

# Aida Pioneer

11 лет лидируем в рейтингах  
креативности и эффективности

**ai hater?**

A man with grey hair and glasses, wearing a dark jacket and trousers, sits in a wooden armchair on the left. He is looking towards a large polar bear lying on its back on a dark sofa on the right. The bear has its front paws raised towards its face. The room is a modern office with wood-paneled walls, a desk with a computer monitor, and a large window with vertical blinds showing a city skyline. The text "welcome to the therapy" is overlaid in the center in a white, lowercase, sans-serif font.

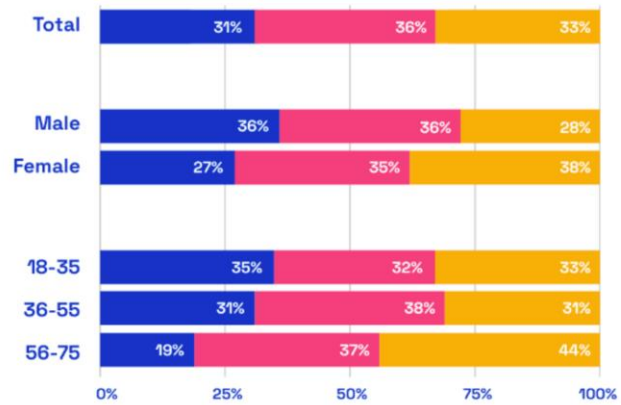
**welcome  
to the therapy**



**deep  
research**

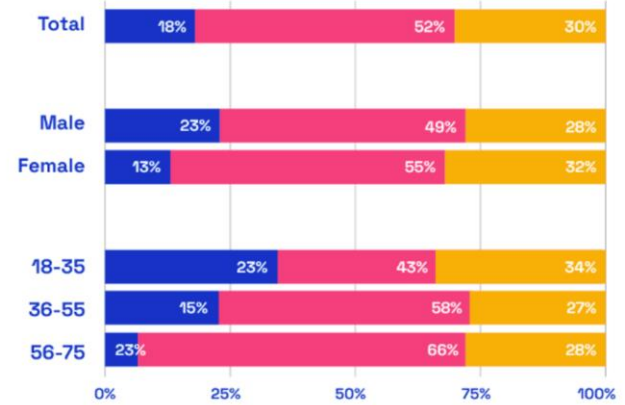
### How do you feel about brands using AI to create advertising?

