



M.CAST™

2026 TRENDS REPORT

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Welcome to The 2026 M.Cast™ Trends Report

applying a futurist's
lens to identify the trends
shaping business and
culture.

This year's report takes a close look at the forces driving change and then encourages action: to lean into evolution, unlock new potential, and build momentum toward what's next.

In times of rapid disruption, anticipating change is essential to staying relevant and ready to lead. As AI becomes invisible infrastructure embedded in everyday operations, organizations will discover their greatest edge in distinctly human capabilities: strategic communication, creative thinking, and authentic brand storytelling that embraces imperfection as proof of humanity. Success will belong to those who forge genuine community connections, cut through information overload with intentional communication, and deliver precisely personalized experiences to customers.

This year's M.Cast, built in collaboration with Moore's partners and thought leaders and grounded in research, is designed for decision-makers navigating uncertainty and complexity. We study trends and predictions so you can spot opportunities early, act with clarity, and leverage transformation as a strength.

We encourage you to apply these findings: Share them with your team and use them to ignite conversations, challenge long-held assumptions, and inspire bold moves.

The Invisible AI Revolution: **When Technology Becomes Transparent**

The Why: The most transformative AI trend for 2026 isn't about flashier models or more powerful capabilities; it's about AI becoming so seamlessly integrated into business operations that it essentially disappears. This "invisible AI" movement represents the maturation of artificial intelligence from experimental technology to fundamental business infrastructure.

The Internet Playbook

This seamless integration mirrors the web's evolution in the 1990s and early 2000s. Initially, businesses treated the internet as a separate channel—creating dedicated “web departments” and standalone websites disconnected from core operations. Early adopters proudly displayed “Now on the Web!” badges, treating online presence as an additional service rather than integrated capability.

By the mid-2000s, the web had become invisible infrastructure. Businesses stopped having separate “internet strategies” because web connectivity became fundamental to how every department operated, from supply chain management to customer service. Today, no one announces “we use the internet” because it's simply how business gets done.

AI is following this exact trajectory, transitioning from experimental “AI projects” to embedded business intelligence that operates seamlessly behind the scenes.

From Pilot Projects to Enterprise-Wide Integration

Rather than standalone AI systems requiring separate interfaces, businesses are embedding AI capabilities directly into existing tools and processes through API-first approaches—application programming interfaces that allow different software systems to communicate.

McKinsey's recent [**“The State of AI” report**](#) states that 34% of organizations use embedded AI as their primary deployment method, compared to only 19% favoring standalone applications like ChatGPT or Claude. When AI features appear in tools employees already use—like smart insights in their CRM—adoption happens naturally because there's nothing new to learn.

Strategic Foresight Over Reactive Reporting

Modern AI systems anticipate market shifts and enable proactive decision-making within existing business intelligence frameworks. Consider customer service: In 2023, companies deployed ChatGPT as a separate help desk tool. By 2026, AI will be embedded invisibly in CRM systems. The key insight: differentiation now comes not from implementing AI, but from strategic deployment across entire business ecosystems rather than isolated pilot projects.

What's Next

As AI becomes deeply embedded in business operations, strong governance frameworks and ethical practice will emerge as key competitive differentiators. The invisible AI trend signals AI's evolution from disruptive technology to essential business capability—successful not because users notice it, but because they don't have to.

However, while 78% of organizations now use AI in at least one business function, only 1% describe their rollouts as mature, according to the McKinsey report. This reveals an opportunity: Most businesses are still in the early stages of AI maturity, meaning it's not too late to accelerate strategic integration. Organizations that move decisively from pilot projects to enterprise-wide deployment can still capture competitive advantages in their industries. The window for invisible AI transformation remains wide open for those who act with intention.

Four AI Shifts That Will Redefine Business in 2026

In 2026, AI will evolve from a tool for operational efficiency to a strategic imperative. Business leaders must prepare now to stay competitive, compliant, and relevant.

AI is no longer optional. These trends signal AI's evolution from productivity tool to business-critical infrastructure. Strategic preparation is essential for survival and leadership in 2026.

Compliance Becomes a Competitive Advantage

Navigating AI regulations will be a business-critical skill.

- The EU AI Act and aggressive U.S. state laws will create complex regulatory landscapes
- Companies with proactive AI governance will gain market share and customer trust
- Well-governed AI will enable faster, safer innovation than less-compliant competitors

The AI Literacy Gap Threatens Productivity

AI fluency will be essential across job functions.

- Most business roles will require AI collaboration within the next two years
- Sales, HR, and operations teams must become AI-literate
- Organizations that fail to reskill will face a permanent disadvantage

AI-Native Startups Disrupt Legacy Models

Traditional businesses must choose transformation or specialization.

