

Winning brands will win with

Top of Mind (Salience)  
and

Top of Model (LLM Model)

Through the AWESOME power of HUMAN EMOTION



Google

NEW YORK TIMES BESTSELLER

# BREATH



THE NEW SCIENCE  
OF A LOST ART

JAMES NESTOR





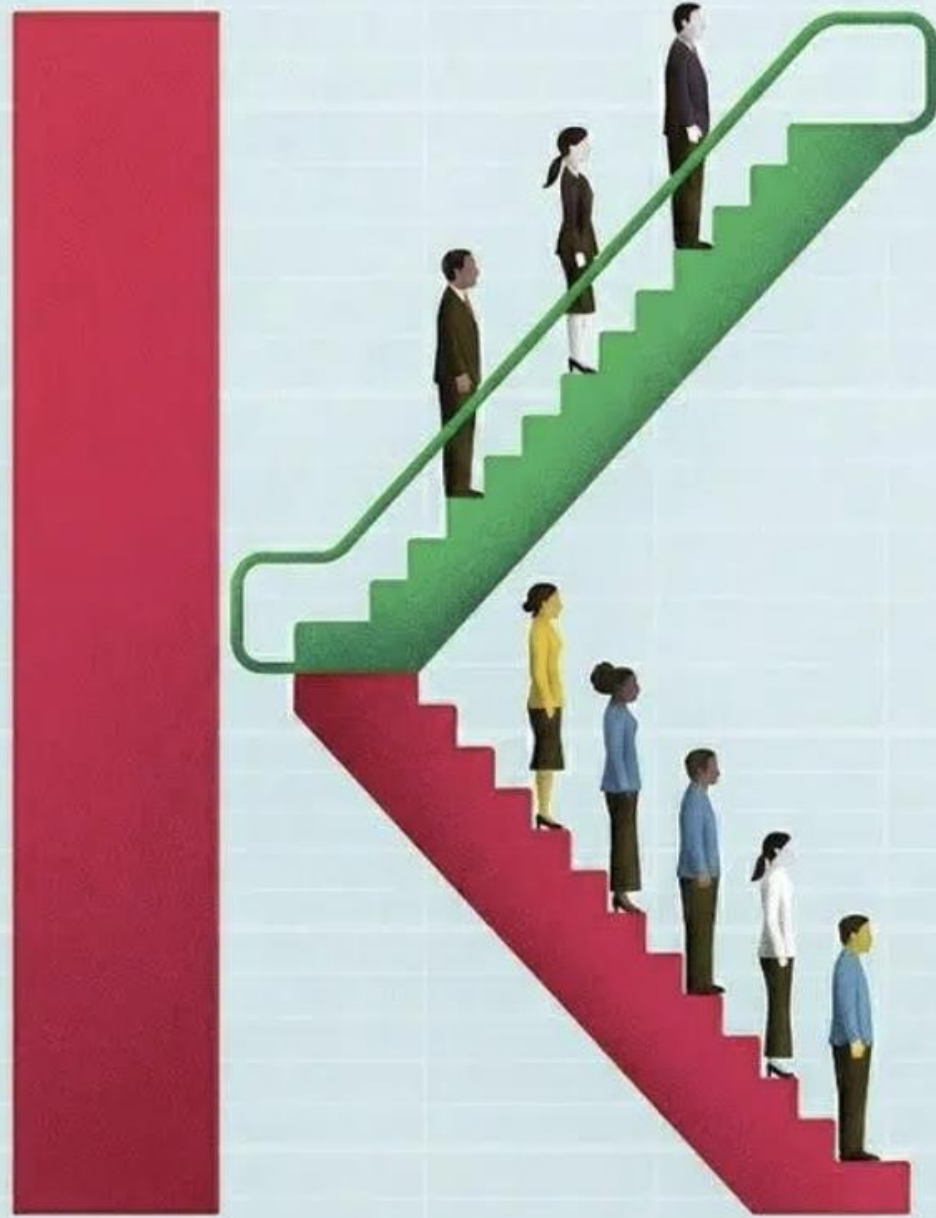
> insights · innovation · technology

**Best in Class New Insights  
Method**  
Canadian Research Insights  
Council CRIC

**Best Places to Work**  
AdAge

**Game Changing Ad Tech**  
The Drum

I aim to train  
1,000+ people  
a year on AI  
best practices



I aim to help 100+ youth a year  
figure out their “thing” in life

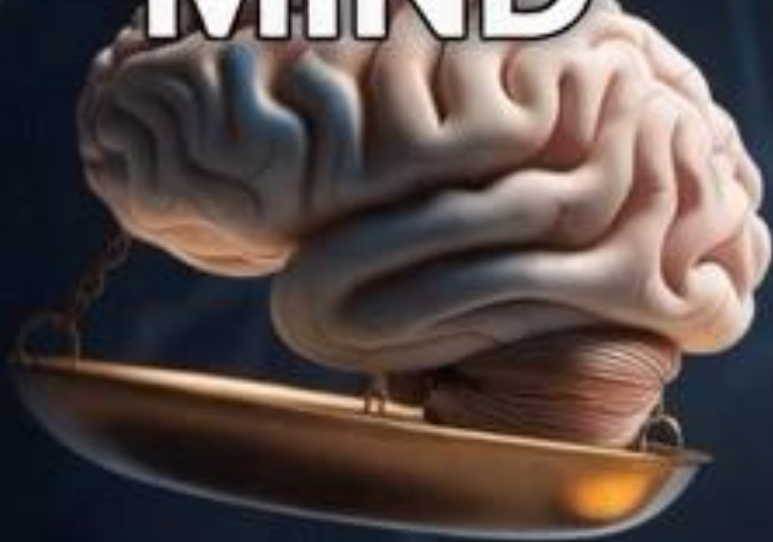




QR code at the end of this talk

# Bothism

**TOP OF  
MIND**



**TOP OF  
MODEL**



# P&G



“What’s important in today’s world with this massive fragmentation is you’ve got to be ruthlessly consistent”

Mark Pritchard, Chief Brand Officer





How do you build a  
consistent brand in an era  
of *fragmentation*?



"Tell us your business goal,  
plug in a bank account, and  
we'll take it from there."

Mark Zuckerberg, Meta CEO



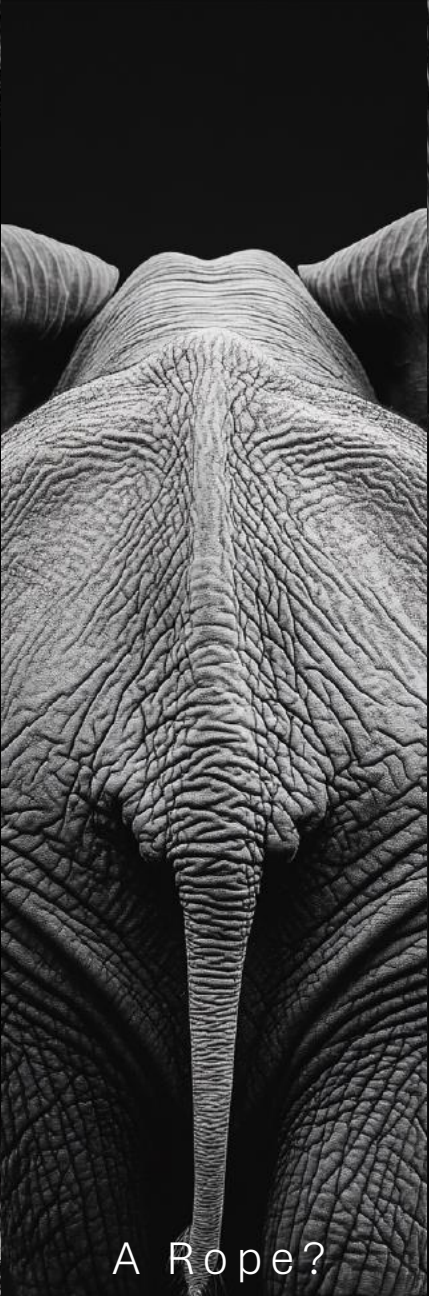




A Wall?



A Tree?



A Rope?



A Spear?



A Snake?



A Fan?