I like AI in advertising   Neutral   I dislike AI in advertising



### Does knowing an ad was made using AI affect your perception of the brand?

I like the brand more   It doesn't change anything   I like the brand less





аі легко распознаётся  
и может создавать  
**негативное** гало

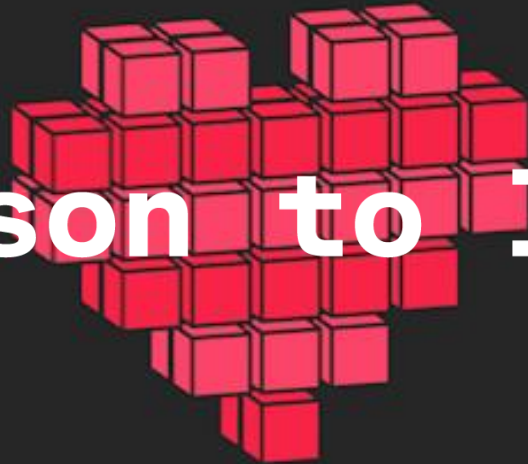


**ai-реклама вызывает  
слабую активацию памяти**



чтобы быть **эффективной**,  
ai-реклама должна быть  
**высокого** качества

**reason to love**





*Seth & Riley's*

**GARAGE**







**CANCELLED**



Seth & Riley's  
**GARAGE**



*Seth & Riley's*

**GARAGE**



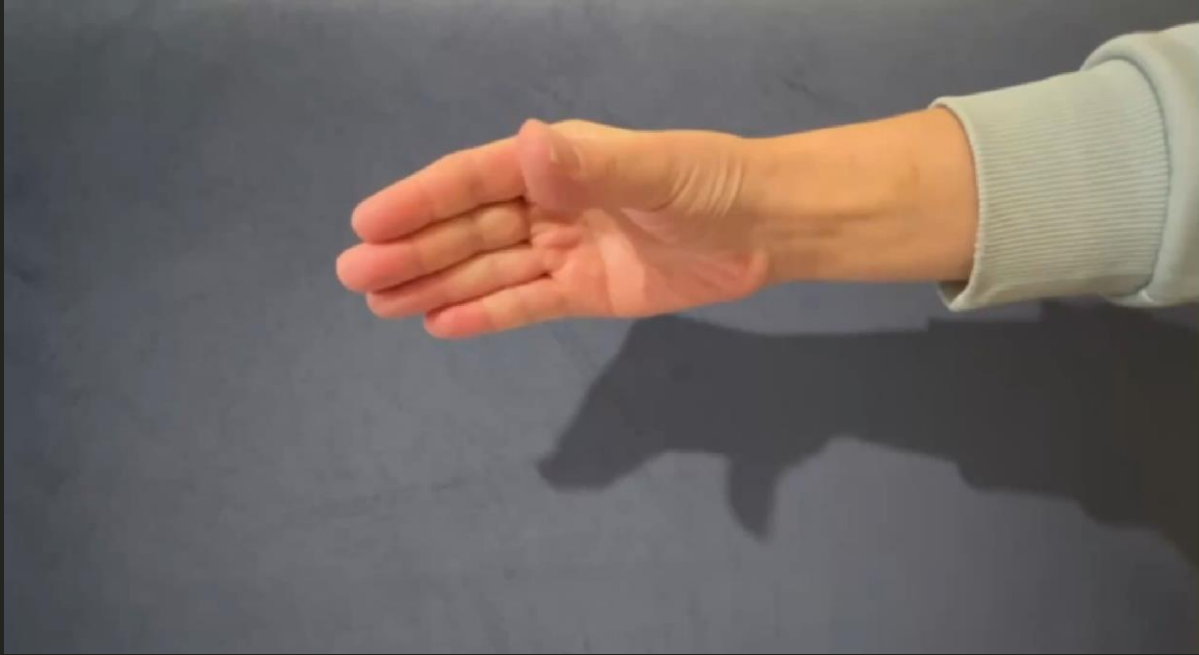


*Seth & Riley's*

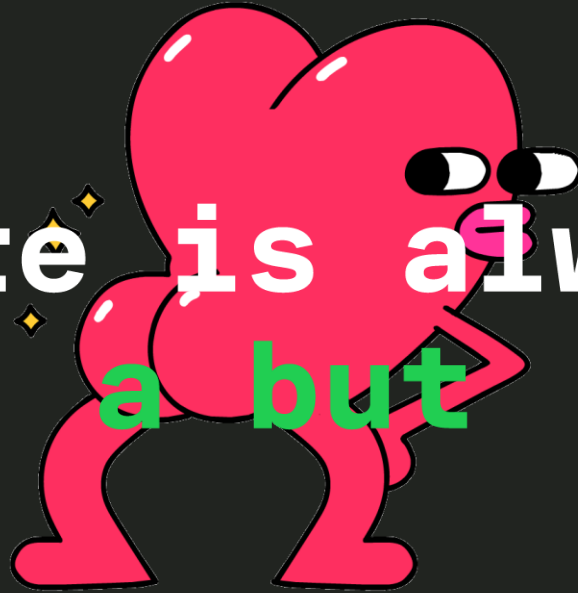
**GARAGE**

**APPROVED**





there is always  
a but



my **BIGGEST**  
dream is





**Low cost**

**production**

A

25FPS

180°

ISO800

5600K



A001\_A025



CFX 0:48

T/E  
SYNC

GEN  
TC

DC-IN N/A  
BAT 38%

8K 16:9  
R3D MQ



09:57:09:10







**trend or foe?**

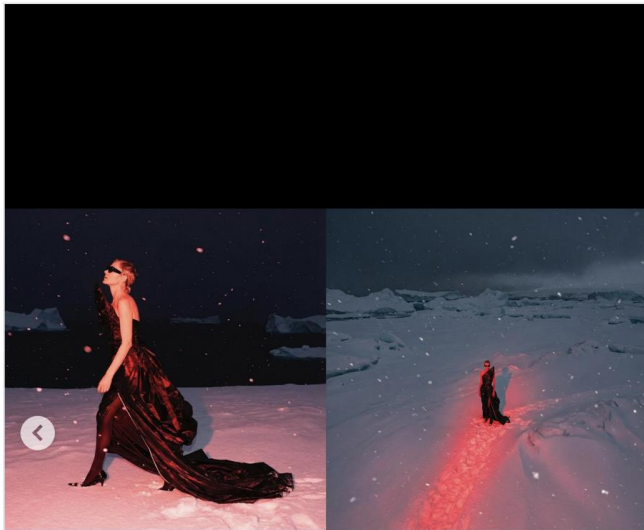


Поплакали, покакали  
и возвращаемся к  
своей прайм эре





**humanity rules**



ии должен удивлять,  
а не притворяться человеком.

в этом его сила. пока всё



