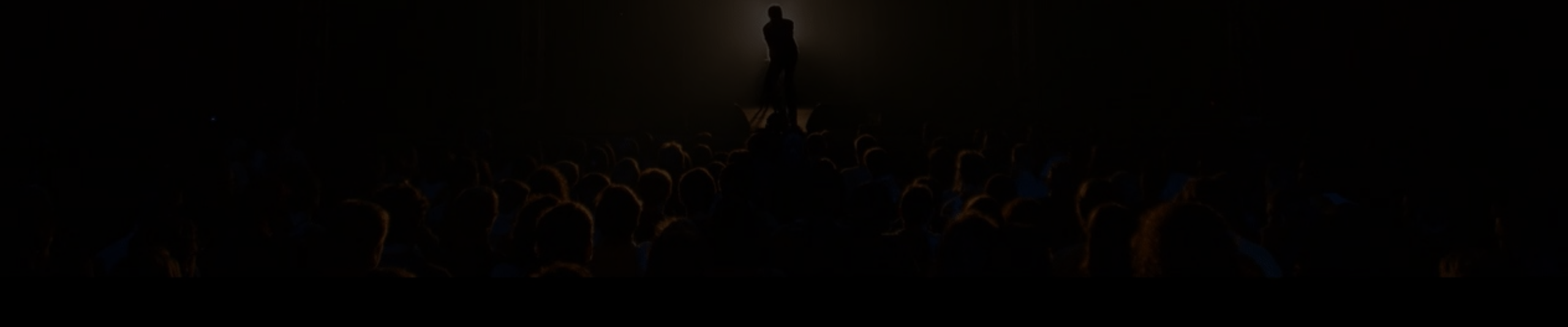
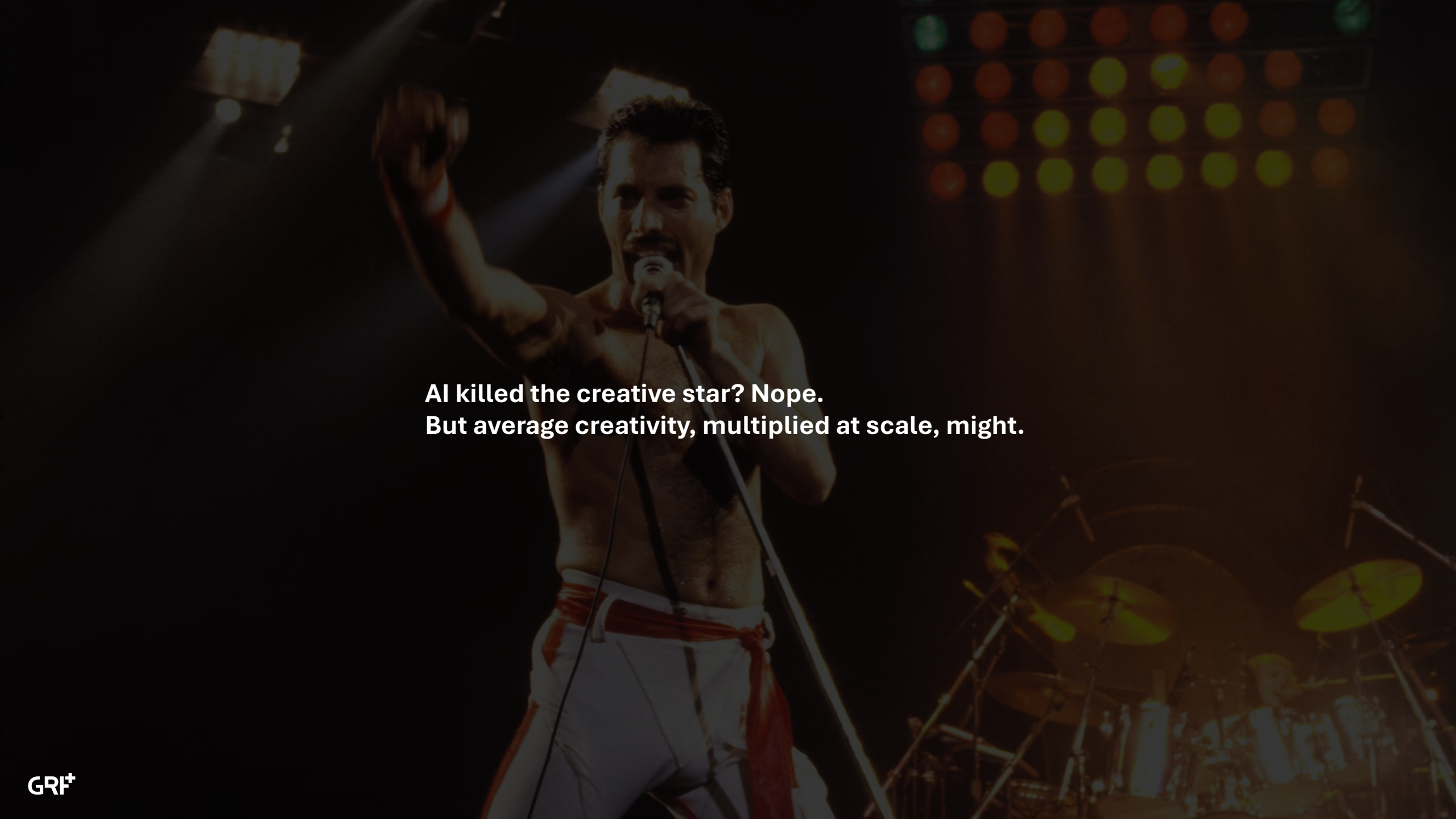


