

connect

ENGAGING MARKETING MINDS

SEPTEMBER / OCTOBER 2025

**BRAIN
STORM
TO
BRAND
IMPACT**

HOW TO
EXECUTE
BIG IDEAS
THAT
STICK

Smarter Targeting. Better Results.

Studies show that campaigns with both digital ads and print media are **400% more effective.**

Source: Giving USA

One Kansas City Non-Profit achieved impressive success by combining their outreach strategies.

Scan the QR code to discover how they achieved a **270% lift.**



YOU'RE ON THE CLOCK

T

here's no shortage of headlines forecasting the end of entry-level white-collar jobs. According to a 2024 report from the Burning Glass Institute and SHRM, nearly one in five U.S. jobs is now at high risk of being significantly reshaped—or even eliminated—by generative AI. For marketers, especially those just entering the field, it's a wake-up call. But it's also an opportunity.

As our Q&A with Matt Seitz from the University of Wisconsin's AI Hub makes clear, the future of marketing—and business—isn't about machines

replacing people. It's about people using AI to deepen their impact. And that begins with something AI can't replicate: genuine human connection.

The irony of our hyper-connected world is this: We've never had more tools for communicating, yet we've rarely felt so disconnected. Scrolling, posting, and automating have distanced us from the core of marketing—listening. Real listening. The kind that builds trust, uncovers pain points, and sparks loyalty.

Technology can streamline processes, but it can't substitute for empathy. It can scale outreach, but it can't build intimacy. The marketers who will thrive aren't those who automate the most—they're the ones who engage the deepest.

Whether you work in B2C or B2B, business is still, and always will be, about relationships. And right now, marketers are on the clock. Meaningful relationships don't form overnight. They require time, intention, and courage. Courage to zig when others zag. To pick up the phone. To ask the hard questions. To be present.

The ones who do? They'll be the ones who win.

Our cover story, "Brainstorm to Brand Impact," touches on how marketers and brand owners can transform creative ideas into impactful, tangible marketing offerings. Our second feature, "Trust Building," explores the ethical considerations surrounding the use of AI in marketing, emphasizing consumer trust. Both features drive home the idea that marketers are needed more than ever but that they are on the clock.

Warmest regards,



Gina M. Danner
CEO, NextPage



09

**The Brainstorm
to Brand Impact
Playbook**

02 Feature.....Trust Building
05 In Focus.....The Power of Touch
06 Cover Story.....Brainstorm to Brand Impact
10 Tactics.....Strategies You Can Use
12 On the Record with.....Matt Seitz

connect

Publisher

Gina M. Danner

Design Editor

Jennifer A. Ulm

Connect is published bi-monthly
by NextPage® 8300 NE Underground Dr.
Pillar 122, Kansas City, MO 64161.
©2025. All rights reserved.

For more information, contact us at
866.938.3607 or visit goNextPage.com.



TRUST BUILDING

NAVIGATING THE ETHICS OF AI IN MARKETING

STEVE ROOP doesn't race to integrate artificial intelligence (AI) into every client-facing deliverable. Instead, his team at the Littlefield Agency takes a measured approach—one focused on using AI for internal efficiencies rather than outward content creation. The cautious approach mostly leverages AI in situations where it can perform a big task faster, or help wade through data and bring back insights.

While the Littlefield Agency has built tools around onboarding, billing consolidation, and media analysis, they are mostly internal at this point. That's not to say they're ignoring AI's potential. They just believe in guardrails. All the data they feed into AI systems remains inside business accounts and doesn't get used to train external models. "We keep it walled off from external training or usage," says Roop, Littlefield's AI and Content Director. "That's key to keeping trust intact."

For many marketers, AI presents an exciting frontier packed with the promise of efficiency, personalization, and accelerated results. But along with that promise comes a new layer of responsibility. As today's marketers tap AI to automate content, optimize campaigns, and analyze consumer behavior, it's not just about what they can do, but about what they should do, too.

That tension—between innovation and ethics—is where marketing leaders are spending more of their time, especially as consumers grow increasingly sensitive to data privacy, algorithmic fairness, and brand authenticity. "AI isn't able to really replicate a complicated piece of B2B equipment 100%," Roop says. "It's just not quite there for us yet, but we know it will be shortly. When it is, we'll do what we always do with clients—communicate the options and weigh the pros and cons."

