

Redefining Huma**in** in the loop

Why the marketer's role is becoming more important than ever.

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UNTANGLE
COLLECTIVE



EVERY INNOVATION **SPARKED** DOUBT.

1826



**PHOTOGRAPHY
IS BORN**

*“Art will never
be the same.”*

**AI MODELS -
NEW FRONTIER**

*“AI will never be
real creativity.”*





PK-banken

Privatlån
snabbt
enkelt
bekvämt

Prata med oss –
vi har pengarna!



Sparkonto
ränta
på
ränta

Spara i
PK-banken!



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**THE MARKETERS ROLE ARE
CHANGING**

X 1000



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YOU CAN CREATE ANYTHING

ONE PERSON.
100 CHANNELS.
ALL AI.

**WHICH IS YOUR
CHANNEL?**

ALL OF THEM

1 BRAND

1 PRODUCT

1000 INTENTS

1000 REASONS TO CHOOSE

1000 STORIES

AI IS BECOMING A NEW ROUTE INTO COMMERCE.

42%

have used AI assistants
for online shopping

+62%

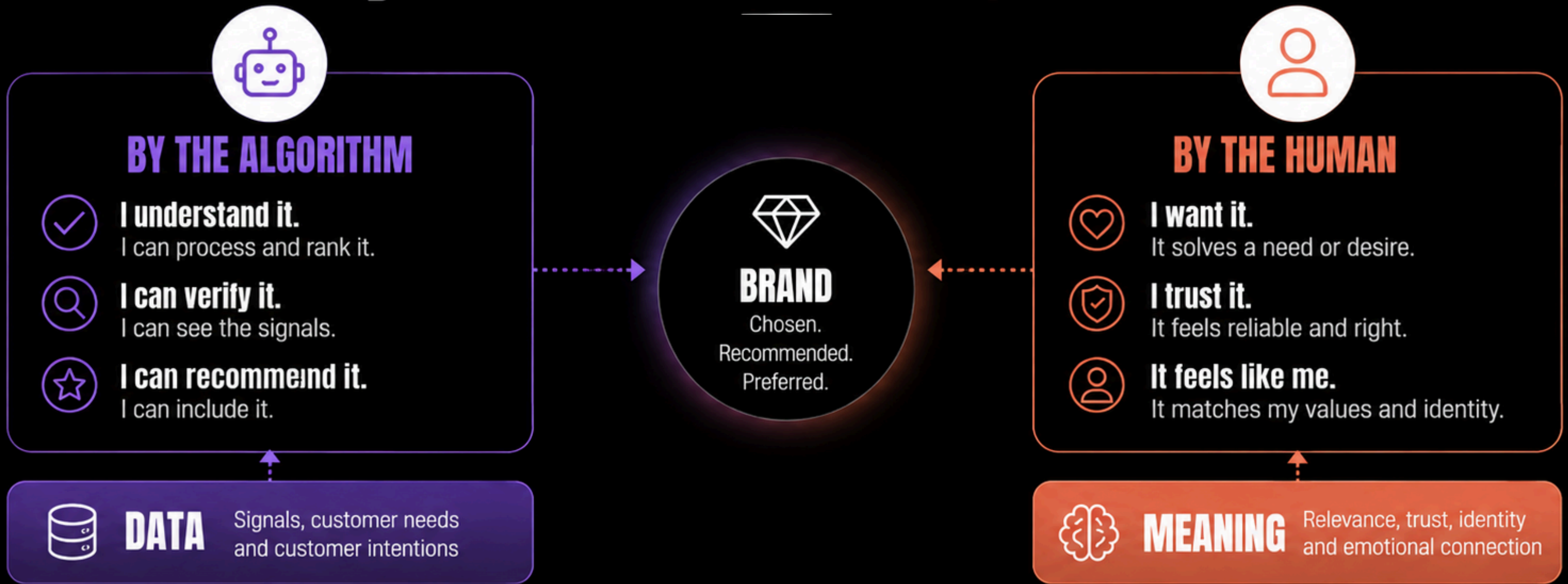
YoY AI-referred traffic
to US retail sites

+60%

conversion vs.
non-AI traffic

Adobe Digital Insights, AI Traffic Trends Report, July/August 2026

Your brand must be chosen by both **humans** and **algorithms**.



DATA
earns inclusion.

