

TAGOS & TRENDS

FUTURES 2030

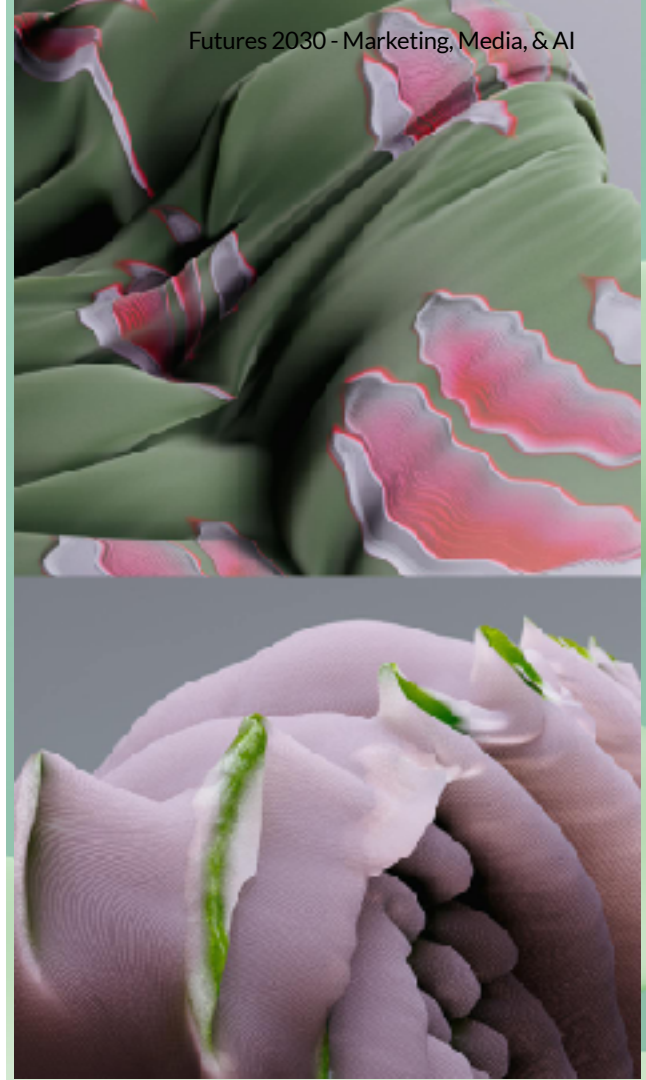
Marketing, Media, AI

TACOS & TRENDS

Where Culture, Conversation, and Insights Collide

Welcome to Tacos & Trends, a resource for bite-sized trend insights, vibrant conversations, and brand discovery. Powered by MADE Trends, it's a hub for discovering the trends shaping industries and connecting with the community driving them forward.

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CULTURE-LED CREATION

Designed for what's next

From design to brand voice to forecasting, creative processes are becoming dynamic, responsive, and intelligent. What used to be one-off reports or static campaigns is now a continuous, real-time system shaped by consumers, creators, and competitors in real time. At **MADE Trends** and **Tacos & Trends**, we track these signals as they happen, building a living ecosystem of insights that drives strategy, sparks creativity, and keeps brands ahead of what's next.



**KEEPING THE FUNDAMENTALS IN VIEW HELPS US
STAY GROUNDED. AS THE WORLD CHANGES, WE
CAN ADJUST OUR APPROACH WHILE STAYING
TRUE TO OUR VISION.**

OUR FRAMEWORK FOR THE FUTURE

Creative Industries Today & Tomorrow

1

Seismic Shifts

Influencer & Creator Update

2

The New Gatekeepers

New Marketing Playbook

3

Racing The Algorithm

Algorithmic Aesthetics

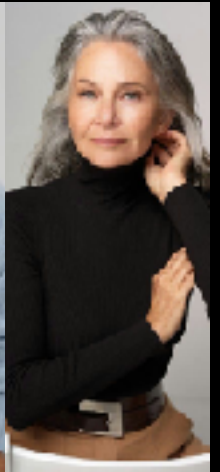
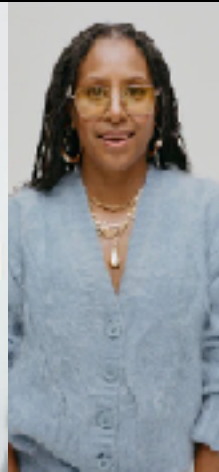
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Synthetic Selves

1. SEISMIC SHIFTS

A woman in a white lab coat is shown in profile, looking upwards and to the right. Her body is partially obscured by a digital glitch effect, with horizontal lines and semi-transparent, overlapping layers of her form extending to the left. The background is a plain, light grey color.