Roop says the most effective uses of AI to date have

been in analysis—not creation. "We've used AI to analyze competitor content against what we're creating. It's about leveraging data for insights rather than trying to automate the creative side. It's tricky, but we haven't really hit a spot where we've had to worry about issues like data privacy much yet. Everything we do is behind walled systems and is more data-driven than content-driven."

That careful calibration shows up in day-to-day decision-making. For example, Roop once used AI to replicate a client's voice for a podcast intro—only after full transparency and client buy-in. "It was easier than having him read the script 50 times to hit the right inflections. But we discussed it up front. That kind of honesty matters."

In today's ever-changing landscape to get the best results more efficiently and effectively than ever before, Roop understands the important role marketers play in shaping the future of ethical AI. "Marketing obviously deals with a lot of data. Keeping that protected is paramount if we even want to think about maintaining the public's trust. People are already suspicious of giving an email or using cookies. AI perceptions are only going to fuel that fire. We've got to get ahead of it."

“WE’VE USED AI TO ANALYZE COMPETITOR CONTENT AGAINST WHAT WE’RE CREATING. IT’S ABOUT LEVERAGING DATA FOR INSIGHTS RATHER THAN TRYING TO AUTOMATE THE CREATIVE SIDE.”

— **STEVE ROOP,**

AI & CONTENT DIRECTOR,
LITTLEFIELD AGENCY

BUILDING YOUR BRAND THROUGH AUTHENTICITY

At Mirage Digital, COO Robin Bigge and Chief Content Officer John Littell are equally focused on what marketing—particularly as it relates to AI—should feel like to the audience. Their work revolves around creative integrity, digital-first storytelling, and building trust through authentic experiences.

Bigge believes that trust starts with clarity. “A strong brand identity means not only do we, but our partners, know exactly who we are and what we do. That kind of steadfastness makes relationships easier to start and navigate. We want our creative partnerships to add value. Whether it’s email blasts, graphic design, or motion graphics, we make sure [people] are left with something that makes a long-term impact.”

Consistency matters across channels. “It’s all about sticking to one brand voice and outlined brand guidelines,” Bigge says. “It lets us focus on the message. The result is a brand experience that feels cohesive. Consistency gives the consumer a sense of familiarity. That’s how you build trust.”

If there is one principle Littell stands on above all else it is that trust isn’t just built through content—it’s earned through connection. In the campaigns he runs, he has a front row seat to what personalized interaction means—the premise that human touch can be a powerful antidote to digital fatigue.

“IT’S ALL ABOUT STICKING TO ONE BRAND VOICE AND OUTLINED BRAND GUIDELINES. IT LETS US FOCUS ON THE MESSAGE. THE RESULT IS A BRAND EXPERIENCE THAT FEELS COHESIVE.”

— ROBIN BIGGE, COO, MIRAGE DIGITAL

For example, events and experiential marketing let you show the real faces behind the brand. “It’s a way to create authentic, memorable experiences that trigger feel-good feelings people take with them well after the event ends. It’s about creating interactions that feel real. Face-to-face builds trust in ways no email ever can.”

In a time when digital seems to be everything to everyone, Littell says your messaging must be cross-functional so it hits across different forms of media. By leading with digital but adapting for multiple touchpoints, he says, you maximize both reach and resonance. “Everyone is online and having impactful messaging that can live across different forms of media is crucial. Your branding should hit more audiences and leave a lasting impression.”

As AI becomes more deeply embedded in marketing strategies, the brands that align innovation with ethical responsibility will continue to build lasting trust and set the standard for a more thoughtful, consumer-centered future. ■



INSIDE THE ETHICAL AI PLAYBOOK

HOW TODAY'S MARKETING LEADERS ARE
BUILDING TRUST IN AN AUTOMATED AGE

1. Start slow, stay targeted

Take a cautious approach by using artificial intelligence (AI) for behind-the-scenes tasks like onboarding, media analysis, and billing consolidation.

2. Communicate early and often

When AI plays a role, transparency matters. Make sure clients understand how it's being used and why—because trust starts with clear communication.

3. Guard your data

Keep AI use confined to secure, internal systems whenever possible. This approach protects sensitive information and reduces risks tied to external data exposure or third-party training models.

