The stories AI can’t tell.

Laura Bayat I Collège du Léman

Chapter 01

The problem with effortless everything

I could replace you all with robots. *Jeremy King*

But I am not going to. Because they also have no empathy, no instinct, no intuition and they can’t love.

65% of US consumers confirm

Brands produce too much AI content

Source: Gartner, US-Research (n = 1’006), May/June 2026; published 22.09.2026

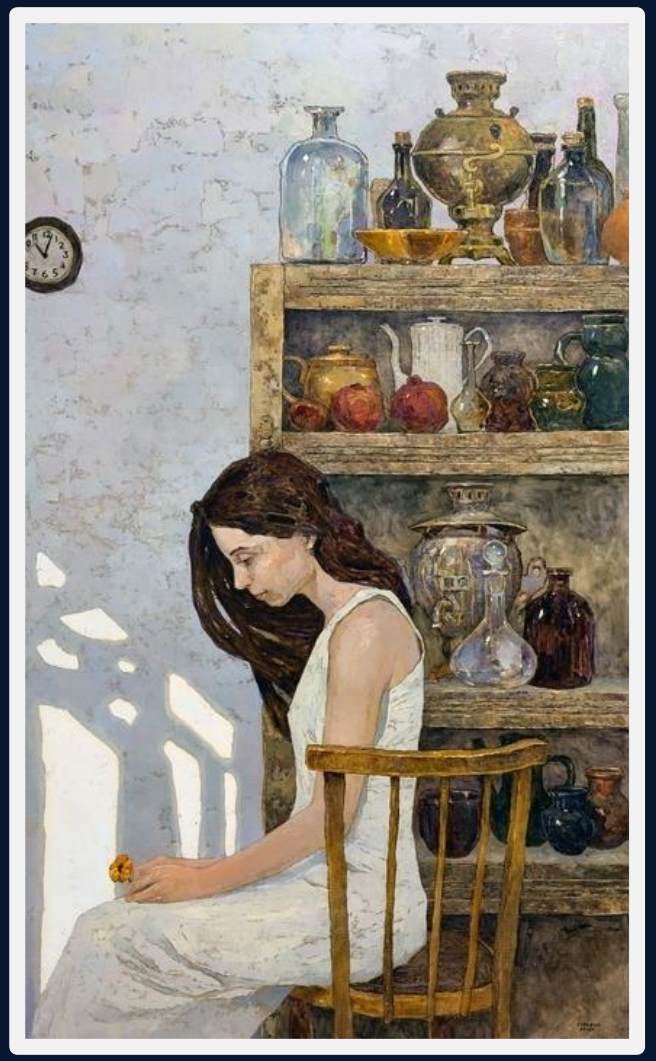
57% of respondents say this makes them trust brand messages less

AI-generated content can erode trust.

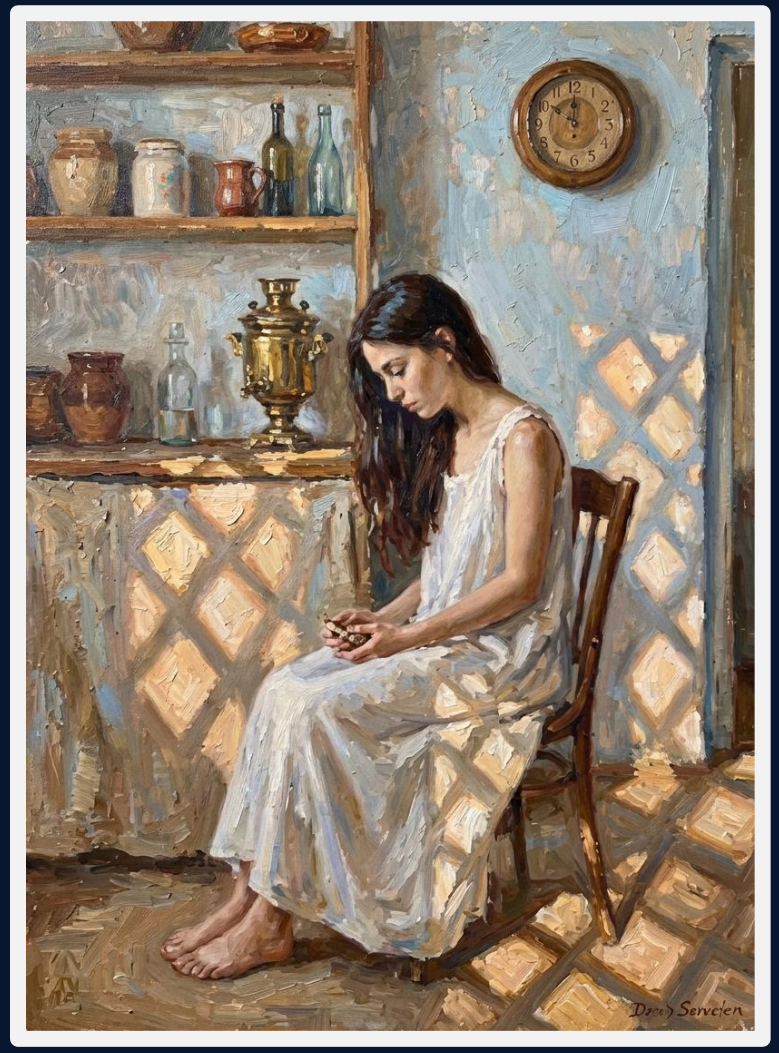
Source: Gartner, US-Research (n = 1’006), May/June 2026; published 22.09.2026