GRF⁺



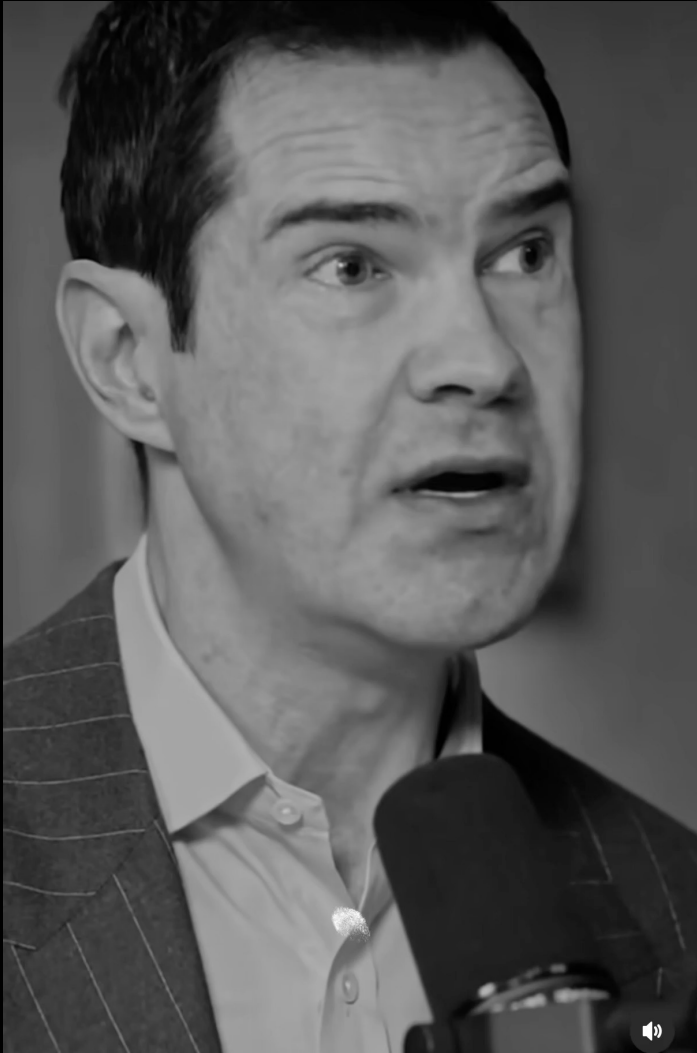
Software Update for Creativity
- Just a thought -





**AI killed the creative star? Nope.
But average creativity, multiplied at scale, might.**

When good inflates, attention to just good deflates.

