



2026:
THE AGE OF INTELLIGENCE

From Data to Decisions

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■ SECTION: 1



■ **SECTORAL
ANALYSIS AND
INSIGHTS**

SECTOR-BASED TREND DIFFERENTIATIONS

In 2025, Europe's AI transformation reveals stark sector-based differentiations.



Industries such as information & communication and professional, scientific & technical services lead in AI integration: for example, nearly half of enterprises in the information & communication sector reported using AI technologies.

In contrast, sectors like accommodation & construction show single-digit rates of AI uptake across the EU.

The divergence stems from three key factors: data intensity, automation potential, and regulatory complexity.

Data-rich domains (e.g., marketing, telecoms) can embed AI more easily, whereas sectors dependent on heavy physical infrastructure or highly regulated environments (e.g., construction, healthcare) struggle to scale.

Meanwhile, policy frameworks such as the Apply AI Strategy highlight 10 strategic sectors for targeted measures: healthcare & pharmaceuticals, mobility & transport, manufacturing, agri-food, and others.

Hence, as Europe transitions into the Intelligence Age, companies must tailor AI strategies to sector-specific enablers and constraints.

SECTORAL DIFFERENCES IN CONSUMER BEHAVIOR

Consumer behaviour in 2025 across Europe is increasingly shaped by AI-driven experiences and macro-shifts in values.

For example, Europe's "Consumer Trends 2025" research highlights that half of consumers prioritise health and sustainability as core personal goals.

Meanwhile, trust in AI remains mixed, with younger consumers more likely to embrace AI tools than older cohorts.

These patterns manifest differently across sectors: in retail and consumer goods, companies adopt AI-enabled personalisation and data-led engagement to respond to "wiser wallet" behaviour and digital-first consumers.

In contrast, in sectors like mobility or utilities, where consumer interaction is less frequent or more regulated, AI-enabled services lag behind in consumer awareness and uptake.

The upshot is that brands across Europe must rethink how sectoral consumer behaviour intersects with AI-enabled offers - differentiating between sectors where consumer experience is front-of-mind and those where AI remains behind the scenes.



SECTORS WITH THE HIGHEST AND LOWEST AI ADOPTION

In 2025, Europe's AI adoption landscape reveals a clear polarisation of sectors.

48.7%

According to Eurostat data, the Information & Communications sector recorded the highest share of enterprises using AI technologies (around 48.7%).

Meanwhile, sectors such as accommodation & construction remained among the lowest, at just over 6%.

250+

Another source shows that while large European enterprises (250+ employees) had adoption rates around 41%, small and medium-sized firms lagged significantly.

~1%

This two-tier adoption dynamic also maps to sector: knowledge-intensive industries (IT, professional services) adopt faster; physical-asset heavy sectors (construction, agriculture) remain behind.

Addressing this gap is vital: macro-analysis by the International Monetary Fund suggests productivity gains from AI in Europe could be modest (~1% cumulative over five years) unless sectoral laggards catch up.

■ SECTION: 2



■ FAREWELL TO
2025: THE YEAR OF
DATA-DRIVEN
TRANSITION

GLOBAL AND REGIONAL MARKETING TRENDS FOR 2025 WITH DIGITAL MARKETING & E-COMMERCE DATA

EuroCommerce's B2C e-commerce report shows that Europe's online retail turnover rose from €784 billion in 2024 to €842 billion in 2025.

94%

Internet penetration across Europe is expected to reach 94% in 2025, while e-shopper penetration is 73%.

62%

Revenue growth and brand awareness are leading objectives, and 62% of marketers measure both reach and ROI.

78%

The EU-27 accounts for 78% of B2C turnover, and growth rates vary significantly by region.

France overtook the UK as the largest European e-commerce market (**€175.3 billion vs. £150 billion**).

60%

Nielsen's survey found that 60% cut marketing budgets, yet two-thirds still dedicate at least 40% of spending to digital channels.

Social media is the top digital channel, and out-of-home advertising is considered the most effective traditional channel.

23%

Only 23% measure campaigns across media, highlighting a measurement gap.

Two-thirds of European marketers use AI for marketing measurement.

[SOURCE](#)

FAREWELL TO 2025: THE YEAR OF DATA-DRIVEN TRANSITION

THE MOST TALKED-ABOUT CAMPAIGN EXAMPLES AND INNOVATIVE APPROACHES WITH CHANGES IN CONTENT FORMATS

By 2025, **60.9%** of EU enterprises used social media; most relied on social networks, but **31.5%** used multimedia content-sharing platforms.

200 million

monthly users in Europe

The rise of short-form video is a key driver; TikTok alone counted more than 200 million monthly users in Europe in September 2025.



[SOURCE](#)

“

Brands are shifting budgets from direct social advertising to creator-led programmes.

”



McDonald's teamed with rapper Stormzy for **“The Big Mike Order,”** using geo-targeted promotions and viral TikTok challenges.



Burberry's **“It's Always Burberry Weather – London in Love”** merged heritage and modernity by releasing teasers, behind-the-scenes clips, and short-form videos across platforms.



Cadbury's **“Made to Share”** gamified sharing with uneven chocolate bar segments and sparked influencer-driven challenges on Instagram and Facebook Reels.

“

These campaigns highlight Europe’s embrace of short-video storytelling, live streaming, and interactive content.

”



KFC's **“Out-Door 24/7”** placed surreal doors in public spaces and encouraged user-generated videos via TikTok and Snapchat AR filters.

DDIP 2025 CAMPAIGN INSIGHTS

Throughout 2025, DDIP rapidly integrated AI into its production processes, developing a range of AI-driven campaigns, including AI influencers.



For Vesta Global, which offers professional consultancy services in Golden Visa acquisition and real estate investment, DDIP created an AI influencer and incorporated it into the brand's social media communication, leveraging the power of AI in promotions.



DDIP also created an AI influencer character for Optimum Yatırım, known for its distinguished real estate projects in Istanbul. The agency produced a fully AI-generated commercial film for the brand, transforming the scripted concept into a publication-ready asset through AI tools.

Developing a comprehensive AI project for Bizim Mutfak, DDIP designed an AI influencer that helps users create more creative and delicious recipes, bringing the power of AI directly into consumers' kitchens.



“
DDIP's AI-based campaigns will continue at full speed throughout 2026 with new brands joining the journey.

”

SECTION: 3



FROM DIGITAL
TRANSFORMATION TO
AI TRANSFORMATION:
THE DAWN OF A NEW
ERA

AI TRANSFORMATION: DEFINITION AND DIFFERENCES

AI transformation is not simply the next step of digitalization – it represents a new paradigm in which intelligence becomes a core resource.

A 2025 analysis describes AI transformation as the strategic integration of machine learning, automation, and data-driven insights into products, services, and internal processes to drive efficiency.

Digital transformation prepared the ground by digitizing workflows, moving operations to the cloud, and connecting data; AI transformation builds on this foundation to create feedback loops where data train models that in turn drive actions.

The EU's **€1 billion** Apply AI strategy, launched in October 2025, crystallises this European vision.

It encourages an **“AI-first”** policy and promotes open-source AI solutions to strengthen technological sovereignty.

The strategy also creates sectoral flagships, innovation hubs, and an AI Alliance to coordinate stakeholders across industry, academia, and the public sector.

In short, Europe defines AI transformation as moving beyond digitization to embed intelligence across society.



FROM DIGITAL TRANSFORMATION TO AI
TRANSFORMATION: THE DAWN OF A NEW ERA

TRANSITION FROM DIGITALIZATION TO INTELLIGENCE-BASED AUTOMATION

Europe is shifting from general digitalization towards intelligent automation.

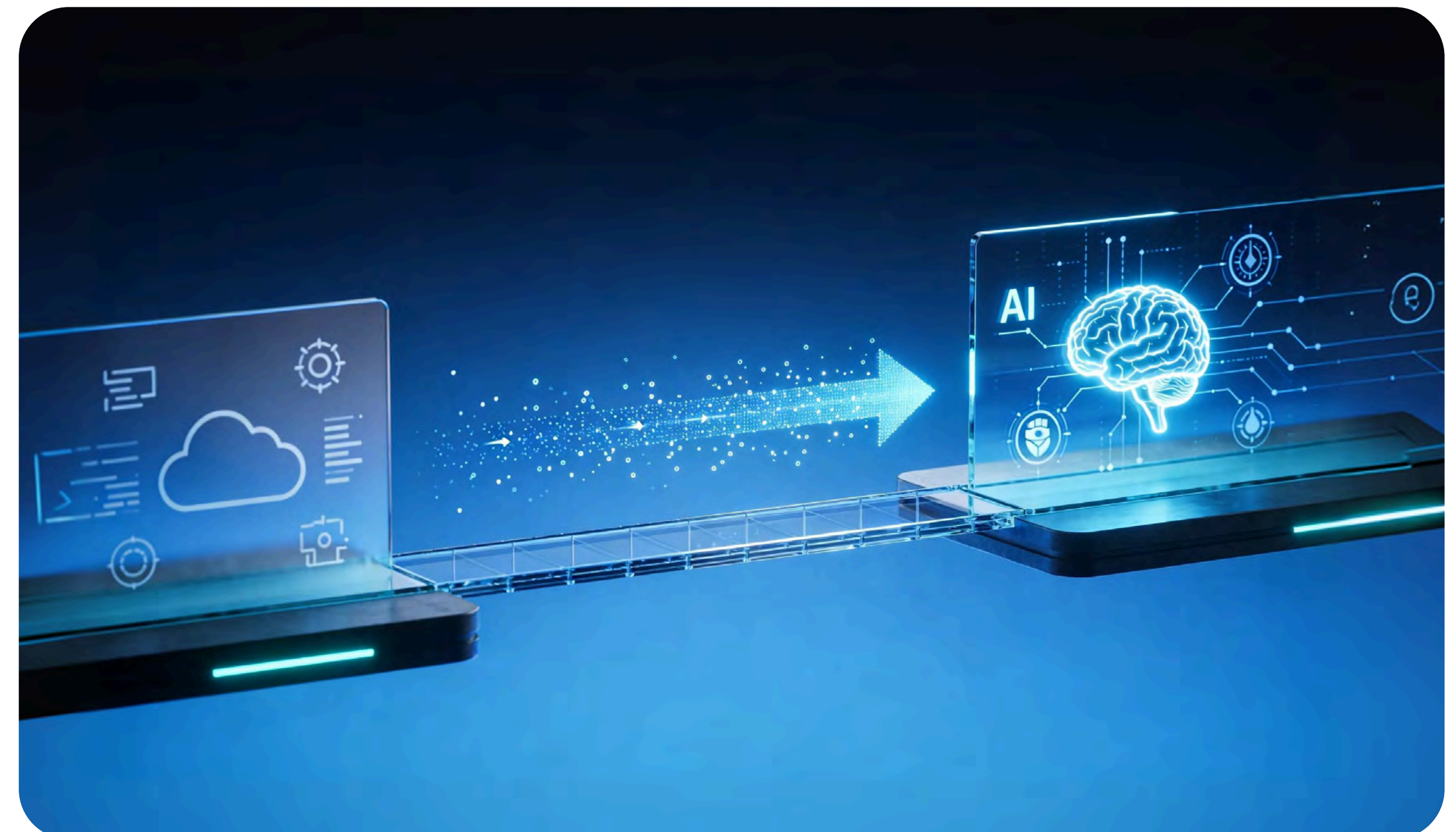
Research from June 2025 shows that 94% of organizations are conducting digital initiatives, and over three-quarters already use AI in at least one area of their operations.

Hyperautomation -combining AI, ML, and robotic process automation- is now a strategic priority for 90% of large enterprises, with companies aiming to eliminate manual tasks and simplify workflows.

Europe's policy environment reinforces this shift: the Apply AI strategy accelerates adoption across healthcare, mobility, energy, and other sectors and invests in AI factories, testing facilities, and regulatory sandboxes.

October 2025 events in Spain highlight the transition from regulation to implementation: Galicia's **€82 million** European AI Factory for Health, Madrid's agreement with Cloudera to create Europe's largest public AI laboratory, and the AI Andalus Innovation Venture illustrate AI being woven into hospitals, courts, and companies.

Together, these initiatives signal Europe's move from digitization to intelligence-based automation.



TRANSFORMATION STRATEGIES OF GLOBAL COMPANIES

Europe's companies are embracing AI with a focus on responsible acceleration and measurable outcomes.

82% of European firms use AI weekly

A 2025 study reports that 82% of European firms use AI weekly, AI budgets grew 130% yearly, and 72% formally measure ROI.

89% see AI as a way to augment employee skills

European firms view AI as a competence enhancer: 89% see AI as a way to augment employee skills, 75% prioritise GDPR-compliant solutions, and 69% invest in AI training.

Successful organisations emphasise practical, repeatable use cases, cross-functional implementation, and formal ROI measurement.