Less effort.
LESS VALUE?

Human created artwork



AI-generated artwork



Source: Hu et al. (2026), Journal of Retailing and Consumer Services 92, 104843
One field experiment and four online studies examining AI-generated art. DOI: 10.1016/j.jretconser.2026.104843



Liking & Interest Comparable



Perceived monetary value Lower

Source: Hu et al. (2026), Journal of Retailing and Consumer Services 92, 104843
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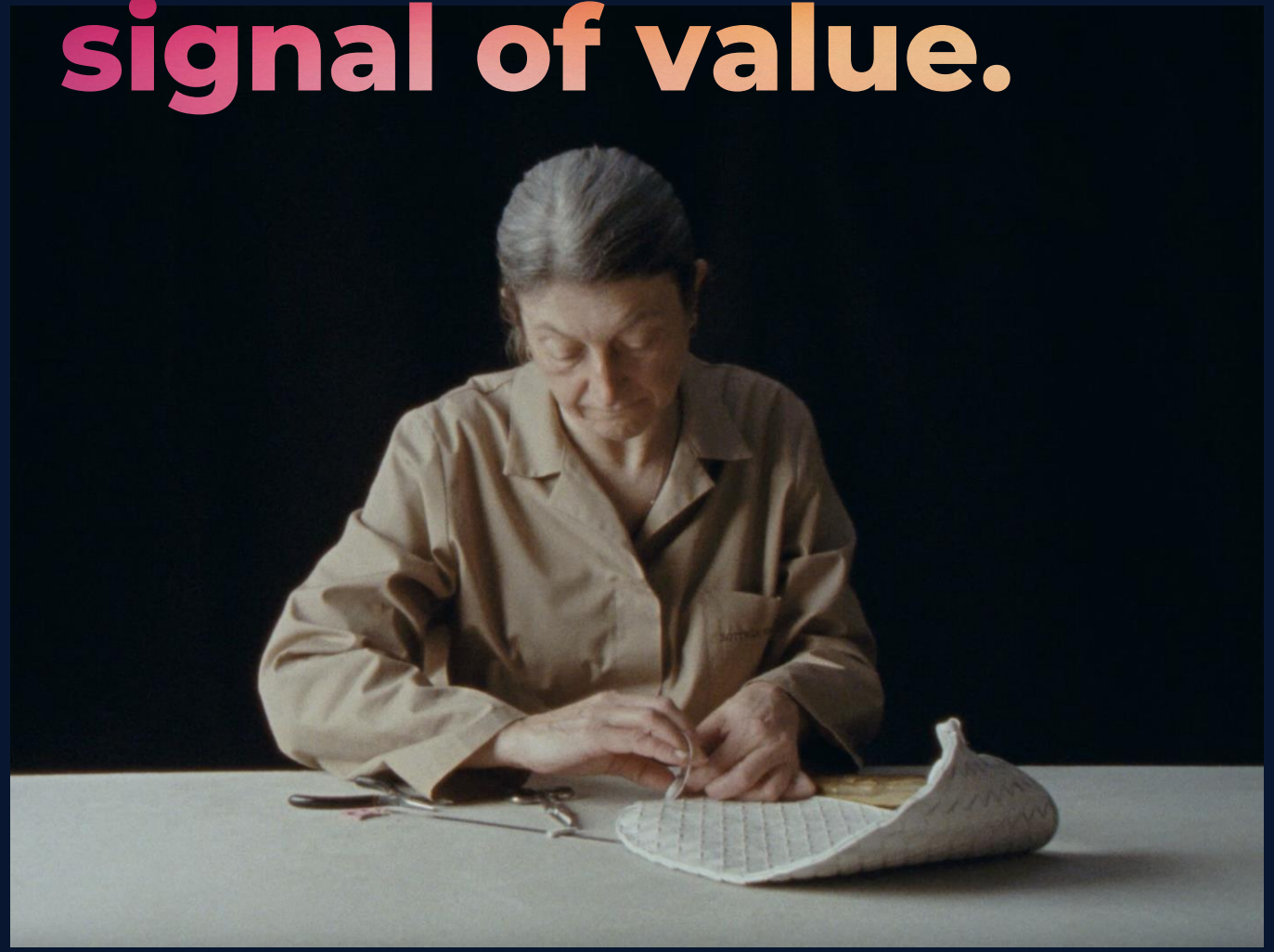