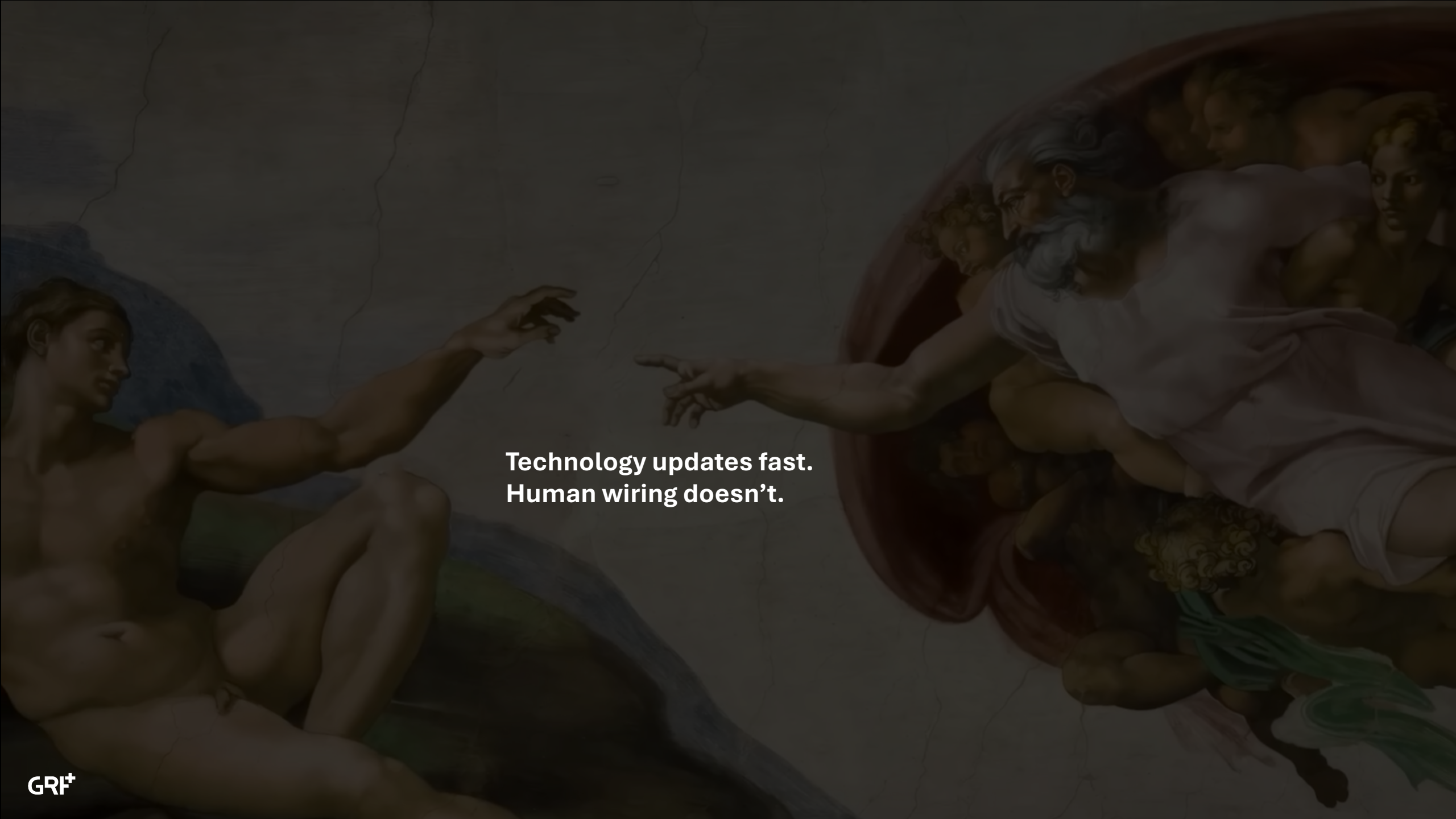


Hot water is a miracle nobody celebrates.