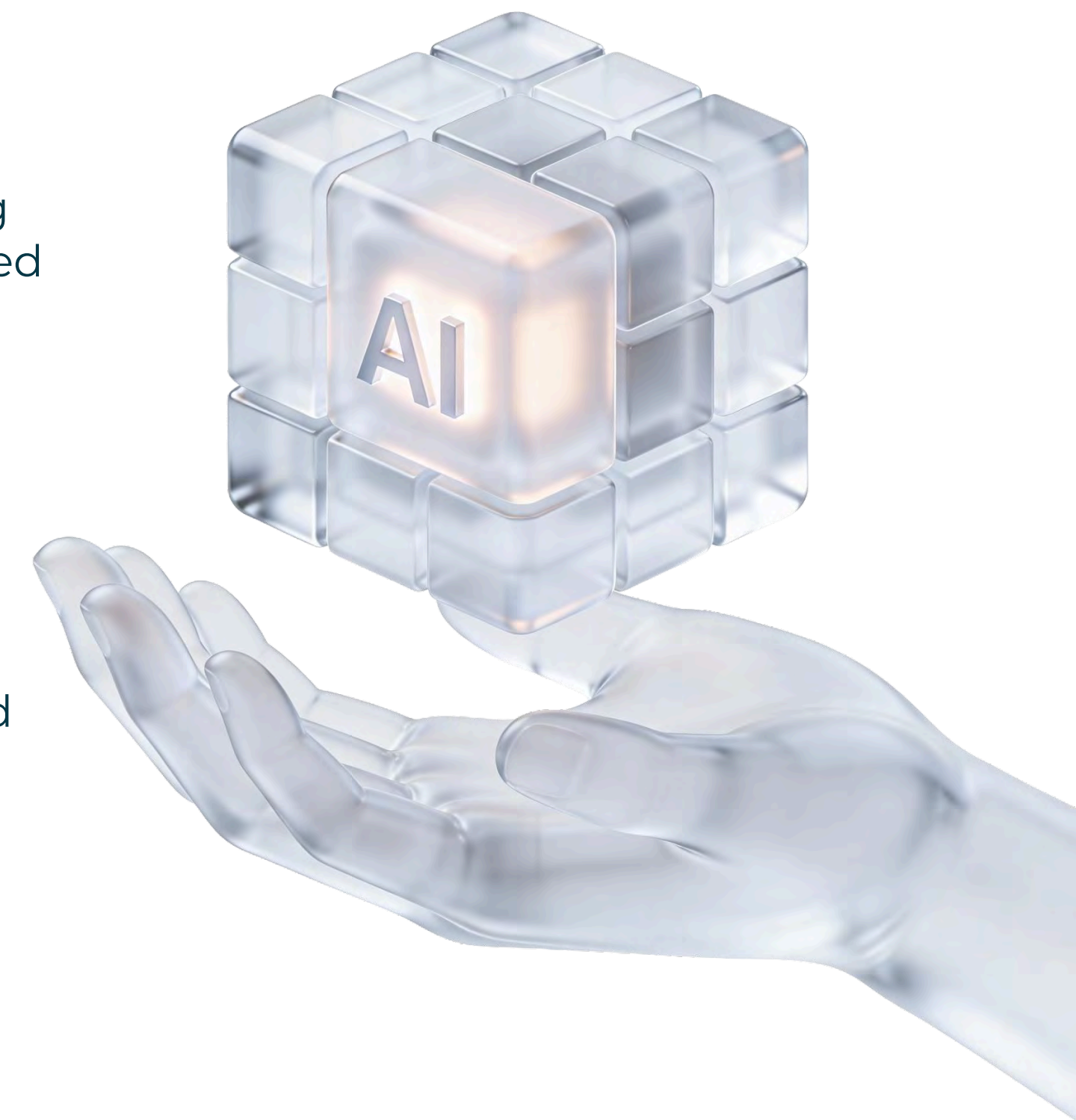
[SOURCE](#)

downtime by **40%**

Real-world examples underscore the impact: a leading European automotive manufacturer reduced unplanned downtime by 40% through AI-enabled predictive maintenance, while a bank improved risk-assessment accuracy by 25%.

Europe's industrial leaders illustrate the power of embedding AI into core processes; Siemens' Erlangen digital lighthouse factory deployed AI, digital twins, and robotics across more than 100 use cases.

These strategies show that European companies are deploying AI at scale within a robust regulatory framework.



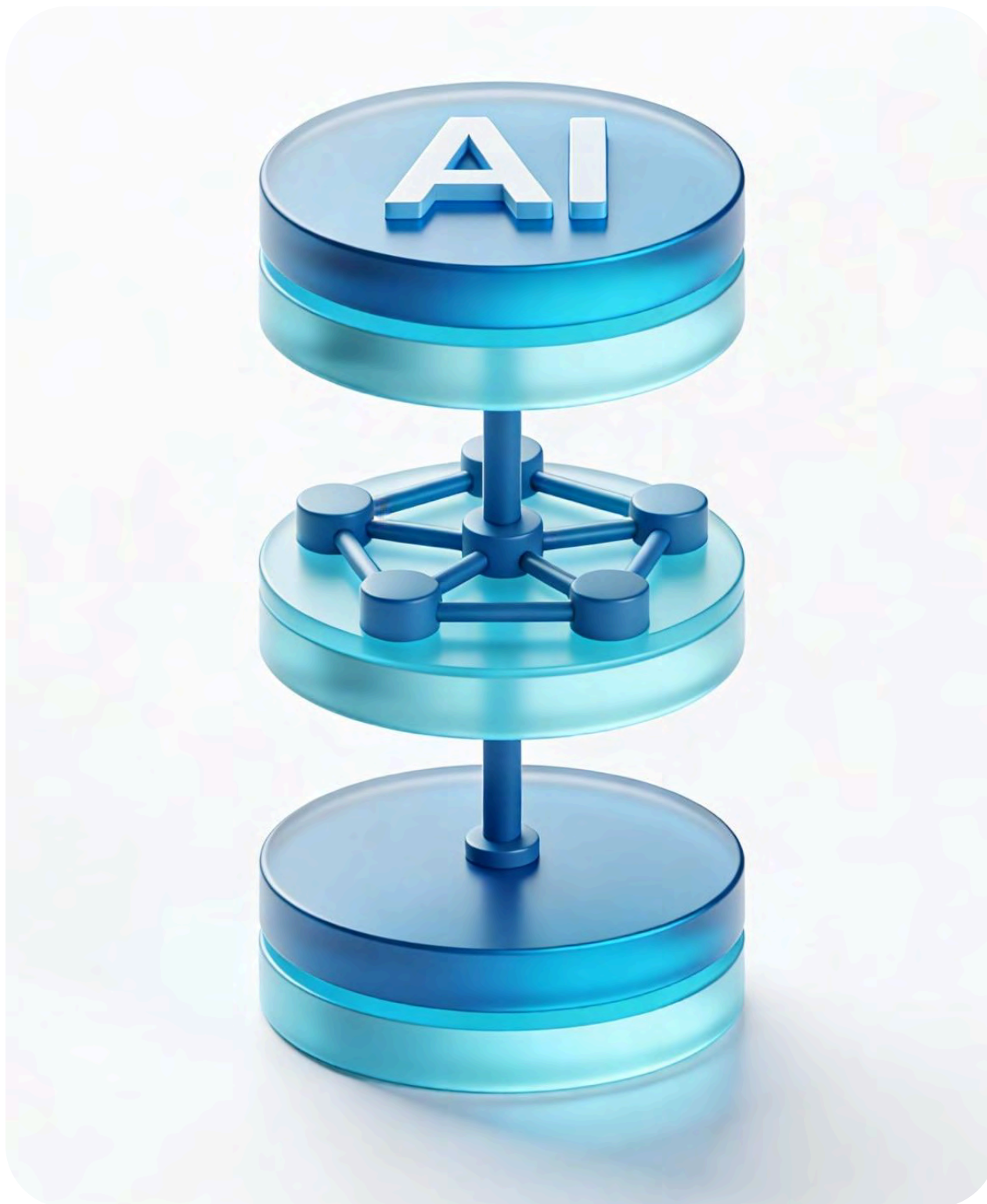
FROM DIGITAL TRANSFORMATION TO AI TRANSFORMATION: THE DAWN OF A NEW ERA

■ SECTION: 4



■ AI
TRANSFORMATION
STRATEGIES

AI ADOPTION LEVELS: AI-AWARE → AI-ENABLED → AI-LED & AI APPLICATION MODELS IN INTERNAL PROCESSES



In mid-2025, European enterprises are progressing through three distinct AI maturity levels: from AI-aware (pilot use cases), to AI-enabled (embedded tools in workflows), and toward AI-led (strategic decision systems).

A recent Accenture study highlights that many firms still struggle to scale AI beyond the awareness phase, warning of a growing productivity gap if they don't accelerate.

Concurrently, the European Commission's JRC report emphasises that adoption remains uneven across sectors and countries, with smaller firms lagging in capabilities and infrastructure.

The key internal process applications span finance, logistics, HR, and manufacturing.

Crucially, moving from “enabled” to “led” requires orchestration of data platforms, governance, talent, and change management.

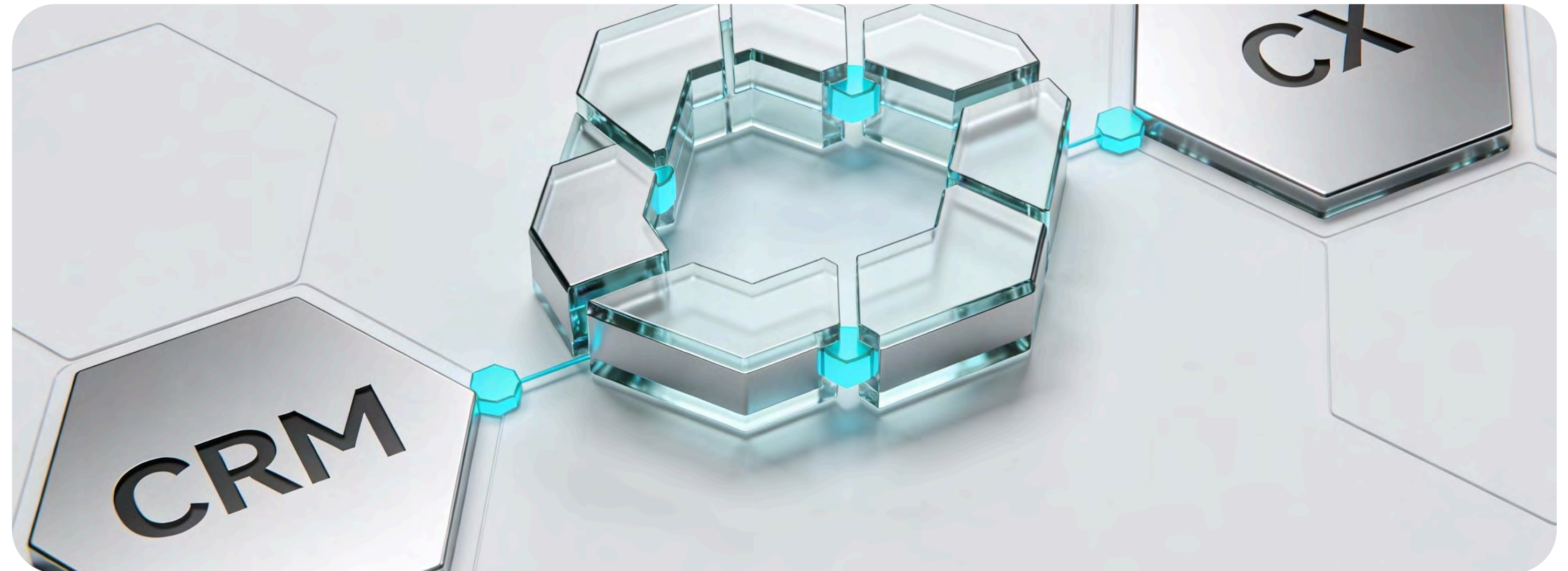
In short, the transition is not just about tools, but about organizational transformation.

USE OF AI IN AREAS SUCH AS CUSTOMER EXPERIENCE, CRM, SALES AUTOMATION, AND CONTENT CREATION

In 2025, European companies are increasingly using AI to transform customer experience (CX), CRM, sales automation, and content generation.

CX Today's report finds that over one-third of European sales teams are using generative AI to summarise meetings and automate onboarding.

Meanwhile, CRM market analysis indicates that AI-driven personalization, predictive lead scoring, and content automation are major growth drivers.



According to industry forecasts, the AI-in-CRM segment is expected to gain strong traction, especially in Europe's sales and marketing operations.

The convergence of AI with CRM and CX means organizations must align data, process, and experience, embedding AI not just as automation but as insight-driven orchestration of customer value.

EDUCATION, GOVERNANCE, AND DATA SECURITY

The governance, regulatory, and data-security agenda for AI is in sharp focus in Europe during 2025.

The EU AI Act sets a risk-based framework for AI systems, including compliance deadlines beginning in August 2025.

In addition, a comprehensive brief from the European Parliament underscores the need for investment in infrastructure, skills, and public-sector AI use as part of Europe's "AI continent" strategy.

On data security and compliance, recent studies report that only **14%** of European companies have scaled AI into production, with large numbers still stalled by governance and security concerns.

For European education systems, integrating AI literacy, data skills, and regulatory awareness into curricula is emerging as a vital enabler of future-ready organizations.





■ SECTION: 5 ■



■ NEXT-GENERATION SOLUTIONS OFFERED TO BRANDS WITH AI ■



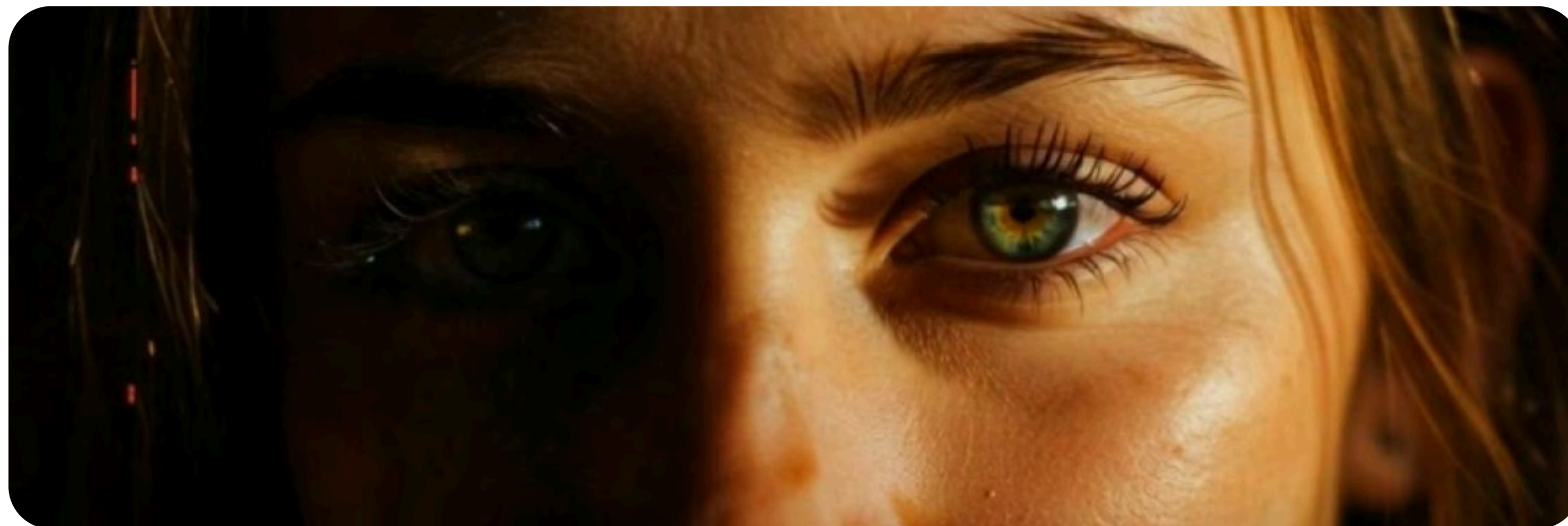
AI INFLUENCER: DIGITAL CHARACTER, AREAS OF USE, AND CREATION PROCESS

In 2025, European brands are piloting virtual/AI influencers to scale storytelling while navigating stricter trust and transparency rules.