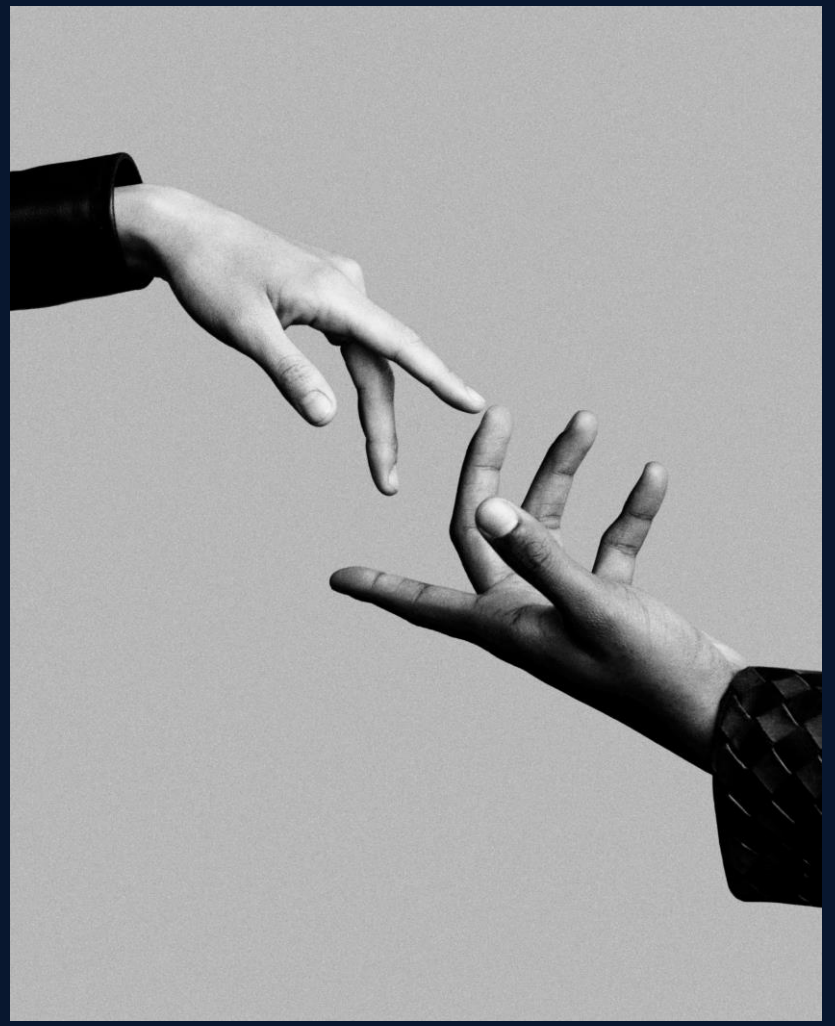
Chapter 02

Human Is the New Luxury

The human touch becomes a signal of value.





Source: Bottega Veneta, „Craft in Motion“ // „Craft is our Language“ (Jack Davison)

Authenticity needs to be proven, too.



Campaign video



Making of

Source: Gohar World × ASICS, Film Making-of. From: Vogue Business, 01.10.2026

When you see the effort, you understand the price.