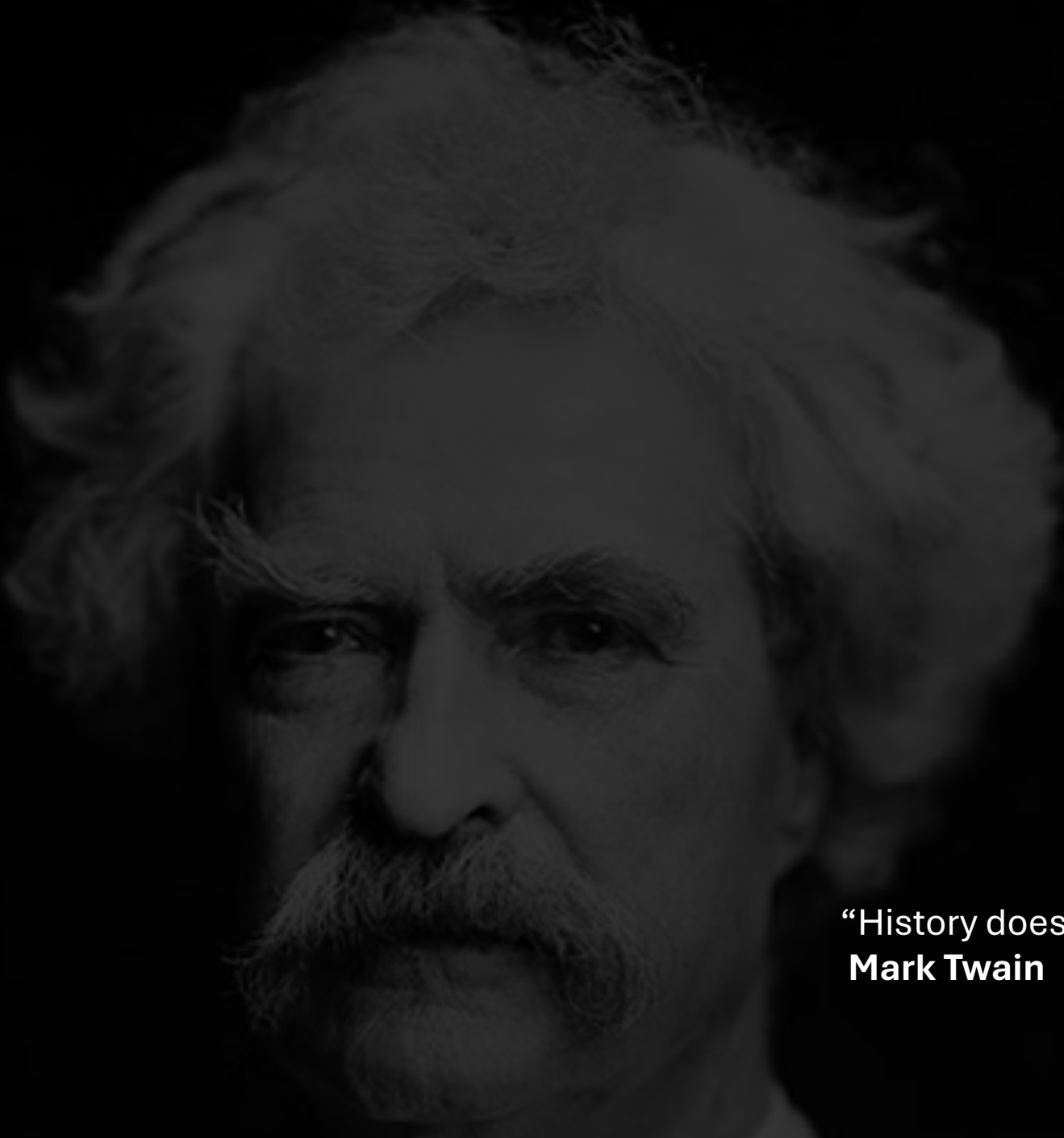
**Statistically right is not the same
as humanly right.**

&

Optimization is not meaning.



**Technology updates fast.
Human wiring doesn't.**



“History doesn't repeat itself, but it does rhyme.”
Mark Twain

Brand Darwinism

How brand advantage evolved from product to values.

medieval
times



SURVIVE

industrial
revolution



CONFORT

informational
revolution



QUALITY

social
revolution



RECOGNITION

AI
revolution



BELIEF

medieval
times



SURVIVE



utility
product



quality
product

industrial
revolution



CONFORT



availability
product

informational
revolution



QUALITY

What does it say about me if I choose it?



identity
brand

social
revolution



RECOGNITION

Who I trust is already choosing this?



validation
brand

AI
revolution



BELIEF

What do you dare to stand for?