Соц сети начали заполнять ии-персонажи и они такие, что я уже реально не отличаю настоящий человек или нет. Снегурочка отдыхает. Извините, я правда считаю, что это ужасно, смотрю ролик, проникаюсь, а это ненастоящий человек блять. Что будет дальше страшно подумать 😬 причем, я тот человек, который обожает всякие технологии и все новое. Но не это.



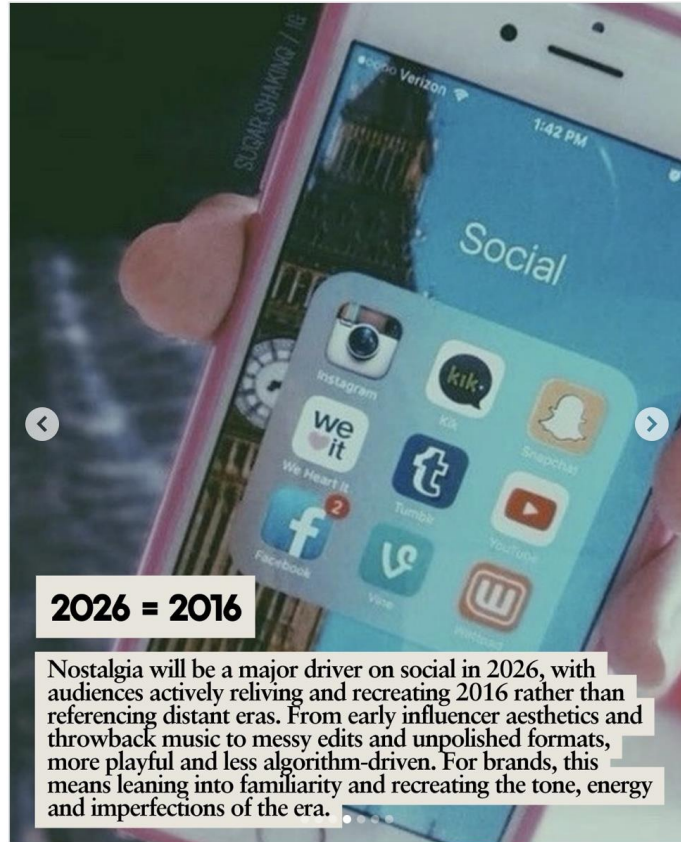
Можете закидать меня камнями  
интересно 😊 начала свой 3





## Goodbye AI

The AI boom on social media has been undeniable, but in 2026, audiences will start to push back, favouring real, human-led content over polished but soulless AI outputs. Engagement metrics already suggest that people respond better to authenticity and personality, which algorithms alone can't replicate. We'll see AI used as a support tool in 2026, rather than the creator of projects.



## 2026 = 2016

Nostalgia will be a major driver on social in 2026, with audiences actively reliving and recreating 2016 rather than referencing distant eras. From early influencer aesthetics and throwback music to messy edits and unpolished formats, more playful and less algorithm-driven. For brands, this means leaning into familiarity and recreating the tone, energy and imperfections of the era.