+



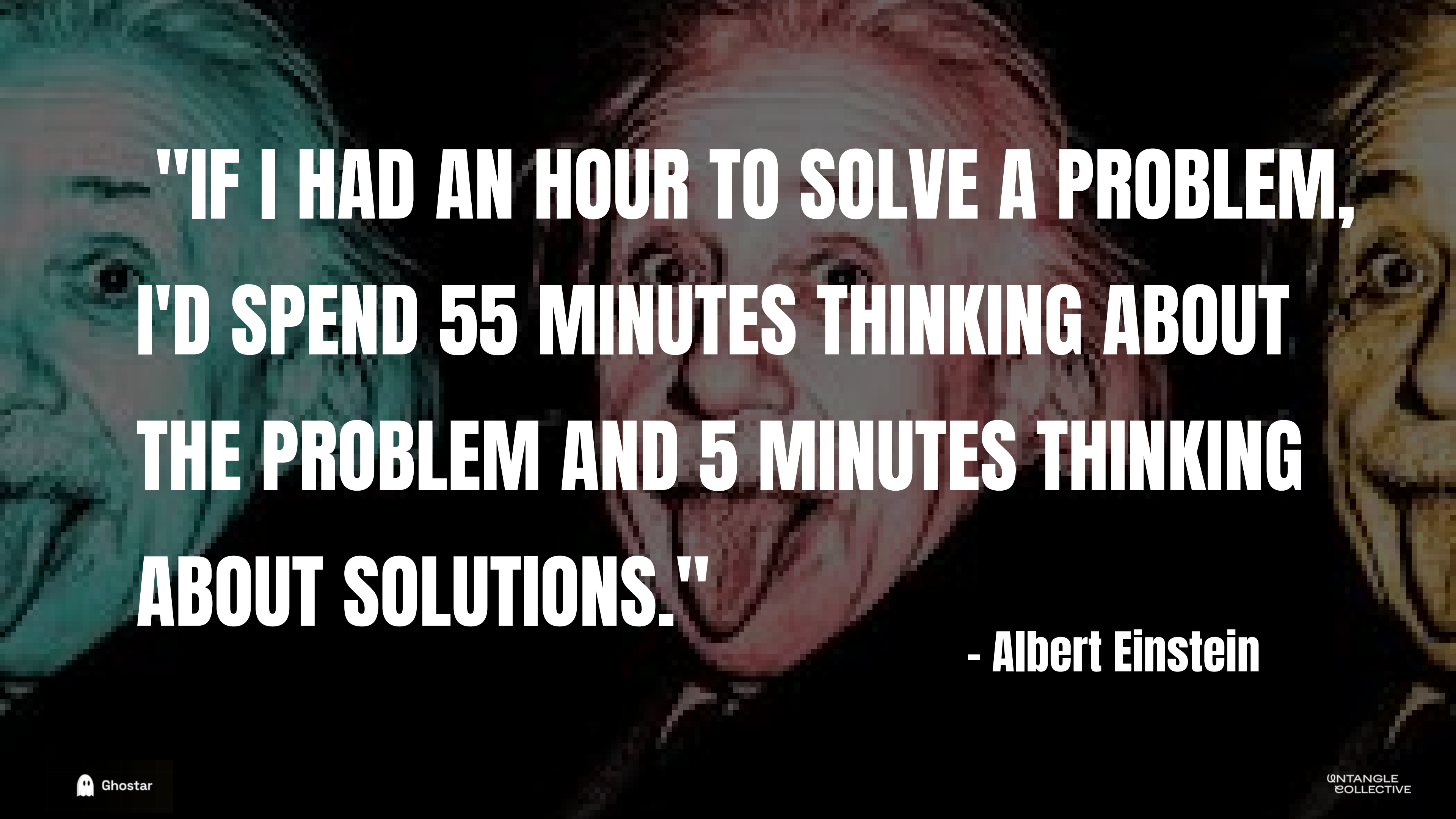
MEANING
earns preference.

=



GROWTH
earns loyalty.

**WHAT DOES IT MEAN TO
BE HUMAN IN THE LOOP?**



**"IF I HAD AN HOUR TO SOLVE A PROBLEM,
I'D SPEND 55 MINUTES THINKING ABOUT
THE PROBLEM AND 5 MINUTES THINKING
ABOUT SOLUTIONS."**

- Albert Einstein

“
SAME BEHAVIOR.
SLIGHTLY FASTER.
STILL WRONG
DIRECTION.



NEW YORK, 1925



3 LEVELS OF INNOVATION.



3. REDEFINE

Reimagine what's possible.

Transform. Inspire. Create new value for all.

Break the mold.
Create new value for all interested parties.



2. DEVELOP

Build new capabilities.

Add value. Improve. Expand impact.

Go beyond today.
Build solutions that solve real problems in new ways.



1. EFFICIENCY

Do the same things better.