SWR Handwerks Kunst

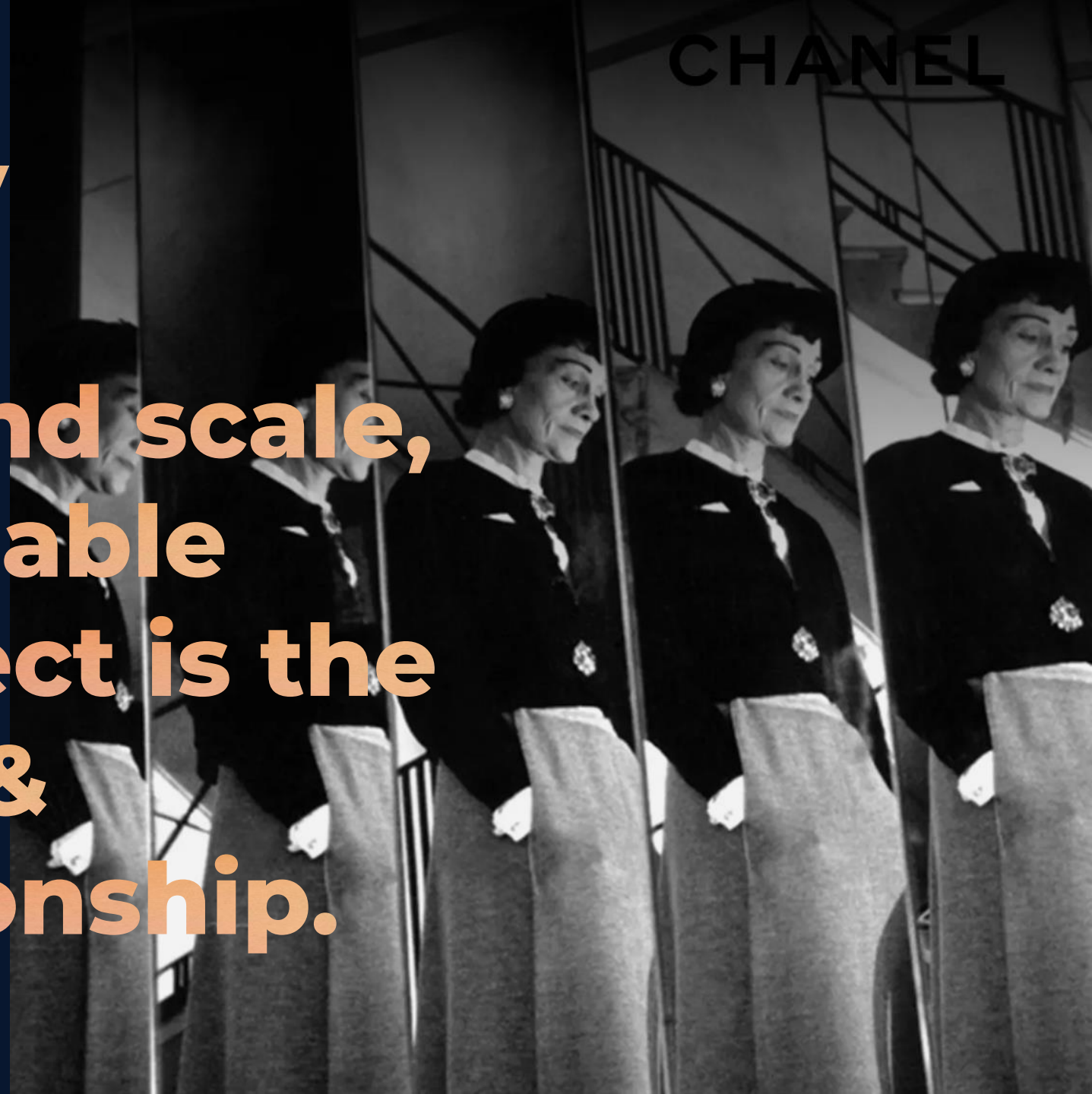
The real luxury is feeling known.

AUDEMARS PIGUET
Le Brassus



In an industry reshaped by technology and scale, the most valuable thing to protect is the human hand & human relationship.

Leena Nair, Chanel CEO



Chapter 03

The art of storytelling



The human mind is a story processor, not a logic processor

Jonathan Haidt

P&G's "Walk in the Consumer's Shoes"



Find the tension in the insight.

Uncover the hidden truth



India



Find the tension in the insight.

Uncover the hidden truth

OBSERVATION
Women do most of the laundry at home.