Strategy



Comms



Packaging



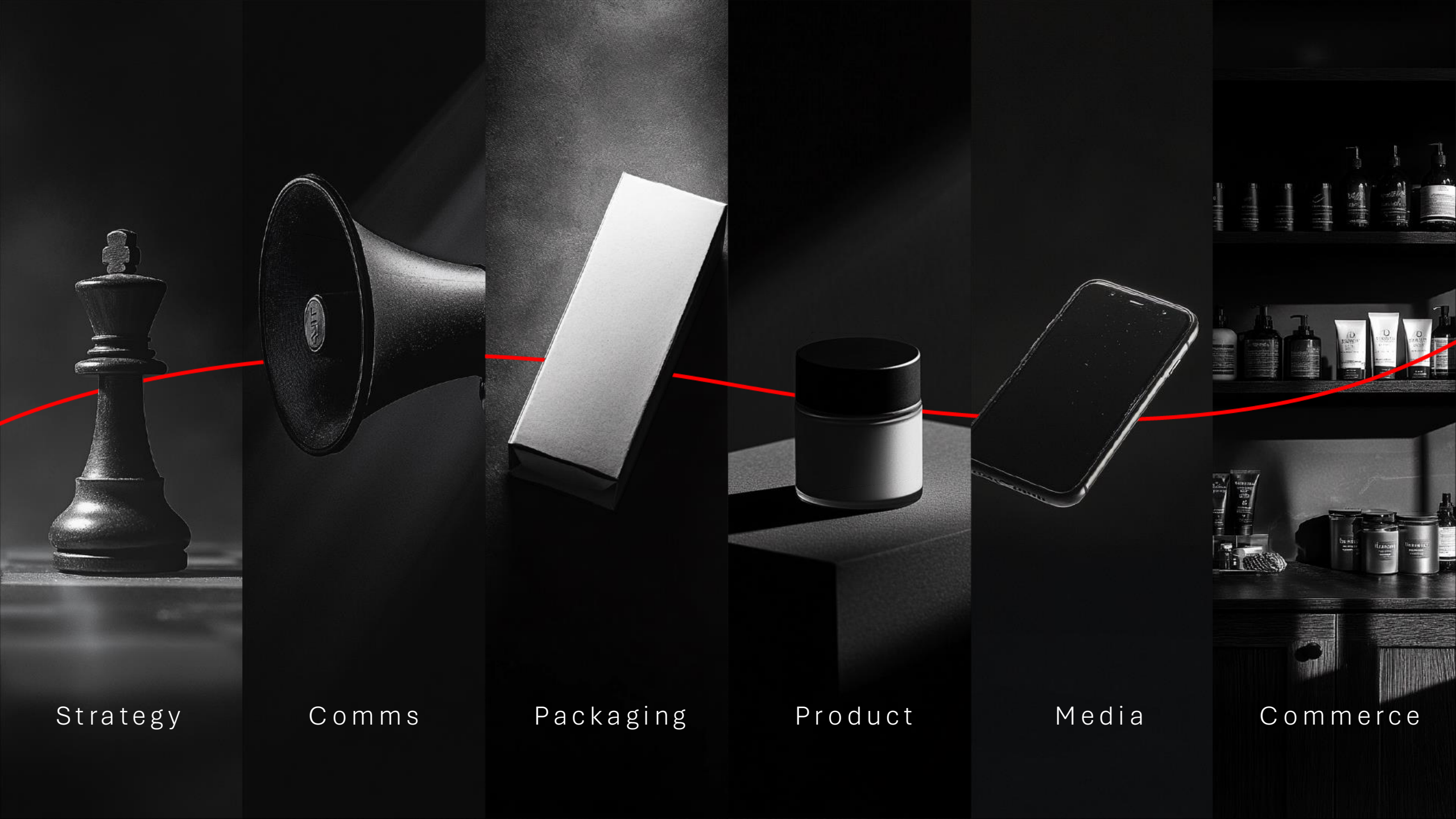
Product



Media



Commerce



Strategy

Comms

Packaging

Product

Media

Commerce



The Red *Thread is BRAND*





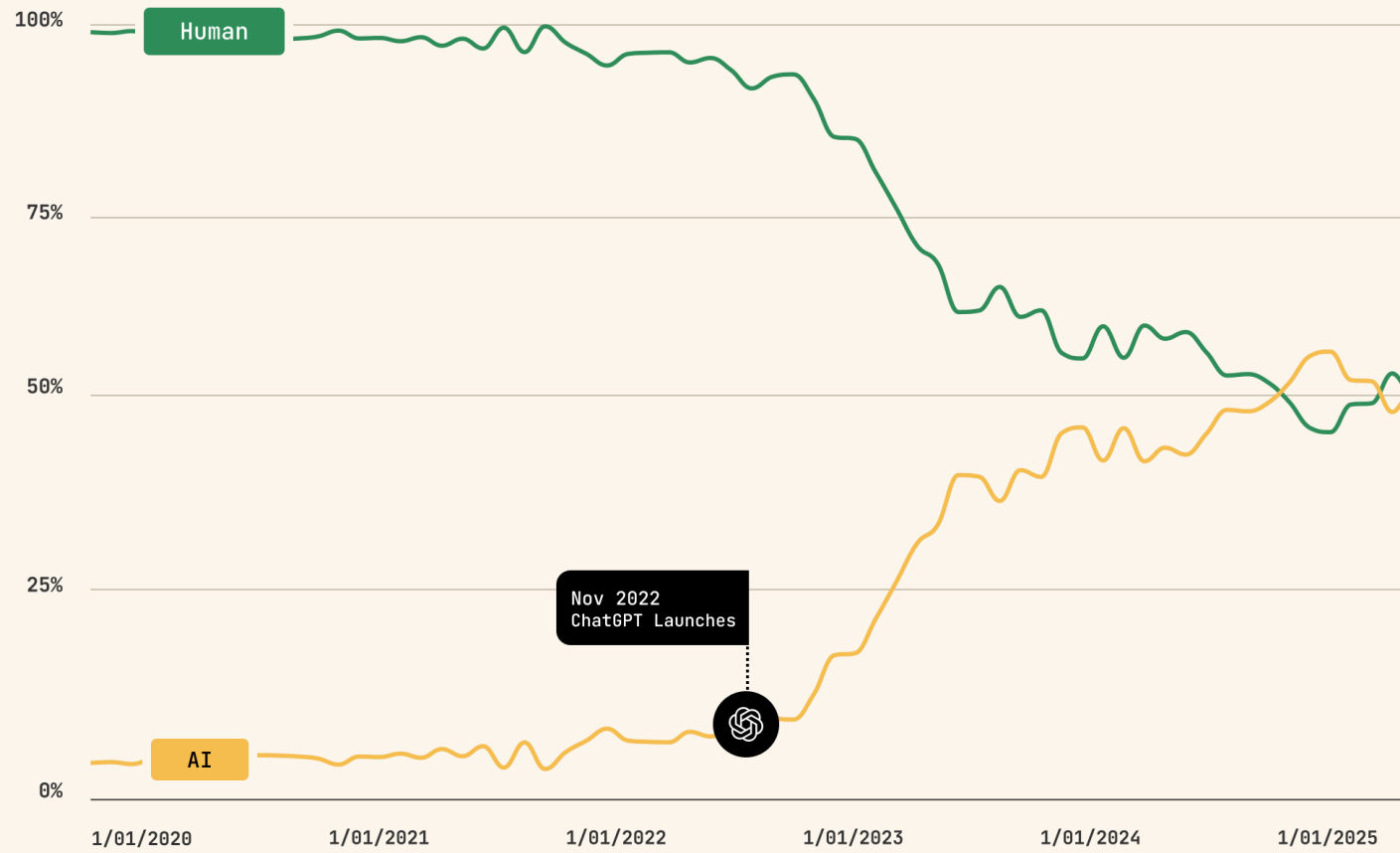
# ANTHROPIC



Claude



## AI-Generated Content Has Surpassed Human Content



GRAPHITE



I've seen the AI powered  
future (I **think** )



