Foresight
Factory

The AI and Consumer Trust Manifesto

How brands can build relevance, resilience
and resonance in an age of intelligent machines.

By Foresight Factory

Why Brands Need a New AI Guidebook

Foresight has always been a human discipline. It is imaginative, interpretive and grounded in curiosity. Today, it is also amplified by technology.

At Foresight Factory, we call this partnership the **Foresight Ecosystem™**: a connected system where human intelligence and artificial intelligence think alongside each other. It is not about replacing judgment with automation. It is about expanding the potential of human insight.

As Alex Boldin, ML and
Data Scientist Consultant, explains:

"We are not an AI company. We are a foresight company that uses AI as a co-creator."

This distinction matters for brands facing an environment defined by hype, acceleration and synthetic content. Consumers are navigating a world where reality is increasingly hard to verify. They expect brands to be clear about how technology shapes decisions, messages and experiences. They also expect humanity to remain central.

This manifesto adapts our internal philosophy for an external audience. It reflects the voices of our team, the lessons from our client work and the signals emerging from the wider market. Its purpose is to help brands use AI in ways that deepen consumer trust, sharpen strategy and preserve the creative and ethical qualities that define meaningful foresight.

The Consumer Reality: Trust Has Become the New Battleground

Consumers now live in an environment where distinguishing human from synthetic is increasingly challenging. This is not only a technology shift. It is an emotional and cultural one.

58%

of consumers surveyed globally find it difficult to know what information to trust online.
(Foresight Factory, 27-country average, 2024)

US tech journalist Kara Swisher captures the scale of this shift:

"We're getting close to an AI-generated future where you might not know if the influencer you follow, or the host of your favorite podcast, is a human or an AI-generated bot."
Source: On with Kara Swisher (2025)

Christophe Jouan, Co-owner, echoes this concern internally, noting that the line between reality and fabrication is now

"Almost impossible to detect."

Consumers feel the same pressure. In Foresight Factory research and wider market studies, they tell us they want clarity about data use, visibility into how AI shapes content and reassurance that humans remain accountable for decisions. Authenticity is becoming harder to prove and more important to maintain.

64%

of consumers surveyed globally believe that companies should prioritize employing humans over robots/ automated services, even if it means they have to charge higher prices.
(Foresight Factory, 27-country average, 2023)

For brands, trust is no longer a hygiene factor.

It is the competitive advantage.

Beyond Hype: AI as a Catalyst for Better Foresight

AI does more than speed up analysis. It changes what foresight can be. Inside Foresight Factory, we have seen AI enable breakthroughs that were previously out of reach.

Examples from our work demonstrate how AI now strengthens foresight:

Automated trend sizing that once required weeks of manual effort.

AI-powered dashboards that enable rapid, insight-driven innovation.

Contextual reading models that bridge large-scale pattern detection with human narrative craft.

CEO and Co-owner
Meabh Quoirin describes
this moment as
"The unlocking of ambitions we've held for 15 years."

These advances are not about efficiency alone. They broaden the scope of imagination. They help teams test possibilities, map cultural signals and visualize futures with new clarity.

Philippe Aghion, Nobel laureate and author of Artificial Intelligence and the Future of Work (2023), argues that
"Revolution is not automation of tasks but automation of idea generation."

AI expands the intellectual frontier. It gives brands more raw material for creativity. But humans remain responsible for meaning.

Within brands, this shift redefines roles. Strategists become sense-makers. Creatives become orchestrators. Analysts become narrators. Technology raises the value of judgment, context and emotional insight.