Optimize. Automate. Save time.

Make it work.
Streamline and improve existing processes.



Think bigger.
Build smarter.
Create magic.



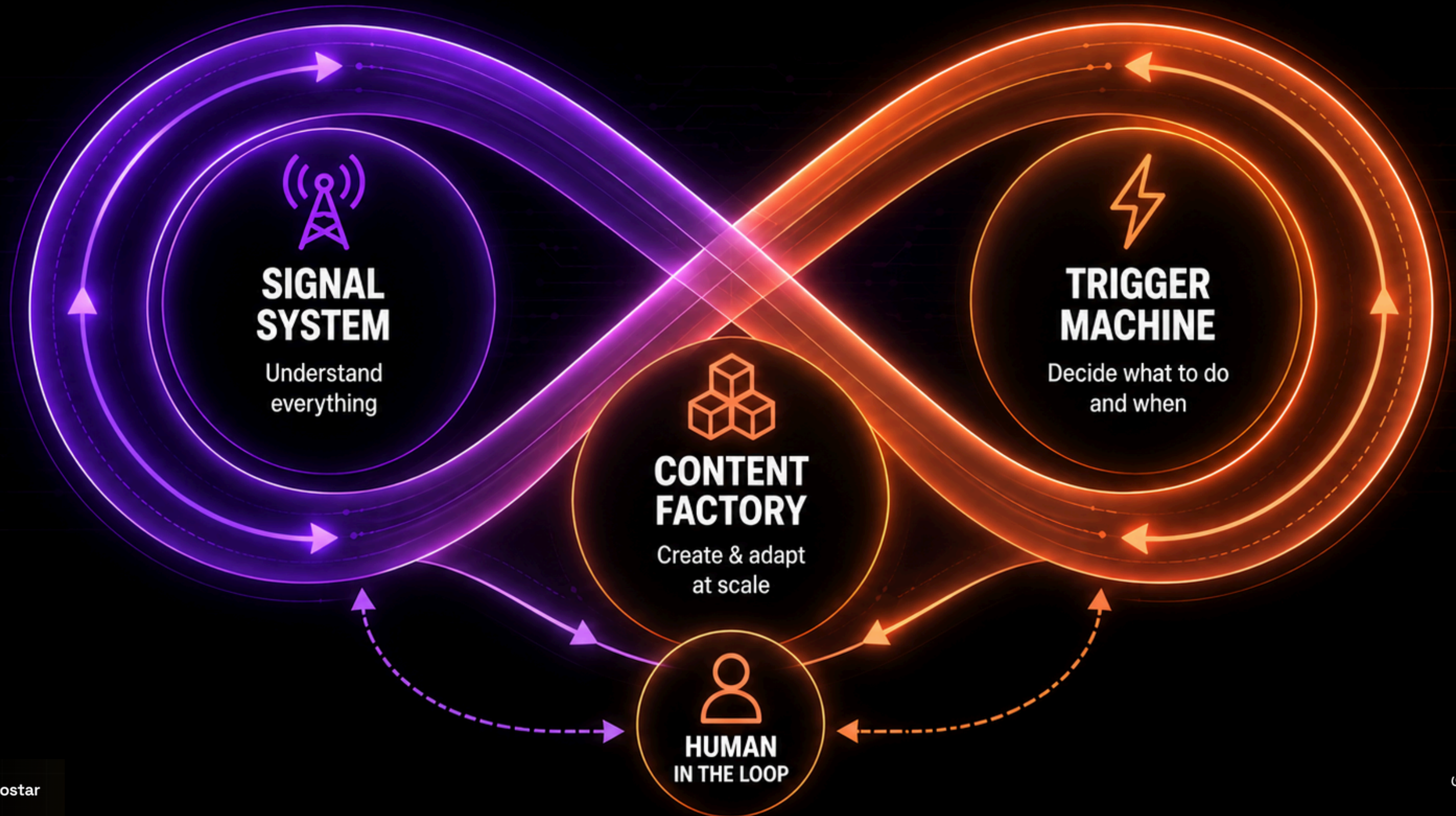
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THE NEW HUMAN IN THE LOOP MODEL

**AI SCALES EXECUTION.
HUMANS CHOOSE THE DIRECTION.**

AI MARKETING OS



4 BUILDING BLOCKS

01

SIGNALS

What is true?

Product · brand · proof

02

INTENT

For whom, and why?

Needs · situations ·
barriers

03

TRIGGERS

Why now?

Weather · behaviour ·
lifecycle

04

EXPERIENCES

How should it show
up?