**digital brand**  
**≠**  
**ai production**

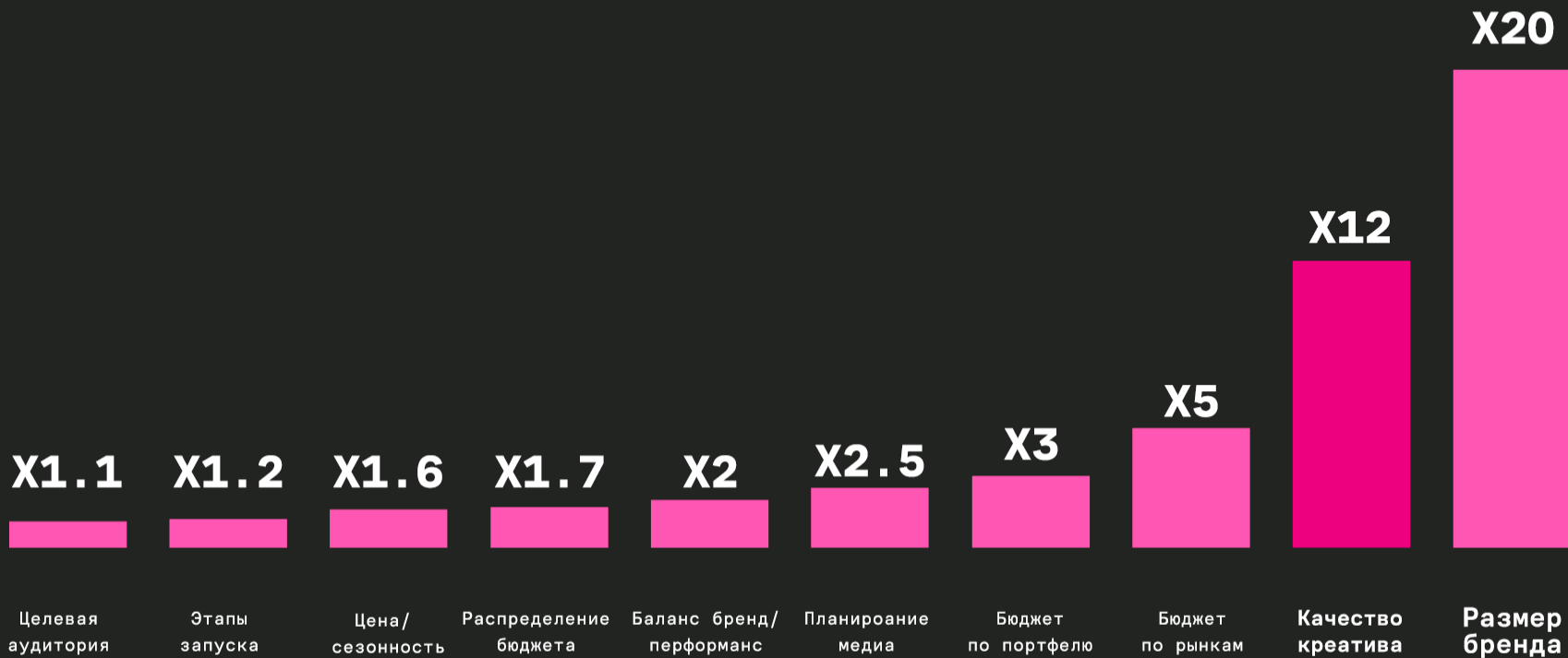




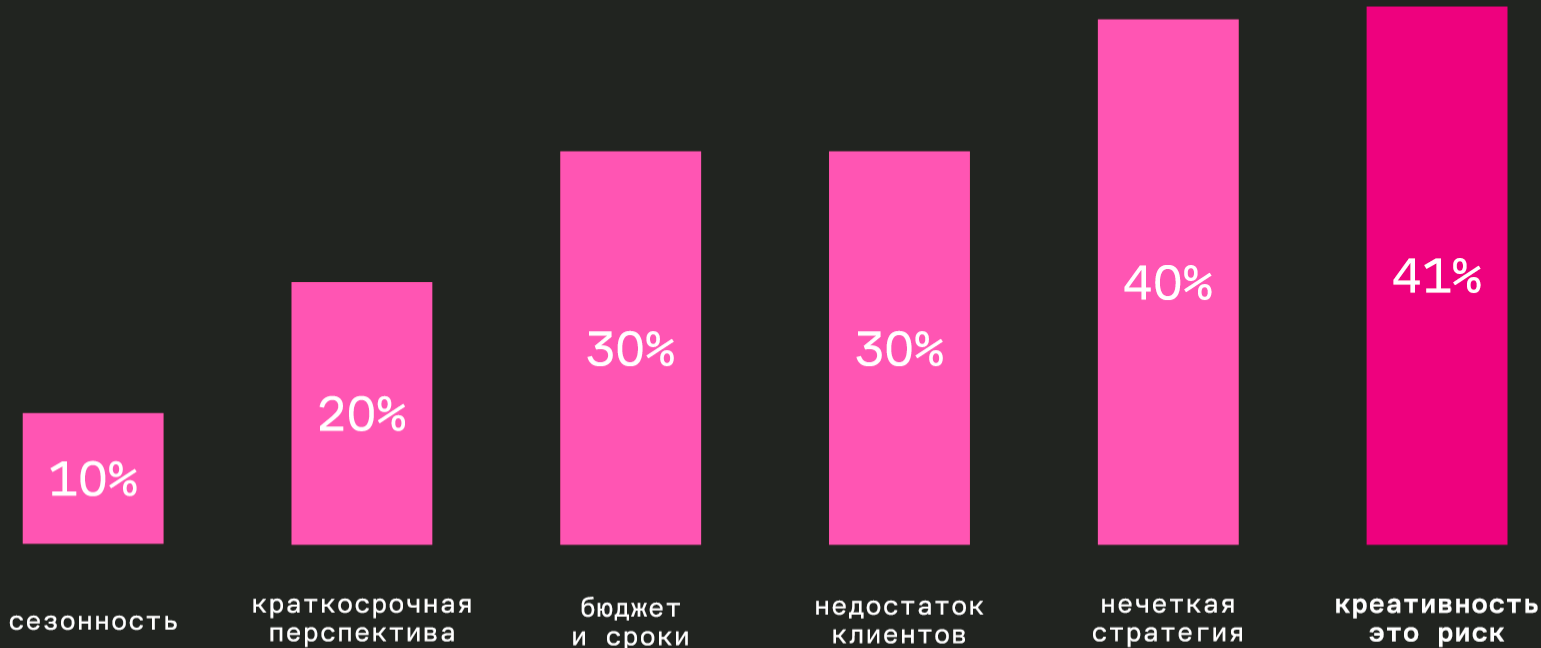
**festivals?**

**who cares!**

# факторы, **увеличивающие** прибыль



# заявленные барьеры эффективности





**idea first!**



doesn't matter







**cheap & clever**

You must be human.

 **WORLD**COIN

5 years in Berlin  
and your German  
is still at "Genau"  
level.

You must be human.

Digital detox.  
Sugar detox.  
Tequila detox.  
Relationship detox.  
Detox detox.

You must be human.

To prove it online,  
verify your World ID.



You must be human.  
You must be human.  
You must be human.  
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You must be human.



10-20h  
Die und Einbahn  
von Montag  
bis Freitag



You don't talk  
to your ex.  
But still use their  
streaming  
account.

 WORLD COIN

You must be  
human.

To prove it online,  
verify your World ID.



STROER

Monatsanfang:  
Austern mit Schampus.  
Monatsende:  
Pasta mit Ketchup.

You must be  
human.

