

What is Trusted Advertising in the State of Agentic AI?

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Agency

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- 1) A business that makes ads, buys media and targets consumers so marketers can reach them
- 2) The capacity of individuals to have power and resources to fulfill their potential

Project D-Map

- ARF
- MIT Media Lab
- Microsoft, HP, P&G, CBS, big agencies
- Future scenario: consumer “filters”

Information

Symmetry

Consumer Reports

AutoByTel

Realtor.com

Google (organic)

Microsoft Price Predictor

LLMs

Consumer Agents

Asymmetry

Google (paid)

Behavioral targeting

Identity spines, clean rooms

Transunion, Experian, Equifax

Acxiom, Epsilon, Flywheel

Surveillance Capitalism

LLM attribution / SOM

Consumer agency won't survive unless editorial instincts are built into AI

Humanity won't survive unless maternal instincts are built into AI.



Agent / c

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- Instead of businesses using agents to target people, what if people used agents to target themselves?
- Agents trained to empower personal consumer agency by intermediating with agents/brands

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