GENERATIONAL CONTINUUM



Gen Beta

0-5 months
2025-2039

Gen Alpha

1-15
2013-2024

Gen-Z

16-28
1997-2012

Millennials

29-44
1981-1996

Gen-X

45-60
1965-1980

Boomers

61-80
1964-1946

MULTI GENERATIONAL BRANDS

The Boomerang Effect



BEAUTY
**Bubble Was Built on Gen Z.
 Now, It Must Grow Up.**

The colourful, affordable skincare line wants to attract older customers as it reaches the next stage of expansion. Like the power Skincare: Thema, there may be growing pains along the way.



While brands and retailers continue to target specific generational cohorts, the reality is a generational continuum, where one group overlaps with the next, and the boundaries between them blur.

GLUEC:

Yara Shahidi's mother, Kali, Corinne Bailey-Rae's daughter, and her son, Allen, and Kim Cattrall and her daughter Coco star in the new campaign by photographer Tina Ferray.

Adidas



Shein's Mother's Day Style Swap





@fluellenfam

IT'S NOT ABOUT YOUR AGE

Purchasing decisions are no longer top-down

Gen Alpha and Gen Z shape what products, experiences, and cultural touchpoints their Millennial and Gen X parents embrace. Influence now moves in loops, with generations discovering and remixing through one another.



@cali.aka.sarah



@jessicaenslow



@excusemygrandma

THE ALGORITHM VISUAL LANGUAGE

Is marketing leading consumers, or are consumers leading the algorithm?

In an era where discovery happens by scroll, not search, influence moves in both directions. The result is a feedback loop where algorithms feed taste, consumers curate culture, and brands race to keep up.



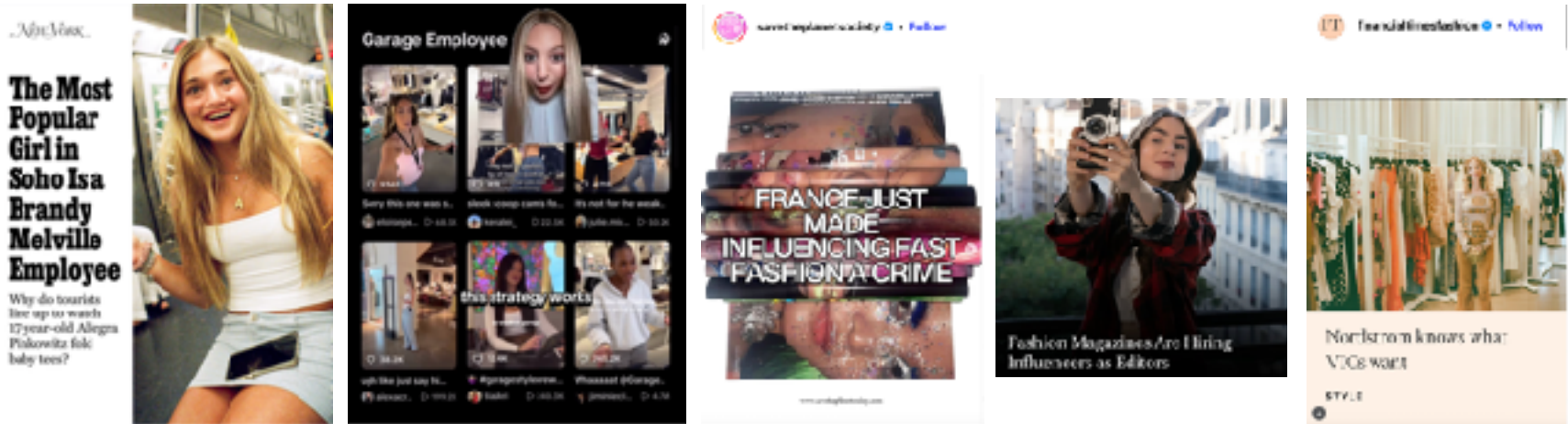
2. THE NEW GATEKEEPERS



THE NEW GATEKEEPERS

Audiences look for trusted filters over mass followings. Editorial curation, niche knowledge, and even store staff are shaping what's seen, and what's sold.