conviction
brand

medieval
times ●



industrial
revolution ●



informational
revolution ●



social
revolution ●



AI
revolution ●



SURVIVE

CONFORT

QUALITY

RECOGNITION

BELIEF



conviction
brand

identity
brand ●



availability
product ●

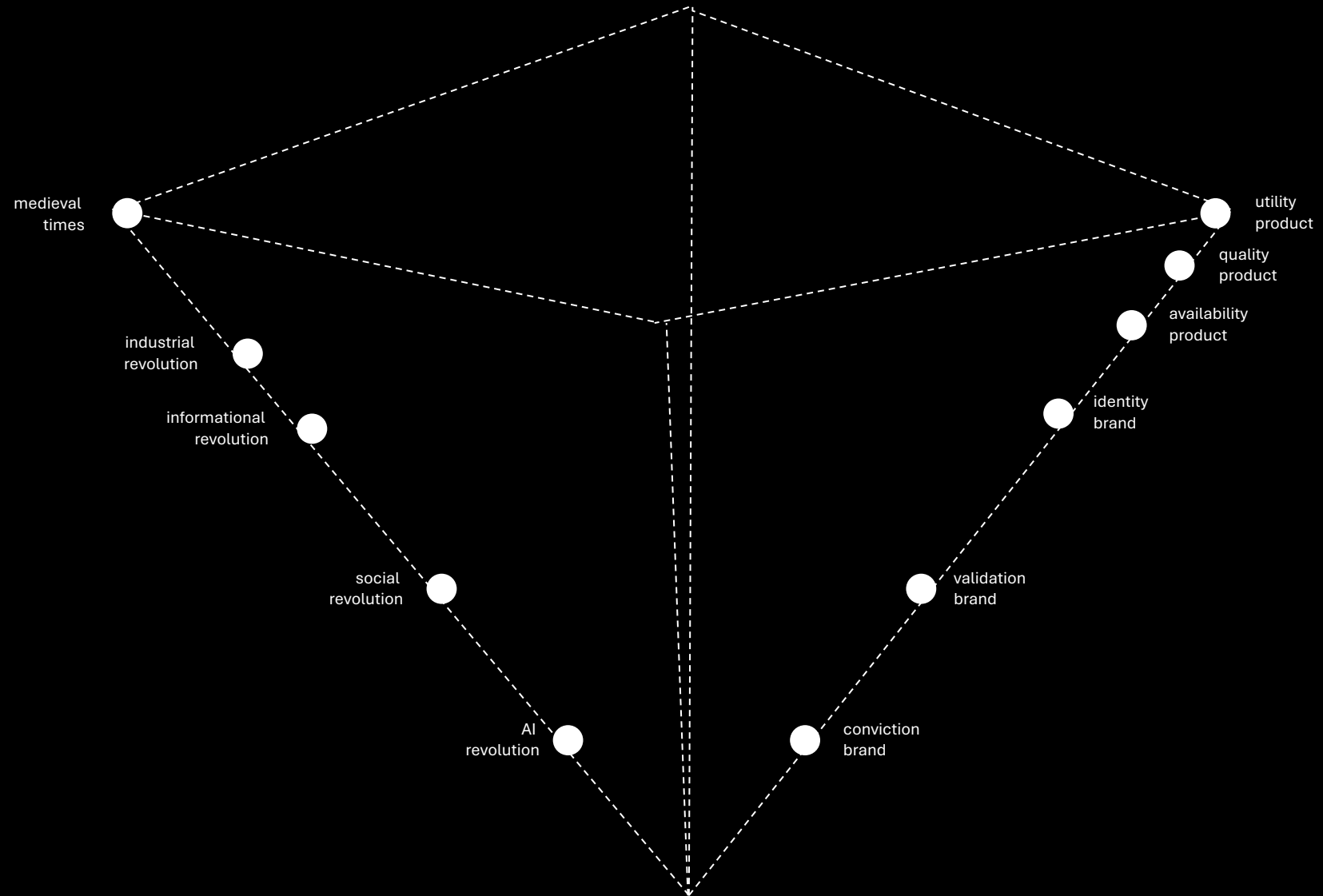


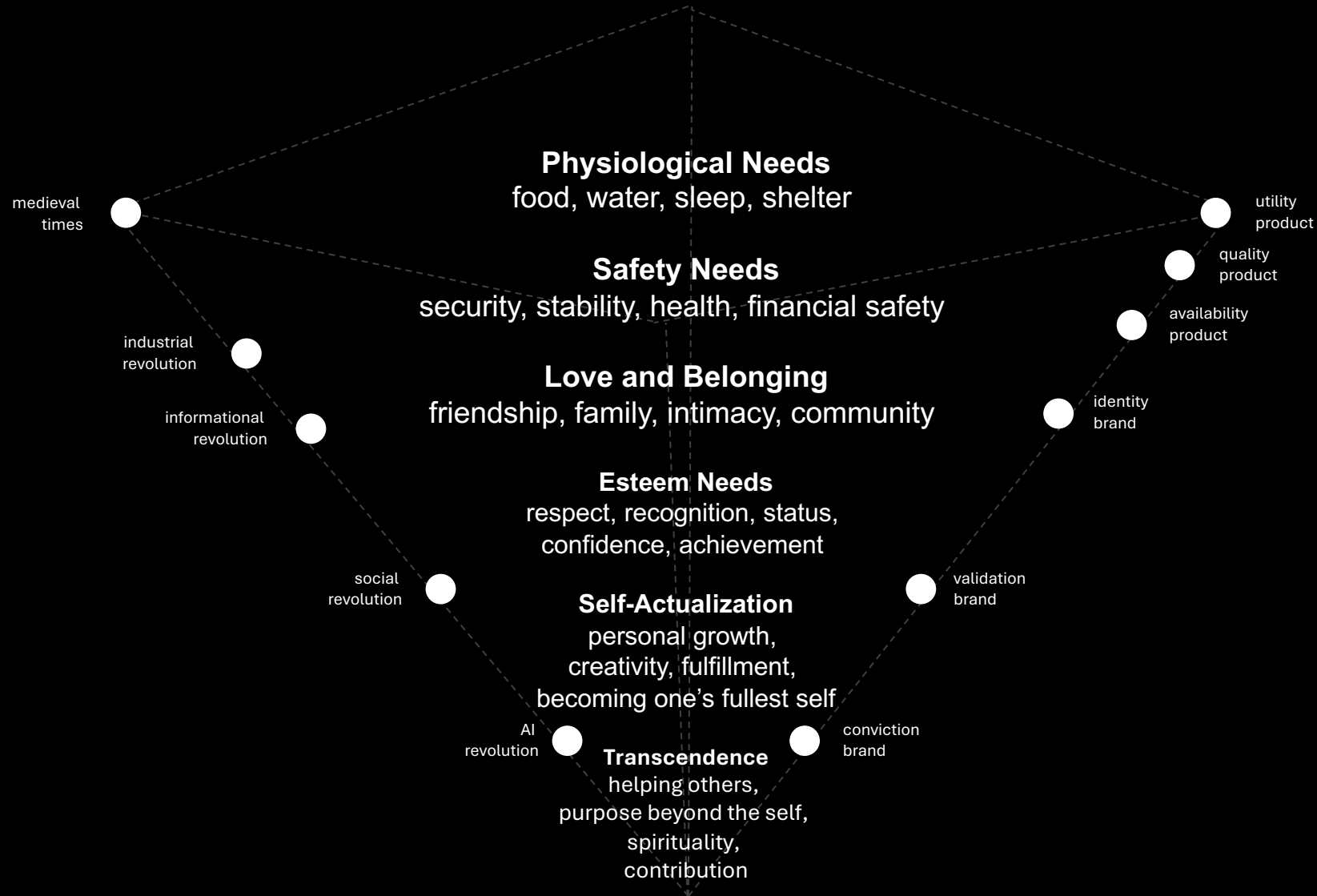
quality
product ●



utility
product ●








NO WAY!!!

PRODUCT ATRIBUTES WILL ALWAYS BE THE MOST IMPORTANT!



We just spent around £5,500
on both bags and check

WAY!!!

A dark, atmospheric scene with a car's headlights illuminating a road in the distance. The car is positioned in the center of the frame, and its headlights create a bright, circular glow on the road ahead. The background is mostly black, with some faint, blurry lights suggesting a night setting. The overall mood is mysterious and contemplative.