Market analyses point to rapid growth in Europe's virtual-influencer segment through 2030, driven by campaign efficiency and always-on content needs.

Creation typically combines avatar design, a branded style guide, LLM-driven dialogue, and workflow tools for scheduling and rights management; teams emphasize disclosure and governance to protect equity.

EU regulation is a design constraint: the AI Act's 2025 guidance bans manipulative uses (e.g., deceptive nudging), restricts biometric surveillance, and pushes risk management and transparency: implications for clearly labeling synthetic personas and their outputs.



Practically, marketers pair AI personas with human creators, using the former for scalable formats (FAQ, utility content) and the latter for authenticity spikes or live activations: a portfolio approach that matches compliance expectations with measurable reach.

SMART CONTENT GENERATOR: AI-POWERED SYSTEMS FOR TEXT, IMAGE, AND VIDEO PRODUCTION

European content operations in 2025 are shifting to multimodal AI stacks that output copy, imagery, and short-form video from the same brief, cutting cycle times and costs.



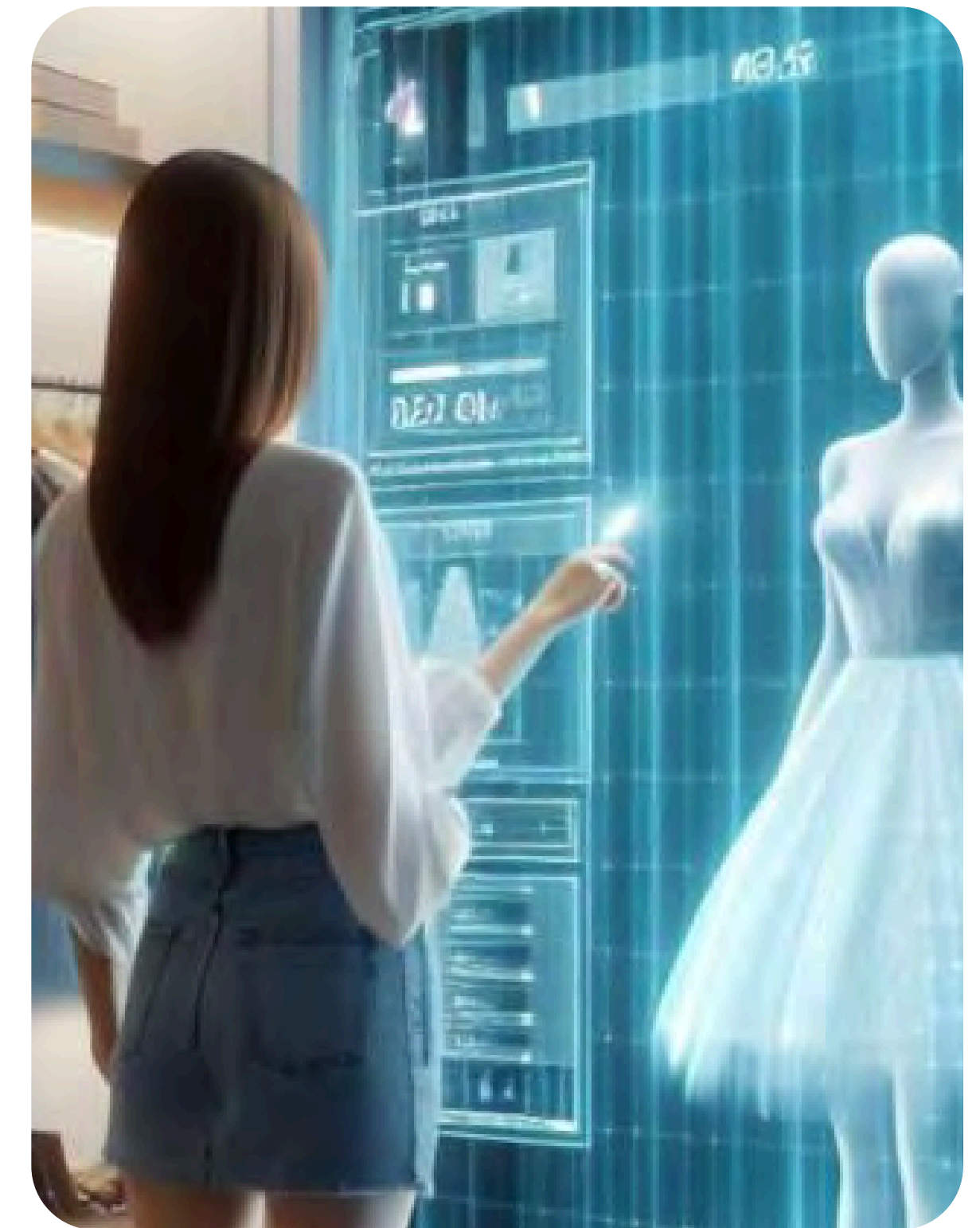
of European firms use AI weekly **90%**

Sector trackers show multimodal AI as a fast-growing market from 2025 onward, underpinned by adoption in creative workflows.

A concrete European case: fashion e-retailer Zalando reports reducing image-production timelines from weeks to days and costs by up to 90% using generative imagery and digital-twin models: evidence that AI accelerates go-to-market without replacing creative direction.

For governance, European teams are aligning content pipelines with the EU AI Act's risk-management and disclosure expectations while monitoring JRC guidance on the EU's GenAI trajectory.

Best practice is "human-in-the-loop at scale": prompt libraries, brand-tone guards, synthetic-media labels, and QA gates - so automation boosts throughput while keeping brand safety and compliance intact.



AI TREND MONITORING: AUTOMATED INDUSTRY TRACKING AND INSIGHT EXTRACTION

In 2025, social-listening platforms in Europe embed gen-AI to fuse text, image, and video signals, enabling faster sense-making and predictive alerts for CMOs.

Surveys and industry reports highlight AI-driven sentiment, topic clustering, and early-trend detection as standard features, with growing attention to DSA/AI-Act-aligned governance for data sources and disclosures.

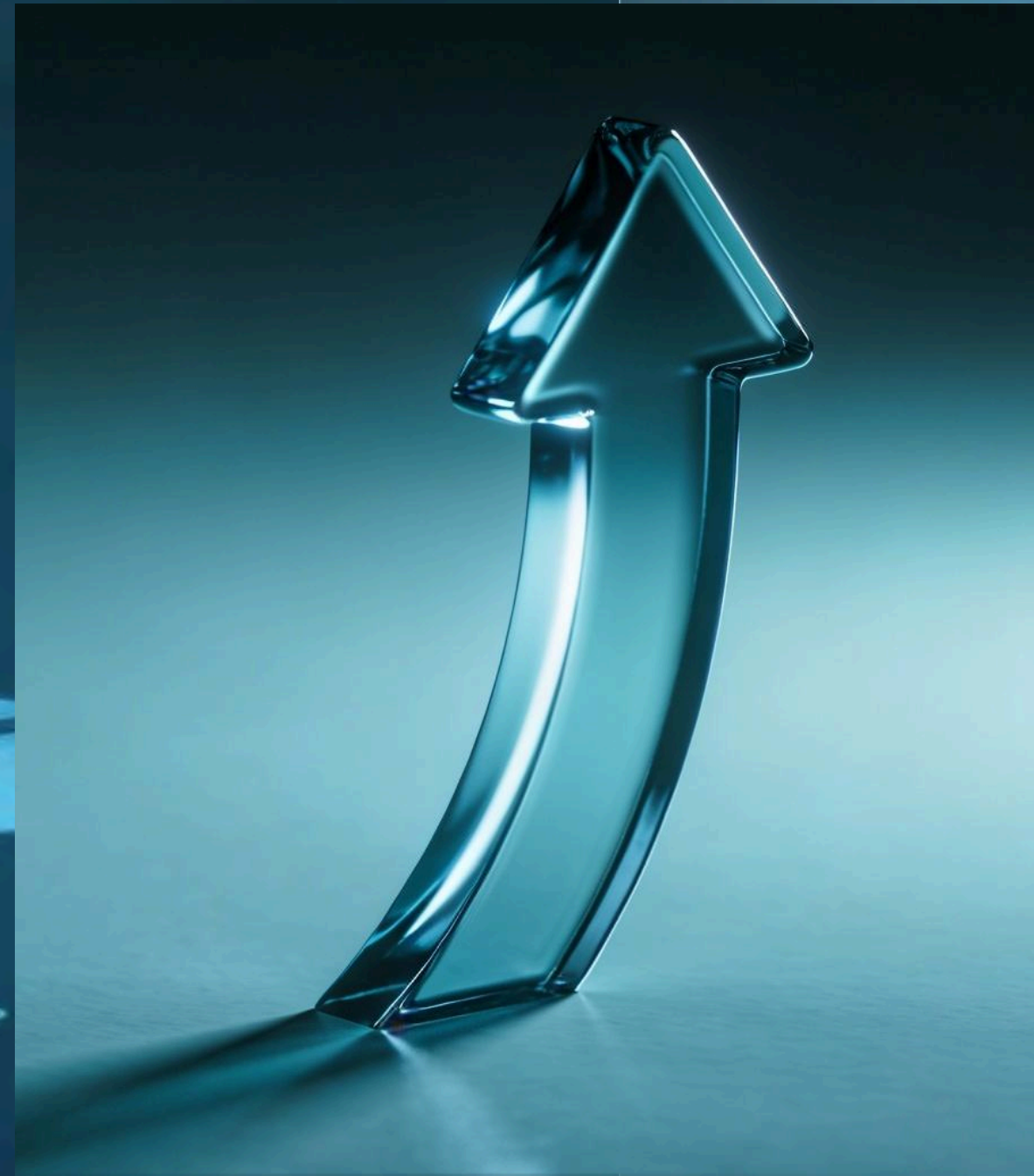
European teams also face a platform ecosystem shaped by tightening rules and large, complex audiences -over half a billion users- requiring adaptive monitoring and cross-market benchmarks.

Operationally, leaders pair automated insight extraction with decision playbooks (e.g., crisis triggers, creator activation, retail media pivots) to shorten reaction times.

As AI observability matures, marketers increasingly manage model prompts, evidence trails, and approval logs to satisfy compliance audits while proving ROI.



■ SECTION: 6



■ RISING GLOBAL
TRENDS IN 2026



GENERATIVE AI APPLICATIONS

Despite rapid growth in 2025, generative AI adoption in Europe remains more limited compared to advanced economies.

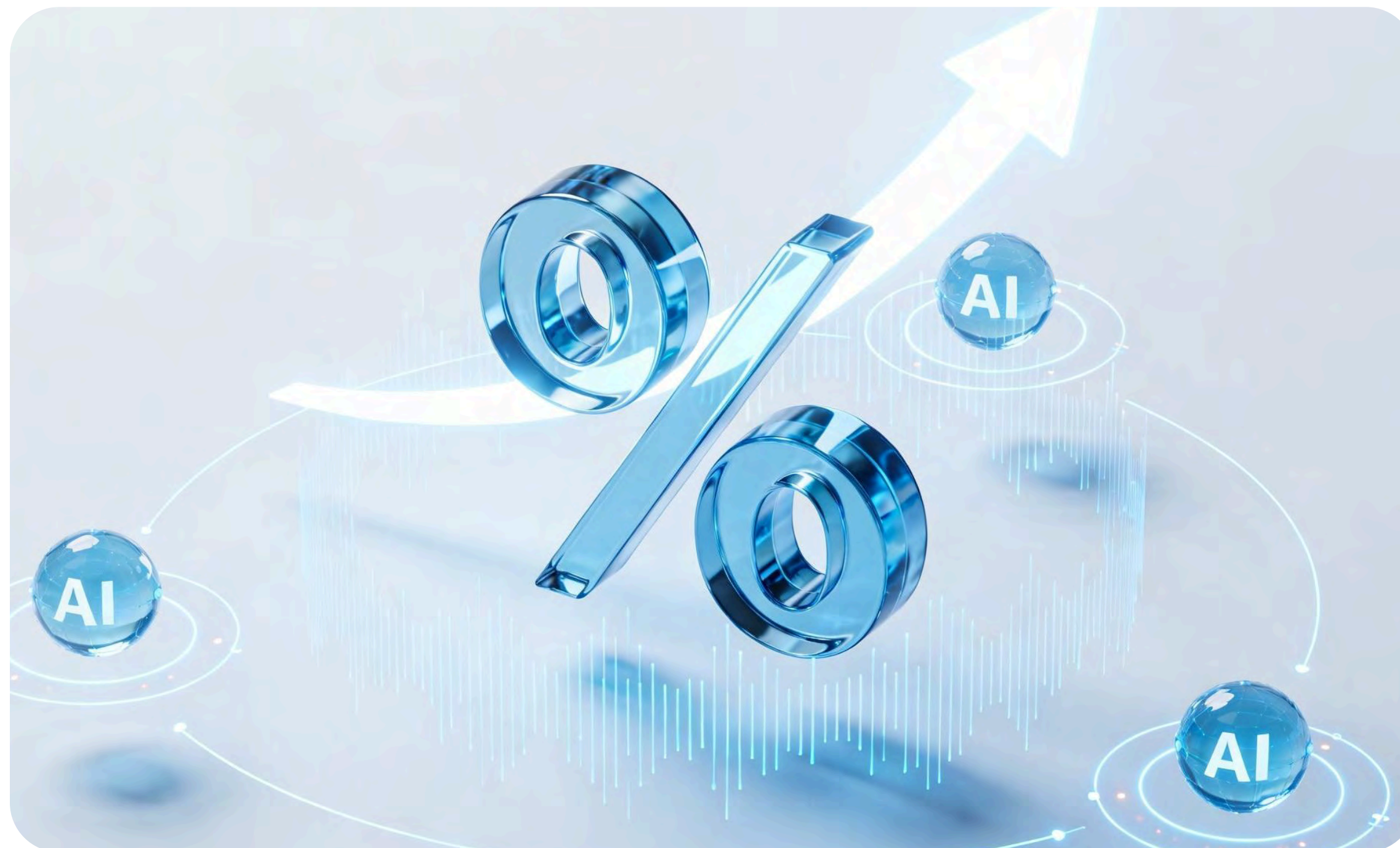
According to the European Commission, only 13.5% of businesses in the EU used AI technologies in 2024, with adoption reaching 41% among large enterprises but only 11% among small businesses.