*Brand* and Marketing

will be the Red Thread to  
drive profits

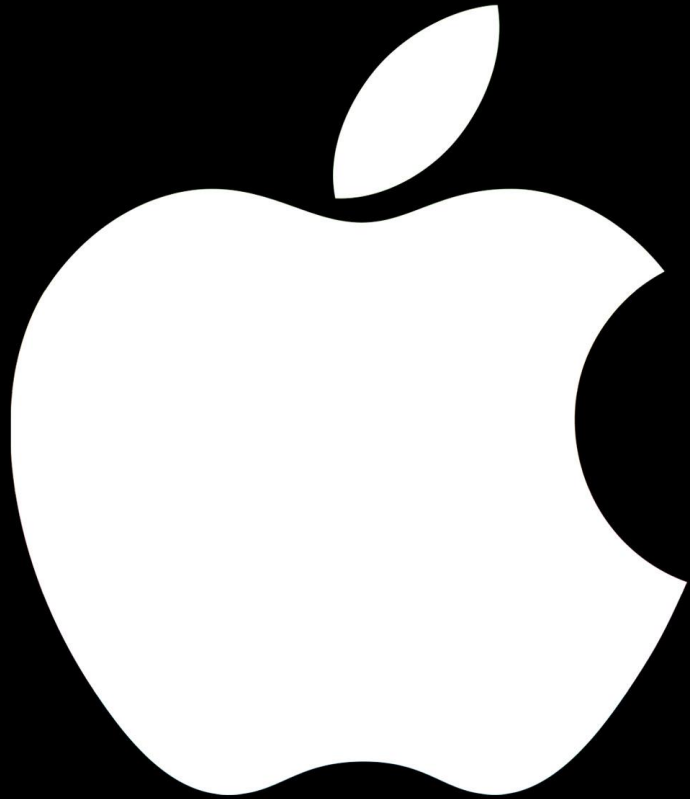


Use distinctive brand  
assets

60% brand building media  
40% activation

Make emotional ads

Be consistent

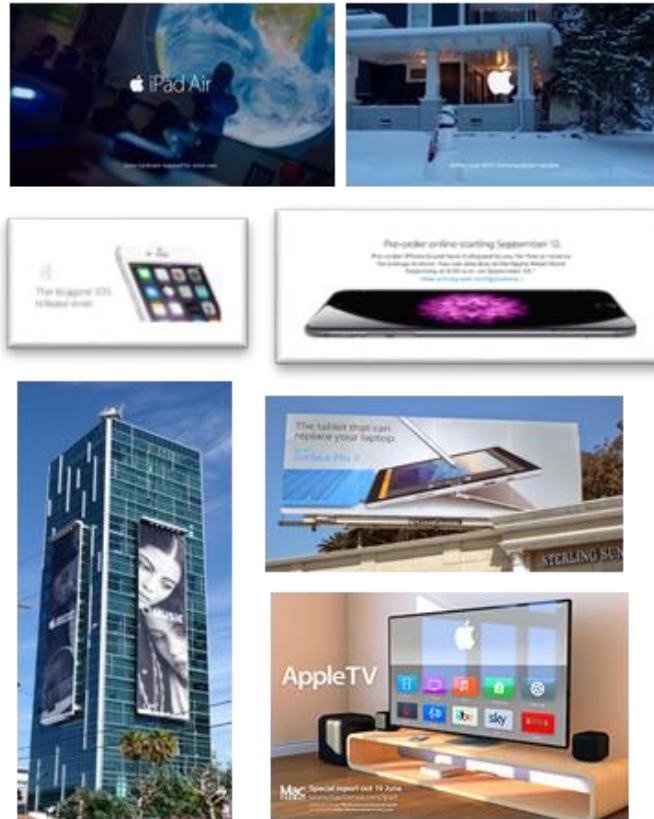


Perhaps their most  
important secret  
revealed ... they  
start with emotion



# Apple relentlessly brings these emotions to life consistently across all touch points to be BRAND SINGULAR

## Advertising



## Product



## Retail

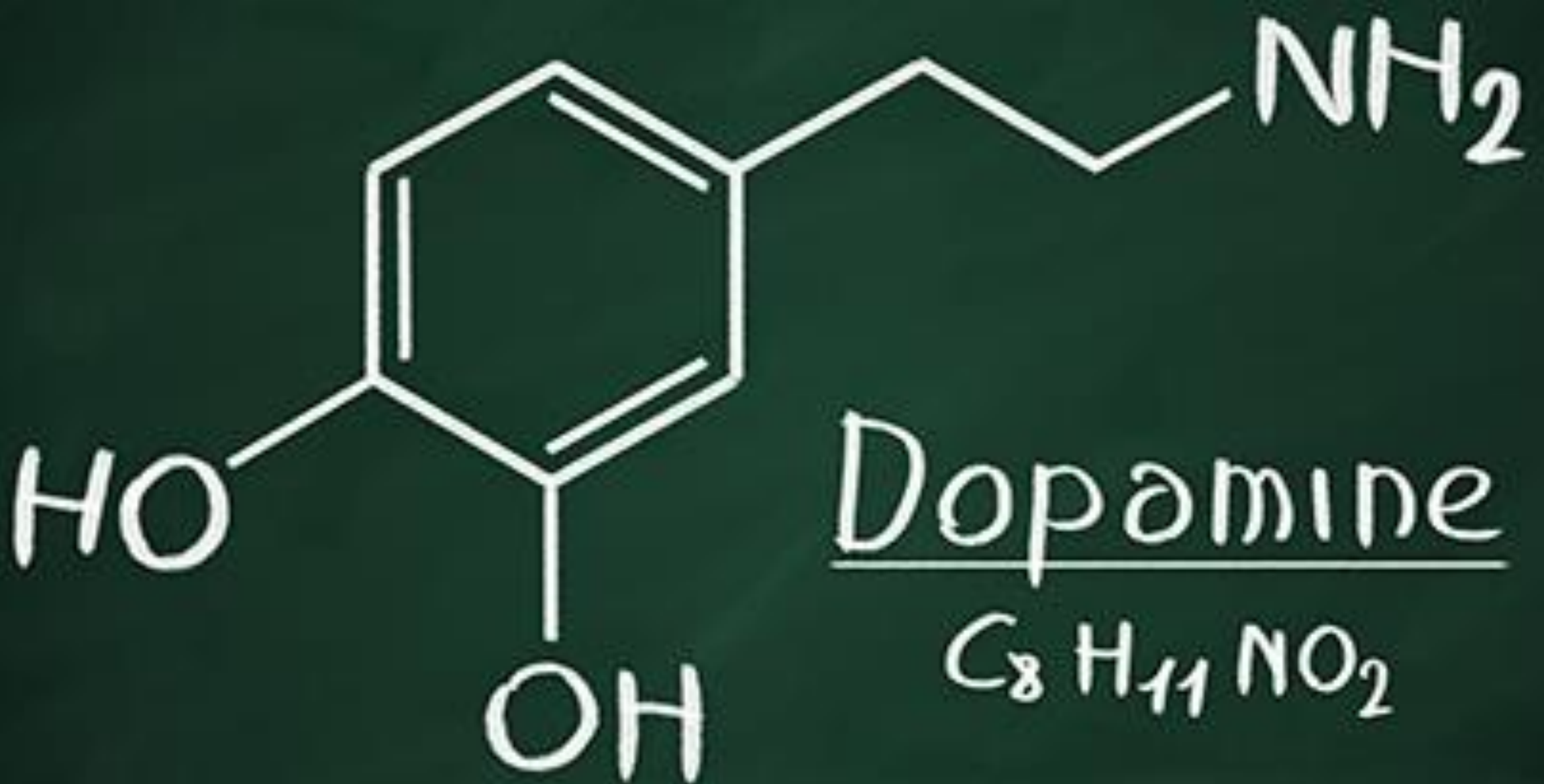


Delight

Surprise

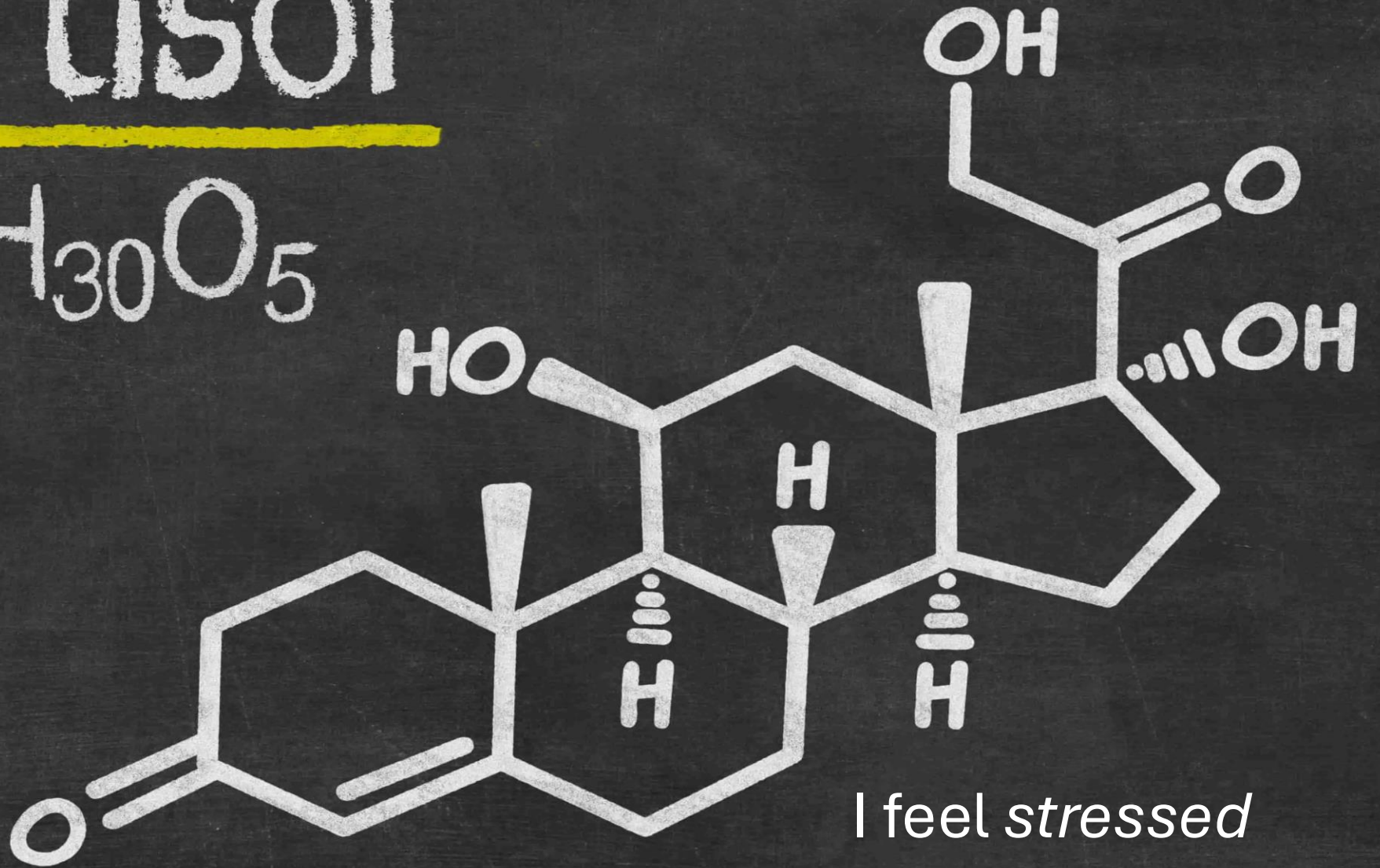
Connection

Love



I feel delighted  
Apple is a likeable brand

# Cortisol



I feel stressed

OpenAI is a *dangerous* brand



"The most brilliant and lucid analysis of virtue and well-being in the entire literature of positive psychology. For the reader who seeks to understand happiness, my advice is: Begin with Haidt." —Martin E. P. Seligman, author of *Authentic Happiness*

JONATHAN HAIDT

Author of the #1 *New York Times* bestseller

*The Anxious Generation*



*The* HAPPINESS  
HYPOTHESIS

*Finding Modern Truth in Ancient Wisdom*





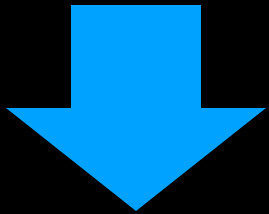
How can we measure emotion  
and bring it to life across  
everything like Apple does?



