

The personalisation reversal

Marketing to a new breed of consumer wielding the power of personalisation in their favour. Not yours.

THE PREMISE

For decades, personalisation has been discussed from the brand's side: how companies recognise customers, use data to make experiences more relevant, and influence behaviour to sell more effectively.

AI has flipped that. Instead of brands constantly telling consumers who to become, consumers now use AI to help them figure that out for themselves.

THE FORMAT

- 45–60 minute conversations, recorded remotely
- Not a product demo. Not a corporate interview.
- Guests are invited to challenge the premise, not just confirm it
- Open-ended: no fixed season, no claim to having the answers — just better questions

“The consumer looks into the LLM. The LLM asks what you want to do. It's like looking into a mirror. Hello Me.”

How do marketers use AI not only to meet the demands of the consumer as they are today, but to build for the consumer who is already starting to emerge — AI-equipped, abundance-minded, and behaving by a different logic?

THE HOSTS



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Seven questions we're chasing

Episode 1 was us introducing the concept and thinking out loud. These are the open threads we want a guest's real, on-record take on — tell us which one is yours.

01 Humans won the game

When will people notice they've already solved for safety, food and shelter — and what happens to marketing built on manufactured urgency once they do?

03 Wearables & health-tech

Is this industry making people genuinely healthier, or optimising them for a dashboard instead of how they actually feel?

05 Data security & sovereignty

Who owns and controls the data behind a personal AI agent — especially when it doesn't sit inside your own borders?

07 Impact on society **WILDCARD**

If more people spend their new-found abundance figuring out who they want to be, what does that do to how we live together?

02 Consumer use of LLMs & agents

How far have consumers really gone in letting AI act on their behalf, and how unevenly is that adoption actually spread?

04 A shift in martech

Marketers are now facing “agents of customers,” not just agents for them. What does that flip mean for the stack?

06 Robotics **WILDCARD**

What changes when AI moves out of the screen and into a body?

WHY JOIN US

You're getting this because your work touches one or more of the threads above, and we'd rather have your real, unscripted take than a polished corporate line. This is an early-stage, exploratory conversation — you'll help shape it, not just appear in it.

Which question is yours?

Reply to this brief with your thread — and any you think we're missing.

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OR BOOK THE SLOT

BOOK A RECORDING SLOT