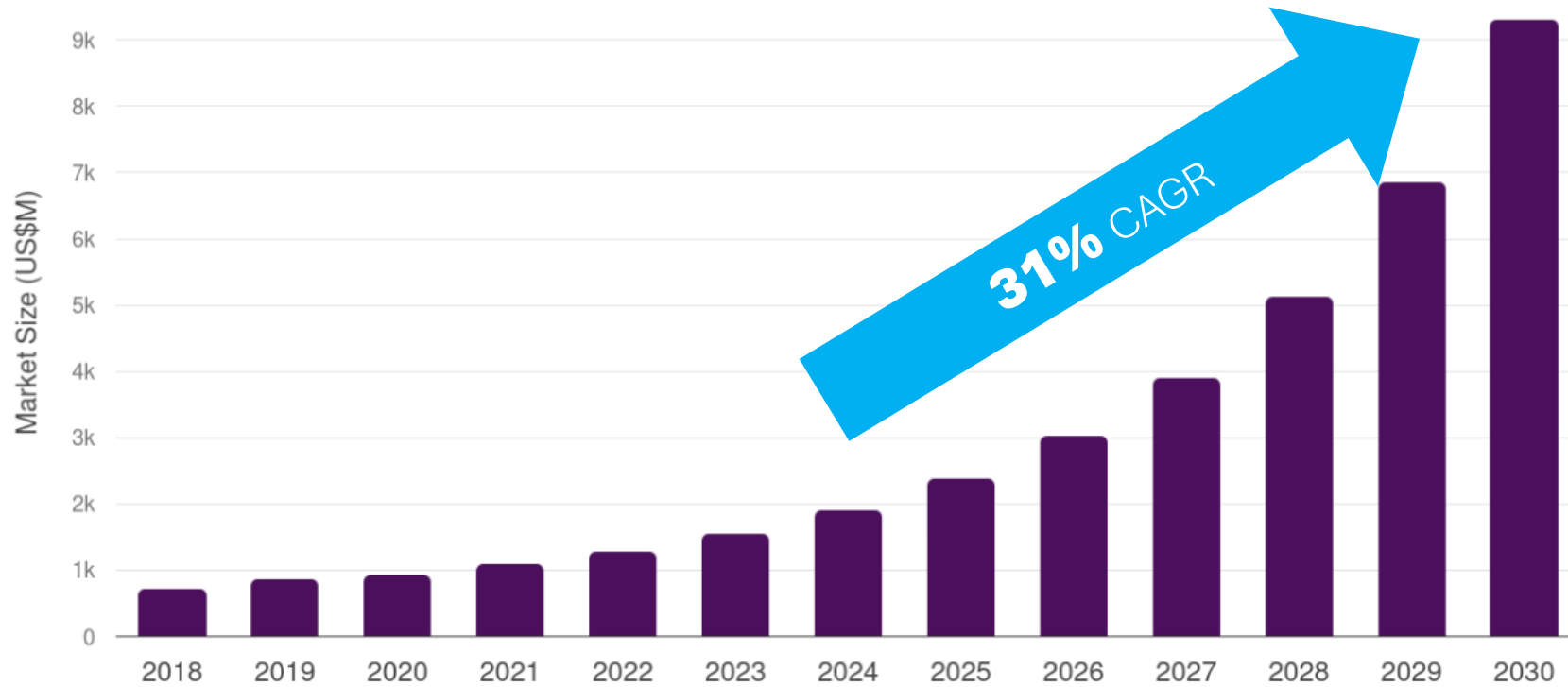
**Virtual
Isolation**

HUMAN ANTIDOTE <<

**Shared
Experiences**



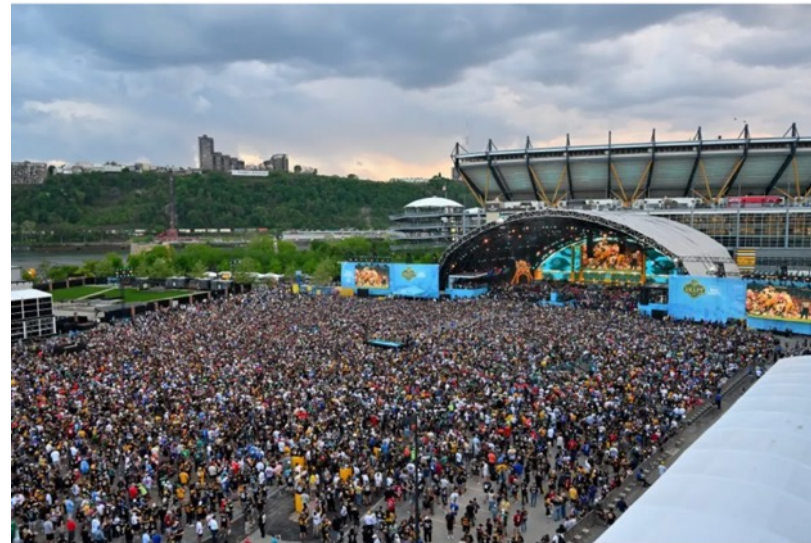
Events And Experiential Marketing - Immersive Marketing Market, 2018-2030