FAIR's 2025 report states that 65% of major European companies have experimented with generative AI, a figure expected to reach 80% by 2026.

The digital advertising sector is at the core of gen AI adoption; according to IAB Europe's July 2025 whitepaper, more than half of marketing professionals in Europe use generative AI.

On the consumer side, a household survey in Italy revealed that 75.6% of individuals aged 18–75 were aware of generative AI tools, and 36.7% had used them at least once.

These findings indicate that although generative AI is spreading quickly across Europe, significant gaps remain between awareness and regular usage.



SYNTHETIC CONTENT AND AVATAR TREND

In 2025, synthetic content and AI-generated avatars became increasingly prevalent in European media and marketing.



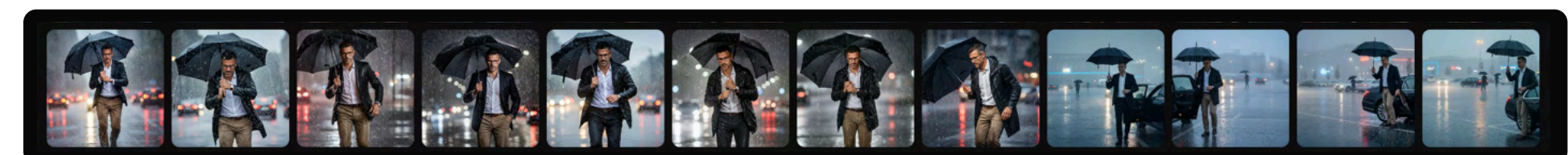
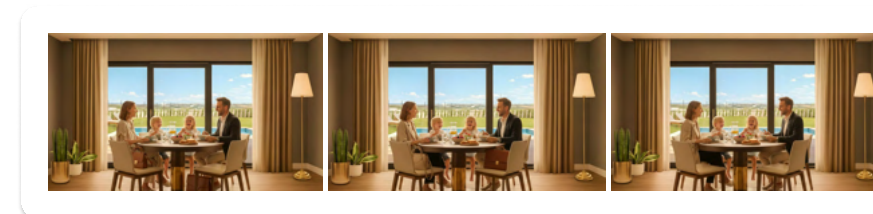
Norway's TV 2 used "KI-Kjetil," an avatar created from journalist Kjetil H. Dale's voice and likeness, to explain the 2024 U.S. elections; the project answered 70,000 viewer questions.

In the UK, Channel 4 featured an AI news anchor in its program "Will AI Take My Job?" and disclosed this at the end to spark public reflection about AI's impact on the workforce.

Influencer marketing in Europe is also transforming: according to an analysis, 36% of influencer campaigns outperform branded content, and over 60% of marketers plan to optimize these campaigns with AI.

Regulations are shaping the landscape as well: France's Law 2023-451 and the UK's Advertising Standards Authority (ASA) guidelines require clear labeling of retouched photos and AI-generated content.

This regulatory environment encourages the use of virtual influencers and avatars while enforcing ethical standards.



[SOURCE](#)

NEW BUSINESS MODELS (SUBSCRIPTION+AI, PROMPT-AS-A-SERVICE)

As of 2025, new revenue models are emerging in European AI applications.



According to Accel's November 2025 report, venture capital allocated to cloud and AI application startups in Europe and Israel reached \$30 billion, amounting to nearly two-thirds of U.S. funding.

European investors increasingly focus on the application layer rather than expensive large models.

This shift has enabled the rise of subscription-based and consumption-based services.

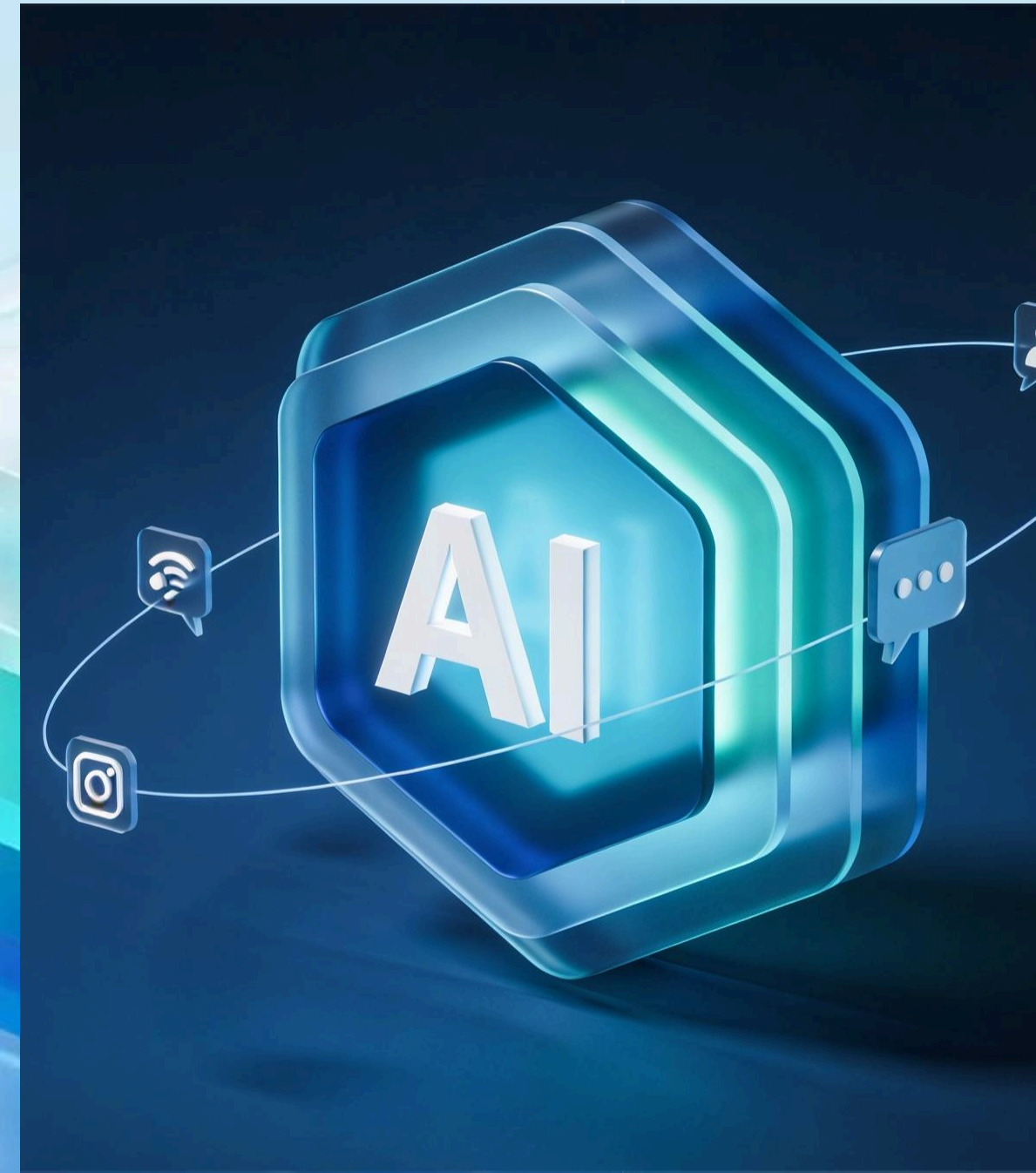
The concept of PaaS (Prompt-as-a-Service) is also gaining traction.

A 2025 blog highlights packaged ChatGPT prompts sold through layered subscriptions, illustrating the commercialization of "prompt engineering" skills.

These models enhance the scalability of AI services but must comply with the EU's regulatory framework on data privacy and ethics.

The EU AI Act, which came into effect in 2024, along with the 2025 "AI Continent Action Plan," introduces harmonized rules and investment incentives designed to support responsible innovation.

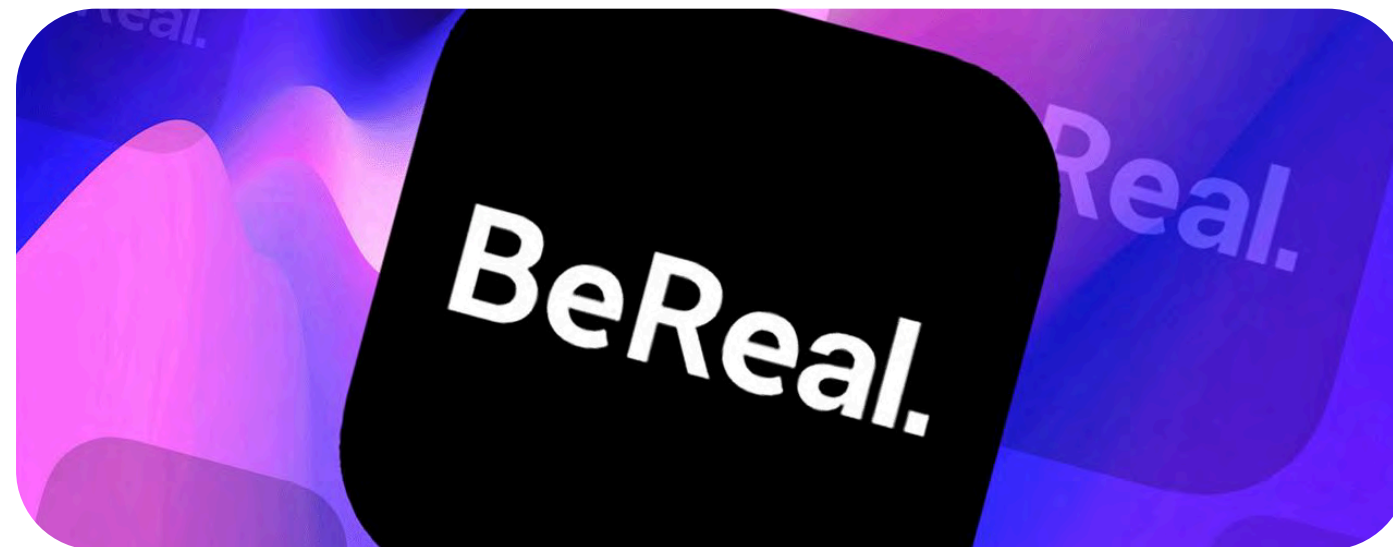
SECTION: 7



NEW MEDIA, NEW PLATFORMS: THE TRANSFORMATION OF SOCIAL MEDIA

RISING PLATFORMS IN 2026 (BEREAL, THREADS, LEMON8, ETC.)

Europe's social media landscape remains dominated by Facebook, Instagram, WhatsApp, and TikTok, yet 2025 saw a surge in alternative platforms.



Authenticity-focused BeReal passed 21.6 million monthly active users in early 2025.

France accounted for **62% of the app's early downloads**, and the United Kingdom and Spain ranked among its top countries.



Meta's Threads exploded to 100 million users within one week of its July 2023 launch and by January 2025 recorded **320 million monthly active users**.

The UK supplied roughly **20%** of sign-ups and Germany **7.9%**, highlighting European interest.



ByteDance's lifestyle app Lemon8 also gained traction; it surpassed **50 million global installs** and reached **15 million monthly active users**.

Users spend about 40 minutes per day on the app, and the content is split roughly **60%** images and **40%** short-form video.

These rising platforms cater to Europe's Gen Z and millennial audiences seeking curated aesthetics or community-driven conversation.

AI-POWERED CONTENT GENERATION ALGORITHMS

AI now shapes nearly every aspect of social media.

Analysts estimate that **over 80%** of content recommendations on social platforms are powered by AI, and **71%** of images are AI-generated.

SQ Magazine reports that more than **80%** of social media recommendations rely on AI algorithms.

This automation enables brands to post up to **72 times** per week and helps **83%** of marketers produce more content.

[SOURCE](#)



Northern Europe already has one of the highest social media penetration rates, making it fertile ground for algorithm-driven personalization.

However, European regulation guides how these algorithms operate.