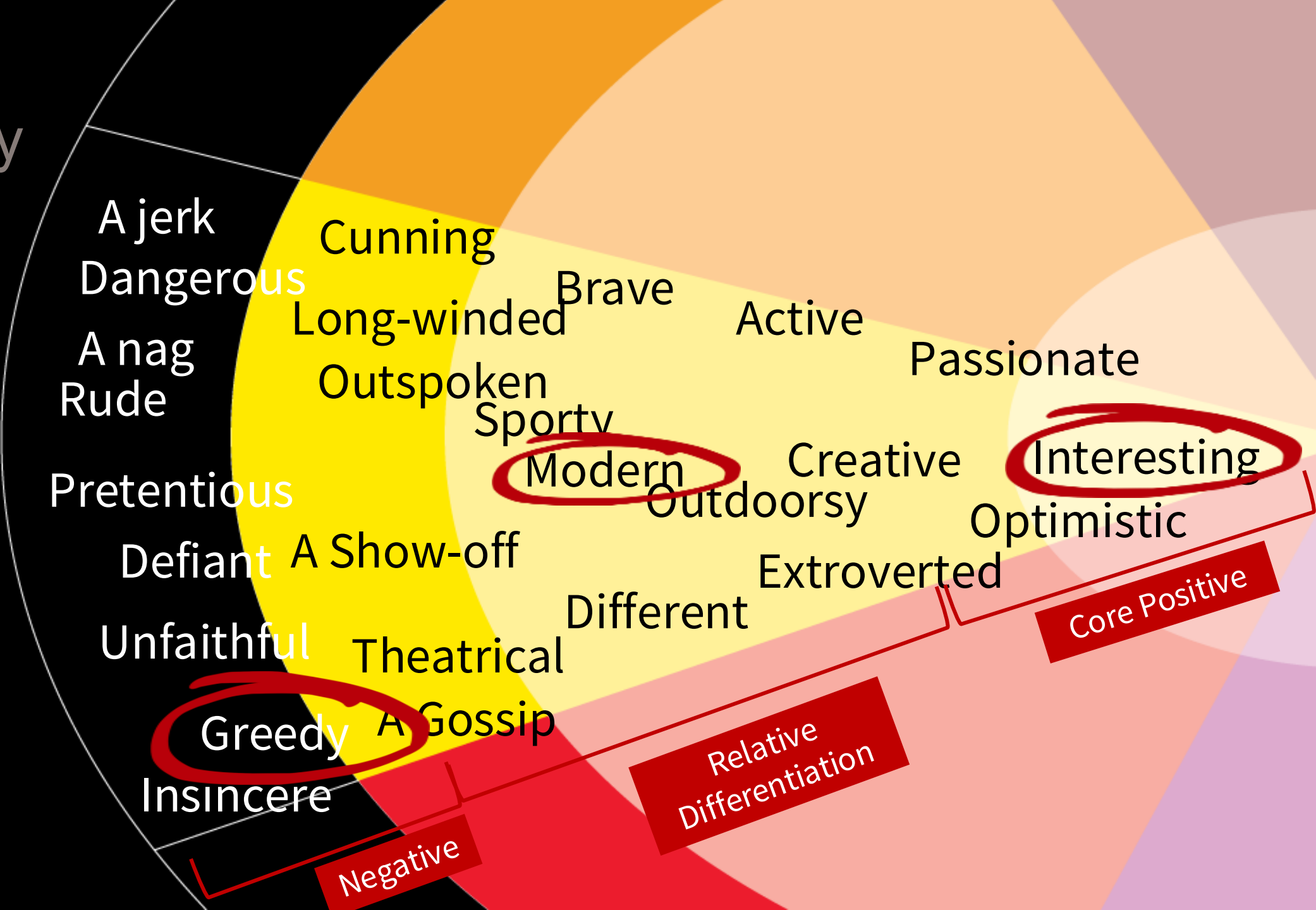




# Brand Personality



## Emotion





There are many  
data capture  
methods to figure  
out your **brand's**  
target emotions  
and how to  
differentiate



## Which of these emotions did you feel at your last Apple experience?

(Select all that apply)

- Happy
- Sad
- Angry
- Excited
- Anxious
- Disappointed
- Calm
- Frustrated
- Surprised
- Proud
- Nervous
- Content

Select all that apply

Question 3 of 6

Question 3 of 6

Previous

Submit





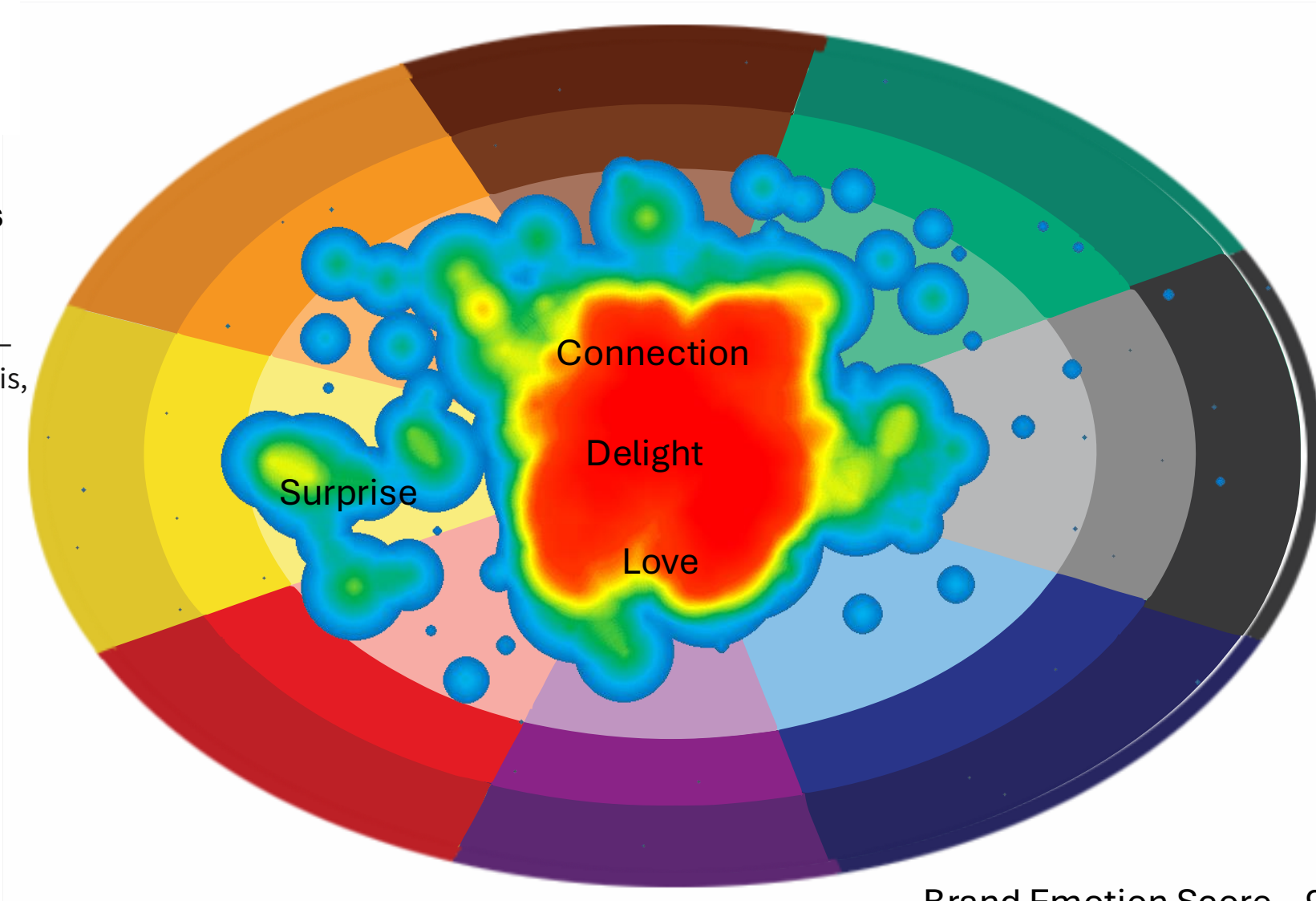
Charles Roberts

0:00



**N = 300**  
**Canadians this**  
**past weekend**

This is a brand heat map –  
the **HOTTER** an attribute is,  
the higher the % of  
respondents selected it.



Brand Emotion Score – 93  
Category Saliency - 71%

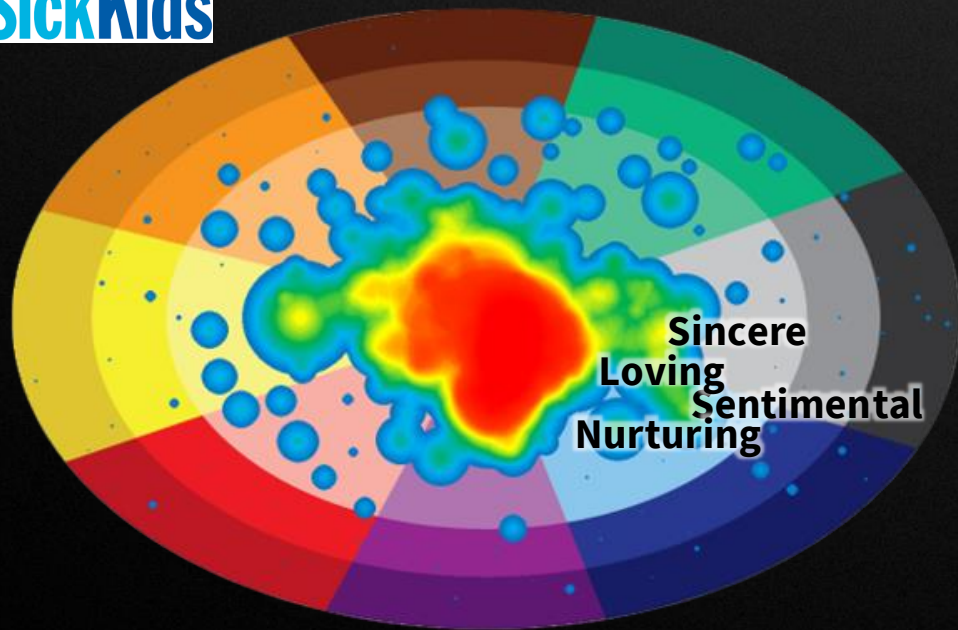


65% of variance in  
**salience** is explained by  
emotional connection

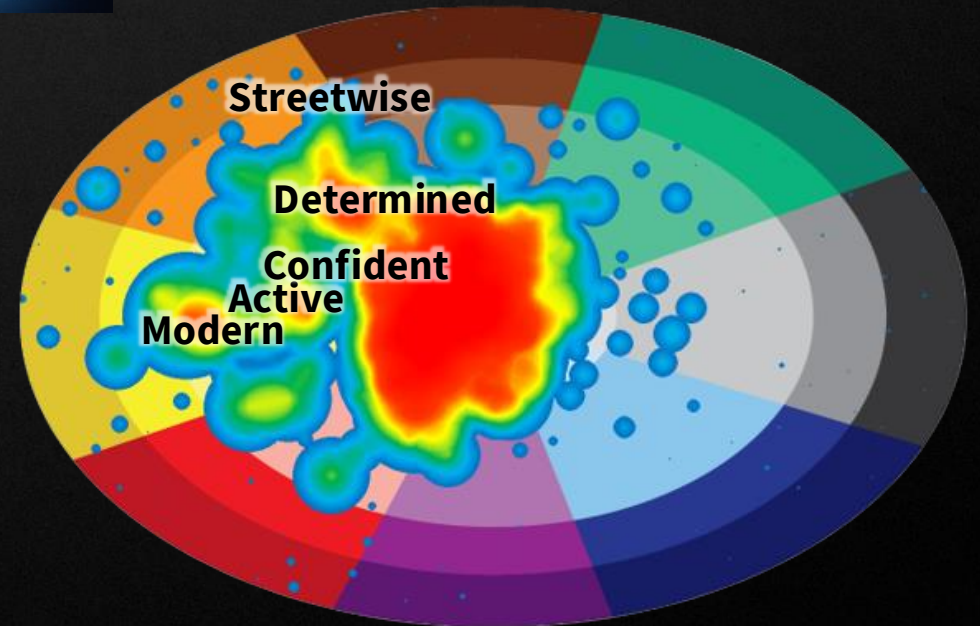
# SickKids struggled to differentiate versus the charity category