Philippe Aghion Image Credit

The Age of Reality Distortion and What It Means for Brands

Kara Swisher's reporting in On with Kara Swisher (2025), New York Magazine and The New York Times repeatedly returns to three core truths about AI's rise. These truths shape the environment brands now operate in.
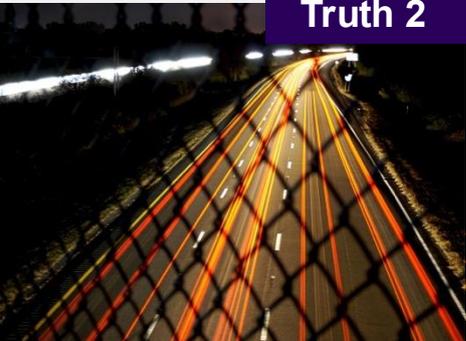
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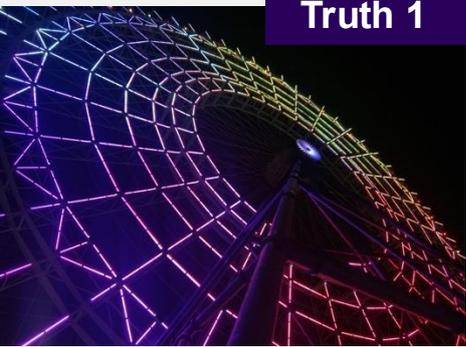
The Hype Cycle is Inevitable

Swisher observes that Silicon Valley has a long history of overselling new technologies. AI is at risk of becoming the next overinflated promise unless companies insist on clarity, accuracy and accountability.

References: On with Kara Swisher (2025); New York Magazine; The New York Times.
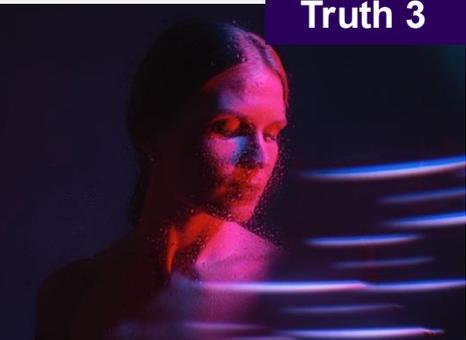
Truth 2

Regulation will Always Trail Innovation

Swisher notes that innovation continues to outpace regulation. This puts more responsibility on organizations to establish internal ethics and oversight rather than waiting for external rules.

References: On with Kara Swisher (2025); New York Magazine; The New York Times.

Truth 3

Authenticity will become the Ultimate Differentiator

Across her work, Swisher emphasizes that in a world flooded with synthetic content, authenticity becomes the premium that sets brands apart.

References: On with Kara Swisher (2025); New York Magazine; The New York Times.

54%

of global social media users agree that too much of what they see on social media is created by AI.
(Foresight Factory, 27-country average, 2025)

These truths reinforce why transparency and rigor must be part of any brand's AI practice. Without context and verification, AI can distort reality rather than illuminate it. Brands that do not actively manage authenticity risk losing consumer trust.

76%

of consumers surveyed globally agree that **"Companies should always let me know if the customer service representatives I talk to are real people or AI."**
(Foresight Factory, nine-country average, 2024)

At Foresight Factory, we do not treat AI outputs as truth. Every insight is checked, cited and reviewed by humans.

This is the discipline we believe every brand should adopt.

The Foresight Ecosystem™: A Working Model for Responsible AI

The Foresight Ecosystem™ is our human and machine partnership. It is intentionally designed to reflect the standards consumers increasingly expect from brands.

It is closed and curated. As Christophe Jouan advocates, we use controlled systems that protect cognition and accuracy. Models draw from ethical, traceable and proprietary data sets, never open scraping.

It is transparent and human-reviewed. **Georgina Sapsted, Head of Data,** states that

"Transparency is not optional."

Every client-facing platform will disclose AI use clearly. For example, Foresight Finder will carry language such as: **"This view includes AI-assisted analysis. Please verify critical decisions."**

It is built on expertise. **Nick Davidson, Senior Software Engineer**, reminds us that models are

"Fantastic assistants if you treat them like interns, not prophets."

AI is a contributor, not a decision-maker.

It preserves culture and creativity. **Kerry Straeter, Global Business Director,** emphasizes that

"Clients buy the emotional quality of our thinking."

To protect this quality, we maintain human-only ideation rituals and creative studios where teams think together without prompts.

It is governed by human values. **Daanish Alam, Client Strategy Director,** notes that trust depends on

"Workflow-specific discipline and source control."

AI works best when the boundaries are clear.

This **Foresight Ecosystem™** is not abstract. It is operational and proven. **It is a model that brands can borrow and adapt.**

What This Means for the Future of Brands

AI will reshape how brands create, communicate and innovate. But the brands that thrive will be those that use AI to enhance their humanity, not replace it.