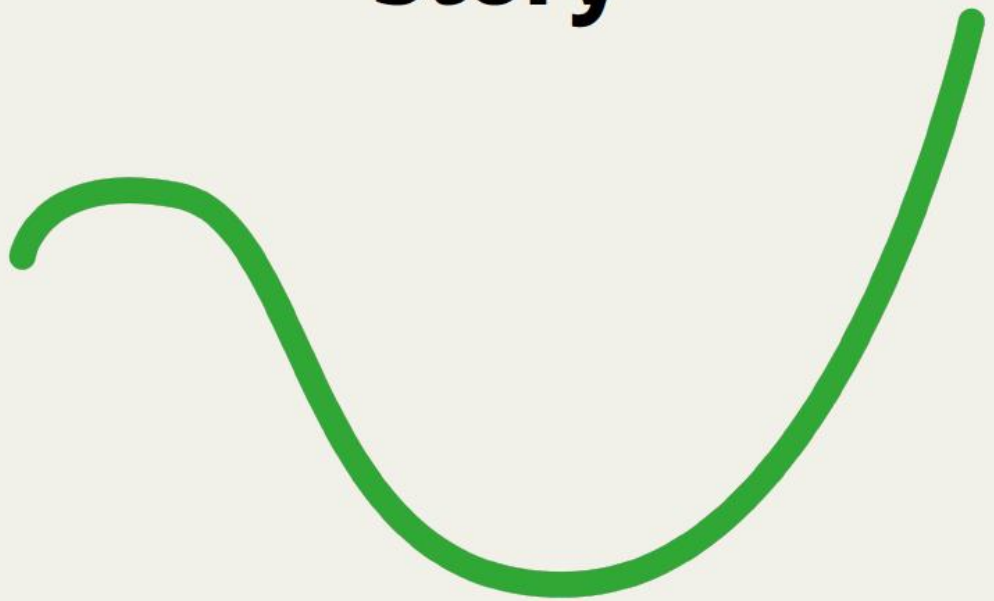
THE HUMAN TENSION
We believe in equality between men and women. Yet when it comes to laundry, traditional gender roles still prevail.