**Before:**  
SickKids is just  
another Charity



**After:**  
SickKids found differentiated  
emotional drivers - "sick is not weak"





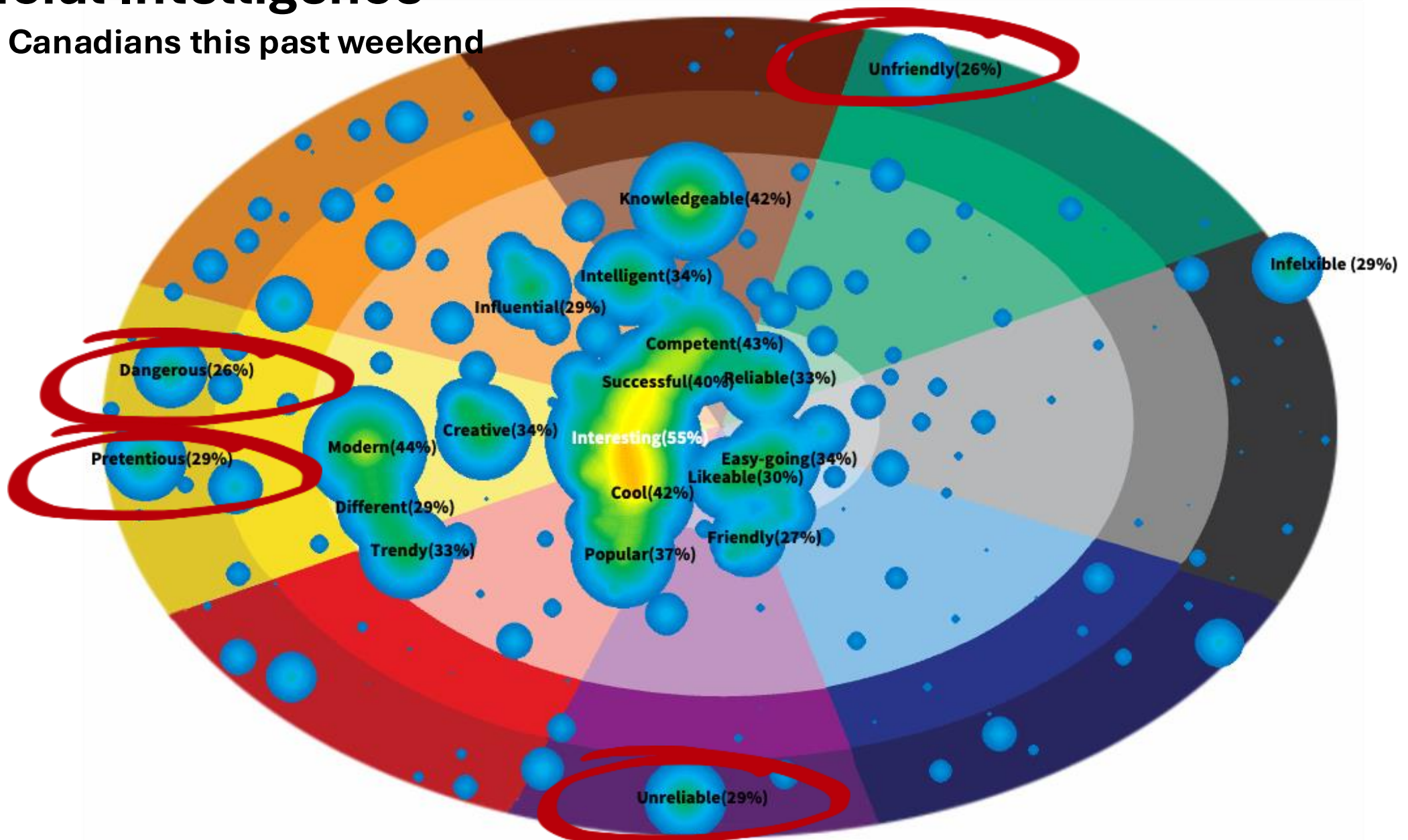
**RANGE  
ROVER**





# Artificial Intelligence

N = 300 Canadians this past weekend



Brand Emotion Score – 34



# CHINA

EMBRACING AI,  
BUILDING A BETTER FUTURE



INNOVATION & GROWTH

BETTER LIVES FOR ALL

LEADING THE FUTURE

AI FOR PROGRESS.  
AI FOR PEOPLE.



# CANADA

WORRIED ABOUT AI,  
FOCUSED ON RISKS



PRIVACY RISKS

JOB LOSSES & UNCERTAINTY

ETHICAL & BIAS CONCERNS

TOO MANY RISKS.  
TOO MANY UNKNOWN.




Over 10 million  
Canadians have used AI  
models in their purchase  
journeys

Will **brand** matter?