- AI-native companies will operate with significant cost advantages
- Legacy organizations must either fully transform or pivot to niche services
- Expect increased M&A as companies acquire AI-native capabilities

AI Risk Management Becomes Mission-Critical

Trust and safety frameworks will be non-negotiable.

- AI systems will handle mission-critical operations requiring robust governance
- Without proper frameworks, companies risk system failures and reputational damage
- TRiSM (Trust, Risk, and Security Management) becomes mandatory

Perfectly Imperfect: Why Brands Must Prove They're Real in the Age of AI

The Why: In the age of AI, where content is increasingly seamless and ubiquitous, consumers are craving what feels unmistakably human. Brands have long flaunted their flaws both for humor and to build trust with consumers, but today, showing the real, unscripted side isn't just a tactic; it's a necessity. As polished automation becomes the norm, authenticity stands out. To connect meaningfully, brands must be more than clever—they must signal that there are real people behind the message.

To Err Is Human

Psychologists call it the “pratfall effect”: Highly competent people become more likeable and relatable after minor mistakes. Owning up to weaknesses or subtle flaws demonstrates honesty, which generates trust. And in an AI-saturated world, that quirk of human psychology is becoming a survival strategy for brands.

Consider classic old ads for the VW Beetle: One paired a photo of the lunar module with the headline “It’s ugly but it gets you there.” With similar self-effacing humor, Stella Artois has advertised its beer as “Reassuringly Expensive.” These ads strike at the human tendency to trust a product’s imperfections. A study by Northwestern University found that 5-star product ratings were often perceived as “too good to be true,” with purchase likelihood peaking between 4.2 and 4.5 stars. In 2025, a Capital One Shopping research study found that consumers are placing even less emphasis on ratings alone and increasingly valuing trust signals—such as transparency, authenticity, and brands taking responsibility in how they manage and respond to reviews.

The Authenticity Advantage

89% stay loyal to brands they believe are authentic



89% say they would switch to a brand they see as more authentic



84% trust brands that are honest about their mistakes



78% prefer brands that are authentic over those that are purely promotional



72% say their perception of a brand improves after seeing behind-the-scenes content



Adapted from [Gitnux](#)

Give Proof of Humanity

In a world where AI can fake anything and perfect nearly everything, imperfection becomes proof of humanity. The stutter in a CEO's town hall. The admission of a product defect before launching the fix. The behind-the-scenes video that never looks highly produced. These aren't flaws; they're trust signals.

There's a clear opportunity. While **88% of consumers say authenticity matters** when choosing brands, only **51% believe brands actually deliver authentic content**. This gap is where brands can earn trust not by being flawless, but by being real.

Smart brands are already leaning in. They're choosing first takes over perfect takes. Sharing works-in-progress. Letting employees share authentic moments without corporate polish when aligned with brand values. They understand that in an authenticity crisis, the pratfall effect scales: Competent brands become magnetic when they show their humanity.

By 2026, the most valuable brands won't be those with perfect AI deployment. They'll be those who master the art of strategic imperfection—knowing when to harness AI's speed, efficiency, scalability and precision, and when to let the humanity show through.

What's Next

Brands can convey authenticity to build trust and demonstrate humanity. Here are five ways to do that:

- **Show the Process, Not Just the Product:** Share the behind the scenes of product development or team brainstorming sessions. Instead of polished announcements, share work-in-progress updates with setbacks and pivots.
- **Acknowledge the Customer Experience:** Acknowledge wait times, capacity constraints, and future enhancements. Talk openly about what your audience can expect rather than overselling capabilities.
- **Humanize Your Team:** Show employees (not just executives) talking about their work, mistakes they've learned from, or personal interests.
- **Respond Authentically to Criticism:** When issues arise, show your actual problem-solving process rather than just the solution. Share what you learned from customer feedback, and how you're changing because of it.
- **Share Your Values in Action:** Explain the real trade-offs in business decisions. Show when living your values costs you money or creates inconvenience, proving they're genuine.

Communities in Command: **The New Power Centers of Brand Loyalty**

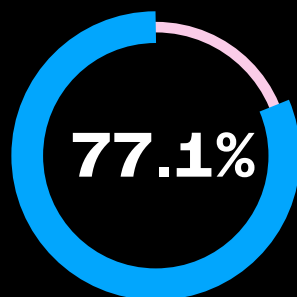
The Why: While polished campaigns and celebrity endorsements once ruled marketing, power is shifting toward something more authentic: community networks where trust, shared purpose, and peer validation drive behavior. These aren't just fan clubs or followers; they're ecosystems where people gather around brands, creators, and causes, fueling engagement, loyalty, and even product innovation.