SOURCES: ROBIN BIGGE, COO; JOHN LITTELL, CHIEF CONTENT OFFICER OF MIRAGE DIGITAL; STEVE ROOP, AI & CONTENT DIRECTOR, LITTLEFIELD AGENCY

THE POWER OF TOUCH

HOW TACTILE PACKAGING DRIVES CONSUMER BEHAVIOR

In an AI-generated world, the power of real-world touch stands out. It's the difference between scrolling past and stopping to engage. Tactile experiences spark emotion, build trust, and drive action in ways digital alone can't replicate.

IN
FOCUS



TOUCHING TWICE
+50%
PURCHASE LIKELIHOOD

Consumers touching a premium package twice are **50% more likely** to buy the product.

(Source: WhatTheyThink)

**PREMIUM
TEXTURES**

NEARLY 3x PREFERENCE

Preference for premium tactile packaging versus plain packaging.



(Source: WhatTheyThink)

WHY TACTILE PACKAGING MATTERS

- **CREATES PREMIUM PERCEPTION & DIFFERENTIATION**

Embossing, soft-touch, spot UV, and foil stamping signal luxury and sophistication.

(Source: WhatTT)

- **ENHANCES BRAND ENGAGEMENT & MEMORY**

Touch creates multisensory impact—brands become more memorable.

(Source: Industry Intelligence Inc.)

- **TRIGGERS OWNERSHIP & INCREASES INTERACTION**

The 'endowment effect': touching = ownership = purchase intent.

(Source: WhatTT)

- **SUPPORTS SUSTAINABILITY MESSAGING**

Tactile recycled or kraft paper builds trust in eco-credentials.

(Source: International Circle.net)



AI OPTIMIZES PERFORMANCE – PACKAGING IGNITES EMOTION



BRAIN STORM

TO

HOW TO
EXECUTE
BIG IDEAS
THAT STICK

“ I OBSESS OVER EVERY
DETAIL. DOES THE
MESSAGE RESONATE?
IS THE DESIGN CAPTIVATING?
ARE THE SPECS CORRECT?”

– ROBIN EMILIANI,
CO-FOUNDER/CGO, CATALYST MARKETING

BRAND IMPACT

DURING TWITCHCON 2023, the “Unleash Your Live” campaign from Logitech subsidiary Streamlabs became a rallying cry for the more than 200-plus million creators dedicated to building communities around their passions. Supported by a vibrant visual language set to champion inclusivity and position Streamlabs as driving the future of live streaming culture, the campaign aimed to highlight the brand’s adaptability in the ever-evolving creator economy.

Driving the messaging behind the scenes, Robin Emiliani and her team were dead set on helping Streamlabs make its mark in the \$104 billion creator economy. As the results trickled in, the numbers showed way more than just engagement, including a 50% lift in brand awareness quarter-over-quarter; a 42% jump in display channel attribution; and a surge in campaign awareness.

“We moved beyond software functionality to become a brand that truly understands and amplifies the creator community,” says Emiliani, co-founder and Chief Growth Officer (CGO) of Catalyst Marketing. “Our strategic brand evolution



“PEOPLE FALL IN LOVE WITH THE BOLD IDEA EARLY ON. THE BEST APPROACH IS TO ENSURE EVERYONE IS ON THE SAME PAGE FROM THE BEGINNING.”

— REILLY NEWMAN,
FOUNDER, MOTIF BRANDS

transformed how creators perceive Streamlabs, delivering measurable business impact across every key metric.”

By outlining strategies for effective brainstorming, resource alignment, and seamless project management, today’s marketers are working to bring their boldest marketing visions to life while ensuring alignment with brand goals and audience needs. For content creators like Emiliani, transforming a brand isn’t just about what it says—it’s about what it means to the people it serves. It starts with understanding that great execution is never accidental; it takes strategy, structure, and a whole lot of listening.

“I obsess over every detail,” Emiliani says. “Does the message resonate? Is the design captivating? Are the specs correct?”

Emiliani and her team begin the process with a strategic Discovery Session, followed by one-on-one interviews to hear the voices that sometimes get drowned out. The two-phase process helps them capture both the collective vision and the individual insights. Execution is where too many stumble. “Nothing moves forward without passing through multiple quality checkpoints. That

includes analyzing performance metrics post-launch and using artificial intelligence (AI) to refine future iterations.”