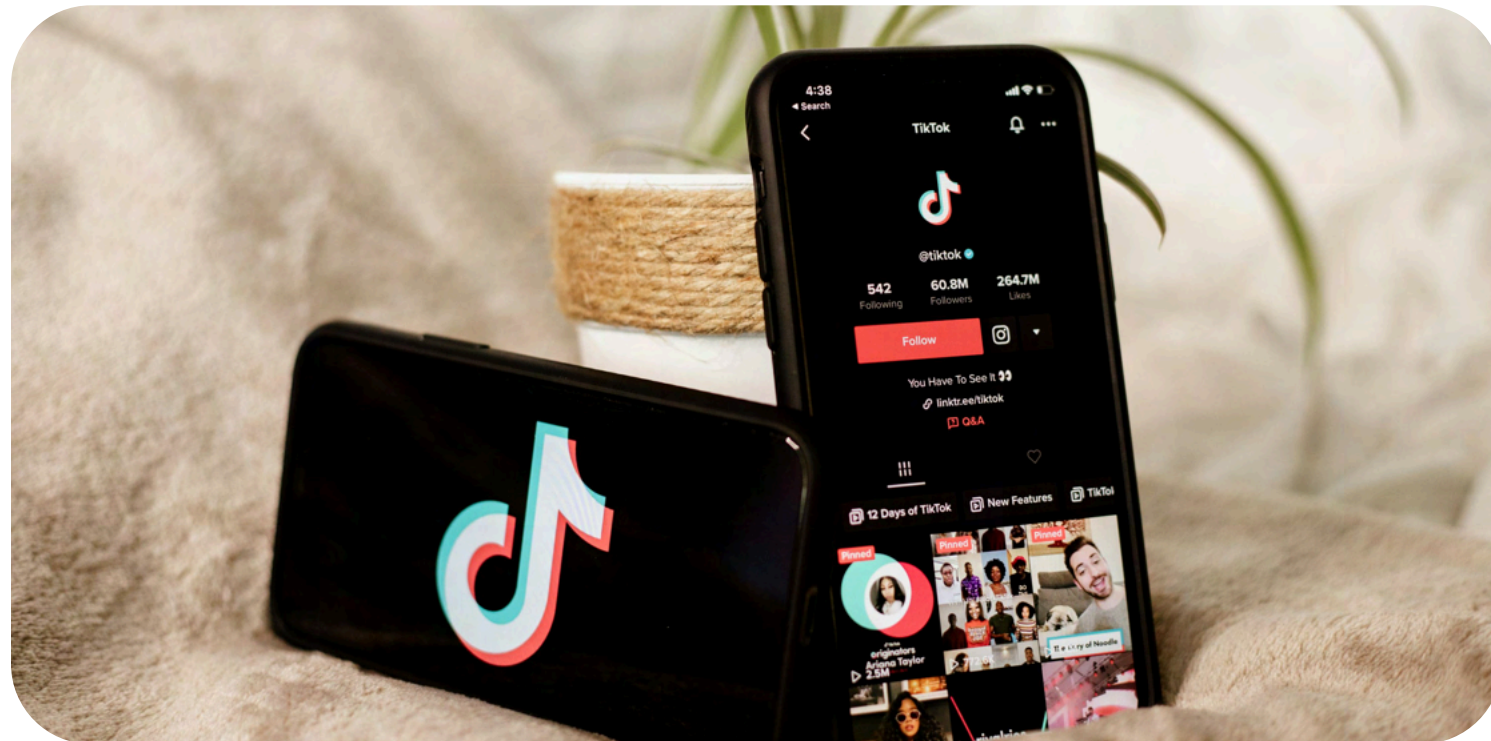
The EU's Digital Services Act imposes transparency requirements on very large online platforms and aims to ensure a safer digital space.

The AI Act introduces a risk-based framework and prohibits manipulative AI practices, urging developers to build trustworthy systems.

Thus, while AI-powered algorithms drive engagement and efficiency, European policy ensures they are deployed ethically and transparently.

THE POST-TIKTOK ERA AND THE TRANSFORMATION OF CONTENT CREATORS

TikTok remains a cultural force, with Western Europe hosting 102.6 million monthly users and Central & Eastern Europe 91.7 million in 2024.



European users spend nearly **58 minutes per day** on the app, and small businesses in the UK added **£1.6 billion** to GDP through TikTok in 2022.

Yet by 2025, the market shows signs of maturity: TikTok has introduced new rules requiring disclosure of all AI-generated content and stricter moderation aligned with the EU's Digital Services Act.

Short-form video remains the “growth engine” for engagement, but EU enterprises recognize that the future lies in integrating multi-platform strategies and AI-assisted creation.

With **60.9%** of EU enterprises using social media and short-form platforms like TikTok, Reels, and YouTube Shorts overtaking traditional channels, European creators are evolving into cross-platform storytellers.

They leverage generative AI to produce content at scale while adhering to new transparency rules, signalling a post-TikTok era.

SECTION: 8



THE ROLE OF AI IN
THE METAVERSE,
BLOCKCHAIN,
AND WEB3

AI-GENERATED METaverse CHARACTERS

In Europe, the creation of AI-generated avatars and virtual beings is emerging as a strategic frontier in the metaverse.

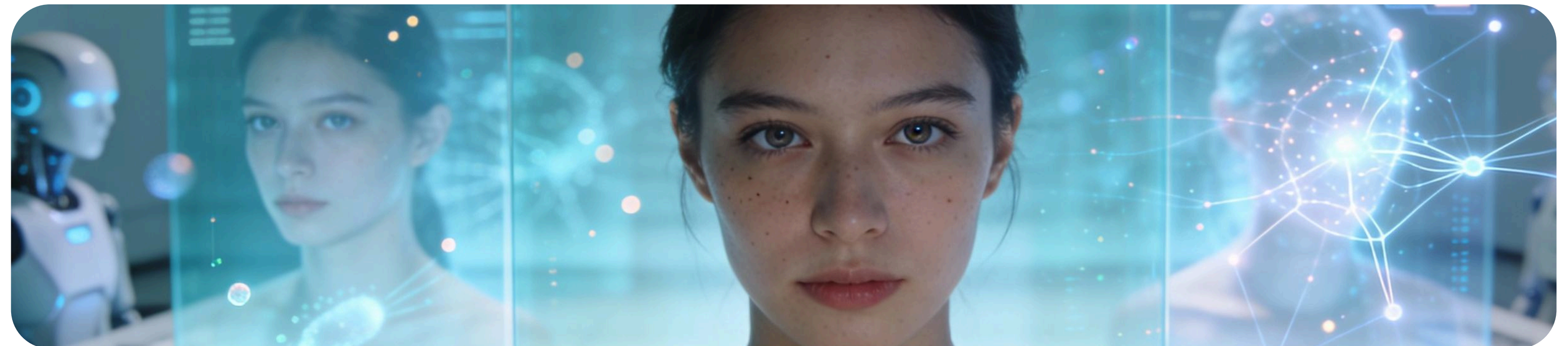


In 2025, AI tools enable digital characters that replicate human behaviour, expressions, and voice cues - offering brand owners, event planners, and virtual environments new forms of interaction and embodiment.

For instance, AI-driven avatars are being deployed not just for user representation but also as virtual hosts, assistants, or community agents, helping alleviate the challenge of “empty” virtual worlds.

European regulators and platforms are also advancing standards around avatar identity, data governance, and interoperability, as part of the broader metaverse ambition outlined by the European Commission.

For marketers and brand strategists, this means opportunities to craft richer digital personas, immersive engagements, and co-creation experiences - yet also the need to address ethical, IP, and authenticity issues inherent in synthetic characters.



BRAND EXPERIENCE DESIGNS IN THE WEB3 WORLD

In Europe's evolving Web3 ecosystem, brands are redesigning their customer experiences around decentralized, immersive, and tokenized frameworks.



As Web3 becomes more mature in 2025, companies are leveraging digital identity, NFT utilities, and community-governed experiences to reimagine how audiences engage.

Rather than traditional broadcast messaging, brand experience now often emphasises co-creation, shared ownership (via tokens), and direct participation in virtual spaces - enabling deeper emotional and functional connections.

On the consulting side, firms such as Bain & Company highlight that Web3's hallmark is less about technology per se and more about new forms of engagement and experience design.

For Europe-based marketers, this means the brand-experience funnel needs instruments such as smart contracts, avatars, token-gated communities, and immersive metaverse environments while balancing regulatory demands, data sovereignty, and brand safety.

AI-POWERED TRANSPARENCY IN BLOCKCHAIN MARKETING

As European regulators amplify demands for transparency, trust, and accountability, marketers operating in the blockchain and Web3 domain are increasingly turning to AI-enabled tools to deliver verifiable, data-driven, and decentralized proofs of performance.

In 2025, AI systems are enabling automatic on-chain attribution, community sentiment analysis, wallet-based targeting, and fraud detection - thereby reducing opacity and raising confidence in digital campaigns.

The European Commission's emphasis on blockchain strategy stresses the need for innovation in AI, secure data flows, and decentralized marketplaces as part of the Web3 infrastructure.

For brand teams and growth marketers in Europe, this means adopting new reporting paradigms (on-chain KPIs, smart-contract triggered events, AI-driven dashboards) and embracing open-architecture transparency as a competitive advantage.



SECTION: 9



**SUSTAINABILITY +
TECHNOLOGY: AI
IN THE GREEN
TRANSFORMATION**

GREEN AI: SYSTEMS THAT CONSUME LESS ENERGY

In 2025, Europe's sustainability agenda places "Green AI" at the center of responsible innovation.

The International Energy Agency (IEA) warns that data-center electricity demand may double by 2026 without greener design, while EU policymakers integrate energy-efficiency clauses into the AI Act.

Tech companies respond by optimizing algorithms through model-compression, pruning, and low-precision computing - cutting training energy by 30-60 percent compared to 2023 benchmarks.



Simultaneously, European cloud providers expand renewable-powered data centers in Sweden, Finland, and Ireland to support sustainable AI workloads.

Industry leaders now view energy efficiency as both a cost lever and an ESG imperative, embedding carbon KPIs into AI model lifecycles.



As a result, "Green AI" is evolving from a research topic into a compliance requirement under Europe's Green Deal objectives.

CARBON FOOTPRINT MEASUREMENT WITH AI

In 2025, European enterprises increasingly deploy AI to quantify and manage their carbon footprint in real time.



The EU's Corporate Sustainability Reporting Directive (CSRD) drives adoption by mandating digital traceability and emission validation.

Enterprises combine AI-based monitoring with blockchain for audit integrity and transparency.

The result is a closed loop where AI not only measures but also optimizes energy flows and procurement decisions - turning environmental accounting into a predictive, actionable discipline across Europe's corporate landscape.

According to the European Environment Agency, automated data pipelines powered by machine learning now reconcile scope 1-3 emissions, energy use, and supply-chain data faster and with higher accuracy than manual methods.

Emerging platforms such as AI-for-NetZero and Microsoft Cloud for Sustainability use generative models to simulate carbon-reduction scenarios and recommend mitigation pathways.

[SOURCE](#)

AI-POWERED SUSTAINABLE MEDIA PLANNING

In 2025, European advertisers integrated AI into media planning to balance reach, ROI, and carbon impact.



New tools from WPP, GroupM, and Google EMEA calculate CO₂ emissions per impression and optimize channel mix for the lowest energy use.

AI models ingest data from ad servers, programmatic bidding, and server-side delivery to forecast emissions under different media scenarios.

For instance, GroupM's **"Green Media Calculator 2025"** estimates a 20 percent emission reduction through optimized video compression and renewable-aligned delivery times.

As the EU prepares extended producer-responsibility rules for digital advertising, AI-driven sustainability metrics become standard KPIs.



Ultimately, AI-powered media planning marks a shift from carbon offsetting to carbon avoidance - a strategic step toward net-zero marketing in Europe's green digital economy.



■ CHANGING
GENERATIONS
AND NEW
EXPECTATIONS

GEN Z, GEN ALPHA, AND GEN AI ANALYSES & PROMPT-NATIVE GENERATION BEHAVIORS

Young consumers in Europe are growing up deeply intertwined with technology.



Gen Z represents the pioneers of the digital era, while Gen Alpha is the first cohort to grow up “natively” with AI, smart devices, and VR/AR technologies.

Both generations value sustainability, social justice, and inclusivity, and expect personalized experiences and constant connectivity.

One study shows that 68% of young Europeans say their interests are shaped more by social platforms than by family or friends.

Gen Z prefers TikTok, Instagram, and YouTube for short, authentic content, whereas Gen Alpha gravitates toward gamified platforms and AR/VR-driven experiences.



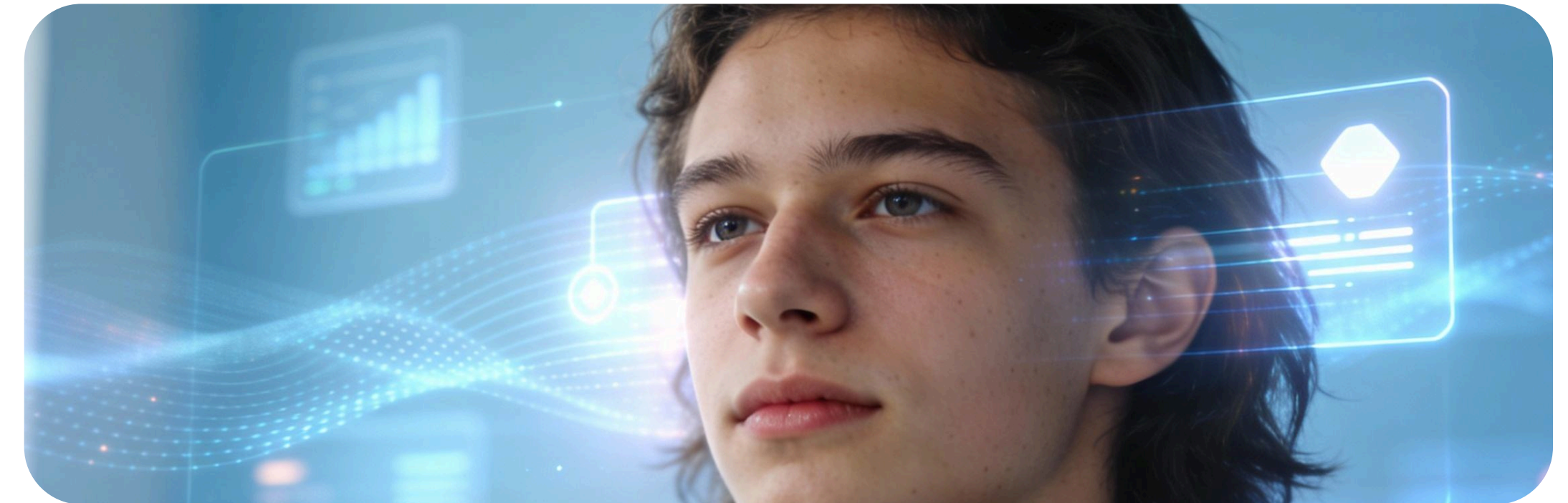
These generations reject one-way messaging; they expect dialogue, co-creation, and personalization.