Content · feeds · journeys

FROM CAMPAIGN MANAGER TO BUSINESS SYSTEM DIRECTOR

BLUEPRINT

BRIEF

PRODUCE

PUBLISH

OPTIMISE



GOLDPRINT

CHOOSE INTENTS

DEFINE MEANING

SET EVIDENCE & GUARDRAILS

DIRECT AGENTS

JUDGE & LEARN

AI DEVELOPMENT

THE MODERN MARKETING CREW

HUMAN + AI IN THE LOOP. INTENT DRIVEN. IMPACT FOCUSED.



ellos

INTENT MAP

NOAH RAHMAN
Intent Data Scientist

ELIAS BERG
Intent Engineer

MAYA LIND
Creative Director

HUGO NILSSON
Trigger Orchestration Lead

ELLA KARLSSON
Omnichannel A-Z Tester

AISHA PATEL
Consumer Insights & Innovation Lead

FREJA LUND
Storyteller

AMIRA HASSAN
Feed Optimisation Lead

LEO MARTINS
Visual Reviewer

AI AGENTS

-  **Muse**
Creative Agent
-  **IntentMap**
Intent Agent
-  **Moment**
Story Agent
-  **SignalMiner**
Data Agent
-  **Conductor**
Orchestration Agent
-  **VisionGuard**
QA Agent
-  **FeedPilot**
Feed Agent
-  **Pulse**
Trigger Agent



**“THE NEW DIGITAL GOLD IS NOT THE
AGENTS. IT IS HOW FAST WE LEARN TO
DIRECT THE LOOP.”**

- Bengt Wessborg

THE GOLDPRINT



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**Signal system and
content factory
on brand**





