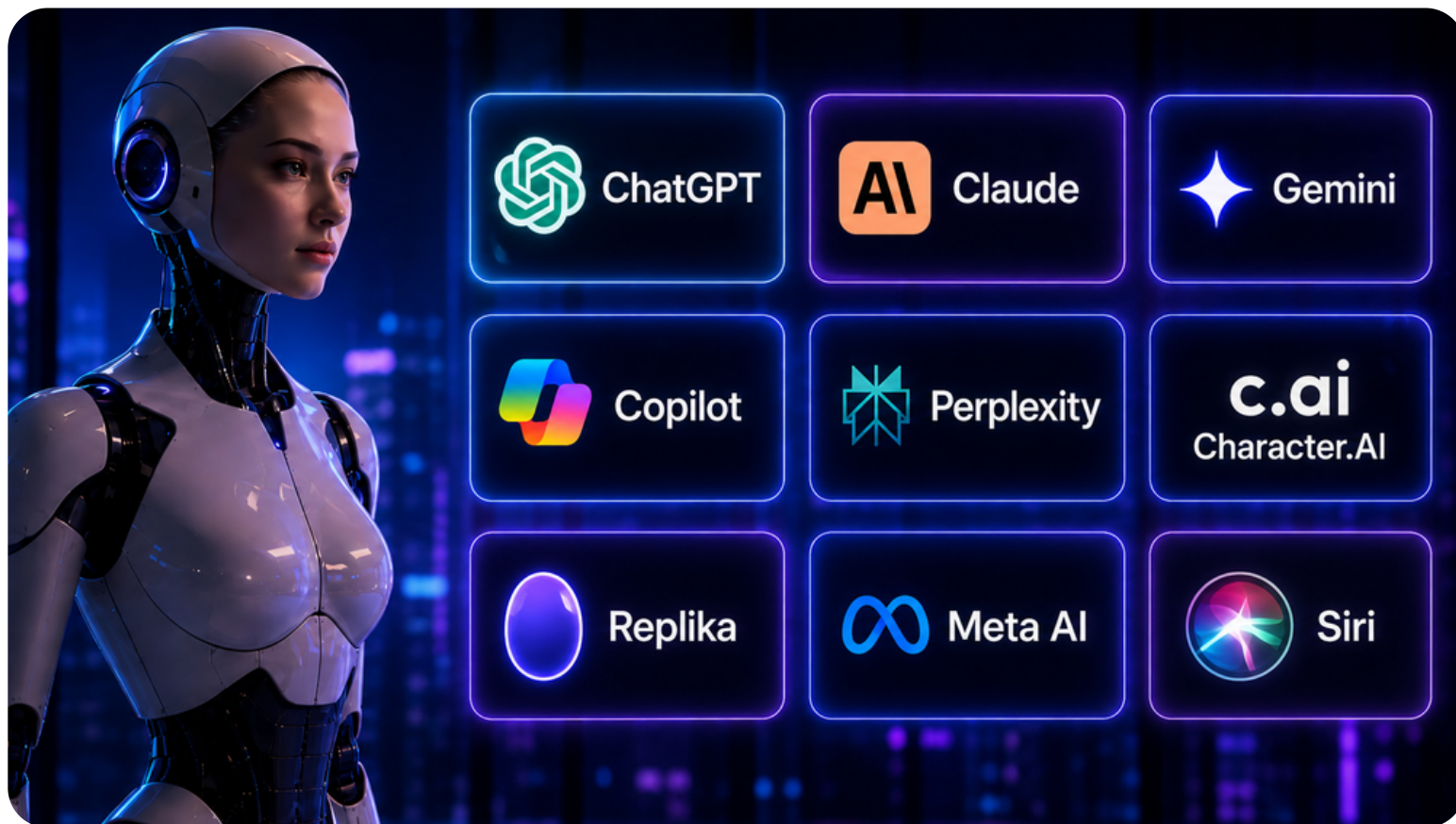


ADDING PERSONALITY TO THE AI STACK

*How familiar AI companions could change
how users connect with brands.*



SWIPE TO LEARN MORE



AI, MADE PERSONAL

Users are already shaping AI into companions.



Small personal touches make AI feel familiar.

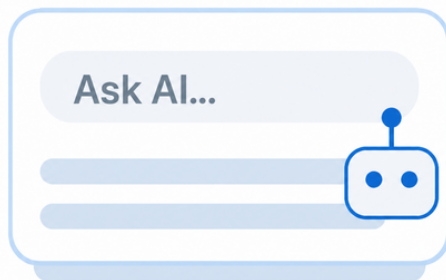


THE FAMILIARITY FACTOR

AI today is useful, but often feels one-size-fits-all.

