

TRUTH
TRENDS

June 2026

AI Trend Report

How AI is changing brands, entertainment, and shopping

What's Happening and Why We Care

As the market continues to change, understanding the current category and competitor landscapes is critical. This newsletter captures the most relevant trends unfolding in each edition's chosen industry. It highlights shifts in consumer behavior, changes in messaging, and emerging patterns across the market, with the goal of clarifying what's happening and why it matters for brands navigating their own changes.

Qualtrics' Top 100 AI Uses

Qualtrics recently released a report detailing the 100 most common ways consumers are integrating AI into their daily lives, from companionship to building workout plans. [Click here](#) to explore the full breakdown.

Six Main Categories of AI Use in 2025

1. Personal and Professional Support
2. Content Creation and Editing
3. Learning and Education
4. Technical Assistance and Troubleshooting
5. Creativity and Recreation
6. Research, Analysis, and Decision-Making

BRANDS

The Anti-AI Aesthetic: Why Brands Are Proving Their Humanity

As A.I.-generated imagery becomes more convincing and the distaste for such ads grows, consumers are actively judging content based on how it was made, forcing brands to see every stage of creation as a potential consumer touchpoint. Brands are responding by foregrounding craft, texture, and human authorship. Demonstrating proof of craft and human creativity has never been more important in building trust. "From [Coinbase](#) to [Apple](#), advertisers are treating "made by humans" as a visible, strategic signal of trust. Proving that a human touched the work is no longer a limitation; it's a competitive moat. For ad clients, the behind the scenes (BTS) content is the campaign. Showing the creative process is now just as valuable as the final product.

Check out some BTS videos from brands:

- [Omoda UK](#)
- [Google](#)

A 100% AI-Generated Ad Faces Backlash

The sport betting app, Kalshi, released the first-ever 100% AI-generated ad during the NBA Finals, and faced immediate backlash for its "synthetic" feel and lack of clear brand identity. Consumers criticized the visuals as uncanny and unsettling, feeling that the ad failed to communicate the brand's actual values or products. This negative reception highlights the growing risk for brands that prioritize AI novelty over human-centric storytelling and authenticity.

ENTERTAINMENT

AI Slop: What is it and What it Means for Brands

WHEN BRANDS ATTEMPT TO JOIN THESE "SLOP" TRENDS, THE CONSUMER REACTION IS DEEPLY DIVIDED

AI slop is digital content made with generative AI that is perceived as lacking in effort, quality, or meaning, and produced in high-volume as clickbait to gain quick views or revenue. A prime example is the viral TikTok series "[Fruit Love Island](#)," an AI-animated dating show parody featuring characters like Bananito and Watermelina. Despite being labeled as "AI slop," the series has amassed over 300 million views, proving that millions are tuning in ironically to consume absurd, synthetic narratives.

[Welch's](#) leaned into the Fruit Love Island trend as an April Fools' prank. Fans became excited about the thought of a "Bananito" fruit snack, others pushed back saying, "never eating Welch's again" and "u support AI?" Additionally, Slim Jim and Duolingo joined the Fruit Love Island comment section to engage with other users, only to be met with some who enjoyed the brands hopping on the bandwagon and others saying, "Ew you support this crap?"

Some brands are taking it as far as to hop on the AI slop trend by generating their own series. KFC India released [Forbidden Love Story](#), a serialized AI "meat-cute" between a wrap and a tortilla. It too, was met with a divisive comment section with fans either enjoying the content or shaming KFC for their use of AI.



80% OF ADULTS AGREE THAT AI MAKES THEM VALUE THINGS CREATED BY HUMANS MORE.

Mintel: Consumers and AI - 2025

The #1 Podcast Is AI-Generated

In stark contrast to the world of "slop," some AI-native projects are finding success. An AI-generated podcast covering the Epstein files, created by Adam Levy, has gained attention for turning large volumes of public documents into structured, audio-based storytelling. Using AI to process and synthesize information, the show produces episodes at a pace and scale that traditional journalism cannot easily match, making complex material more accessible and faster to consume. Because the AI is used as a forensic tool rather than a replacement for human imagination, listeners value the high-speed convenience and perceived lack of bias.

Takeaway: The contrast between the rejection of "AI slop" and the success of projects like The Epstein Files Podcast reveals a critical paradox in the AI era. Consumers embrace AI as a high-speed filter for facts and data, yet they reject it when it lacks quality or attempts to mimic human "soul." Just because a format like AI slop is trending doesn't mean it's a brand fit. Brands should use AI strategically and stay clear of AI trends that devalue their creative identity or don't align with their strategy.

SHOPPING

Amazon launches New AI-Generated "Podcasts" for Their Products

Amazon has launched a new feature that uses AI to generate a short, podcast-like audio segment where two "hosts" discuss the merits and reviews of a specific product. The "podcasts" are based on not just the product listing description and customer reviews, but also other online sources. Browsers can even call in with questions, and the hosts will answer. Despite being designed to save shoppers' time, the feature has sparked immediate criticism online. Many users find the AI banter which includes scripted "natural" chatter between the hosts to be uncanny and bizarre.

Takeaway: For brands, this means the goal shouldn't be full automation of the customer experience, but rather a "human-led, AI-fed" strategy. You should use AI to solve the customer's logical problems like summarizing reviews or tracking prices.

Nearly 60% Use AI to Shop: Here's What That Means for Brands and Buyers

Nearly 60% of consumers are using AI to assist with shopping, showing a clear shift in how people make purchase decisions. Instead of browsing across multiple sites, many shoppers are relying on AI to narrow options, compare products, and guide their choices more efficiently. The appeal comes from convenience and perceived objectivity. Consumers often see AI as a helpful, unbiased source for product recommendations, especially when faced with too many choices. For brands, this means the path to purchase is changing. Decisions are increasingly shaped by AI-generated suggestions, so brands need to ensure they are visible, relevant, and accurately represented within these systems.

Takeaway: By allowing consumers to visualize a finished product in their own space or create a professional website in minutes, AI is removing the "friction of uncertainty" that usually slows down a sale. Success belongs to the brands that use AI to move the customer from imagination to execution as quickly as possible.



32% OF CONSUMERS SAY THEY TRUST A BRAND LESS IF THEY FEEL ITS AI IS TRYING TOO HARD TO MIMIC A HUMAN PERSONALITY.

Mintel: Consumers and AI - 2025