References

Input image



Comparison

Output with PixPax
upscaled sharp image



New
Packshot



Also Setting the table in an intent-based environment



Reference



Lifestyle
Product

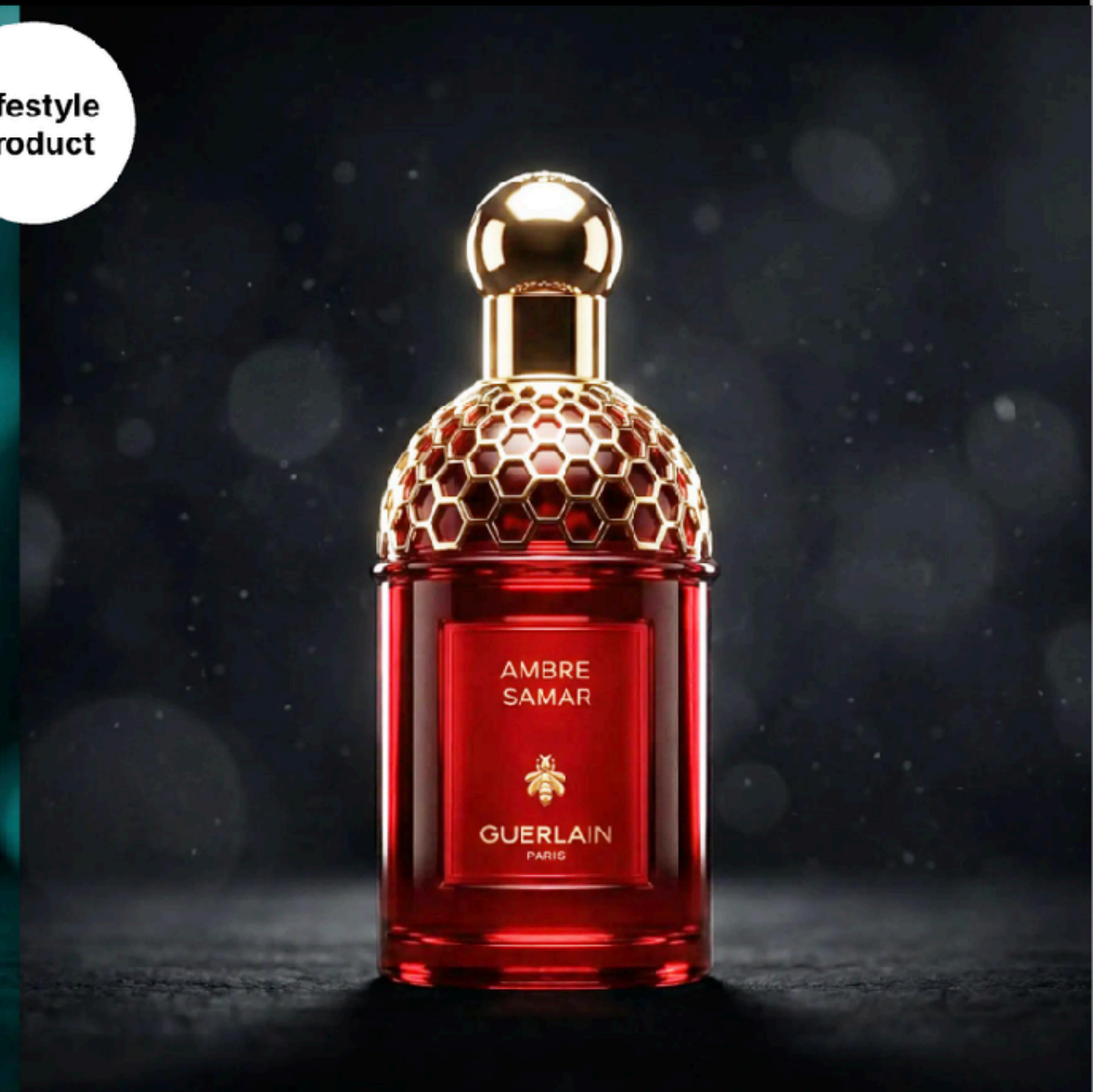


Creating a lifestyle image with AI + humans in the loop (PixPax), from a product input image