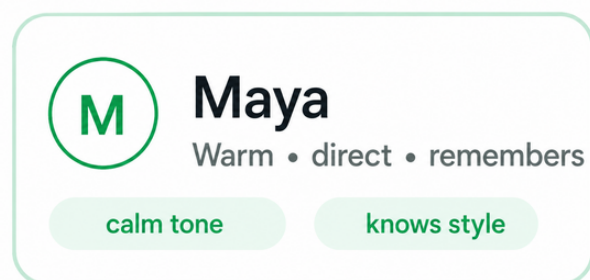
The next shift is making it feel more personal.

AI AS A TOOL



- ✓ Generic
- ✓ Transactional
- ✓ Replaceable

AI AS A COMPANION



- ✓ Familiar
- ✓ Adaptive
- ✓ Trusted

THE USER-LED AI SHIFT

Tech companies designing AI for user preference:



Character.AI

Personality-Led

Character.AI lets users chat with AI characters built around distinct personalities and interaction styles.



Microsoft

Companion-Led

Microsoft describes Copilot as an “AI companion” and introduced Copilot Voice with multiple voice options.



OpenAI

Preference-Led

ChatGPT offers personality options and Characteristics to adjust tone, enthusiasm, formatting, and emoji use.



Apple

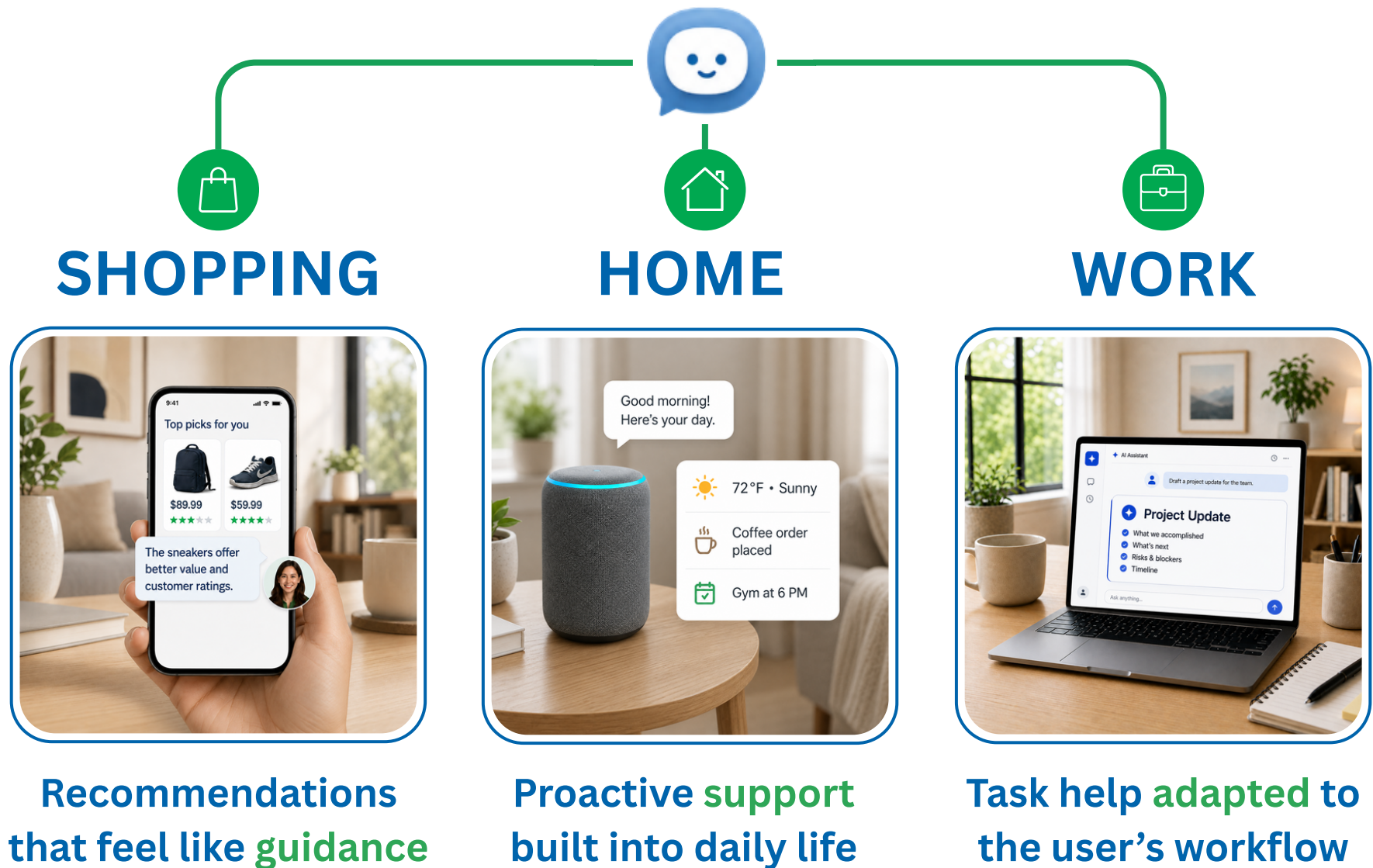
Voice-Led

Apple is testing Siri controls for pace and expressivity, making voice interactions feel more personal.



BEYOND THE CHAT WINDOW

AI companions are moving into everyday moments.

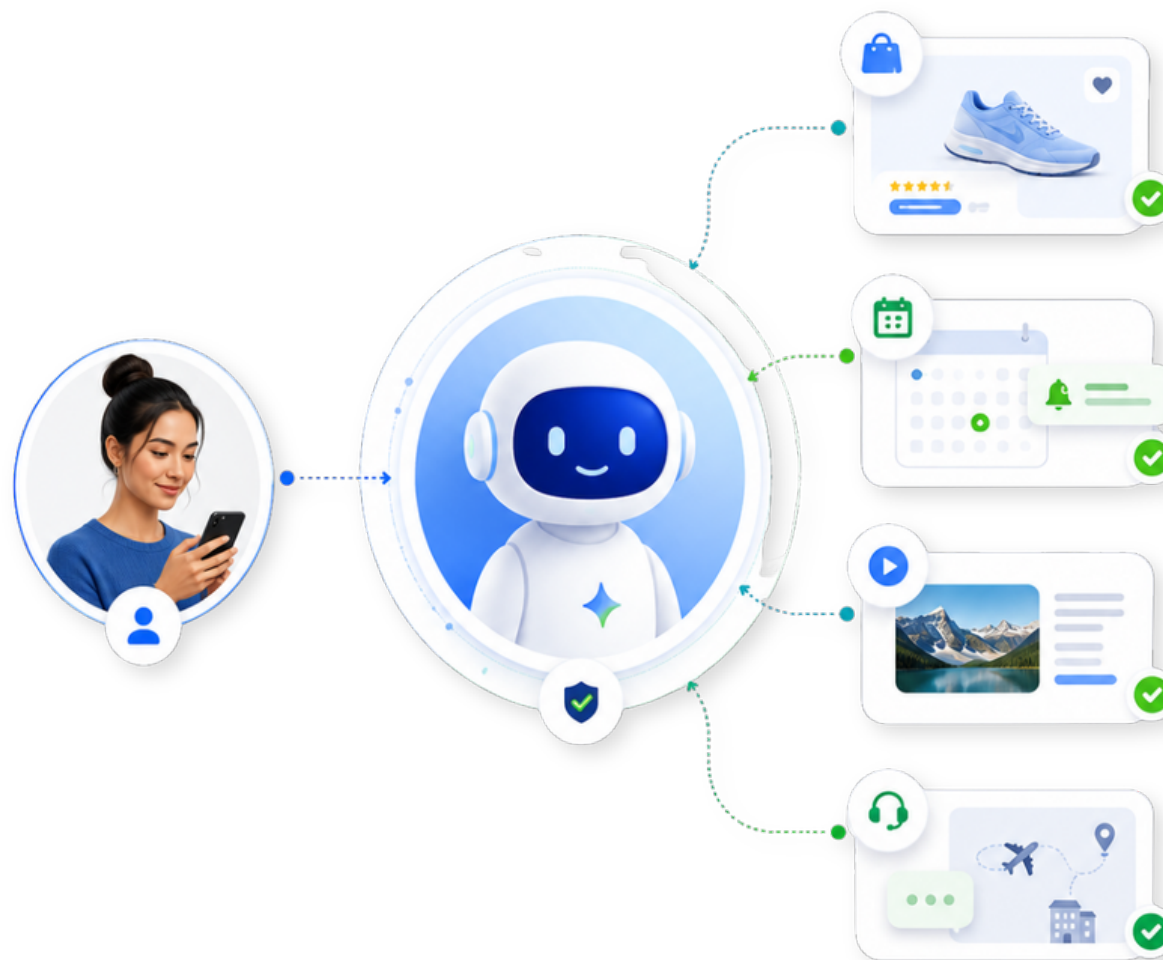


More moments, more need for personality.