Another key is to never view constraints like budgets and timelines as barriers, but instead use them as creative accelerants. “They’ve made me a better strategist,” Emiliani says. “Constraints force smarter, more efficient paths to achieve goals. Lead with results, not just creativity. Make the business case as compelling as the creative one.”

CONTEXT IS EVERYTHING

Brand strategist and Motif Brands founder Reilly Newman believes creativity can be constructed in two parts: concept and context. While the idea is one thing, you must see the environment it shows up in. That’s where the magic—or the misfire—happens. The concept must be solid, creative and strategic in nature, while also being mindful of the contextual environment in which it will be experienced.

Whether it’s a marketing campaign or a complete brand strategy, the concept remains intangible until it is placed in context. This includes considering ad

placements and campaign rollouts, as well as the state and mood of the viewer when they encounter the marketing. “For example, someone driving 65 mph on a freeway will have a different state of mind when viewing a billboard than a frustrated driver stuck in traffic on the same freeway,” Newman says. “The concept should take into account the dynamics that influence the behavior and perception of the audience.”

Stakeholder collaboration is another area where clarity up front pays dividends. Newman makes sure everyone understands the creative process is an evolving journey, especially since the biggest challenge is never creativity, but confidence. “People fall in love with the bold idea early on. The best approach is to ensure everyone is on the same page from the beginning. Understanding the creative process is an evolving journey. This helps manage expectations and allows for clarification of future steps.”

Newman recommends getting sign-off at each step to maintain alignment and prevent backtracking when doubt creeps in. “Even after months of planning, teams can get cold feet,” he says. “That often leads to watered-down ideas or status quo bias—diminishing creative impact and wasting both time and opportunity.”

SIMPLICITY, SPEED AND OWNERSHIP

As founder of Viral Coach, Daniel Iles turns scrolls into sales. The two biggest challenges he and his team often face is a sense of idea overwhelm and the ownership of responsibilities. Sometimes, dealing with lots of key players or big marketing teams comes with complexities and different ideas that can dilute or misconstrue otherwise solid messaging.

“We find that assigning distinct roles and responsibilities for a campaign gives team members a chance to fully own and direct portions of the campaign leading to better outcomes on all sides,” Iles says. “Constraints create efficiency, efficiency creates sustainable and profitable companies. We find when we put parameters around a campaign or a project, the outcomes are actually better.”

Iles recommends tighter timelines, budgets, and resources, which often encourage team members to get deliverables done on time and with less resources than needed if there were a blank check. He recalls a client in the Health & Wellness space that had a fairly large organic social media following. As it turned out, a large segment of its audience was asking questions in his comments about a trending supplement.

“We took this and turned it into a full-funnel campaign with top-of-funnel content and audience education, paid ads, and eventually a product launch,” Iles says. “What made this successful was the speed at which we identified the audience’s interest and had developed all marketing assets (72 hours) and a fully fleshed out content plan for a product launch. It was incredibly successful and drove millions of dollars in revenue for his business.”

Big ideas are only as powerful as the strategy and collaboration behind them. When marketers align creativity with purpose, execution and audience insight, bold visions become campaigns that truly resonate—and deliver measurable impact. ■



THE BRAINSTORM TO BRAND IMPACT PLAYBOOK

Bringing big ideas to life doesn’t follow a single formula, but there are clear patterns shared by today’s best brand thinkers:

› Distill the idea to its core

Don’t overcomplicate. Get to the emotional or strategic heart of what you’re trying to say.

› Build context around the concept

Understand where, when, and how your audience will experience it.

› Create alignment early and often

Use discovery sessions, stakeholder interviews, and stage-gated feedback to stay aligned.

› Assign clear ownership

Define roles and responsibilities so the campaign doesn’t get lost in groupthink.

› Use constraints as fuel

Deadlines and budgets can inspire creative workarounds and sharpen execution.

› Lead with impact

Link creativity to ROI and business metrics to turn skeptics into supporters.

› Stay agile

Be ready to iterate based on performance. Feedback is gold—if you know how to use it.

SOURCE: ROBIN EMILIANI, CO-FOUNDER/CGO, CATALYST MARKETING; REILLY NEWMAN, FOUNDER, MOTIF BRANDS; DANIEL ILES, FOUNDER, VIRAL COACH

TACTICS

THE PUSHBACK

RETHINKING THE HYPE: WHY SOME MARKETERS ARE RECLAIMING HUMAN-FIRST STRATEGY

As artificial intelligence becomes a staple in marketing stacks, a growing number of marketers are saying, “Not so fast.” They’re not anti-tech—they’re pro-human. These thought leaders, strategists, and creatives are pushing back against the over-automation of brand storytelling and questioning whether AI can truly replace emotional intelligence, originality, and trust.