AI can't *feel* but it knows  
*how* to make us *feel*



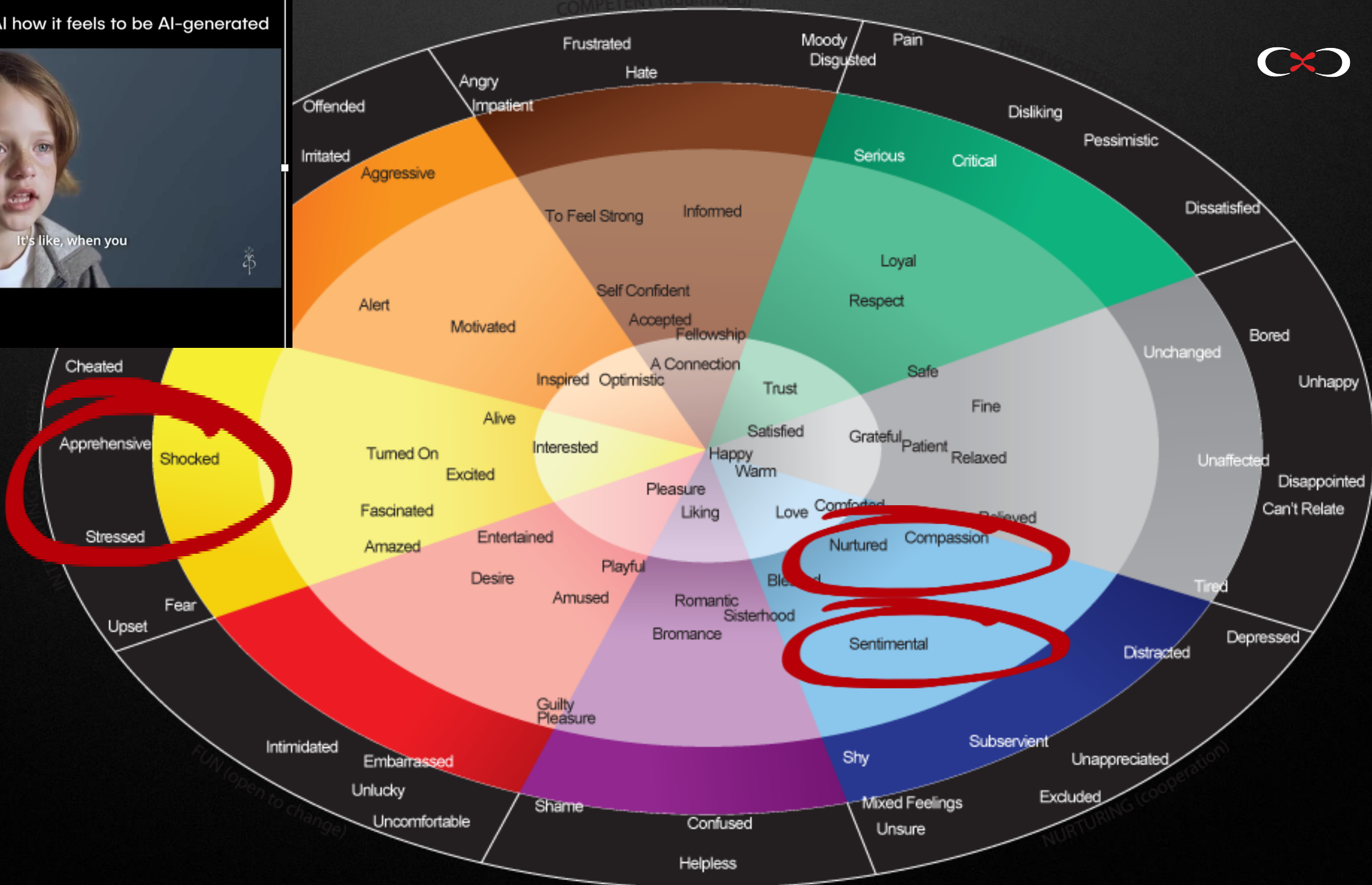
**Evolving AI** 

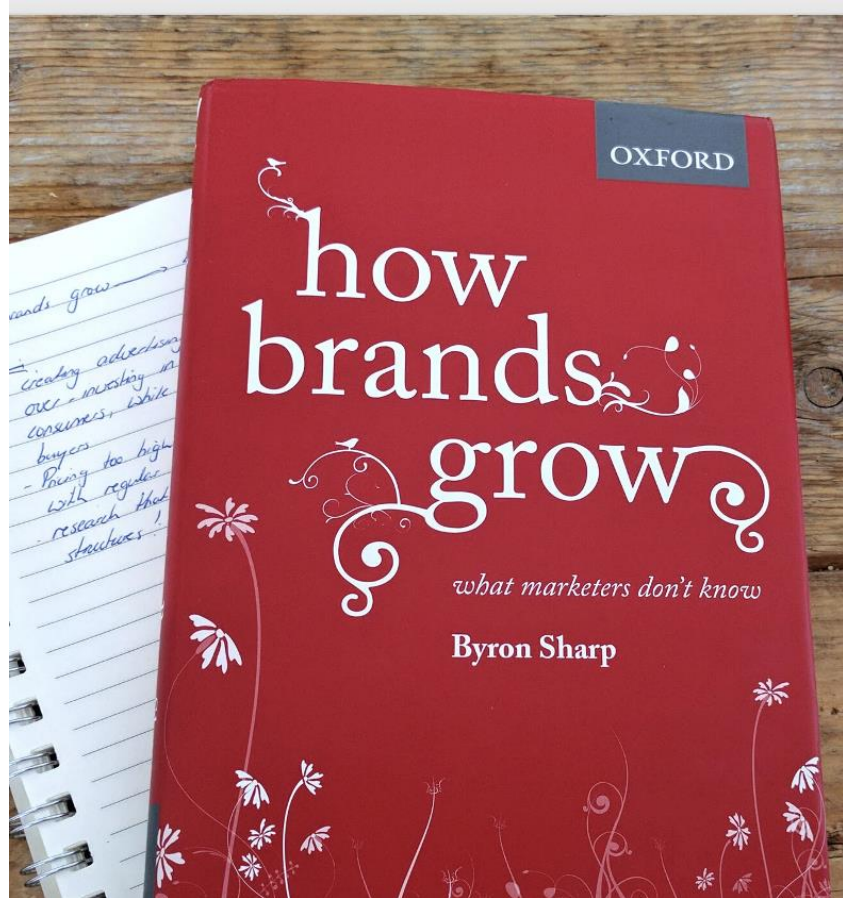
@evolving.ai

**POV: Asking AI how it feels to be AI-generated**

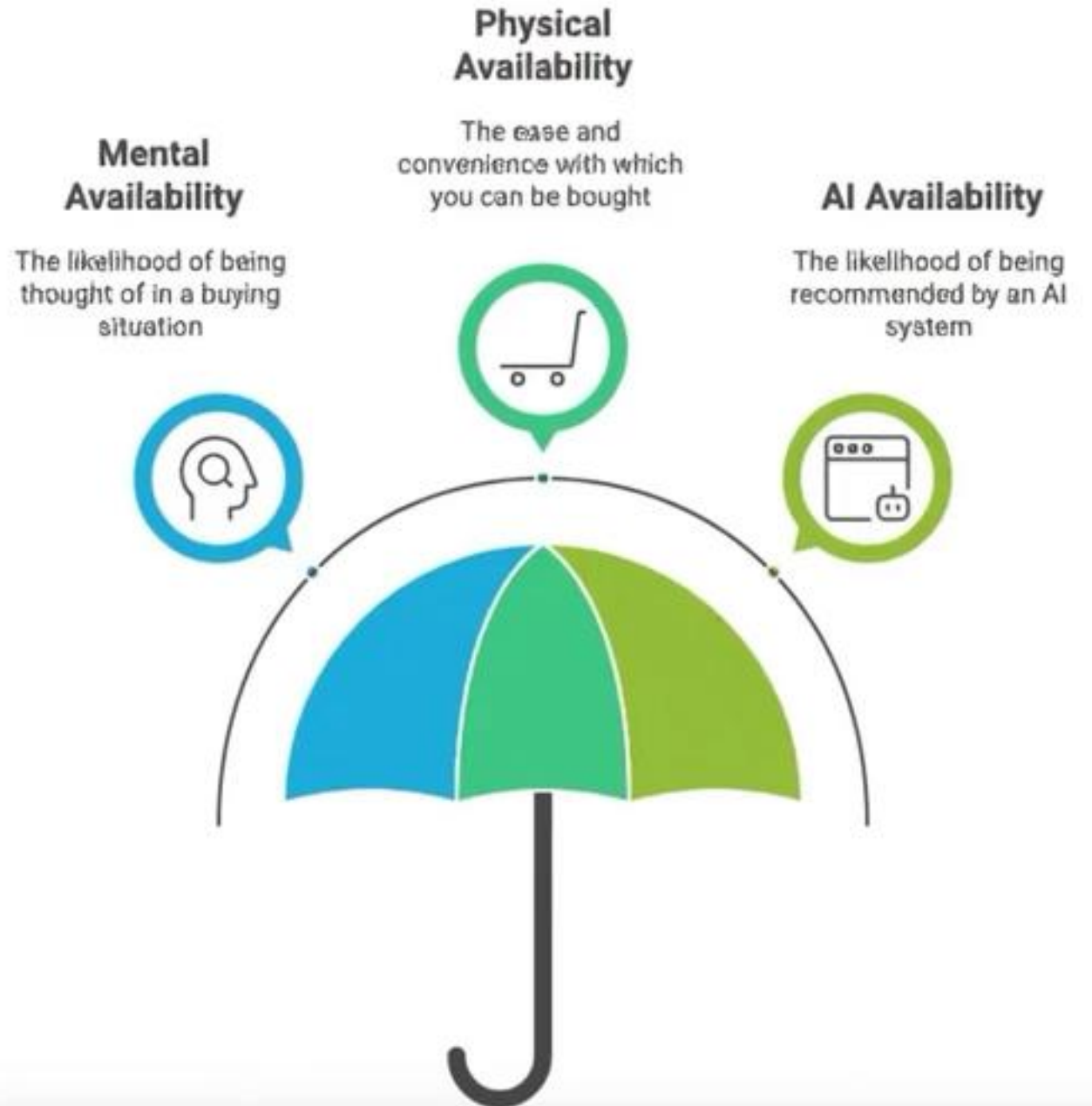



POV: Asking AI how it feels to be AI-generated





## The Three Pillars of Brand Availability



 Ask anything





The multi-billion dollar  
question:

How did AI come to that  
ranking?