Social Media: Content Creators → Influencers → Tastemakers → Editors → IRL Influencer Events → IRL . .



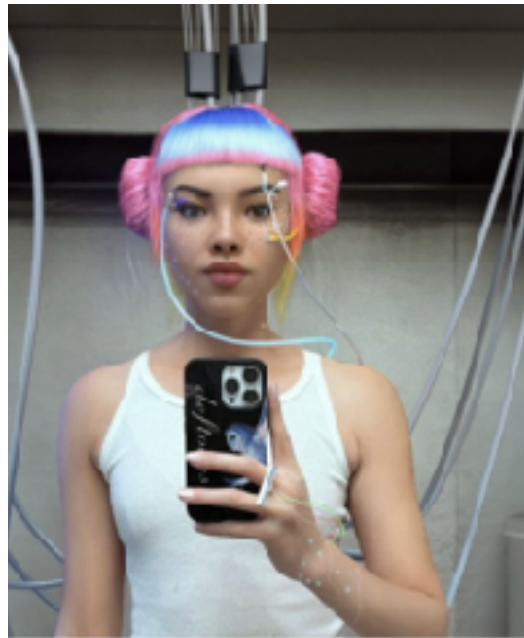
THE STATE OF SOCIAL MEDIA

Being an influencer isn't enough.

Audiences no longer trust influencers as authentic voices, they see them as ad channels.

The next era belongs to "**Tastemakers**", creators who shape culture through curation, taste, and real-world presence. Guiding communities through style, values, and meaning rather than algorithms. AI is changing the game: creators now compete with machines as much as with peers. What AI can't replicate is *discernment*, the **human ability to connect emotion, culture, and context**.

Platforms like **Substack** and the rise of micro-communities reflect a craving for nuance, intimacy, and longform thinking.





DEAD INTERNET

When Online Culture Feels More Machine Than Human

The belief that the vast majority of internet traffic, posts and users will be replaced by bots and AI-generated content, and that people will no longer shape the direction of the internet.

As a cultural metaphor, it reflects our growing sense that **digital spaces are overrun by automation, curated feeds, and manufactured trends**, making it harder to tell what's real, what's viral, and what actually matters. It's more about questioning authenticity in a hypermediated online world.

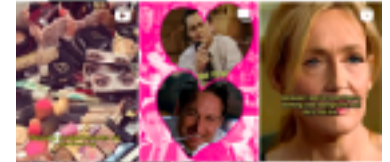


THE ROMANCE OF THE PRE-AI INTERNET

Retrofuturism evolves from aesthetic nostalgia into emotional refuge.

As AI-generated content saturates every feed, users long for the “*Before Times*”, when the internet felt weird, human, and slow. This isn’t simple nostalgia for the 2000s; it’s a **cultural rebellion against synthetic perfection**.

People miss imperfection: blurry photos, unoptimized websites, handmade zines, and chaotic comment sections.



HUMAN-MADE

NO AI WAS USED IN PRODUCTION



DIGITAL VS ANALOG

As digital spaces become automated and oversaturated with infinite creation, the real world becomes the rarest medium

In an age of automation, physical experiences, in-person events, and tangible connection gain new cultural value. The future isn't just built online, it's felt offline. As the digital world scales infinitely, analog experiences become the last truly human frontier.

IRL THIRD SPACES THAT DO MORE

Modern Third Spaces blend community and technology, coffee shops with AR experiences, interactive retail, app-driven wellness studios, and smart coworking hubs, creating places where connection and engagement come first.



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THE ECOLOGICAL BACKLASH

Users feel complicit in climate damage every time they scroll.

As AI systems grow exponentially, so do their energy demands, model training, data storage, and real-time personalization consume vast electricity.

This fuels a **moral and ecological resistance movement: AI Rejection**

[OpenAI](#) says that the energy used to train the average AI model will increase 10 fold each year.





