



Inside the LAB

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YOUR AI BRAND

Imagine being the CMO of an AI company right now. Innovation changes every week and you're constantly trying to keep up. For decades, brands were built through consistency. And that is gone today.

A Coke drinker stayed a Coke drinker. An Apple customer stayed an Apple customer. People found products they liked, often because of great advertising, and developed a trust in the brand, staying loyal for years.

AI is different. AI is being built through innovation, and innovation doesn't always create loyalty. I was a paying ChatGPT subscriber, but then people in my network started talking about Claude. I tested it. I liked it. I switched. Ask me again in three months and I may be using something else. It's what fascinates me from a marketing perspective.

Why be loyal when you can test the waters so easily? It creates one of the most difficult branding challenges we've seen in decades.

- How do you build loyalty when customers can leave overnight?
- How do you create a brand voice when what makes you different today may not matter next month?
- How do you build trust when the technology itself is constantly evolving?

Even today, many industries have years to establish a market position, but AI companies have weeks. It seems to me that the company with the best technology often gets the attention. But, attention alone doesn't build a brand. Attention alone didn't build Coke or Apple.

Brands are built on trust, and trust is hard to build when the technology is evolving faster than most people can keep up with. After all, people can't trust what they don't understand. In a category moving this quickly, building the technology may be only half the challenge.

ONE NUMBER THAT MADE ME THINK

WorldMetrics estimates that global digital ad fraud will exceed **\$100 billion** in 2026. They also estimate that **47% of clicks** and **28% of impressions** may be fraudulent.

Makes you wonder: **How much of your marketing budget is being spent talking to nobody?**



47%

OF CLICKS

Nearly half of all ad clicks are estimated to be non-human or fraudulent activity.

28%

OF IMPRESSIONS

More than 1 in 4 ad impressions reported by agencies may never reach a real viewer.

\$84B+

ESTIMATED GLOBAL AD FRAUD LOSS*

ANNUALLY, ACROSS DIGITAL CHANNELS

*Sources: Association of National Advertisers; DoubleVerify; Juniper Research estimates.



WELCOME TO THE LAB: Stephanie Hansen

Fab Four Labs is excited to welcome **Stephanie Hansen** to our Talent Division.

Stephanie is one of the Midwest's most recognized media personalities, with a reach spanning television, radio, podcasts, digital media, and social channels.

She is the host of the nationally syndicated TV show, **Taste Buds with Stephanie**, airing in 89 markets nationwide. She is also a two-time Regional Emmy Award winner. You can hear her on **The Weekly Dish** radio show on MyTalk and **Dishing with Stephanie's Dish** podcast. She regularly appears on **The Jason Show**, syndicated across more than 30 FOX markets.

Known for her energy, authenticity, and ability to connect with audiences, Stephanie brings brands a unique opportunity to reach consumers through trusted storytelling.

We're excited to welcome Stephanie to the Fab Four Labs roster and look forward to creating impactful partnerships together.

If this sparked ideas and you want more stories, from the Lab, hit reply and tell me one challenge you're wrestling with. The next issue might be built around your problem.

Bring your marketing into the LAB.



Fab Four Labs Marketing

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