<https://www.grandviewresearch.com/horizon/statistics/immersive-marketing-market-outlook/application/events-and-experiential-marketing/global>

The Athletic

Pittsburgh breaks NFL
Draft attendance
record with crowd of
805,000 fans



The previous record for most fans at an NFL Draft was set in Detroit in 2024, with 775,000 fans. Jason Miller / Getty Images



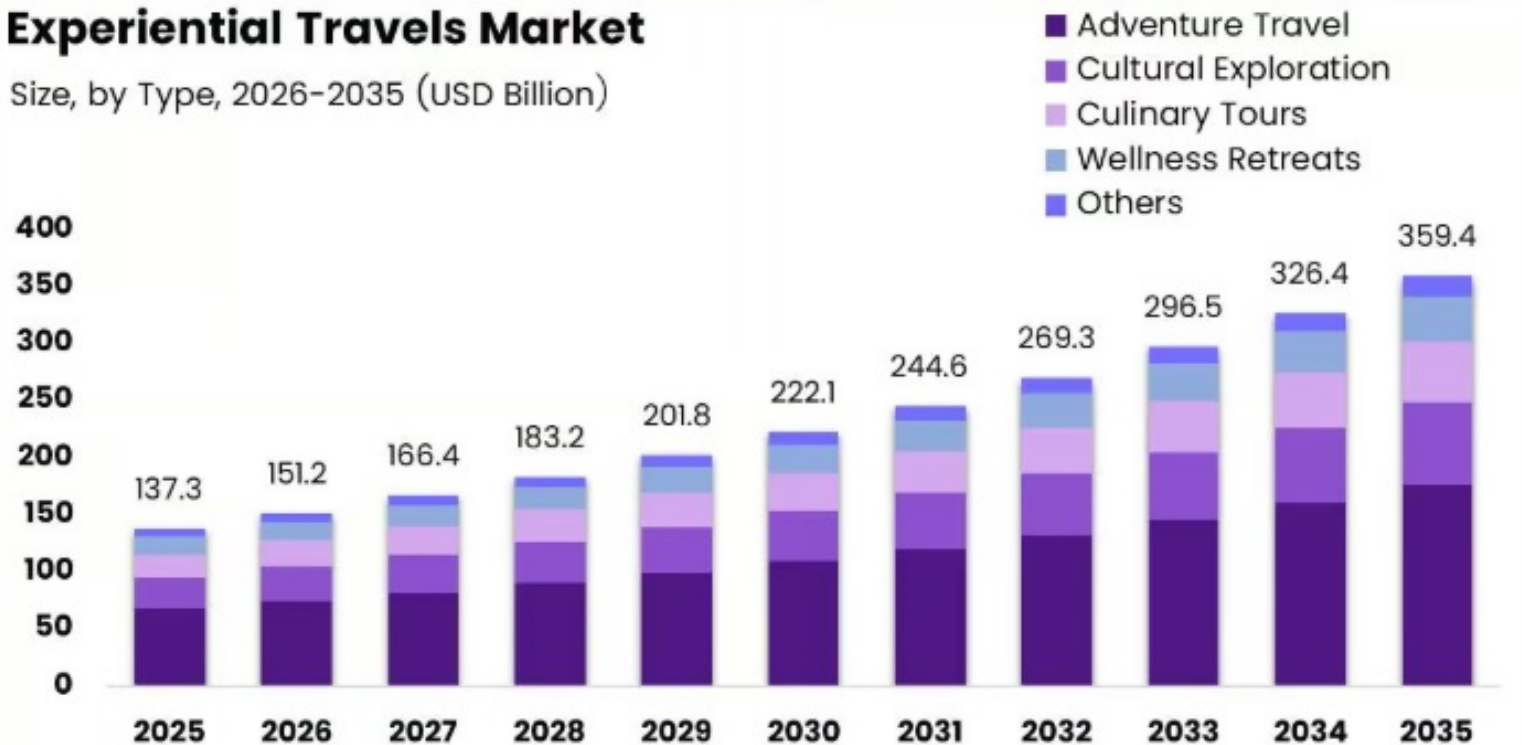


EVE OF THE OUTCASTS



Experiential Travels Market

Size, by Type, 2026-2035 (USD Billion)



The Market will Grow
At the CAGR of:

10.1%

The Forecasted Market
Size for 2035 in USD:

\$359.4B

market.us
ONE STOP SHOP FOR THE REPORTS

Disney's \$60 billion bet on the one thing AI can't replace

By Roland Betancourt

April 28, 2026, 9:15 AM ET

Roland Betancourt is a historian at University of California, Irvine and author of the forthcoming book, "Disneyland and the Rise of Automation: How Technology Created the Happiest Place on Earth."

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Josh D'Amaro, Chairperson of Walt Disney Parks and Resorts, speaks during Day 2 of the D23 Brazil: A Disney Experience at Transamerica Expo Center on November 09, 2024 in Sao Paulo, Brazil.

RICARDO MOREIRA/GETTY IMAGES FOR DISNEY



The Human Antidote

Digital Overload



Analog Detox

Sea of Sameness



Ocean of Originality

Fake Reality



Trust through Authenticity

Virtual Isolation



Shared Experiences





Thank You



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