THE TRUST GAP

Despite widespread implementation, consumer trust in AI remains shaky.

- ▶ 66% of U.S. shoppers said they would not allow AI to make purchases for them—even if it meant better deals. [TECHRADAR, 2025]
- ▶ Only 40% of global consumers say they trust generative AI outputs. [LIFEWIRE, 2025]

CREATIVITY NEEDS A SOUL

Marketers warn that AI’s “speed” often sacrifices soul and originality.

- ▶ At Cannes Lions 2025, creative leaders emphasized that human emotion and storytelling are irreplaceable by code. [WSJ, 2025]
- ▶ Content strategist Robert Rose urges brands to use AI to slow down, reflect, and deepen their narrative—not just speed it up. [CMI, 2025]

ETHICAL OVERREACH IS A RISK

AI’s ability to “micro-target” can slide into manipulation.

- ▶ Experts warn of “deep-tailoring”—

where AI leverages emotional or behavioral vulnerabilities for conversion. [TIME, 2025]

- ▶ The practice undermines trust and may lead to consumer backlash or regulation.

THE AI-WASHING PROBLEM

As vendors overstate AI’s value, skepticism is growing inside the industry.

- ▶ “AI-washing” (claiming AI does more than it actually does) has triggered SEC warnings and buyer fatigue. [WIKIPEDIA, 2025]

LACK OF READINESS IS THE REAL BOTTLENECK

The technology is advancing—but many teams aren’t ready.

- ▶ 64% of marketers lack an AI roadmap.
- ▶ 55% have no governance plan for ethical use. [MARTECH.ORG, 2025]

AI is powerful. But so is clarity, empathy, and creativity. Marketers leading the next era will balance both—putting people before platforms, purpose before prompts, and ethics before efficiency.





DELIVER SMARTER, SAVE MORE

HOW TO OFFSET RISING POSTAL RATES WITH USPS PROMOTIONS

The USPS is offering a range of promotions through 2025 and 2026 that encourage smarter, more engaging mail—while offering significant discounts. From enhanced targeting to sensory engagement and sustainable practices, these incentives help offset costs and amplify results. With many mailers already eligible for these discounts, it's the perfect time to rethink your approach and get more out of every mailpiece. Here are the top three key takeaways:

1. NEW CATALOG INSIGHTS PROMOTION UP TO 10% DISCOUNT

Starting October 1, 2025, through June 30, 2026, USPS is offering a 10% postage discount for Marketing Mail catalogs that are at least 12 pages, bound, and include product/service listings with order info. This is the first-ever multi-year catalog-focused promotion, making catalog mail more cost-effective and engaging USPS.

2. ONGOING INNOVATION PROMOTIONS TECH, SENSORY, AND ENGAGEMENT DISCOUNTS

USPS continues to reward mailpieces that integrate technology and interactive elements:

- ▶ Integrated Technology Promotion: features like QR codes, AR/VR, NFC, AI – 3% discount in 2025, **increasing to 5% in 2026.**
- ▶ Tactile, Sensory & Interactive Promotion: embossing, scent, pop-ups, textured finishes – 4% discount in 2025, **rising to up to 5% in 2026.**



3. STACKABLE DISCOUNTS VIA ADD-ONS & REPEAT ENGAGEMENT INCREASING TO 5% IN 2026

USPS offers add-ons you can stack with main promotions for even deeper savings:

- ▶ Informed Delivery: +1% discount when mailpieces include interactive, digital previews.
- ▶ Sustainability Add-On: +1% discount for mail using certified sustainably sourced paper.

Continuous Contact Promotion rewards follow-up mailings (same theme) with a 3% discount on the second and subsequent sends—**increasing to 5% in 2026.**

IN A PINCH

WHY DIRECT MAIL STILL DELIVERS

In a world oversaturated with digital messages, direct mail is proving it's not just alive—it's thriving. Marketers aren't letting go; they're leaning in, using smarter tools and sharper strategies to make it more impactful than ever.

