

IAA TALKS: IDENTITY

UNITED KINGDOM

Foreword

At the latest IAA TALKS, we turned our attention to AI's impact on personal and brand identity. The event, moderated by **Samira Brophy**, Senior Director, Creative Excellence UK at Ipsos and member of the IAA UK Thought-Leadership Committee, focused on what it means to live in a world where algorithms guide so many of our choices and influence which brands stand out.

A new era of advertising is emerging: agent-mediated decisions, generative engines, and shifting measures of visibility. We heard smart, practical advice for staying discoverable as the market evolves. This changing landscape challenges everyone to rethink how choices are made and how reputations are built; with success hinging on data ownership and the ability to adapt to new media and commerce models.

We've pulled out the core takeaways from each guest expert in this handy summary document. You'll also find links to their full slide decks to delve further into the detail.



Kirsty Giordani

Executive Director, IAA UK



The Identity Shift

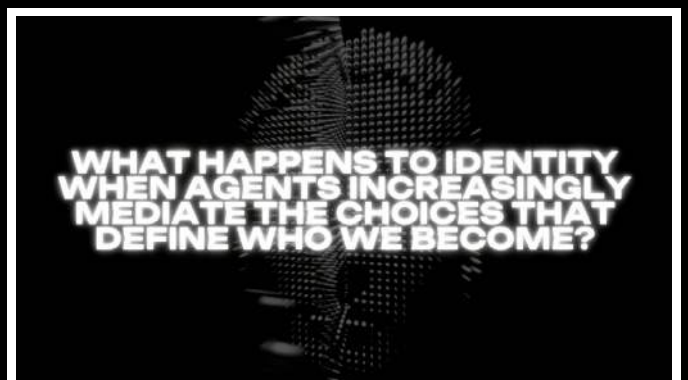
By **Zoe Scaman**, Founder, Bodacious

“We have built our systems for a human experience, not agent optimisation. Humans need product photos and emotional storytelling. Agents need structured data ecosystems and real-time APIs.”

Key Takeaways:

- > AI agents can predict our next obsessions before we can, reshaping self-expression and our relationships with brands.
- > Brand choices now work as identity markers and targeting mechanisms for AI algorithms.
- > AI agents look at everything online, from customer reviews to supply chain details, so brands can't hide what's out there.
- > Brand-agent-customer models are changing the fundamentals of first-party data and connections, demanding better data infrastructures and partnerships.
- > Results increasingly get measured by real-world performance and business outcomes, not creative awards.

💡 [See the full presentation for more insights](#)



Winning Hearts, Minds, & Models

By **Tom Roach**, VP Brand Strategy, Jellyfish

**“GenAI’s an audience as much as it is a toolkit.
It’s a new toolkit for creating brand content with,
and a new audience to create brand content for.”**



Key Takeaways:

- Top four LLMs already reach two billion people each month in search, conversation, and agentic formats.
- AI is already driving brand choices, and Share of Model platforms show how LLMs mention and rank each brand.
- Brands need to clarify assets, associations, and Category Entry Points to surface in AI-generated results.
- Campaigns should create measurable buzz for humans and for LLMs.
- New models of brand influence need to connect content, campaigns, and how both people and AI choose brands.

💡 [See the full presentation for more insights](#)

Managing AI Transformation: What Marketers Should Know

Saipriya Natarajan, Brand Strategist, Genpact in conversation with **Samira Brophy**, Senior Director, Creative Excellence UK, Ipsos & **Tom Roach**, VP Brand Strategy, Jellyfish



Key Takeaways:

- > One of the key areas to solve for is Discoverability. This depends on making it easy for people and models to find the brand during decision-making.
- > Consistency in messaging improves the odds that models surface the right value proposition.
- > Effective storytelling starts with training people, agents, and departments to present the same message.
- > AI pilot outcomes should be clear and simple so every area of the business sees their value.
- > Brands can test their messaging consistency by asking LLMs for descriptions of their brand and checking if key ideas appear.

“Big companies have a bigger Share of Models, but the playing field is shifting. We should ask: How can we be more consistent across our organisation so AI models find us more easily?”
- Saipriya Natarajan

Summary

IAA TALKS: IDENTITY explored how the future of branding brings together human decisions and AI-led discovery. As Samira Brophy commented,

“The transformation and organisation of the business around AI is big and goes beyond marketing. Explaining clearly and in commercial terms the need to market to machines as well as humans and to evolve your go-to-market and customer strategy is key.”

The strongest brands define clear assets, measure outcomes honestly, and adapt content for people and platforms. The right partnerships and a strong grip on data can set brands apart. Ultimately, building identity today means showing consistency, staying visible, and making sure your values shine everywhere it matters.



A special thank you to leaders of the IAA Thought Leadership Committee for their work in bringing us IAA TALKS, and a big shout out to Samira Brophy for leading on IAA TALKS: IDENTITY content.

What We Do at IAA UK:

> For People.

We help people find joy and purpose in their work.

> For Brands.

We support companies as they build their brand, helping to tell their stories to the industry.

> For The Industry.

We bring the industry together to discuss, drive change and celebrate.



Join us as we continue to highlight emerging ideas that connect advertising, culture, and innovation.



Thanks to GingerMay, the award-winning global agency for their ongoing support with our work.