THE CREATIVE IDEA
Why is laundry only a woman's job?
#ShareTheLoad

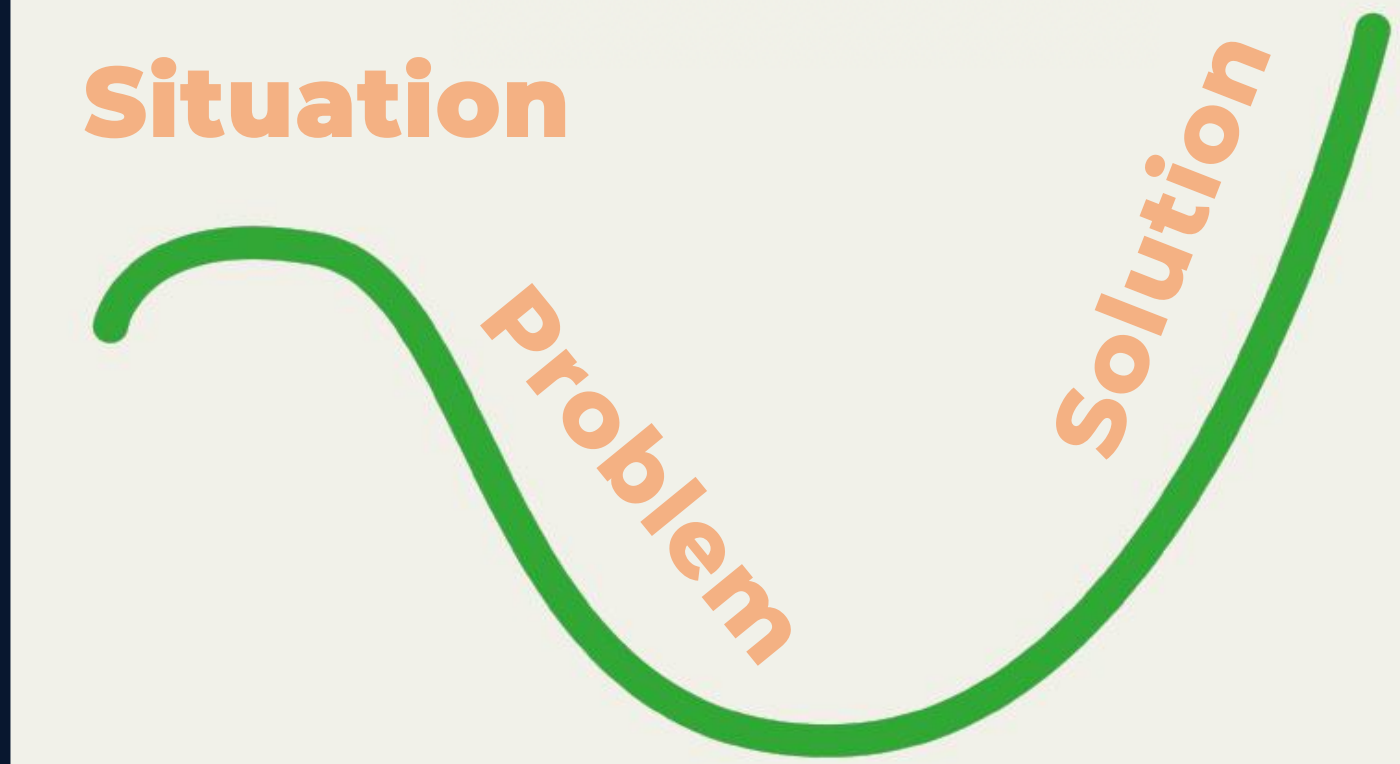
Not a story



Story



The emotional arc

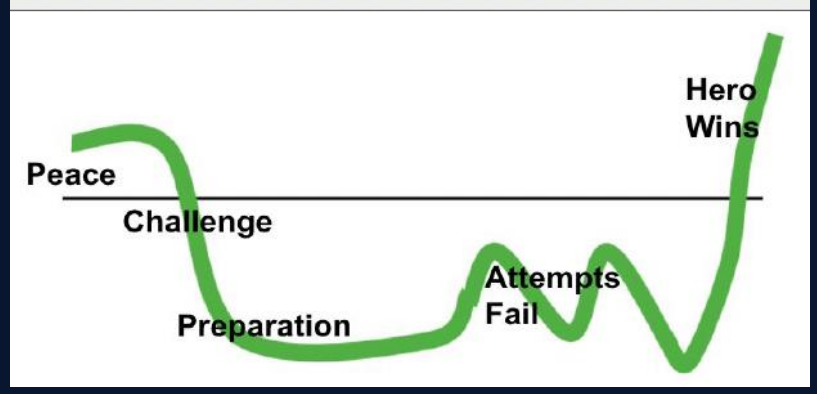


The archetypal plot lines

REBIRTH



OVERCOMING CRISIS



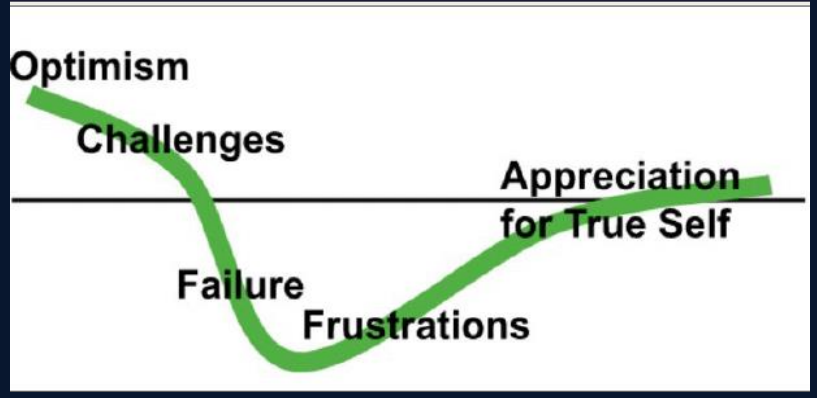
RAGS to RICHES



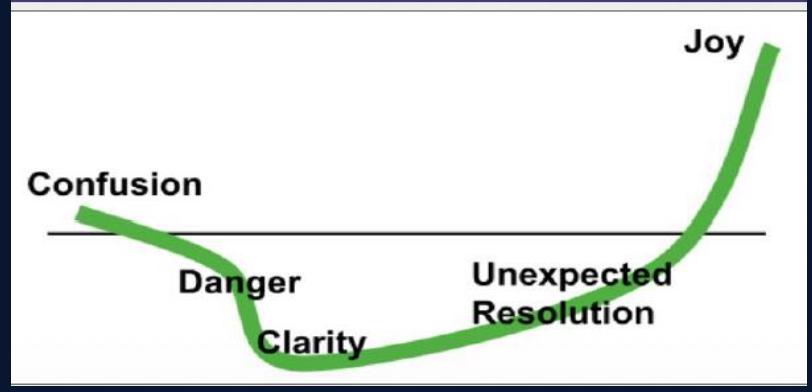
THE QUEST



VOYAGE and RETURN



COMEDY

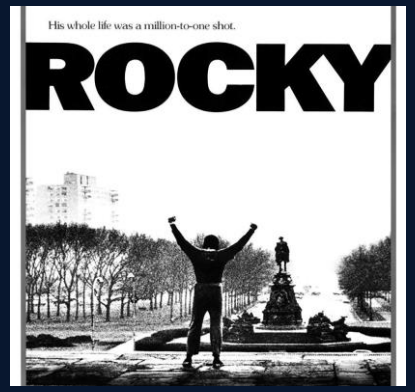


The archetypal plot lines

REBIRTH



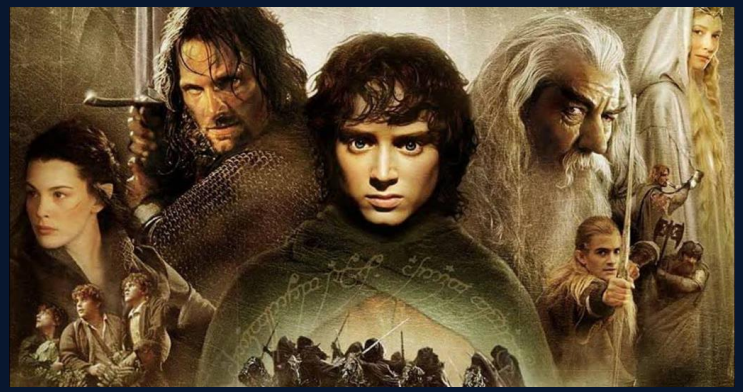
OVERCOMING CRISIS



RAGS to RICHES



THE QUEST



VOYAGE and RETURN



COMEDY



Make me care





And in fact it started with the hidden human truth

OBSERVATION

When an athlete wins an Olympic medal, all eyes are on the champion.

THE HIDDEN HUMAN TRUTH

We celebrate the athletes' achievement. But we rarely see the sacrifices and acts of support of those who helped them get there.

THE CREATIVE IDEA

Thank You, Mom.

Chapter 04

Real Stories. Real Relationships.

Marketing

Show me what makes you special

Admissions

Show me that you understand me.



Looking authentic is not the same as being authentic.





elizabethandfreddie1972 58w

He's always smiling and takes the time to ask me how I am and how my dog is! He really cares for us all 😊

Reply

7



lovethatidea 58w

Thank you Antonio!! You make our days everyday and are a part of why our kids love going to CDL.✨ 🙏

Reply

3



subirahidaya 58w

Everyone loves Antonio!

Reply

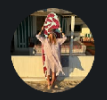


nataliechristinewebster 58w

Without him drop offs and pick ups wouldn't be the same! 🙂

Reply

3



aureleslavic 58w

Antonio is the best! Such a nice person. Thanks for your kindness towards our kids mornings and afternoons

Reply

4



nicolettapm 58w

Exceptional person! Always a kind word and fun interaction with every kid and he really knows each kid by name. Awesome Antonio. It is three years my son has left primary but we remember Antonio with fondness. 👏🔥

5

Authentic stories need evidence





The Stories worth telling

1. Go where the stories happen.
2. Look for the human tension.
3. Let the real people tell their stories.



Knowing about someone isn't the same as knowing them.



The relationship is the experience

1. See the person, not the enquiry



The relationship is the experience

2. Make room for real encounters



The relationship is the experience

3. Accidentally on purpose



The relationship is the experience

4. Remember and care



Chapter 05

Just Because We Can Doesn't Mean We Should.

The concept of friction-maxxing



Why read when AI can summarise?