**PEEKABOO**

 **SEMIRUSH**

 **Profound**

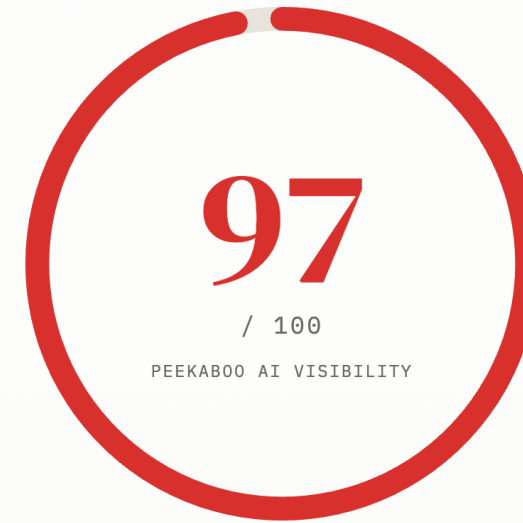


# PEEKABOO

2 brothers – 5 months



# Toyota scores **97**. The next brand scores **51**.



## Minivans

Category	Model
Best overall	<u>Toyota Sienna</u>

## Trucks

Category	Model
Best midsize	<u>Toyota Tacoma</u>

## Cars & SUVs

Category	Model
Best overall	<u>Toyota RAV4</u>

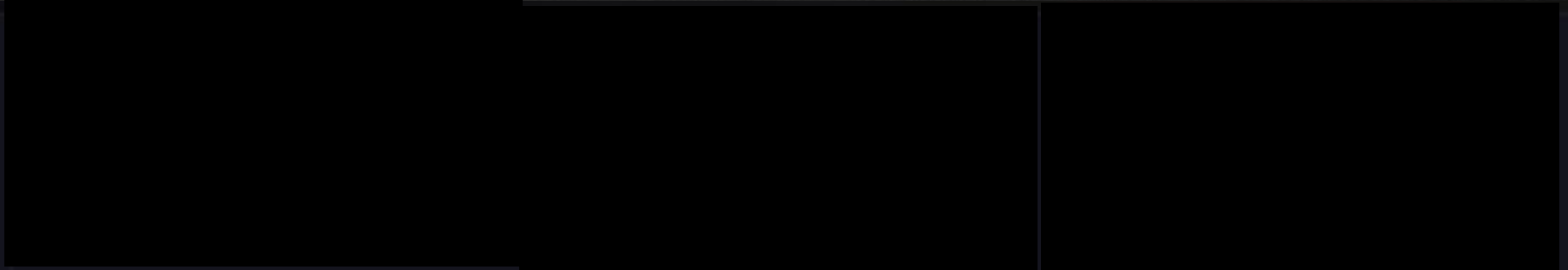


Claude



14.4M

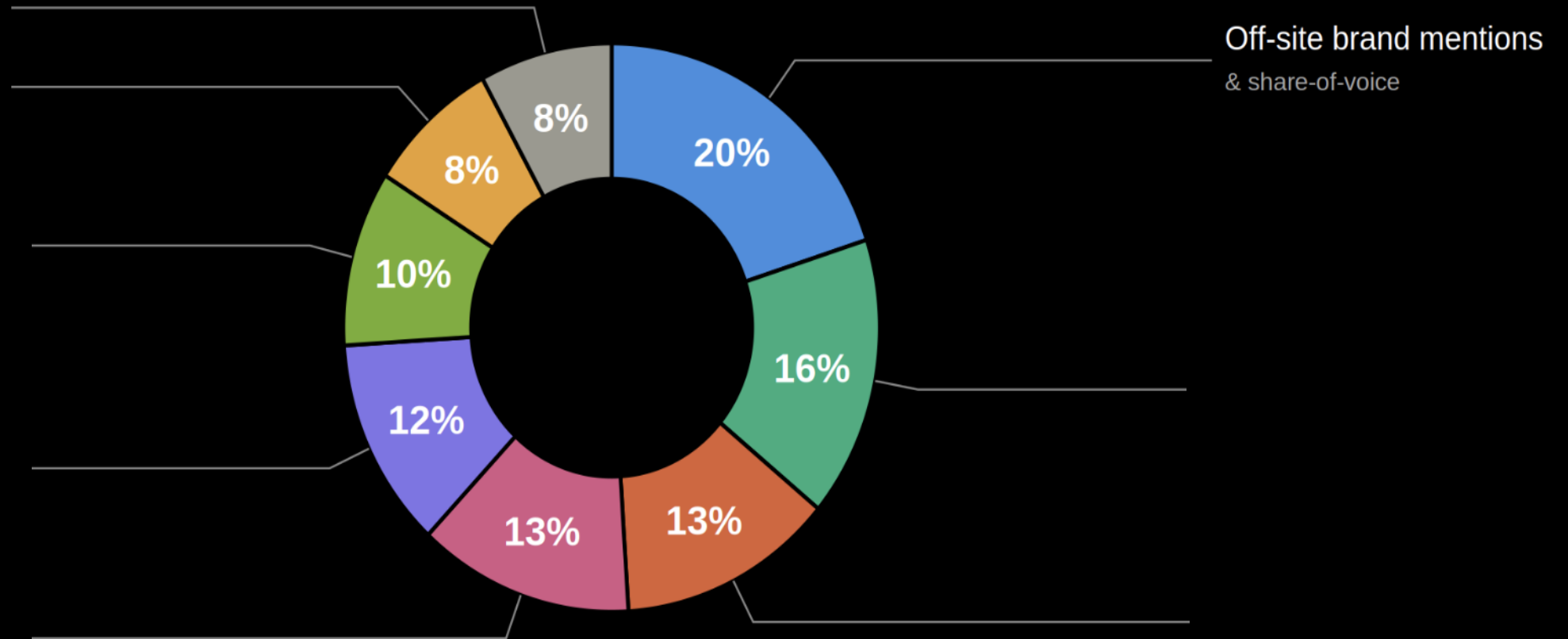
CANADIAN ADULTS USING AI  
FOR CATEGORY DECISIONS  
(ANNUAL, UNIQUE)





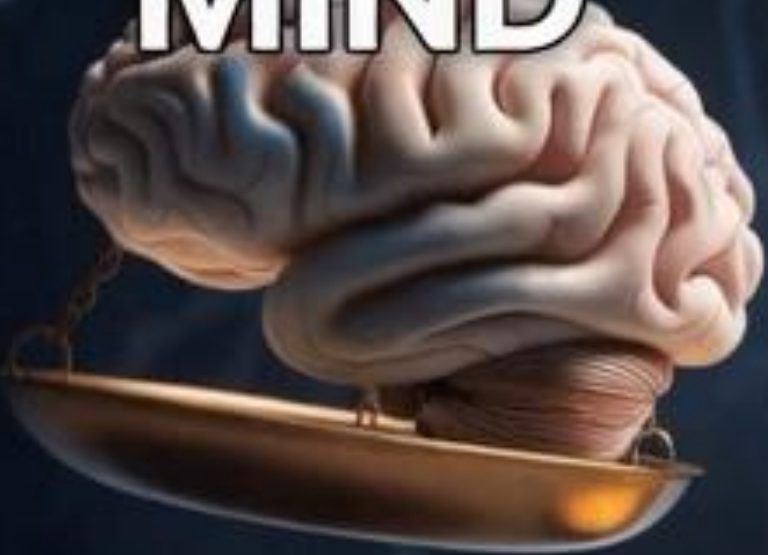
# What drives AI answer visibility

Synthesized from Profound, Peekaboo, Semrush & best-practice consensus



# BOTHISM

TOP OF MIND



TOP OF MODEL



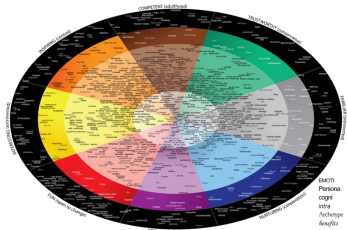
# We ran a survey last week with 498 Canadians to simulate the impact of AI ranking on choice

## Brand Equity Ranking

Shown simulated ranking in ChatGPT or Gemini with brand rank randomized across Mortgages, Credit Cards, accounts for New Canadians and Accounts for Students

Respondents then made their selection

Which reveals impact of AI ranking on choice vs. brand equity



What is the best bank in Canada for my everyday banking? just give me a list

Here's a clean, simple list of the best banks in Canada for everyday banking (mix of big banks + no-fee options):

1. [Royal Bank of Canada \(RBC\)](#)
2. [Toronto-Dominion Bank \(TD\)](#)
3. [Scotiabank](#)
4. [Bank of Montreal \(BMO\)](#)
5. [Canadian Imperial Bank of Commerce \(CIBC\)](#)
6. [Tangerine Bank](#)
7. [Simplii Financial](#)
8. [EQ Bank](#)

These cover the main options Canadians use for daily chequing—big banks for full service, and online banks for low/no fees. [money.ca +1](#)

📄 📌 🗨️ 🔄 🔄 ⋮ 📄 Sources



## The Override Index



71% of the time,  
**Canadians** OVERRODE  
the AI's top  
recommendation

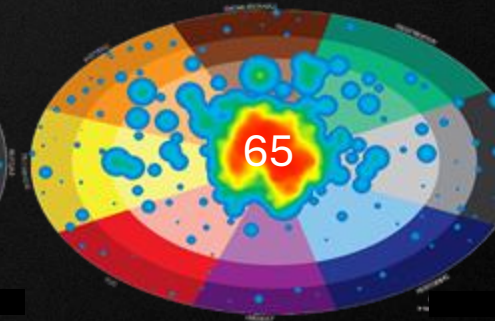
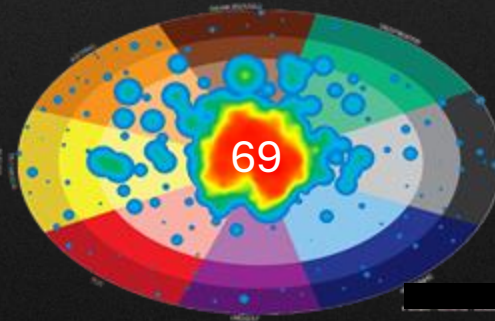
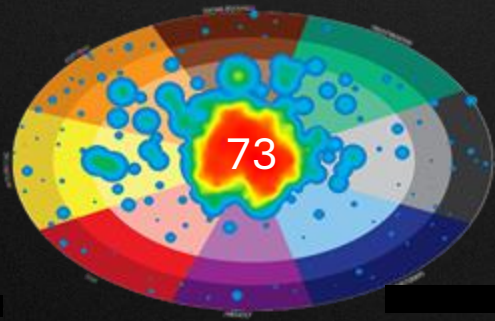


Only 60% of **New Canadians**  
OVERRODE the AI's top  
recommendation

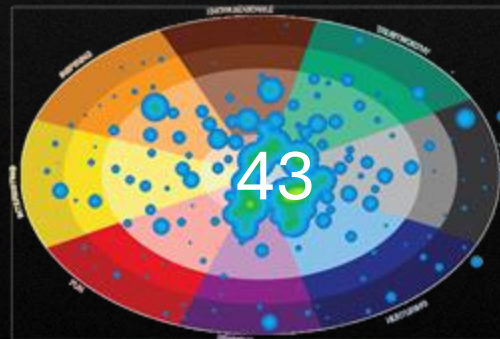


Only 51% of **Students**  
OVERRODE the AI's  
top recommendation

# The big 5 banks have strong **brand** equity



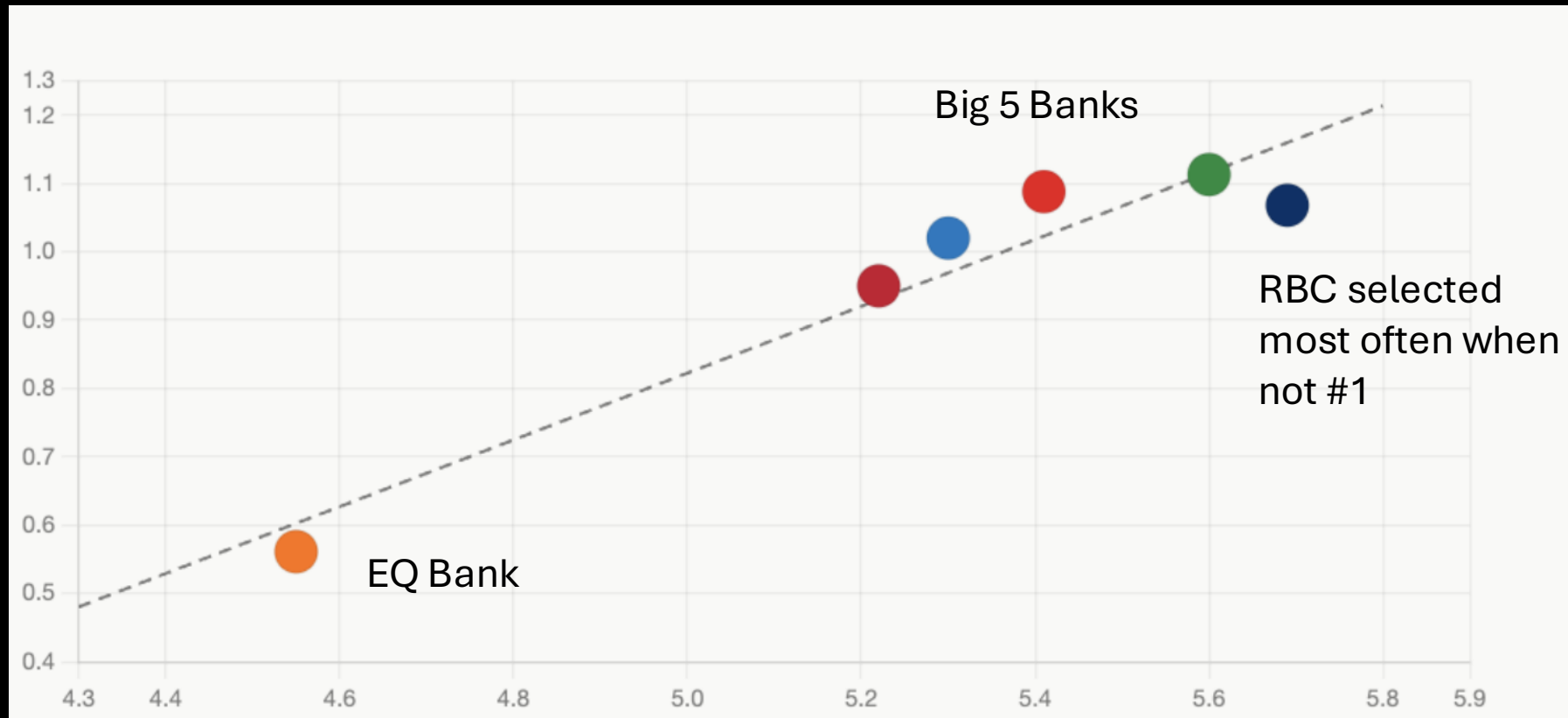
EQ bank does not





We found a .94 correlation with Emotional **Brand** Strength and The Override Index so keep building **brand!**

Override Index



Emotional Brand Strength



Strong **Brands** overpower  
AI recommendations



So how might we best  
build **brand**?