The Shift Toward Participatory Spaces

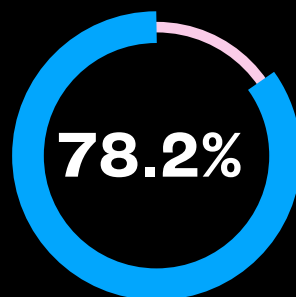
People are tuning into spaces that feel personal and participatory, such as Discord servers, Substack newsletters, private forums, and TikTok. Members of these communities aren't passive audiences; they're active contributors shaping what comes next. And 40.1% of consumers are more likely to stay loyal to a favorite brand because of engaging with it in an online brand community.

Traditional media and celebrity endorsements are competing with niche communities and micro-influence networks, especially among younger generations. According to [Deloitte](#), roughly 50% of Gen Zs and millennials surveyed say they feel a stronger personal connection to social media creators than they do with TV personalities or actors, and more than half of Gen Z respondents said that social media content is more relevant to them than TV shows and movies.

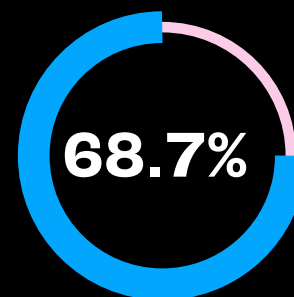
Brand Communities Drive Revenue



are likely to use an online community to purchase products



say interacting with a brand's online community makes that brand more "top of mind" when shopping



prefer to purchase from brands that they interact within an online community

Adapted from [TrueLoyal](#)

Co-Creation as Competitive Strategy

Some businesses are catching on, using community-led growth to drive resilience and scale. Harley-Davidson's Harley Owners Group (H.O.G.)—a company-sponsored club with over 1 million members—helped rescue the brand from near bankruptcy and turn it into a \$7.8 billion lifestyle powerhouse. IKEA turns customers into collaborators through its “Co-Create IKEA” platform where their insights are leveraged for product innovation and sustainability. The **Unilever Foundry** platform invites startups, academics, and entrepreneurs to co-create solutions to specific challenges. Tangible results include a \$1.2 billion alternative protein business and innovations that convert factory waste into emergency shelters.

Other leading brands are following suit. The outdoor clothing company Patagonia engages its community through environmental activism and repair workshops, creating deeper brand connection while advancing its sustainability mission. Lego's 'LEGO Ideas' platform lets fans submit and vote on new product concepts, turning customers into co-creators. What these companies share is a commitment to treating community as core infrastructure; many now have dedicated teams for engagement, intelligence, and co-creation, just like their product or R&D departments.

Building a Community Ecosystem

Brands are beginning to treat community ecosystems as a central pillar of strategy, not just a marketing tactic. They're building entire ecosystems: ambassador programs, private hubs, podcasts, and interactive content that position the community as a co-creator. More importantly, brands are tapping into the collective intelligence of their communities to inform product direction, marketing strategy, and even policy.

By layering AI tools on top of this new infrastructure, brands will be able to better understand, segment, and respond to community sentiment in real time. Personalized content, recommendations, and product adaptations will be informed directly by what active community members are saying.

What's Next

Organizations should view community not as an audience to broadcast to, but as a strategic asset to cultivate. Here's how to start:

- **Identify Your Core Community:** Look beyond follower counts to find your most engaged advocates. These are the people who comment, share, and defend your brand organically.
- **Empower Community Leaders:** Identify natural leaders within your community and give them tools, early access, or formal ambassador roles. Let them amplify your message in authentic ways that resonate with their networks.
- **Listen and Act Visibly:** Use AI-powered sentiment analysis and social listening tools to track what your community cares about, then close the loop by showing how their input shaped decisions. When community members see their influence, engagement deepens.