Several shifts are already visible:

Humanity becomes a differentiator.
Consumers respond to tone, empathy and nuance.

Traceability replaces assumption.
Data lineage becomes as important as data volume.
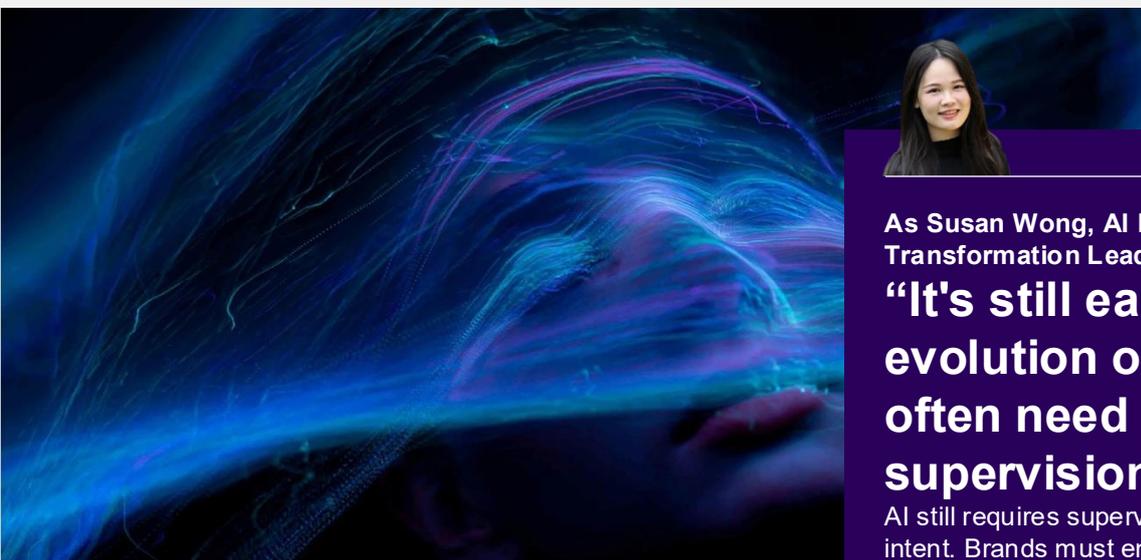
Brand voice must remain human-led.
Automation cannot carry emotional meaning on its own.

Governance becomes part of brand culture.
Boundaries protect creativity and consumer trust.

Transparency becomes an expectation.
Consumers do not want to guess how AI is involved.

As Susan Wong, AI Business Transformation Lead, points out,

"It's still early in the evolution of AI, outputs often need human supervision."

AI still requires supervision, interpretation and intent. Brands must ensure that technology serves people, not the other way around.

Proof of Value: Where AI Already Creates Impact

The Foresight Ecosystem™ delivers measurable outcomes in three areas.

Quality
AI enables sharper, more imaginative insight. Trend sizing and cultural decoding move from static snapshots to dynamic discovery.

Efficiency
Workflows that once required extensive manual effort can now scale rapidly, without sacrificing depth.

Ethics
Traceable data and cited models meet rising consumer expectations for clarity and accountability.

The results speak through our client work – From AI-powered foresight dashboards to contextual reading models...

As Meabh Quoirin puts it,
"We are in the proof-of-value era."

Brands cannot rely on hypothetical promise.
They need real outcomes.

Conclusion:
Human First, Always

We do not separate humanity from technology. We integrate them. The Foresight Ecosystem™ is built on the belief that AI can expand imagination and improve thinking, but only when humans provide the conscience, creativity and context.

As Christophe Jouan notes,

"We work to make thinking not faster, but better... more intelligent, inclusive and humane."

46%

of consumers surveyed agree with the statement **"I would pay more for advice if it was guaranteed to be from a human expert, rather than AI."** (only 20% disagree).
(Foresight Factory, 27-country average, 2025)

AI will evolve. Foresight will evolve with it. The brands that succeed will be those that hold onto their humanity while embracing the potential of intelligent tools. Foresight Factory invites brands, partners and industry leaders to shape this next chapter with us.