With the rise of generative AI, “prompt-native” behaviors are emerging: young people comfortably use AI tools to produce content and tell their own stories.

This shift requires brands to build interactive, AI-supported narratives that match these expectations.

EXPECTATIONS OF CONSUMERS BORN TO DIGITAL PLATFORMS

In Europe, generations born into digital platforms expect more than seamless shopping - they expect brands to stand for something meaningful.



A study found that 68% of young consumers say their interests are shaped by algorithms rather than family or friends.

Sustainability, inclusivity, mental well-being, and political courage have become core values for these digital-native audiences.

Social media serves as their primary search engine; they discover new products on TikTok, Instagram, and YouTube, and place significant trust in user-generated content and micro-influencers.

Due to their short attention span, approximately 1.3 seconds, they expect instant, interactive content such as polls, quizzes, and AR filters.

This mobile-first generation also demands transparency.

94% of consumers say they are more loyal to transparent brands.

As a result, ethical values, authenticity, and open communication are essential to earning the trust of Europe's digitally born consumers.

GAMIFICATION, SHORT CONTENT, AND THE TREND OF “TRANSPARENT BRANDS” & AI PROJECTS COMMUNICATING WITH NEW GENERATIONS

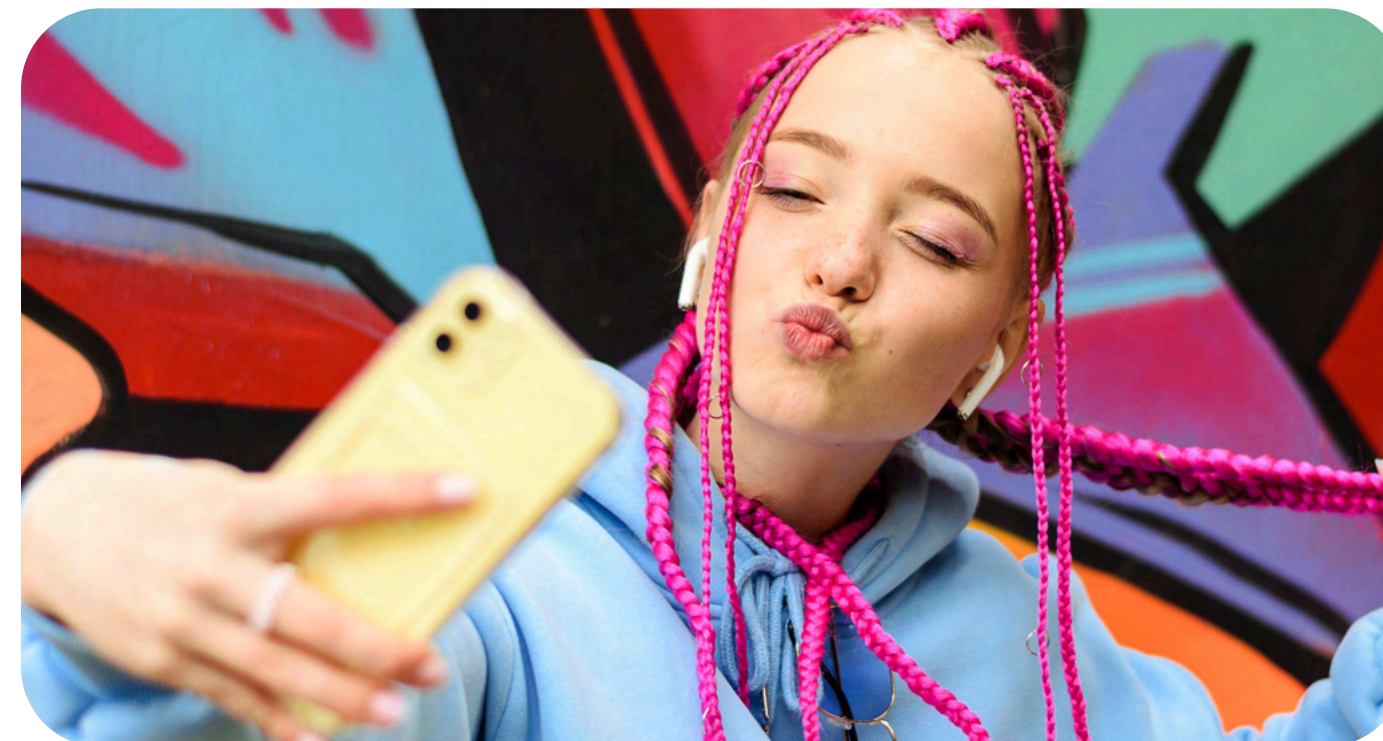
Gen Alpha responds strongly to gamification.

Projects like Crunch Labs engage children with hands-on engineering kits and digital challenges that introduce scientific principles in playful ways.

Short-form video dominates discovery; Gen Z and Gen Alpha actively consume authentic, interactive stories on TikTok, Instagram Reels, and YouTube Shorts.

Brands increasingly leverage AI avatars and virtual influencers to connect with these generations.

For example, the AI-powered beauty assistant Kenna uses speech recognition and generative AI to deliver personalized product recommendations.



Other initiatives enable brands to create individualized videos, host live Q&A sessions, and offer multilingual interactions through virtual representatives.

However, transparency is essential when using synthetic content; young audiences want clear insight into AI’s role and the extent of human oversight.



As a result, European campaigns focus on real-time interaction, gamified experiences, and explicit transparency to build trust with Gen Z and Gen Alpha.



AI-FOCUSED STRATEGIES FOR BRANDS IN 2026

DATA ANALYTICS WITH AI: AUDIENCE, SEGMENT, INSIGHT

AI transforms marketing analytics from descriptive reporting to real-time, predictive intelligence.



A 2025 article notes that companies are moving beyond clicks; AI models now uncover patterns, automate reporting, and personalize insights.

Predictive analytics is becoming a standard practice, enabling marketers to forecast campaign performance, anticipate churn, and optimize budgets.

The experiential guide for EU consumer-goods brands reports that AI customer research can reduce analysis time by up to 90%, identify emerging trends ten times faster, and improve product success rates.

Advanced tools use LLMs, natural-language processing, and machine learning to analyse customer feedback and segmentation data.

European advertising professionals are at the forefront: more than half of them already use generative AI for drafting content, and GroupM estimates that **70%** of its revenue is AI-informed.

Together, these trends show that European brands must invest in AI analytics platforms that integrate first-party data, ensure privacy compliance, and enable multi-channel measurement.

AI ROADMAP: WHAT TYPE OF SOLUTION AT WHAT STAGE?

A structured roadmap helps organizations move from experimentation to full-scale AI adoption.



The IAB Europe whitepaper stresses that AI now supports the entire media campaign lifecycle, from planning to activation and analysis.

However, 70% of agencies, brands, and publishers have not yet fully integrated AI across these stages; half expect to reach full scale by 2026.

Early stages focus on building clean, privacy-compliant first-party data and automating repetitive tasks.

Predictive models can then estimate churn, identify high-value leads, and optimize timing.

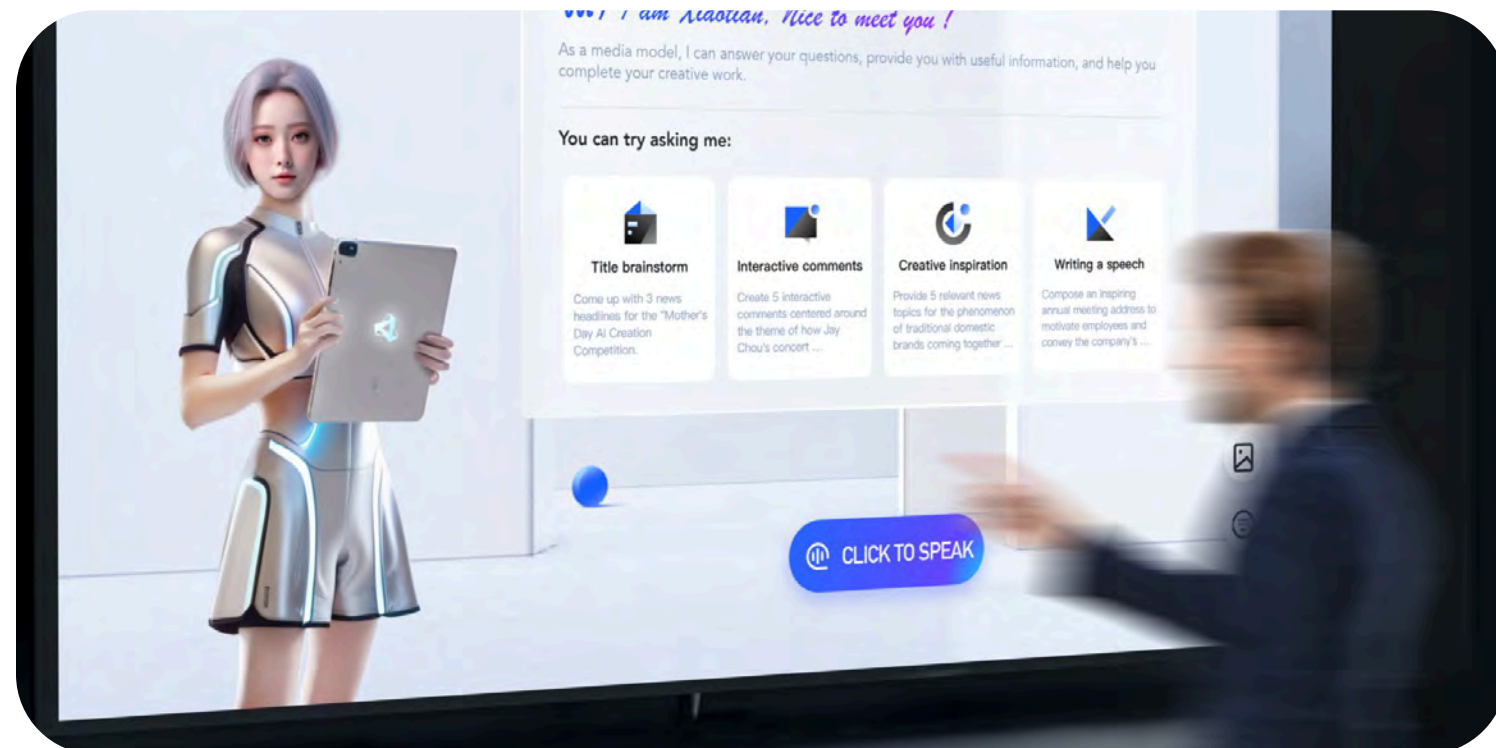
As maturity grows, real-time ad delivery systems analyze signals such as location, device context, and mood to adjust creative formats and bids, minimizing wasted budget.

The Rits Center highlights the need for robust data integration, omnichannel automation, and generative AI for hyper-personalization.

Regulatory frameworks demand risk-based assessments and transparent AI systems - European brands should embed ethical checks and data governance into every stage of their AI roadmap.

AI-POWERED CONTENT PLANNING EXAMPLES (MEDIA, SOCIAL, CRM)

2025 examples show how AI can streamline content planning across media, social, and CRM.



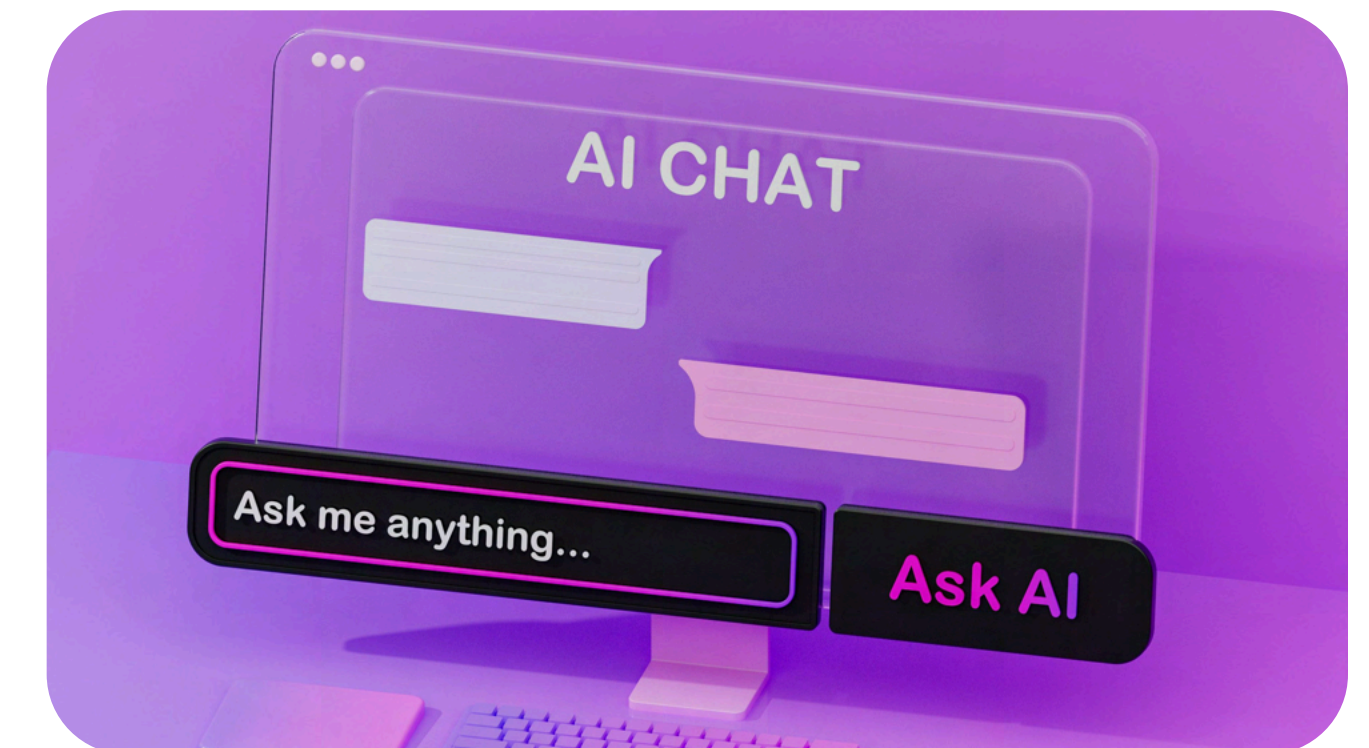
Adform's FLOW platform, developed in Denmark, integrates predictive analytics, machine learning, and generative intelligence to automate every step of campaign planning and optimization.