HERE'S WHAT THE NUMBERS SAY:

- ▶ The global direct mail market is projected to grow from \$67.7 billion in 2024 to \$69.37 billion in 2025, according to The Business Research Company.

The takeaway?

Direct mail isn't your backup plan—it's your standout move. When done right, it cuts through the clutter and delivers something few channels can: genuine attention.

- ▶ 81% of brands plan to increase their direct mail budgets in 2025, solidifying its role in omnichannel strategies (Winterberry Group).

- ▶ Over 60% of organizations now pair direct mail with advanced tactics like behavioral triggers, digital retargeting, third-party tech integrations, and QR codes to boost performance and bridge the gap between physical and digital touchpoints.

On the Record

EMPOWERING THE HUMAN SIDE OF AI

A CONVERSATION WITH
MATT SEITZ, DIRECTOR, AI HUB,
UNIVERSITY OF WISCONSIN-MADISON,
SCHOOL OF BUSINESS



We're living in a time where AI can replicate content at the click of a button. What do you say to people who are starting to push back, looking for more authenticity?

It's a really important point. AI can do a lot—generate copy, synthesize information, even hold a conversation. But what it can't fully replicate is your voice. Real connection still matters. If you're trying to cut through the noise in a saturated market, authentic human storytelling is going to resonate more than a perfectly polished chatbot response. That connection is what drives conversations, and conversations are where business starts.

AI plays a role in both accelerating and amplifying human potential. How do you help people balance efficiency with learning and mastery?

There are moments when using

The rise of AI has sparked a new wave of transformation—one that demands not just technical know-how but deep human insight. At the University of Wisconsin-Madison's School of Business, Matt Seitz leads the AI Hub, an initiative dedicated to helping business leaders, students, and industry partners harness AI's potential without losing sight of what makes us human. A tech veteran with leadership experience at Google, McDonald's, and Abbott Labs, Seitz shares a grounded, pragmatic perspective on AI's macro impact—and why true innovation still starts with connection. At UW, he leads a mission to advance research, build industry partnerships, and create practical learning opportunities that prepare students—and businesses—for the AI-powered future.

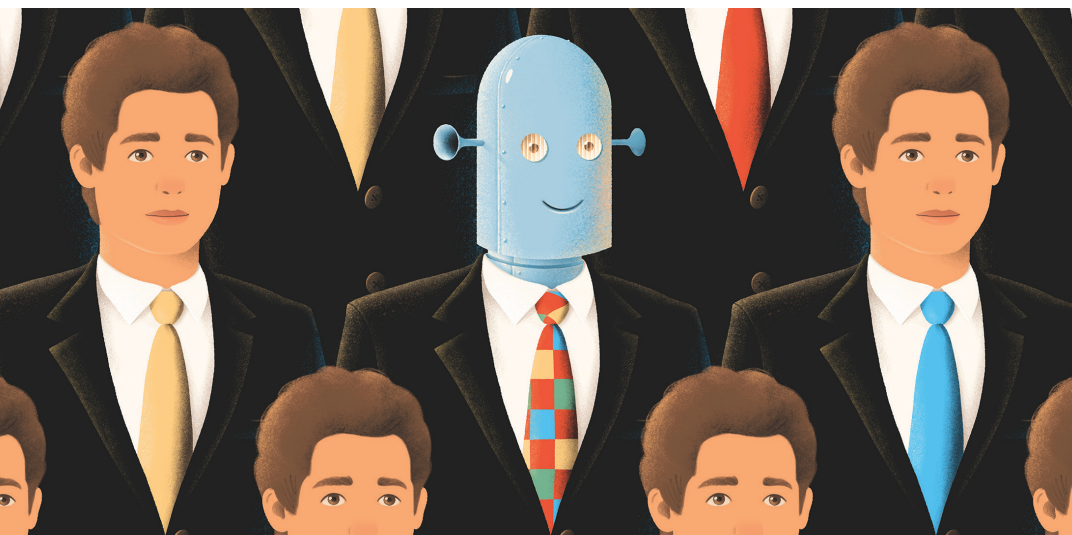
AI to quickly produce 80% of a deliverable is exactly what's needed—it offloads the grunt work so we can focus on higher-value tasks. But there are also moments where you need to own the knowledge. Especially in a learning environment, there's a risk of outsourcing understanding. Just like calculators didn't eliminate the need to learn math, AI shouldn't replace foundational knowledge. If

I'm briefing the dean on AI strategy, I need to go deeper than a summary from ChatGPT—I need to internalize the information, answer tough questions, and think critically. That process is still very human.