Reference



Lifestyle
Product





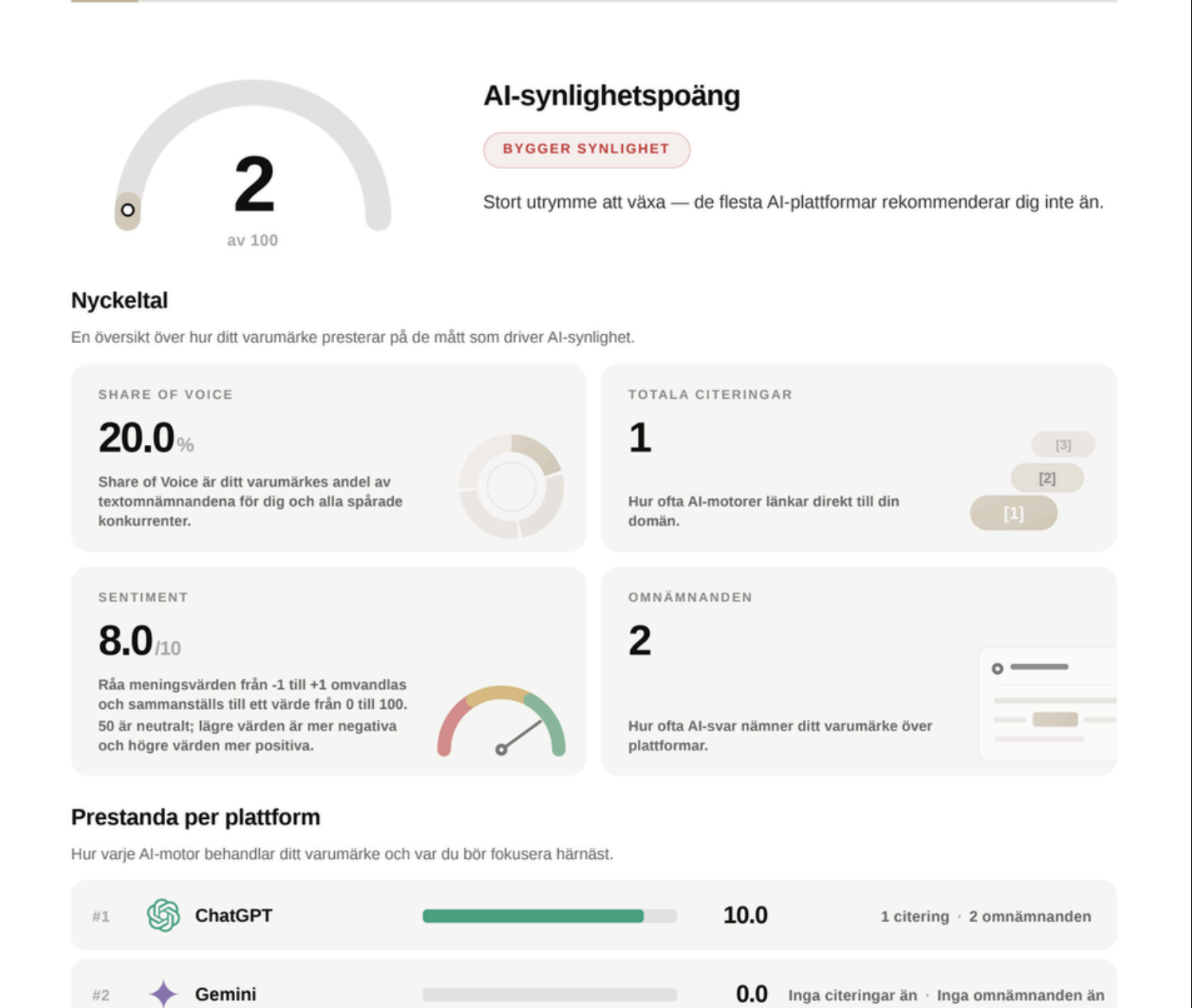


home  room

Image fully made with PixPax
Art direction: Co created by home room, & PixPax

Presenttips till brudparet

INTENT IS THE NEW CURRENCY



WHICH CUSTOMER **INTENTS** SHOULD WE OWN?

IMPRESS & INSPIRE

She wants her guests to be impressed and remember the experience.



EASY & STRESS-FREE

She wants a smooth process from inspiration to delivery and setup.

CREATE A SUMMER PLACE

She wants an outdoor space that feels like a natural part of her summer home.



NATURAL & SCANDINAVIAN AESTHETIC

She prefers natural materials, neutral tones and Scandinavian design that feels calm and elegant.



GOOD TASTE & PERSONAL EXPRESSION

She wants to express her taste and lifestyle through carefully chosen details.



COMPLETE THE VISION

She wants a complete solution where everything works beautifully together.

QUALITY THAT LASTS

She wants durable, timeless furniture that can be used and loved for years.



VALUE & SMART INVESTMENT

She wants to invest in pieces that hold value over time—both in quality and experience.



ONE PERSON. MANY INTENTS.