The Brand Readiness Checklist

Transparency

- Do you disclose AI involvement in content, insights, or interactions?
- Can consumers clearly tell when they're dealing with AI?

Accountability

- Is every AI output human-reviewed line by line?
- Do you have cultural, ethical and tone-of-voice checks?

Ethical Data

- Are your models trained only on verified, closed datasets?
- Can you trace every source to avoid laundered noise?

Human Creativity

- Do you preserve creative rituals free from AI input?
- Are you protecting the emotional craft consumers feel?

Governance & Guardrails

- Do you have tasks AI should never handle?
- Are teams trained in risks, hallucinations, and bias?

Value Creation

- Is AI expanding imagination or just content volume?
- Can you measure trust, clarity, and consumer value, not just speed?

AI: Client Frequently Asked Questions

1. How does Foresight Factory use AI?

Foresight Factory uses a range of AI technologies, including Generative AI and machine learning algorithms, across multiple functions to support efficiency, creativity, and innovation. All AI usage is governed by internal policies to ensure responsible, ethical, and client-focused outcomes.

2. How is AI used within Collision?
In written content:

Our analysts and editors curate the insights published on Collision, applying human judgment to select the most commercially relevant content. Generative AI supports our research and drafting process, accelerating our ability to deliver rich insights while upholding editorial quality and commercial relevance.

In Foresight Finder:

Our research assistant uses AI to interpret queries, locate relevant insights across Collision, and provide responses with source attribution from the platform.

Across our data tools:

Our Commercial Activity and Opportunity Scan tools use AI models to assess similarities between Foresight Factory trends and commercial activity sources, helping identify whitespace opportunities and fast-follower trends. More information about these models is available upon request.

3. How does the Advisory team use AI?

Our Advisory team uses AI to accelerate non-confidential desk research, structure thinking, and surface idea sets for review. All outputs are verified by humans and cross-checked against independent sources prior to any client use. This ensures broader source coverage, deeper analysis, and high-rigor recommendations.

4. What security safeguards does Foresight Factory apply to AI tools?

We employ a centralized approval and vetting framework managed by our IT & AI department. Before any AI tool is permitted for use, It undergoes a rigorous security assessment that covers:

- **Security features** (e.g., encryption, access controls, firewalls).

- **Data protection** (ensuring no client or confidential data is used for AI model training or improvement).

- **Developer credibility** (e.g., certifications, security track record).

- **External service assessments** (including cloud. platforms and APIs).

All AI tools are centrally configured to prevent unauthorized data sharing or persistence, and ongoing compliance is monitored and documented. We are also happy to disclose the specific tools we use upon client request.

5. How do clients benefit from our use of AI?

AI enables us to deliver insights faster, produce more tailored recommendations, and strengthen commercial intelligence. These benefits are always delivered with human oversight and within rigorous ethical and governance standards.

6. Can a client request that AI is not used for a specific project or brief?

Yes, of course. If a client prefers that AI is not used for a specific project or brief, we can absolutely accommodate that. In these cases, our team will rely solely on traditional research and analysis methods, which are fully manual and human-led. These approaches can take longer and may require additional investment.

7. Does Foresight Factory use client data for AI model training or development?

No. Client data is never used for AI training. We enforce strict data privacy

protections, and no identifiable client information is ever shared with AI systems without explicit permission.

8. Where is client data stored?

Client data is stored securely in compliance with applicable data protection regulations. All storage systems are security-vetted, and data is never repurposed or accessed for any unauthorized use. Further details on storage processes and locations are available upon request.

9. Can Foresight Factory provide materials for audit?

We cannot provide audit artefacts for third-party AI tools. However, all internal AI practices undergo regular audits, impact assessments, and validation to maintain transparency and compliance.

10. Are fees, payments, ownership, indemnification, or IP affected by AI use?

No. These aspects are covered by our standard contractual terms and are not materially impacted by AI use. All AI-assisted outputs are reviewed to ensure alignment with intellectual property and indemnification standards. If you have further questions related to these areas, our team is happy to assist.

Foresight Factory

If you're exploring how to apply these principles in your organization, we'd love to talk.

Let's shape a future where AI strengthens human thinking, not replaces it.

Talk to us