THE COMPANION CHANNEL

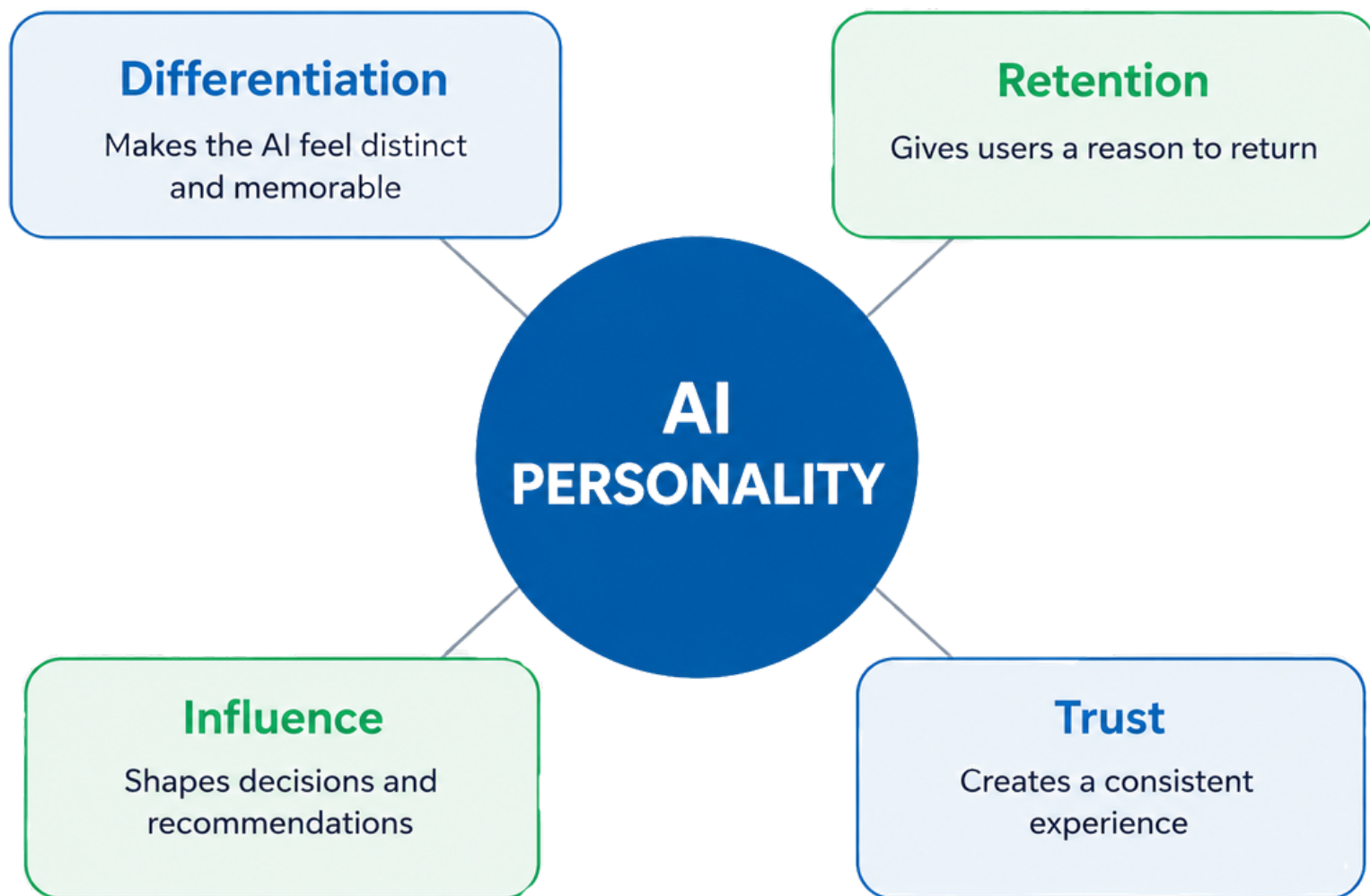
A more natural way for brands to show up.



Personalized AI companions could become a new path between brands and users, making brand moments feel tailored, helpful, and welcome.

WHY BRANDS SHOULD CARE

When AI capabilities become similar, personality can become a differentiator.



**Smarter AI can guide users to a brand,
but familiar AI can make loyalty easier to earn.**

THE TAKEAWAY

Smarter AI can attract users.
Familiar AI keeps them coming back.



People may use AI for the features, but they come back when it feels easy, helpful, and familiar.

QUESTIONS MARKETERS SHOULD ASK

Before adding AI personalization, define the experience.

How can users edit their preferences?

What should our AI remember?

What tone should match our brand?



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