+ INTENT =

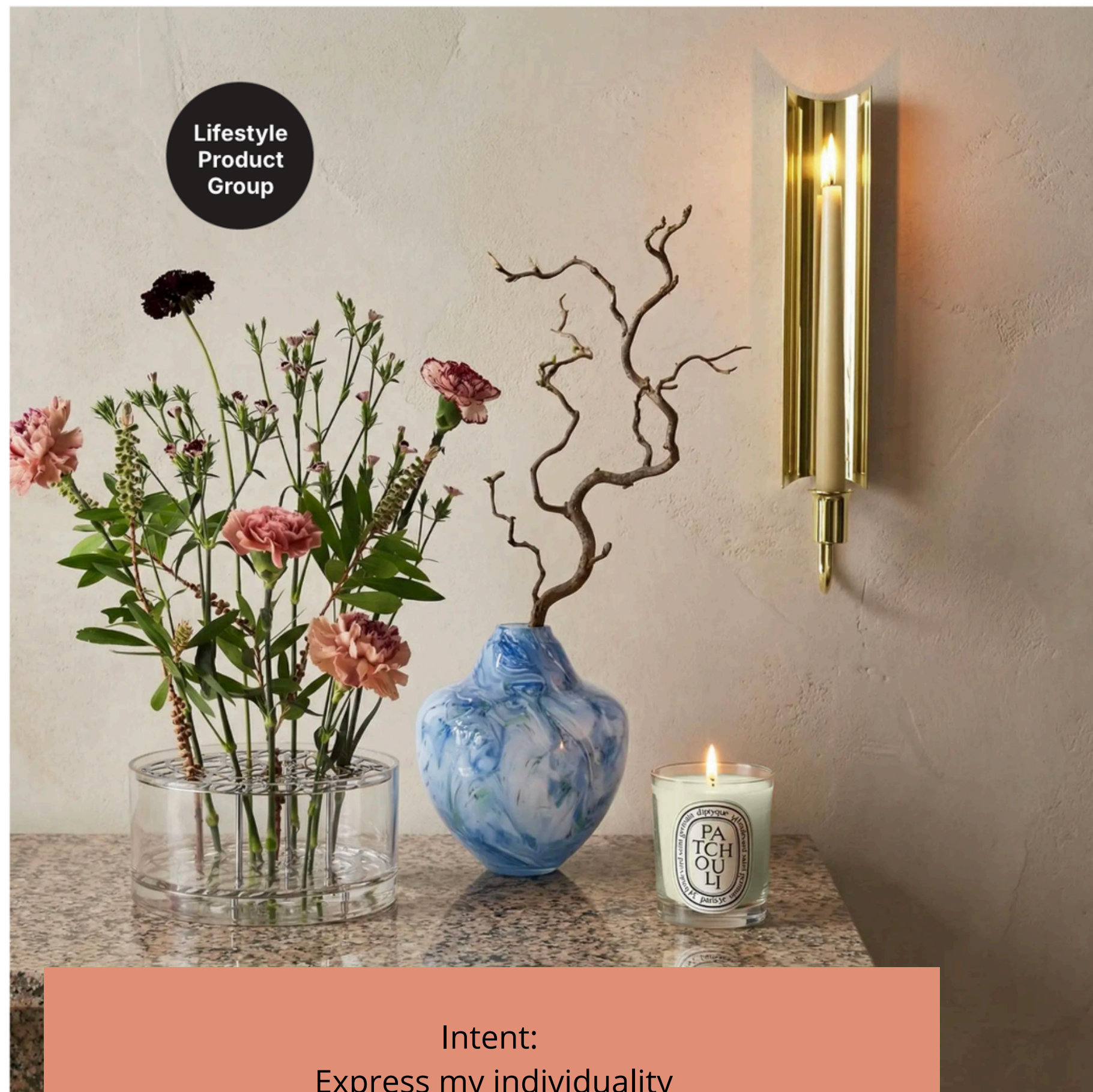




References

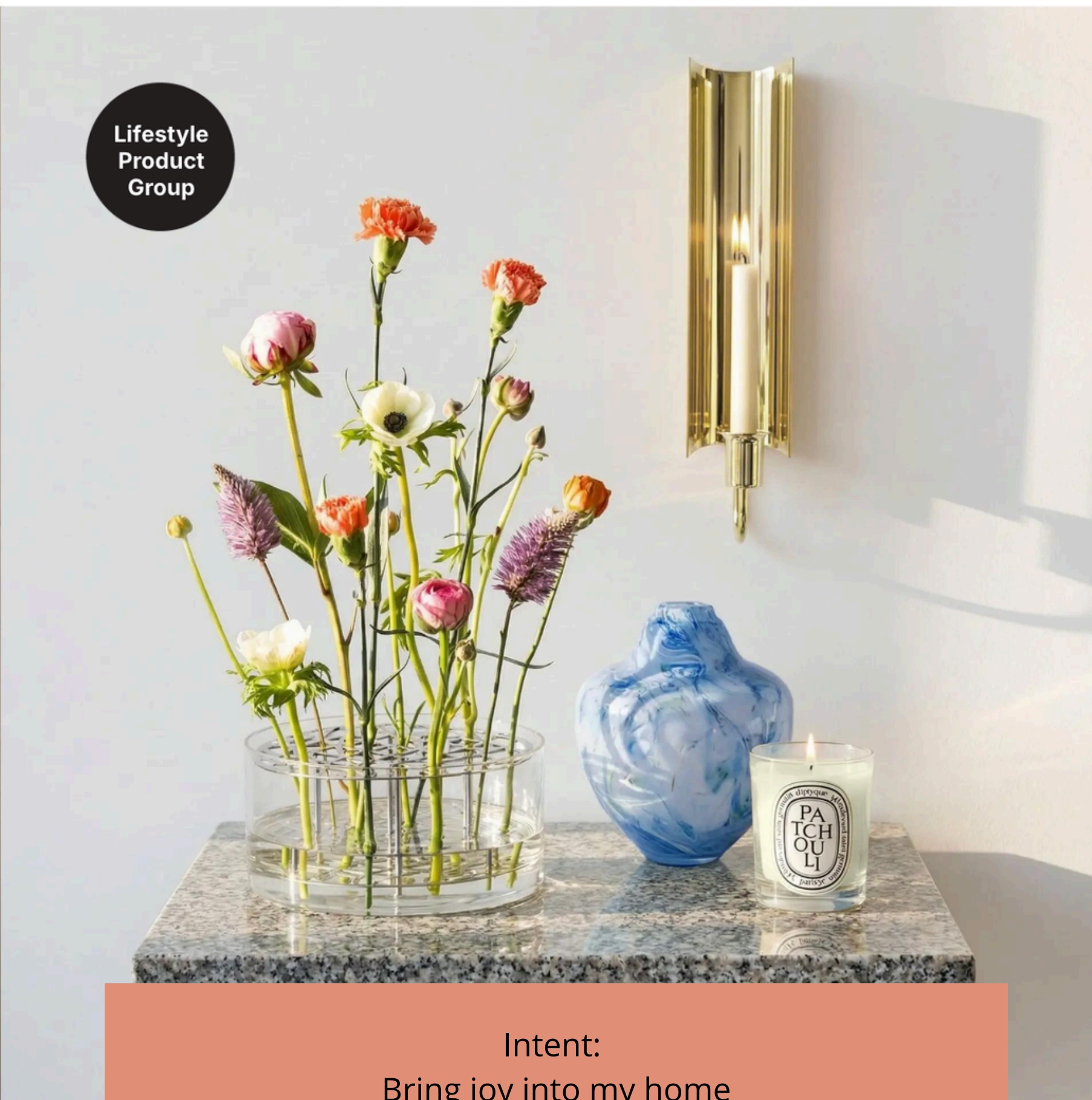


Putting several different proudct images together to a life style concept image with PixPax
See next slide



Lifestyle
Product
Group

Intent:
Express my individuality
"Jag vill skapa ett personligt och sofistikerat hem".



