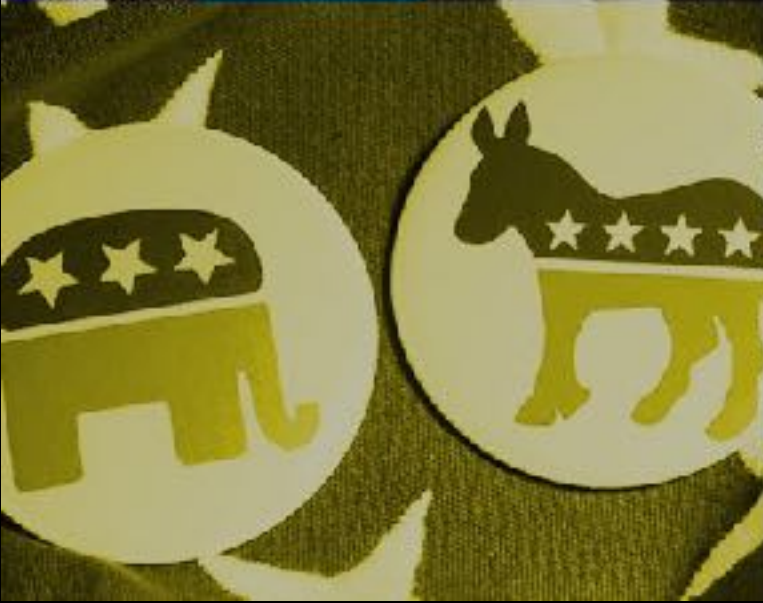


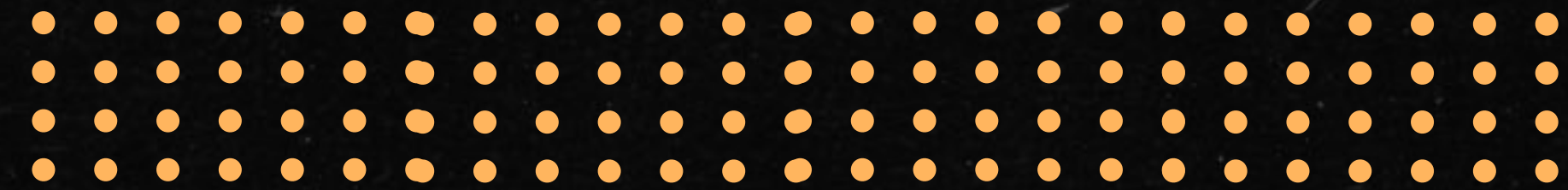
CONSUMER CONNECTION & CELEBRITY POWER: WHAT'S CHANGING IN THE AGE OF AI

**Held at University of Pennsylvania, Wharton School of Business, April 9, 2025
Lauren deLisa Coleman - Future Media Innovationist & Founder Lnk Agency**

FROM LAUREN DELISA COLEMAN APRIL 10, 2025



INSIGHTS:



The recent U.S. presidential election has contributed to the final throws of a major shift in media, impact of traditional celebrity, and strategic influence - especially for Gen Z & Millennials



Historically, many consumer brands have traditionally relied upon typical media sources and typical notables. Yet various demos are now flocking to alternative media sources, re-defining notoriety, and developing new spheres of power



Marketers will now have to not only keep up with and vet new, cool human-created information platforms but also navigate terrain that now includes AI influencers



From the 3.4M follower rise of virtual TikTok stars like Lil Miquel endorsing BMW to adept creatives self-producing AI-powered ads for iconic companies like Chanel, guardians of a brand will have to become even more adept at strategy



Research points to keep in mind: There are no legal guardrails in place yet for AI influencers and brand endorsement. (what could go wrong?! :-) Studies show that consumers feel 2x negativity toward any product problems if lured in by an AI Influencer

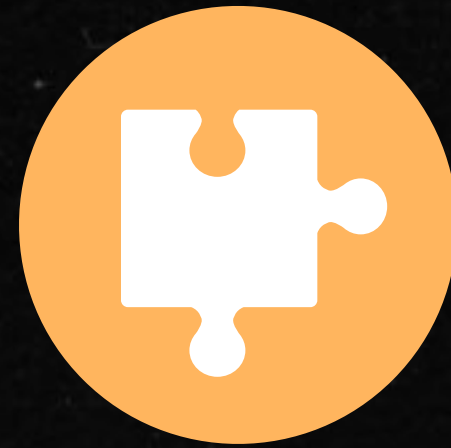


Education pertaining to all this is critical for consumers given that Pew Research shows that 1/3 of those surveyed have never even used a chatbot let alone more complex interactions with AI

CONTINUED...



Those who will win in the space will be strategic, critical thinkers who stay on top of new developments in the space and deeply consider the overlap of various psycho-social complexities in this new area as they converge head on with AI



Organic understanding of youth culture will become even more important as too many are far too data rich and culturally intelligent poor.



Operations will need to be re-imagined for more efficient interfacing between marketing teams and AI tech teams. All teams will need to contain people of various backgrounds so that no perspective is missed

A SHIFT WILL BEGIN TO TAKE PLACE THAT WILL INCLUDE THE POWER OF SMALL LANGUAGE MODELS GEARED TO SPECIFIC PLATFORMS AND SECTORS, ESPECIALLY MEDIA. ALSO, TO STAY AHEAD OF THE CURVE, TRACK MOVES IN HIP HOP CULTURE & NEW TECH AS IT HISTORICALLY CREATES FIRST-MOVERS FROM THESE EARLY ADOPTERS THAT THEN LEADS TO DEVELOPMENT OF PRECEDENTS

- Get out front of trends by reading wide varieties of sources daily.
- Much success in all you pursue!



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