Its Trader Intelligence module offers real-time recommendations on bid adjustments, budget allocation, and targeting, reducing manual effort and delivering superior results.



The IAB Europe whitepaper notes that more than half of European marketing professionals use generative AI to draft copy or design visuals, indicating that AI-assisted content creation is becoming mainstream.

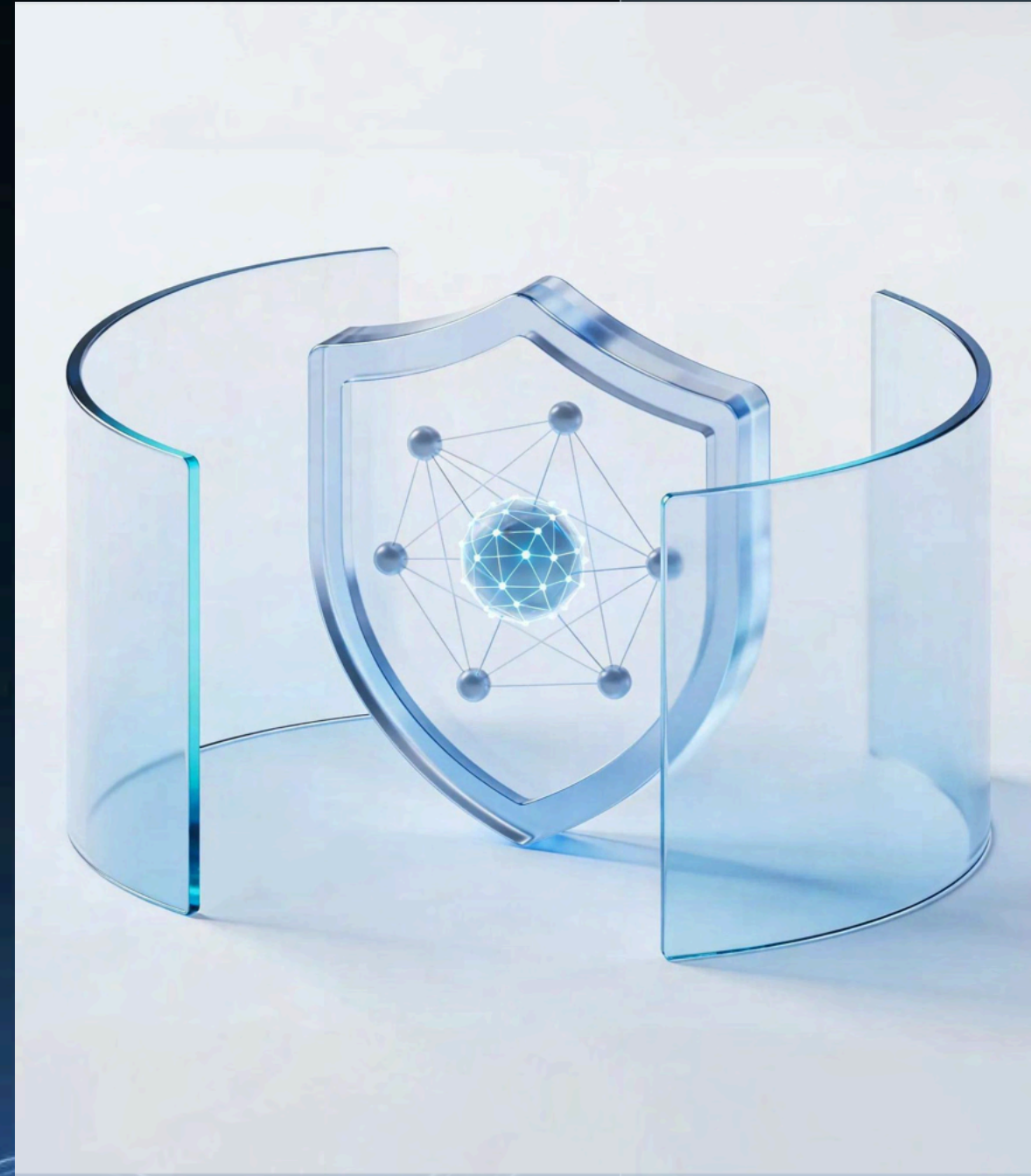
In CRM, AI-driven systems evaluate customer behavior to recommend marketing channels, predict churn, and automate tasks like data gathering and email management.



Chatbots provide 24/7 support and personalize responses using customer profiles, while large language models in the experiential guide analyze open-ended feedback.

These examples show that European brands are integrating AI across media planning tools, social content generation, and CRM platforms.

■ SECTION: 12



■ 2026 AND BEYOND: SHAPING THE FUTURE WITH AI



HUMAN + MACHINE PARADIGM: INTELLIGENT COLLABORATION FROM CREATIVITY TO STRATEGY

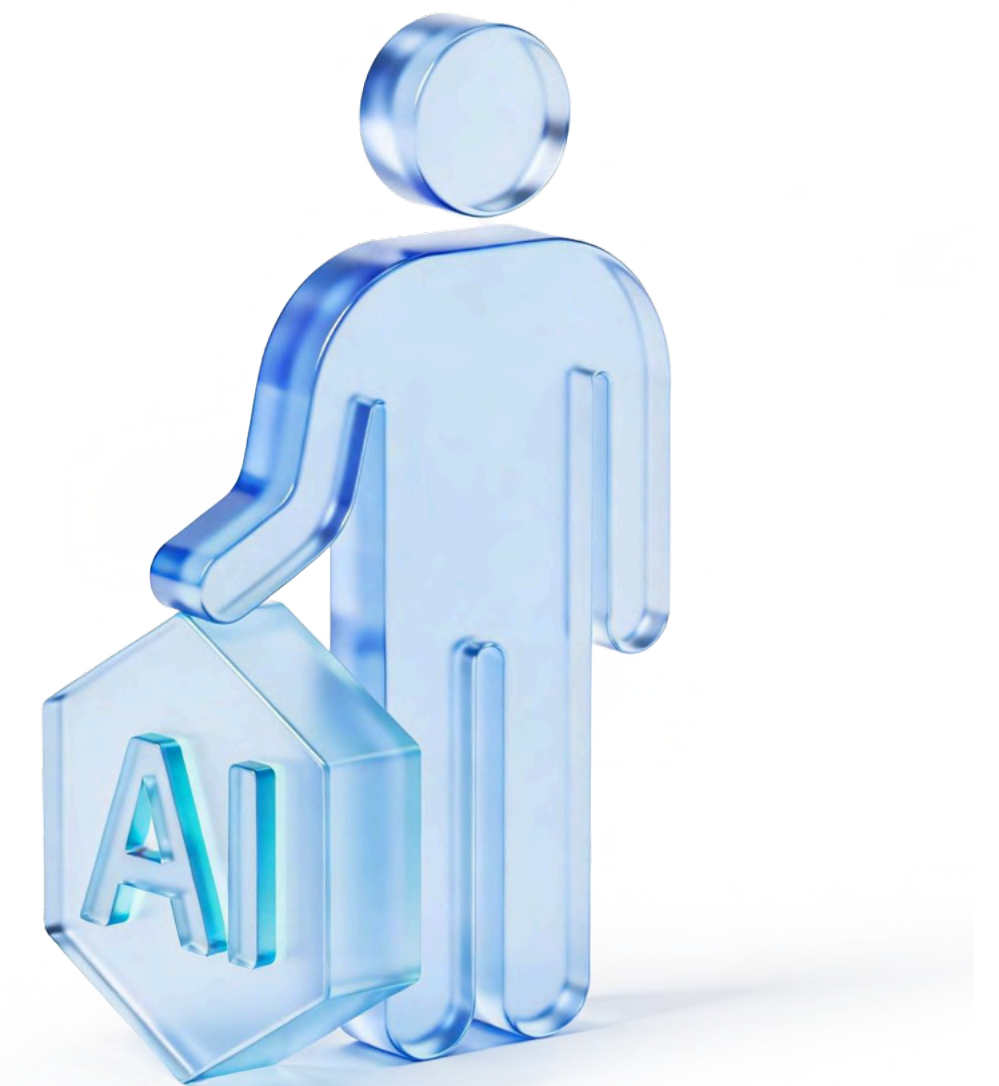


In Europe, the human-machine partnership is rapidly evolving from simple automation to co-creative and strategic collaboration.

A 2025 study outlines three modes of AI-augmented creativity -Support, Synergy, and Symbiosis- through which humans and machines work together to drive innovation.

In parallel, a 2025 Open Innovation Report shows that 70% of major European organizations view startup collaboration as vital to their AI strategy, with over half running generative AI-focused projects.

For brand and agency teams, this means moving beyond treating AI as a tool and instead designing workflows, roles, and thinking where AI becomes an active creative partner - guiding ideation, delivering data-rich insights, and enabling agile strategy formation while humans steer purpose, values, and context.



THE ETHICAL BOUNDARIES OF AI AND THE REGULATORY AGENDA

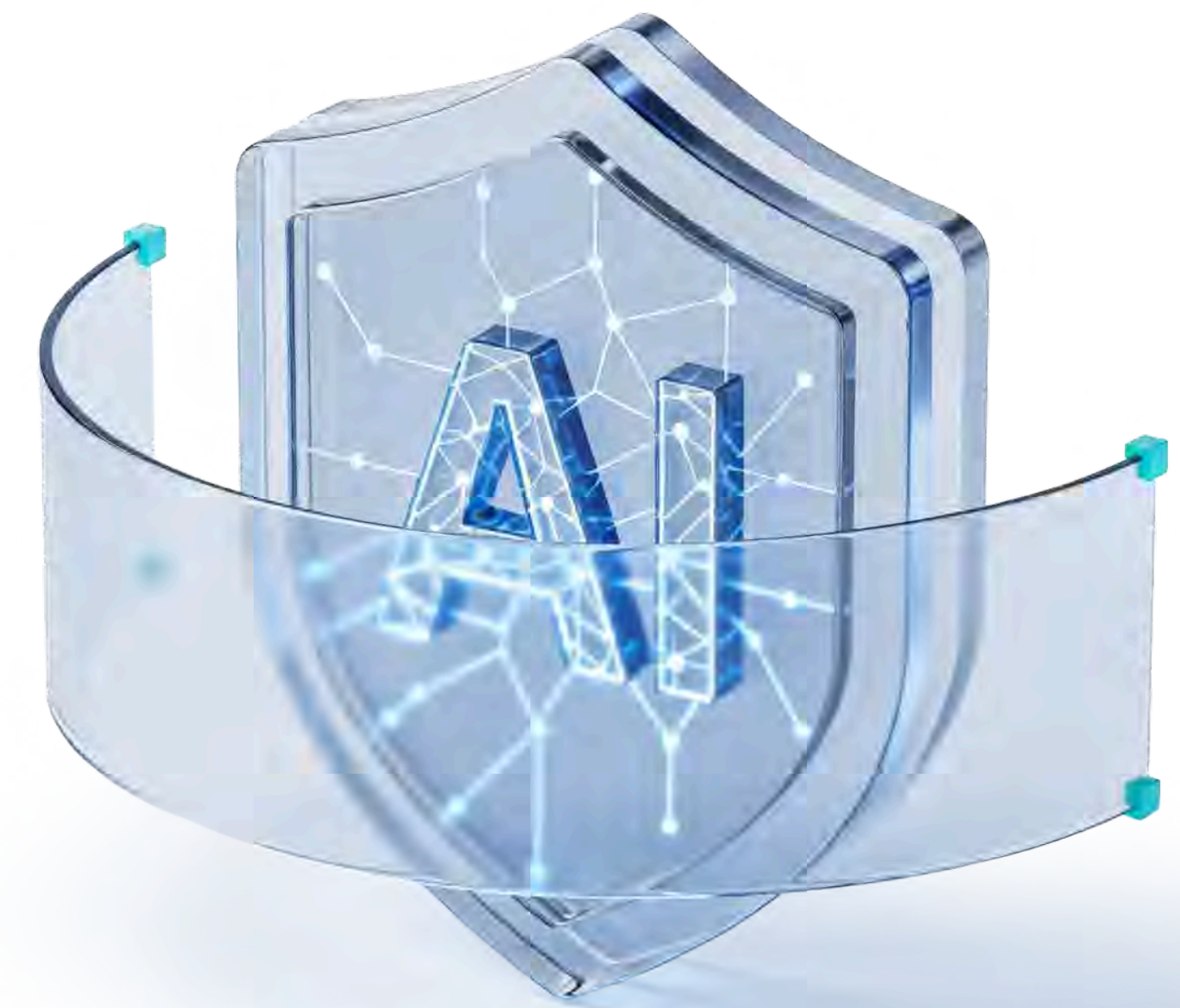
Europe is setting the stage for a new era of AI governance where ethics, safety, and innovation intersect.



The EU AI Act, taking effect within Europe in 2025, introduces a risk-based approach to AI systems - from minimal to high-risk - with obligations around transparency, human oversight, and accountability.

Simultaneously, the broader regulatory ecosystem links this Act with frameworks such as GDPR and the NIS2 Directive to form a “trustworthy AI” infrastructure, promoting fairness, privacy, and explainability.

For agencies and brands, this means embedding ethical guardrails into AI deployment from day one – structuring creative systems and decision-making flows to align with human-centric values, while also preparing for regulatory compliance as a strategic advantage rather than just a cost.



WHAT WILL THE AGENCY OF THE FUTURE / BRAND STRUCTURE OF THE FUTURE LOOK LIKE?

By 2025, the organizations driving brand and marketing in Europe are increasingly hybridizing human talent with AI capabilities, reshaping internal structures and external partner models.