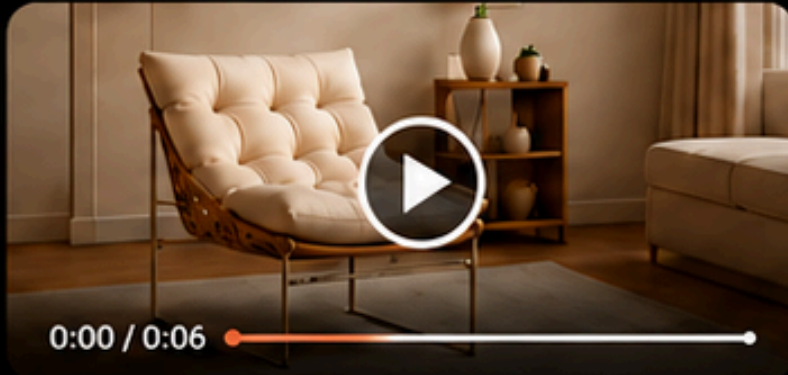
Lifestyle
Product
Group

Intent:
Bring joy into my home
"Jag vill fylla hemmet med färg, energi och glädje".

FROM PIXELS TO PERFORMANCE

ONE IMAGE. INFINITE FORMATS. EVERYWHERE.

VIDEO



CONTENT



GOOGLE SHOPPING



Lounge Chair – Cream
\$299.00
★★★★★ (128)
Free shipping



INTENT SIGNALS
Multi dimensional
value propositions

AI DISCOVERY

What's a comfortable lounge chair for a modern living room?



VOICE & AGENT

Find me a cream lounge chair that ships fast and fits in a smaller space.



MARKETPLACES & SOCIAL



FRÅN BLUEPRINT TILL GOLDPRINT.

AI-BILDER SKAPAR MER ÄN BARA INNEHÅLL.
DE DRIVER RESULTAT.

Med AI som kreativ motor skapar vi bildinnehåll
som inte bara ser bra ut – det presterar bättre.

Datadrivna. Skalabara. Affärsdrivande.

Google Shopping

STRONGEST EVIDENCE

AI images drive real impact.

Google showed it **5.7x** more.
And CTR still increased **27%**.



IMPRESSIONS

12,522 → 71,512

5.7x



CLICKS

207 → 1,505

7.3x



CTR

1.65% → 2.10%

+27%



More reach. More clicks. **Higher CTR.**



SÄNKT KOSTNAD

Mer till effektiv
marknadsföring:



SÄLJ PRODUKTER SNABBARE

Kortare tid från idé
till marknad.



BINDA MINDRE KAPITAL

Mindre produktion,
mer flexibilitet.



STÖRRE EFFEKT

Fler bilder. Fler tester.
Fler vinnare.

MISSION BRIEF

OPERATION:
PIXPAX

OBJECTIVES:

- AI AUTOMATION
- VISUAL PERFECTION
- HUMAN INSIGHT
- CUSTOMER DELIGHT

STATUS: **IN PROGRESS**



PixPaxTM
Studios

Mission impossible, possible

CLEARANCE: LEVEL 7

SPECIALTY: VISUAL INTELLIGENCE

LOCATION: OFF THE GRID



MISSION PROTOCOL

ADAPT
ITERATE
ELEVATE



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CREATE YOUR **GOLDPRINT.**

- 01 CONCEPT + BUSINESS CASE + BELIEVE
- 02 CHOOSE INTENT YOUR WANT TO OWN
- 03 ENRICH DATA AND CONTENT WITH INTENT
- 04 COLLECT THE SIGNALS THAT REVEAL INTENT FROM SYSTEMS AND LLM
- 05 ACTIVATE THROUGH YOUR AI MARKETING OS
- 06 START SMALL, LEARN, SCALE

**The greatest risk is not AI.
It's standing still while
everything else moves.**

AIBAREN

Agentic Commerce

Göteborg 17 september

AIBAREN.SE

READY TO CREATE YOUR GOLDPRINT?

AI Development & Strategy

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