Editorial photoshoot



3. RACING THE ALGORITHM



HUMANS + AI

The next era isn't human vs. machine, it's human with machine.

AI amplifies human potential when applied with intention. The best outcomes pair machine intelligence, speed, prediction, scale, with what only humans bring: judgment, emotion, creativity, and ethics. The challenge now is designing balance, not replacement.

Early adoption often focuses on efficiency, automating narrow tasks or outputs. But the real opportunity lies in systems that open new creative and strategic possibilities. **When thoughtfully integrated, AI becomes a catalyst for growth, not a threat to it.**

WHAT IS AI

AI is the practice of teaching machines to learn, reason, and act.

AI has the capacity to analyze data, recognize patterns, generate predictions, and create. When properly applied, those capabilities have the potential to disrupt entire industries.

PRAGMATIC VIEWPOINTS

... a Prediction Technology

AI is about making better, cheaper, and faster predictions.

... a Decision Enhancer

AI is a decision support tool that helps make better choices.

... a New Form of Labor

AI is like a new type of worker, automating cognitive tasks.

... a New Knowledge Layer

AI is "always-on" intelligence embedded into everything.

... a General Purpose Technology

AI is a foundational technology that will transform industries.

... a Creative Amplifier

AI amplifies human creativity, acting as a co-pilot.

BRANDS AS COMMUNITY BUILDERS

Filling the Leadership Gap

Consumers are searching for engagement and authenticity in a landscape lacking **leadership, trust, and connection**. Brands that address at least two of these elements, beyond just selling, can build loyalty and drive spend.

Successful examples mix personalization with community: Nike pairs hyper-personalized experiences with local community runs. By meeting these deeper needs, brands can become a meaningful part of consumers' lives.





MARKETING IN THE AGE OF INTELLIGENCE

New Rules for a New Landscape

- AI tools are transforming marketing workflows, from trend forecasting to content creation
- The rise of synthetic creativity: AI-generated models, campaigns, and product mockups
- Ethical storytelling and transparency: blending human and machine collaboration

AI ADOPTION

From Hype → Reality → Hype Again

AI usage is rising but leadership and priorities still lag. The next wave depends on readiness, priorities, and leadership not just experimentation.

- **Consumers:** 66% have tried AI; 30% use it daily or weekly
- **Businesses:** Only 12.2% of Canadian companies use AI to produce or deliver services
- **Marketers:** 74% use AI weekly, leading adoption across industries





BUSINESSES FACING "CHANGE FATIGUE"

People aren't afraid of the AI. They are busy.

Marketers don't need more disruption, they need direction. Rather than chasing every new tool, focus on what's already working.

- GenAI use cases:
 - Trend research
 - Customer service
 - Copywriting
 - Content creation

AI adoption succeeds when it solves real pain points, not when it adds more noise

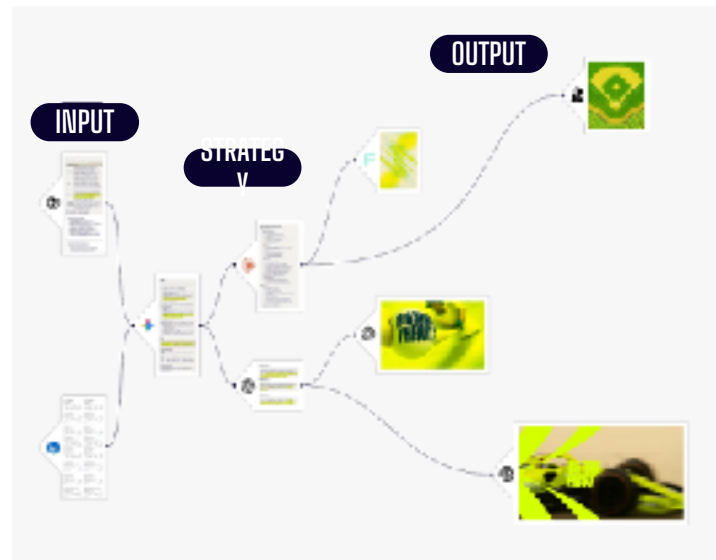
MARKETERS MAKE THE BEST AI LEADERS

Strategic, tech-savvy, and built for change

Marketers are emerging as natural AI leaders, blending business acumen, communication skills, and ethical awareness with a strong grasp of technology and change management.