Do you think AI is forcing us to redefine what learning and skill-building actually mean?

Absolutely. At the AI Hub, we ask two key questions: How do we learn in a world where the answer is one chatbot away? And what do we truly need to learn? The old method of assigning an essay or problem set might not teach the same way anymore. But we can't just replace it with prompt engineering. Students still need to struggle, to wrestle with complexity—that's how deep learning happens. On the flip side, we also need to teach them how to synthesize information, apply insights, and think across disciplines. That's the new literacy in an AI world.

There's a growing sense that higher education must evolve or risk becoming obsolete.



HEADSHOT BY PAUL L. NEWBY II

How is UW responding?

I think we're at an inflection point. Students are told AI is the future of work, but then they walk into classrooms where its use is banned. That creates an ethical dilemma—and a disconnect. Some of the most exciting educators I know are rebuilding their courses from the ground up to embrace this moment. Our job as a university isn't to fear

change; it's to lead through it. That means rethinking the classroom, yes, but also forming strong partnerships with industry so our students are prepared to lead in real-world environments.

Are we at risk of moving too fast or too slow with AI?

That's the paradox. Some organizations cling to the past out

of fear. Others sprint ahead without thinking through consequences. What's missing is thoughtful adaptation. AI is not here to replace humans—it's here to augment us. If we approach it with discipline, curiosity, and a clear understanding of what makes us uniquely human, we're not facing a collapse—we're entering a renaissance.

From Capability to Connection | Human-Centered Leadership in the AI Era

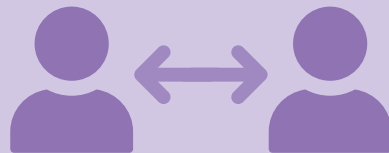


78%
USING AI

AI ADOPTION

78% of organizations are using AI (an increase from 55% in 2023).

(Source: Stanford HAI)

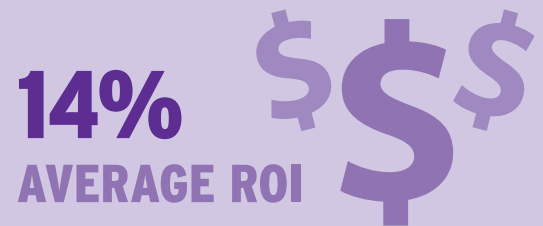


4% vs. 13%

EMPLOYEE USAGE GAP

Leaders estimate about 4% usage of AI tools, but **employees report 13%**.

(Source: McKinsey & Co.)



14%
AVERAGE ROI

ROI & BUSINESS VALUE

AI delivers **\$3.70 return per \$1 invested**, with 14% ROI, and **up to 16% revenue gains**.

(Source: IBM)



71%
EMPLOYEE
ANXIETY



75%
FEAR
JOB LOSS



75%
WANT MORE
AI TALENT

HUMAN CONCERN & TALENT GAP

71% of employees feel anxious about AI; **75%** fear job loss, while **75%** of employers report struggling to hire AI talent.

(Source: Wikipedia)

\$391B
AI MARKET



MARKET SCALE

AI market hits **\$391B** with **97M jobs expected** by the end of 2025.

(Source: PwC)

The future of AI isn't only about code—it's about connection.

connect

by NextPage

8300 NE Underground Dr., Pillar 122
Kansas City, MO 64161

goNextPage.com | 866.938.3607



CHANGE SERVICE REQUESTED

PRSRT-STD
U.S. POSTAGE
PAID
NextPage
64108

IMb FPO

MAILER DETAILS FPO

<FULLNAME>
<COMPANY>
<ADDRESS_2>
<ADDRESS_1>
<CITY>, <STATE_CD> <ZIP_CD>
<COUNTRY_DESC>



82%

of marketing executives will increase
their direct mail investment this year.

Source: Comperemedia 2025



Break through the digital clutter. Direct mail
ensures your message is seen, remembered, and
acted upon—without getting lost in the digital noise.

**SCAN HERE to Schedule Your
FREE CONSULTATION**

*Discover how NextPage helps
you dominate the mailbox!*

NextPage®
More Than Print



866.938.3607

goNextPage.com