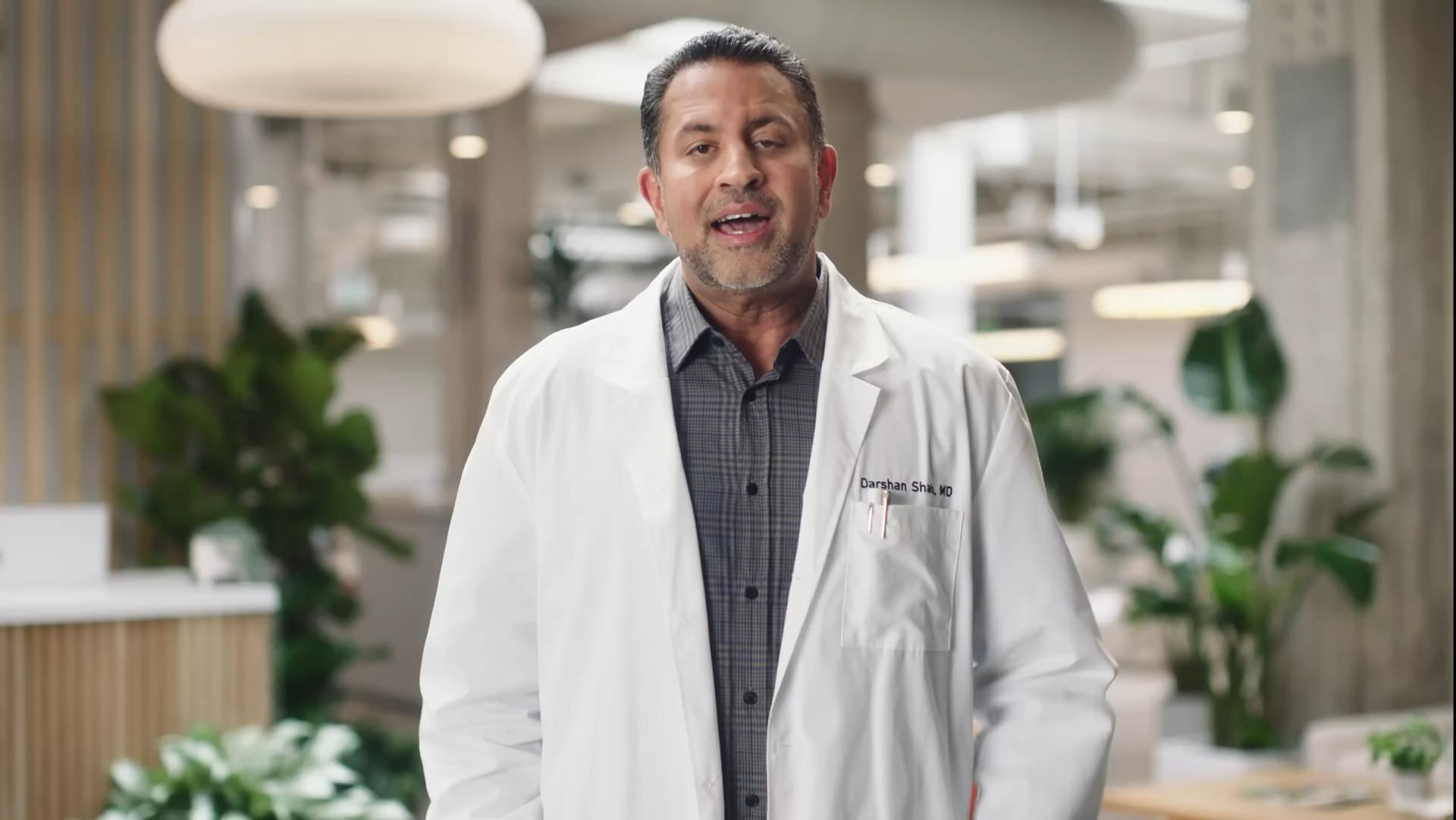
 WORLD COIN

To prove it  
you





е.І.ф. представляет



Darshan Shah, MD

**ai or not ai?**



THIS MATERIAL RELATES TO THE PROMOTION OF ALCOHOL AND SHOULD NOT BE VIEWED BY ANYONE BELOW THE LEGAL AGE OF ALCOHOL PURCHASE IN THE COUNTRY OF VIEWING.

**it`s not!**



**use it like  
ai boss**



A man with a beard and mustache is walking towards the camera in a modern office hallway. He is wearing a dark blue jacket over a tan patterned shirt and light-colored trousers. He has a brown messenger bag slung over his shoulder. The hallway is lined with glass-walled offices. In the background, there are desks, office chairs, and plants. The lighting is bright and even. The overall atmosphere is professional and clean.

**Honestly, it's pretty**

good  Luck!