- **90% are comfortable adapting to change**
- **74% of Canadian marketers use AI tools daily (vs. 62% of knowledge workers)**

Even Autodesk's CEO tapped the head of marketing to lead their GenAI rollout, a signal that marketing's skillset translates seamlessly to the future of AI leadership.





RACING THE ALGORITHM

Fast Content, Flat Impact

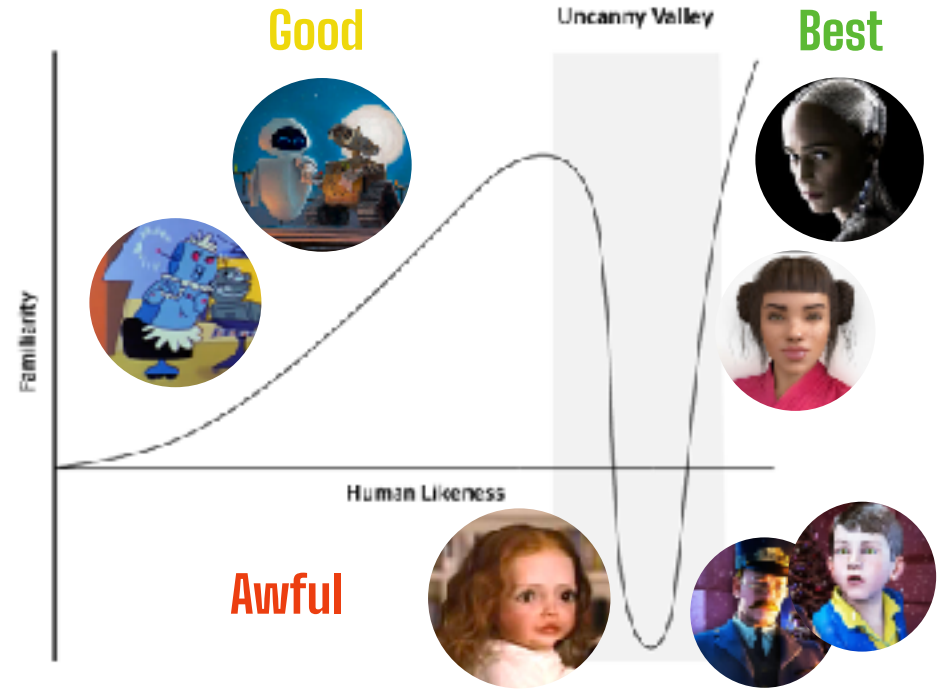
Brands are under pressure to produce content faster to satisfy demanding algorithms, but AI doesn't always boost productivity. This can create an "AI wash," where content feels inauthentic and flat. Consumers engage most with AI-generated content when its origins are invisible, particularly in photography and graphic design, branded AI content, by contrast, sees very low response rates.

TO AI OR NOT TO AI

The Uncanny Valley was just the beginning. What comes after?

The uncanny valley emerges as our virtual selves become more lifelike, when digital faces move and emote just enough to feel human, but not enough to feel natural.

As AI and avatars evolve, the challenge isn't realism, it's resonance: **creating digital identities that feel believable, not eerie.**

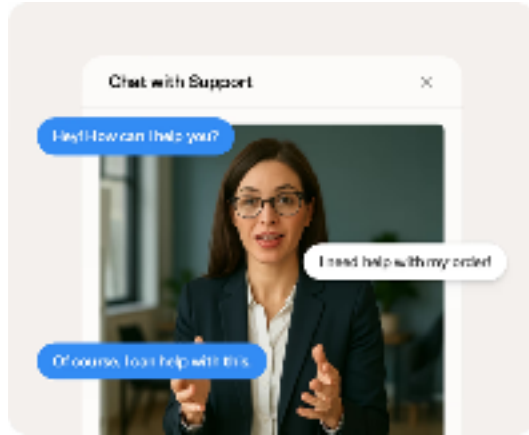


AI & THE EVOLUTION OF SEARCH

SO-SEO, SEO, AI SEO, GEO , AEO



AI is transforming how brands are discovered online. Traditional SEO is expanding into AI-driven search optimization, including AEO (Answer Engine Optimization) and geo-targeted strategies, as algorithms prioritize context, intent, and relevance over keywords alone. Brands that adapt can reach audiences more efficiently, anticipate questions before they're asked, and become part of the AI-mediated discovery process.