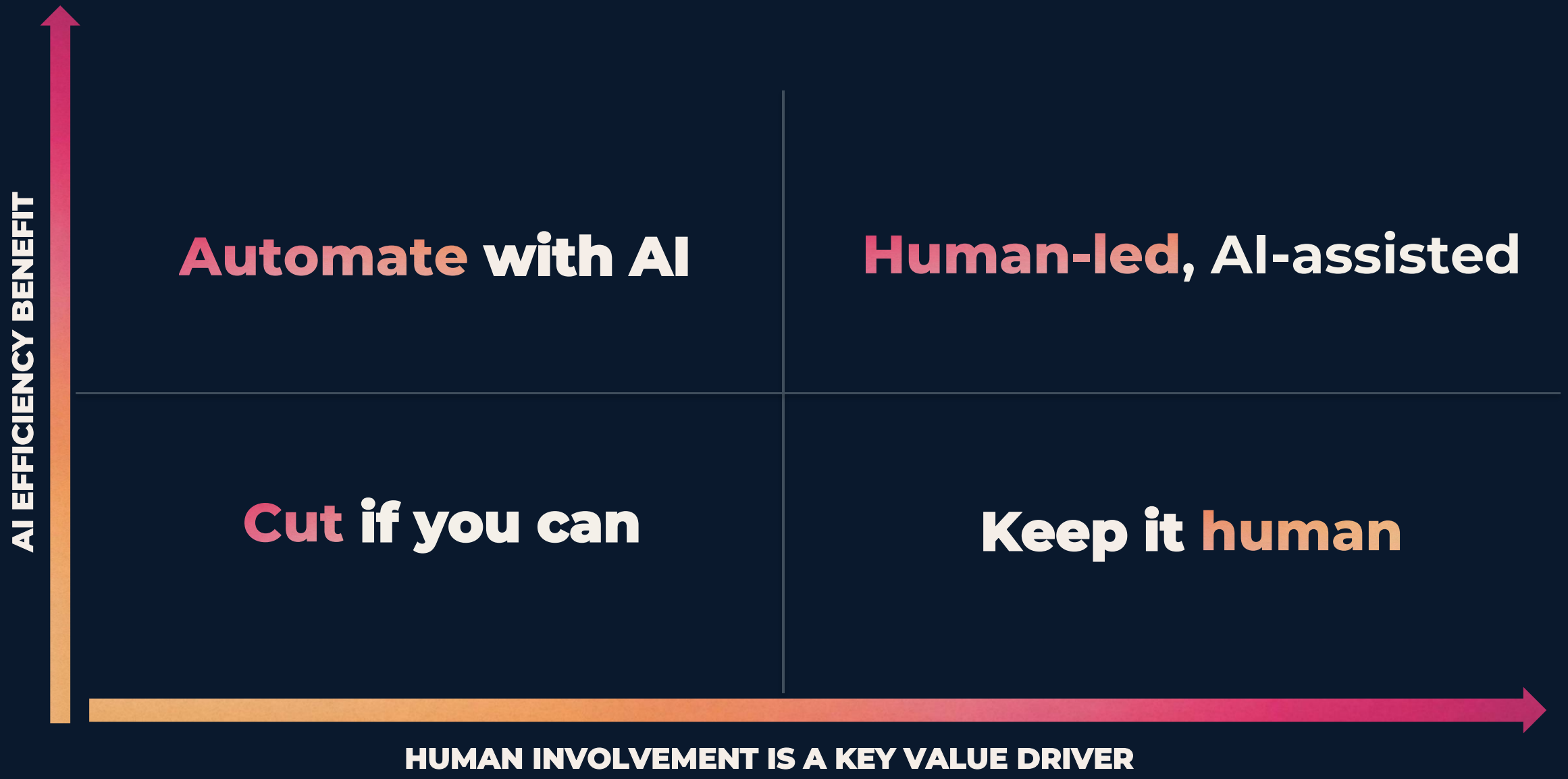
Why think when AI can answer?

Why deal with difficult conversations when a chatbot will always agree with you?



AI won't make us less human. We might do that ourselves.

Can we?
Should we?


AI EFFICIENCY BENEFIT
Automate with AI
Human-led, AI-assisted
Cut if you can
Keep it human
HUMAN INVOLVEMENT IS A KEY VALUE DRIVER

AI can help us...

- Transcribe interviews and organise material
- Spell-check, translate, sometimes adapt content
- Improve photo & video production **without** altering the message
- Prepare and summarize information for admissions
- Polish and spell-check emails, **without** losing the personal tone.
- Help sort through information
- Run large analyses





But I want humans to...

- Discover the real stories
- Decide what matters
- Find the creative angle & idea
- Create the actual content
- Be the real people in school stories
- Have sensitive and important conversations
- Build human relationships and trust
- Draw the conclusions

Where do we draw the line?

1. We don't invent human experiences.
2. We don't replace human relationships
3. We preserve curiosity
4. We protect the truth

Our greatest responsibility is to make sure we don't lose what makes us human.