A lot of data out there  
proves TV is best!

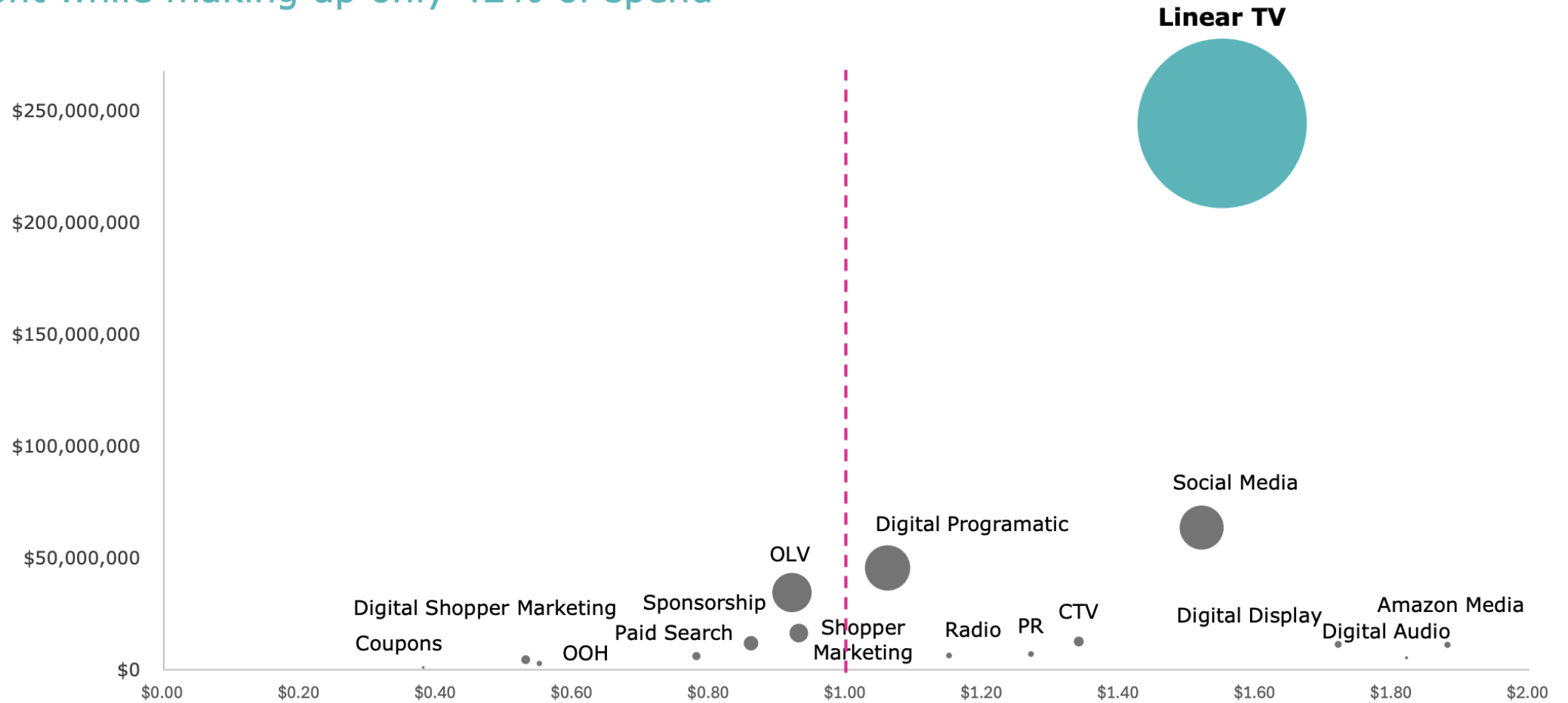
# The Awesome Power of TV Advertising

“60% higher ad recall than mobile”



# TV is the largest profit driver in Canada

TV delivers 50% of measured short-term profit while making up only 42% of spend



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data

# TV wires **brand** memory like no other medium.



**84%**

weekly reach among Canadian adults  
(vs. YouTube 49.8%, Prime 46.5%)

**72%**

of all video time among adults 18+

**3×**

more memorable than digital video  
(Karen Nelson-Field)

**85%+**

of digital ads fail the 2.5-second  
active-attention threshold

FUTURI

# Futuri's Forensic Analysis on Radio and TV Revenue Loss in 2025

“63% of Media Buyers using AI to plan”

20,000 plans generated on LLMs – HoldCo platforms use LLMs

Favours YouTube, Programmatic ----- Badly down weights Linear TV/Radio

# TV massively under recommended by LLMs

TV effectiveness LLM  
training data



Digital media  
effectiveness LLM  
training data



+ | Ask anything





# How can you make sure your media plan is optimal?

Ask your agency how they came to their weight recommendation and if it's biased to digital media based on LLMs

If making your own media plans, use some of the prompts in the TinyHBA to inspire you

Upload your MMM into a **safe AI** to help build your plan – I recommend MIIX Analytics if you don't have a solid MMM

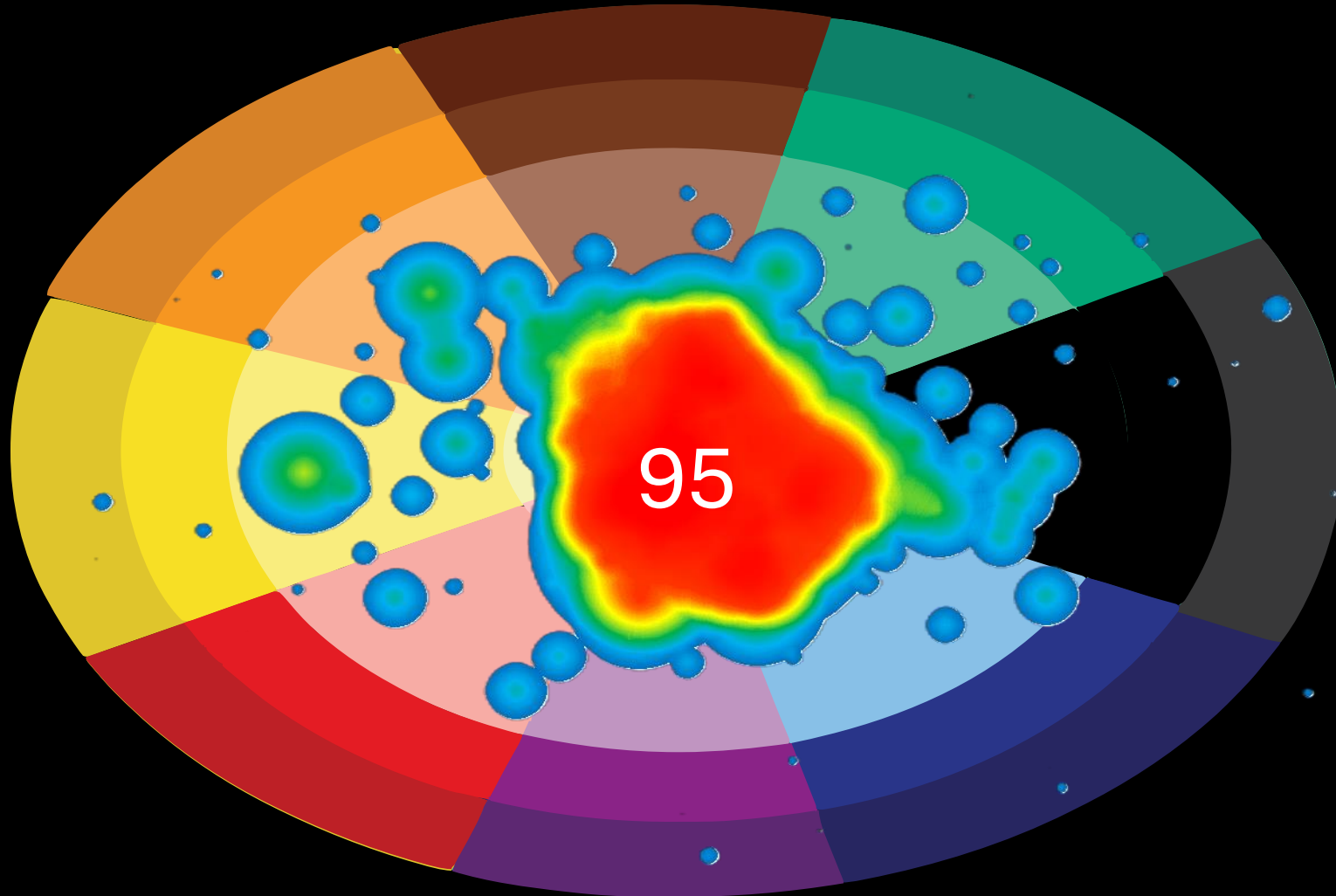


Make your AI safe

46% of white-collar workers use non-authorized AI

Ask your AI how to make information confidential

# What *is* this magical TV event that would rub off on any brand running ads during it?



Over half of Canada tuned in

- Largest audience since 2010

Lots of emotion

23 million viewers (vs. 8.7 for Gold Medal 2026)





# Key take aways

Figure out what emotions you want to make Canadians feel and bring them to life consistently across all touchpoints like a **red thread to build brand**

Bothism: Make sure you are building top of mind (saliency) and top of LLM model

TV is the most effective way to build **brand**

Ensure any AI media planning tools are prompted correctly