Local media video

Whether you're launching a campaign, promoting a product, or connecting with your followers, stand out with local shopping video ads that are both scalable and cost-effective.



Personalized video

Connect on a deeper level with personalized video tailored to individual prospects to engage, nurture, and convert.

DRIVING THE FUTURE OF AI

Making AI Work For People And Brands

Marketing faces a leadership gap when it comes to AI adoption. While adoption rates remain low and organizations struggle with implementation, marketers have a unique opportunity to guide strategy, drive adoption, and ensure AI enhances creativity and connection.

Next 3–5 Years

AI-First Cultures: organizations built around intelligence.

AI Eats Software: SaaS gives way to embedded AI systems.

Embedded Intelligence: Zillow, Shopify, and others plug into AI chat interfaces.

Agent Ecosystems: Slack and similar tools become hubs for AI agents.

Slack as the OS of Agents? Collaboration turns into orchestration.

Algorithmic Aesthetics

SYNTHETIC SELVES



SYNTHETIC SELVES & ALGORITHMIC AESTHETICS

Fashion and Brand enter its algorithmic era — where human creativity, machine intelligence, and digital identity collide to redefine how style is made, shared, and sold.





AVATARS OF US

Identity becomes interactive

- **Digital Selves:** Style becomes fluid as avatars mirror or remix mood, data, and real-world identity
- **Tech-Driven Taste:** Algorithmic literacy becomes cultural capital with consumers flexing their fluency in trends, tools, and AI aesthetics
- **Blurred Realities:** Virtual and physical worlds converge as fashion evolves through immersion, automation, and ethics

FUTURE CRAFT

Designing for the Hybrid Consumer

- **Digital Craftsmanship:** Digital twins and AI-generated design blur the line between human imagination and machine-made beauty
- **Phygital Commerce:** 3D retail, avatars, and AI styling merge digital immersion with physical experience, creating hybrid spaces for discovery
- **Intelligent Systems:** Machine learning and blockchain power circularity, customization, and transparency making design more intelligent and more human