**In the AI era, craft becomes common.
Conviction becomes rare.**

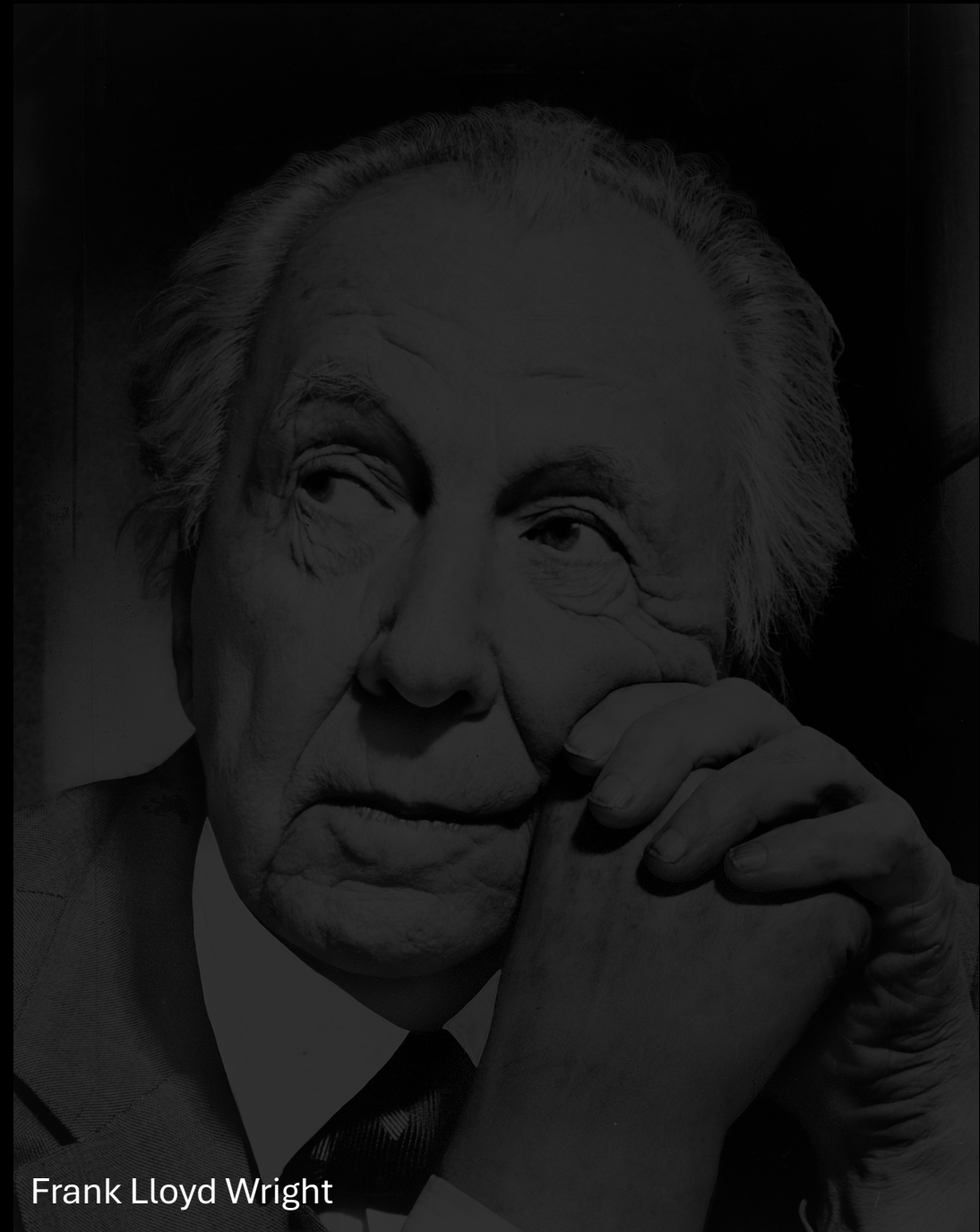
A person is walking away from the camera down a long, narrow hallway. The walls are covered in a complex, abstract pattern of blue and white lines and shapes, resembling a dense network or a stylized forest. The floor is dark and reflective, showing the person's silhouette. The lighting is dim, creating a moody atmosphere.

From Campaign Planning to Narrative Engineering.


The future is not more content.
It is more intelligent behavior.

Surprise without relevance is noise.
Relevance without surprise is furniture.

Organic architecture seeks superior sense of use and a finer sense of comfort, expressed in organic simplicity.



Frank Lloyd Wright

A dark, moody photograph of a person in a suit holding a glass of whiskey. The person's hand is visible, holding the glass which is partially filled with a golden liquid. The background is blurred, showing the person's torso and the texture of the suit jacket. The overall tone is professional and sophisticated.

**Don't ask if your brand can create more.
Ask if it can still matter when everyone can.**



The future customer may be non-human.
Its judgment won't be.



And please don't think that
if you have the data and AI,
wisdom, strategy and creativity are useless.

The takeout:

I think the shift will be

from Attention to Attachment

According to a 2025 Harvard Business Review analysis, "therapy and companionship" became the number one use case for generative AI, including ChatGPT, between 2024 and 2025



Surprise without relevance is noise.
Relevance without surprise is furniture.

ANDREI DRAGU

CHIEF INTEGRATION OFFICER @ **GRF+**