The Apply AI Strategy outlines Europe's ambition to embed AI across strategic sectors and support SMEs in adopting AI-first approaches.

At the same time, enterprises report that generative AI and startup collaborations are now central to their innovation roadmap.



For agencies and brands, this means the future structure will blend roles like **“AI experience designer”**, **“human-AI strategist,”** and **“data-driven insight architect”** while teams become flatter and more cross-disciplinary.

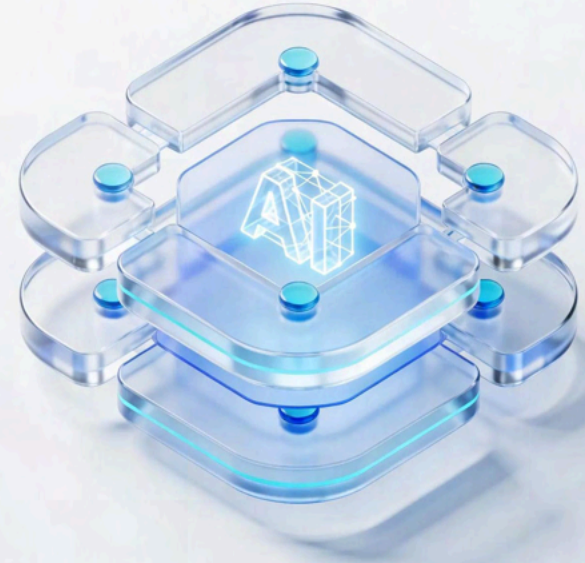
From a brand perspective, this structure allows faster hypothesis-driven campaigns, dynamic creative optimization, and decision governance rooted in both human judgment and AI analytics – aligned to Europe's values of transparency, trust, and responsiveness.

■ SECTION: 13



■ 2026: THE AGE OF INTELLIGENCE – 10 ROADMAPS FOR BRAND STRATEGIES

01



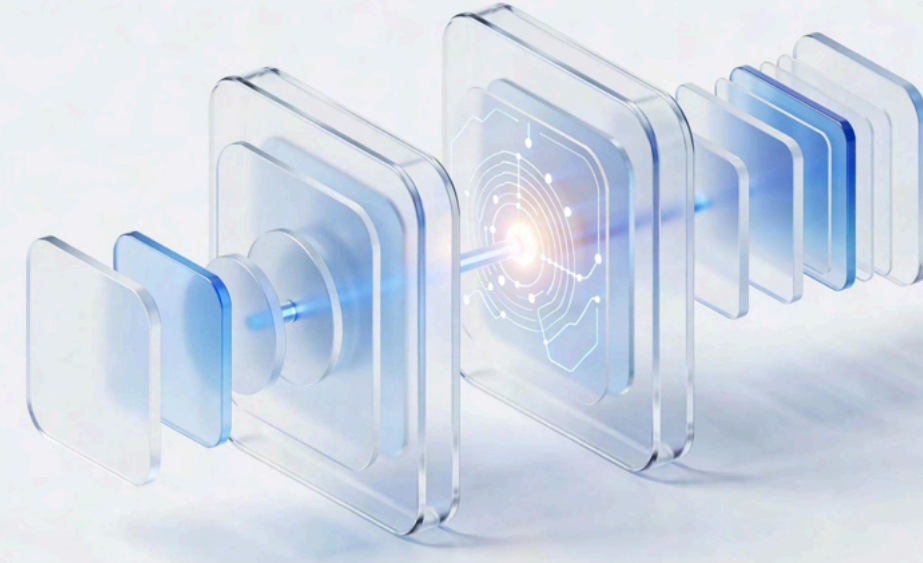
Organizational AI Integration

In 2025, European companies moved from pilot projects to enterprise-wide AI operating models.

According to EY's AI Barometer 2025, success depends on data governance, ethics boards, and workforce alignment.

Integrating AI into strategy, compliance, and training transforms automation into organizational intelligence and measurable efficiency gains.

02



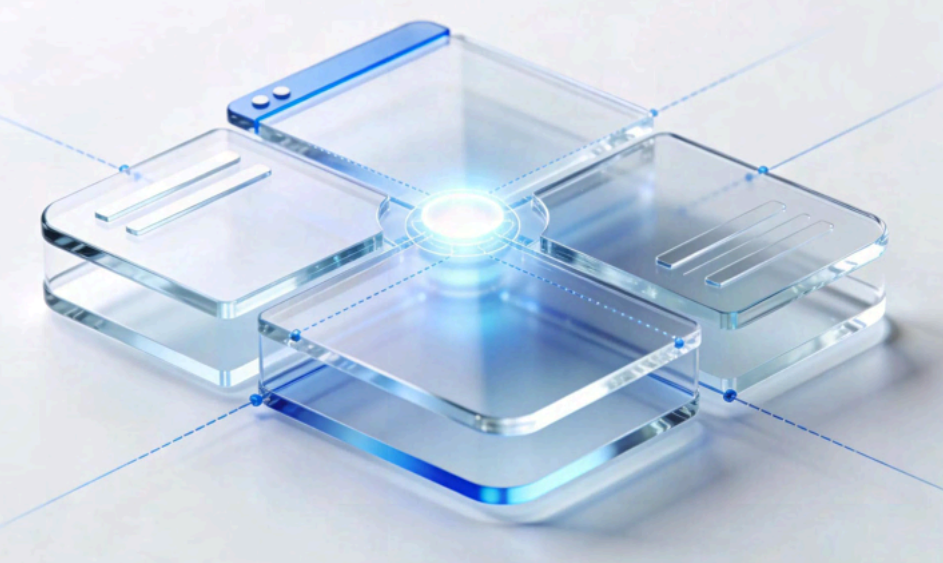
Synthetic Content Processes

Generative AI reshapes creative supply chains.

Brands across Europe build "synthetic studios" that manage text, image, and video generation under strict transparency rules of the EU AI Act.

Disclosure tags, source validation, and bias-control layers ensure both creative scalability and regulatory compliance in content workflows.

03

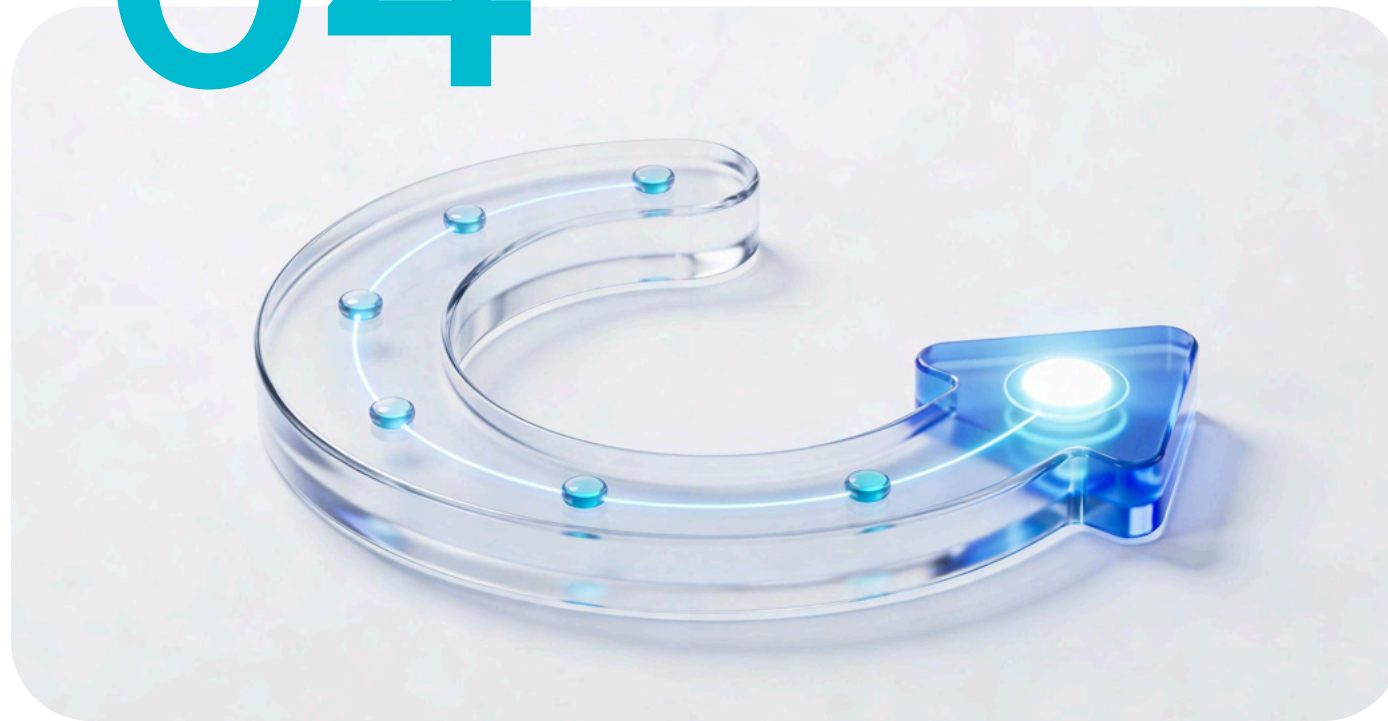


Automatic Campaign Creation

European marketers adopt autonomous agent frameworks linking data insights, creative generation, and media optimization.

BCG's Marketing in the AI Era 2025 notes that brands gain 30 percent faster execution by embedding AI into campaign design loops - balancing automation speed with human oversight for brand safety and message authenticity.

04



AI-Based Customer Journey

In 2025, European brands design adaptive, AI-driven customer journeys using real-time data.

Forrester reports a 20% lift in retention among companies applying decision engines for micro-personalization.

Predictive triggers and consent-aware automation enable brands to align engagement, privacy, and lifetime value within unified, compliant experience ecosystems.

05



AI + Sustainability

AI now drives measurable decarbonization and operational efficiency.

The IEA and WEF 2025 analyses show AI optimizing energy grids and reducing waste across European supply chains.

Brands adopt energy-efficient models and carbon-tracking algorithms, integrating ESG metrics into AI pipelines to meet EU Green Deal and CSRD transparency standards.

06



AI-Powered Localization

Generative AI transforms multilingual content workflows.

The European Commission's JRC 2025 report notes a 40% improvement in language-specific accuracy through domain-tuned models.

Brands fuse linguistic nuance, cultural cues, and compliant disclosure into localized storytelling, ensuring faster market entry while preserving authenticity across Europe's diverse regulatory and cultural environments.

07



Media & Content Automation

European advertisers automate planning-to-production with AI.

New stacks optimize formats, flighting, and even CO₂ per impression, combining creative generation with carbon calculators and AI-powered media operations (e.g., WPP Media).

Result: faster output, measurable efficiency, and greener delivery without sacrificing reach.

08



Ethical AI Applications

Compliance becomes design: teams embed disclosure, risk logs, and bias controls across workflows to meet EU AI Act timelines and GPAI transparency rules.

Voluntary codes and enforcement guidance help brands operationalize governance before penalties begin.

Ethics shifts from policy to day-to-day product decisions.

09



Managing KPIs With AI

Measurement upgrades from dashboards to decisions.

AI unifies attribution, experimentation and MMM, linking KPI shifts to budget and creative changes in near-real time.

European leaders adopt “measurement effectiveness” frameworks to align short and long-term goals and to prove AI’s incremental value.

10



Human + AI Creativity Collaboration

Creative supply chains become human-in-the-loop.

GenAI accelerates ideation and versioning; humans steer concept, tone, and ethics.

Industry analysis highlights productivity gains alongside new guardrails for responsible adoption across media and entertainment ecosystems. Authenticity remains the edge.

DDIP: THE STRATEGIC PARTNER IN THE SHIFT FROM DIGITAL TO INTELLIGENCE

DDIP is an independent, integrated creative strategy agency based in Istanbul, Paris, and Dubai — guiding brands not only through digital transformation, but through full-scale **AI Transformation**.

We are more than an agency producing digital campaigns.
We are a transformation partner that turns data into strategy, strategy into automation, and automation into measurable growth.

As of 2026, the real challenge for brands is no longer “being digital.”
It is the ability to integrate artificial intelligence into their business models.

At DDIP, we develop next-generation solutions such as:



AI Influencer systems



AI-powered content production infrastructures



Data & segmentation engines



AI Trend Monitoring systems



Media & performance automation models



Human + AI hybrid creative frameworks

For us, AI is not just a tool - it is a strategic layer that redesigns a brand's competitive advantage.

With strong field experience across Türkiye, Europe, and the MENA region, we combine global vision with local cultural intelligence to deliver measurable growth.

“

The brands of the future are data-driven, AI-powered, and fueled by human creativity.

DDIP is the agency that designs this transition.

”



DDIP NEXT-GENERATION OPERATING MODEL

THINK HUMAN. ACT AI.



Strategic Foundation

- Market & data analysis
- AI readiness assessment
- Competitive & trend monitoring
- Organizational AI adaptation roadmap



AI Integration

- AI content system implementation
- AI influencer & synthetic character design
- CRM & sales automation integration
- AI-powered media optimization



Creative + Performance Hybrid Model

- Human intuition + AI-driven variant production
- Multi-layer content production flows
- Real-time KPI optimization
- Scalable campaign systems



Continuous Learning System

- Live data dashboards
- Predictive performance analytics
- Adaptive media planning
- Continuous optimization loop

We don't just create campaigns — we build intelligent systems.

DDIP SERVICE ECOSYSTEM

2026 AI-CENTERED STRUCTURE



AI Transformation

- AI roadmap design
- Data & segmentation infrastructure
- Automation systems
- AI governance consulting



AI-Powered Content & Media

- Smart Content Generator systems
- AI video & synthetic production
- AI Influencer projects
- Media & content automation



Digital Growth & Performance

- Multi-channel performance strategy
- AI-powered lead generation
- Amazon & e-commerce ecosystems
- Conversion funnel architecture



Global & Local Integration

- Europe & MENA localization strategies
- AI-supported micro-local content
- Cultural tone optimization
- Multilingual strategy design

DDIP – The Agency of AI-Integrated Growth

We combine human creativity with artificial intelligence to move brands into the future.



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