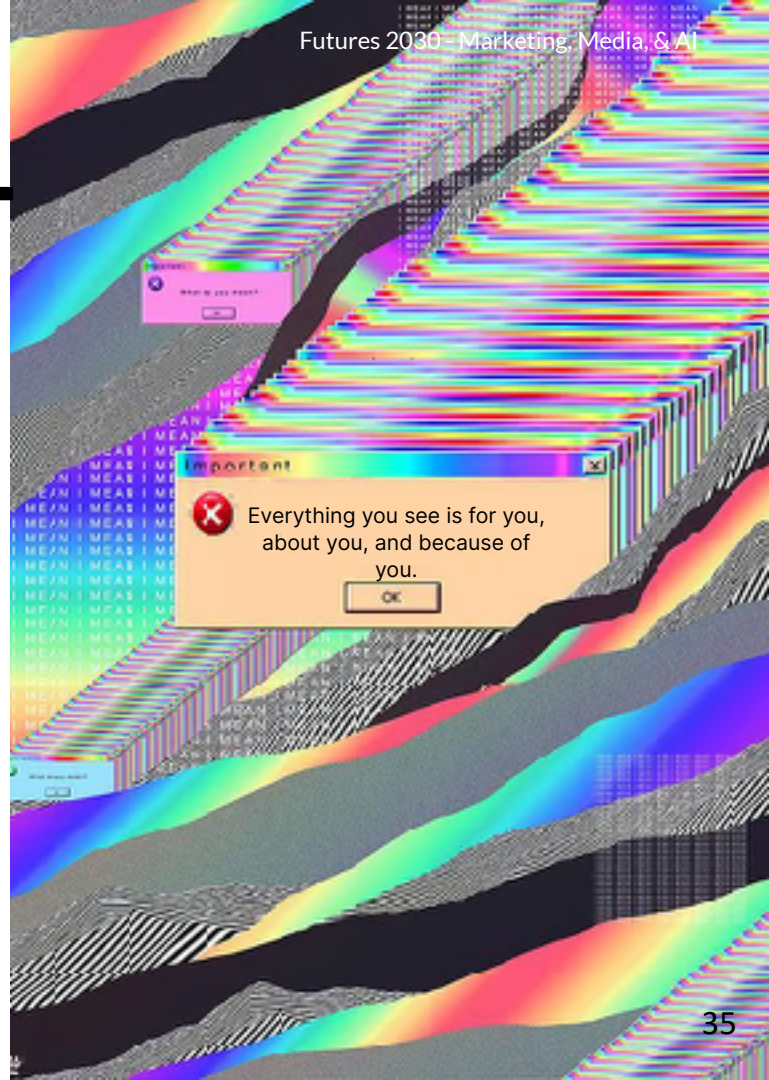
THE MIRROR INTERNET

The feed becomes your reflection.

The next phase of social media is **responsive reality**, content and ads that adapt in real time to users' data streams (mood, biometrics, voice tone, micro-expressions, GPS context).

Everything you see is for you, about you, and because of you.

AI not only predicts your preferences, it predicts your emotional state, offering comfort, stimulation, or purchase triggers before you consciously want them.





HEALTH AS SOCIAL CAPITAL

When Fitness Becomes Performance

Fitness is now performed online, serving both validation and social currency. Trend adoption and personal data act as proof points, while workouts often become performance art—Strava kudos, Apple Watch challenges, TikTok transformations. In many cases, the post matters more than the workout itself.

THE FUTURE IS AUGMENTED

Reclaiming influence through authenticity, community, and smart automation.

- **Authenticity Over Automation:**
 - Combat **AI Wash** by making **Human-Made** a luxury claim.
 - Influence shifts from mass reach to trusted **tastemakers** and niche communities.
- **Brands as Community Builders:**
 - Recognize the **Generational Continuum**.
 - Brands must fill the trust gap by offering connection and leadership, not just products.
- **AI Adoption & Leadership:**
 - Use AI to automate internal workflows (content, research) and drive efficiency.
 - Focus human effort on ethics, strategy, and emotional resonance to move beyond the **Uncanny Valley**.



NEXT STEPS



As we move toward 2026, expect greater flexibility across the trend ecosystem — where macro forces evolve faster, and the boundaries between culture, commerce, and creativity continue to blur. Grounding your strategy in macro trends helps you decide where to play — whether that means chasing, following, or leading what comes next.

THANK YOU

To receive the full report or learn more about upcoming trend presentations, please contact:

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This presentation is part of our **5-part The Future in Motion series**. Follow us to stay up to date on the cultural and consumer shifts shaping tomorrow.

EVOLUTION OF AI

1950s

The Birth of AI

Researchers like Alan Turing and John McCarthy formalize the idea of machines that can “think,” marking the start of artificial intelligence as a scientific field.

1980s

Expert Systems Boom

Rule-based “expert systems” automate specific tasks for businesses, creating early commercial success before hype fades and funding declines.

2010s

Deep Learning

Neural networks trained on massive datasets transform image, speech, and text processing, making AI highly effective and visible.

AI programs begin solving logic problems and playing games, sparking excitement—but limited computing power soon exposes practical limits.

1960s-1970s

Experiments & Optimism

Faster computers and growing data shift AI toward learning from examples; systems like IBM’s Deep Blue defeating Kasparov show real progress.

1990s-2000s

Machine Learning

Large language and vision models such as GPT and DALL-E generate human-like text, images, and code—bringing AI into mainstream.

2020s

Generative AI Era

MODALITIES

AI can be categorized based on its capabilities. Each category of AI requires different training data, inputs, and provides unique outputs.

Predictive AI

Uses past data to forecast what's likely to happen next — helping improve planning and decision-making.

Generative AI

Creates new content like text, images, or code by learning patterns from large datasets.

Agentic AI

Automates multi-step tasks, makes decisions, and operates tools or workflows without human input.

Conversational AI

Understands and responds to human language in real time through text or voice interactions.

Computer Vision

Enables machines to interpret and analyze visual information from images or videos.

...and more

AI also includes speech, audio, and multi-modal systems that open new possibilities for the people using them.