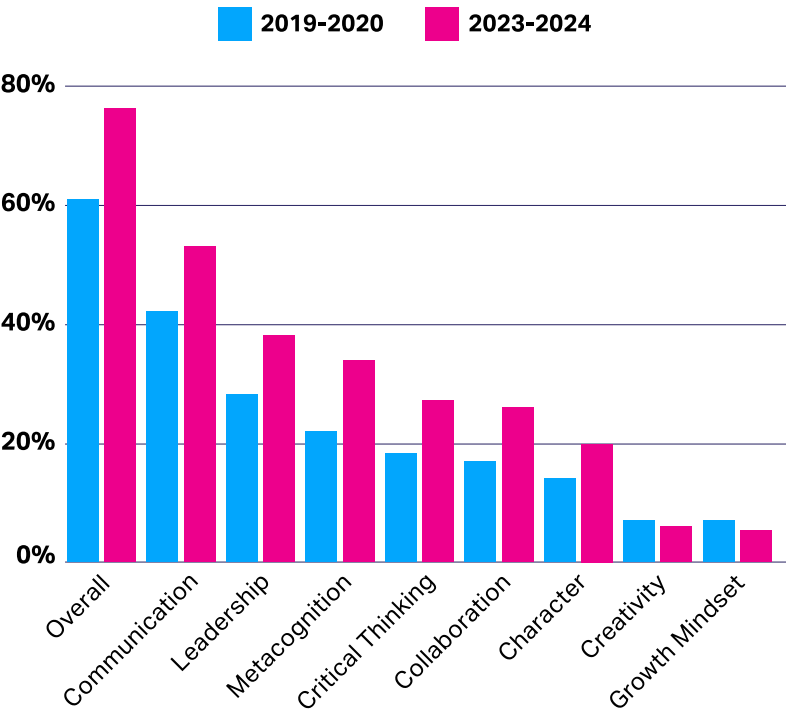
Durable Skills: The New Competitive Advantage

The Why: As technology makes technical skills widely available, organizations will discover their greatest advantage lies in distinctly human capabilities—“durable skills” that employers say are often lacking.

What Are Durable Skills?

“Durable skills” represent the evolution of what was once called “soft skills”—but they go further. These include not only interpersonal capabilities like strategic communication, adaptability, and leadership, but also higher-order competencies such as critical thinking and creativity. While soft skills were sometimes considered secondary to technical skills, the AI revolution is inverting this hierarchy. These skills are now appreciating in value precisely because they resist automation. As AI makes technical skills widely available, durable skills are becoming essential differentiators.

% of Job Postings Requesting 1+ Durable Skills in Each Competency



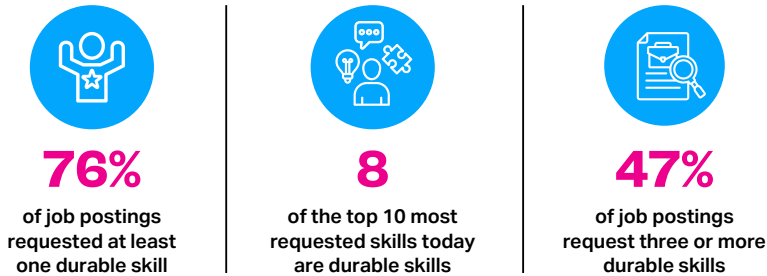
Adapted from Lightcast

Change Is Outpacing Workforce Readiness

Much like the internet evolved from a novelty to a necessity, AI is transitioning from experimental technology to essential infrastructure. In time, it will become as ubiquitous and unremarkable as email or cloud computing. Similarly, just as the internet reduced demand for travel agents and reference librarians, AI is transforming which skills organizations prioritize and reward. With AI capable of executing technical skills, employers need strategists, conflict mediators, teachers, and creative thinkers.

Yet a widening gap threatens workforce readiness and business resilience: **70% of corporate leaders report critical deficiencies** in these innately human capabilities. Forty-six percent cite communication as one of the top three missing skills, and 40% of employers say **recent graduates are unprepared** for work, often due to a lack of durable skills.

Durable Skills: Increasingly in Demand



Source: American Success and Lightcast

Employees without durable skills may face challenges adapting to evolving roles and technologies. An absence of communication, teamwork, and emotional intelligence leads to misunderstandings and siloed work. Employees lacking interpersonal and leadership skills often face challenges in team dynamics, leading to dissatisfaction and higher attrition rates. Creativity and collaboration drive innovation; their absence can lead to stagnation and missed opportunities.

The Ideal Employee Has It All, Thanks to Their Employer

Employees who demonstrate both strong durable skills and AI fluency will be highly valued for their ability to shape organizational culture, drive change, and accelerate business momentum. Research shows that teams with these combined capabilities are more adaptable, innovative, and resilient in the face of technological disruption.

Employees may hesitate to explore AI due to fears about job displacement, skill obsolescence, and uncertainty around how AI will affect their roles. These concerns are valid and deserve thoughtful acknowledgment from employers, who play a critical role in building trust. By clearly communicating the purpose and benefits of AI, offering hands-on training, and showing how durable skills complement AI tools, organizations can empower employees to engage confidently and grow alongside technological change.

Likewise, durable skills are absolutely trainable—though they require different approaches than technical skills. These skills can be developed through experiential learning, coaching, and feedback-rich environments. Employers can foster them by embedding real-world scenarios into training, encouraging peer learning, offering mentorship programs, and integrating skill-building into daily workflows.

While 92% of companies plan AI investments, studies show only 28% are investing in upskilling programs. The most successful organizations will be those that leverage AI's capabilities while ensuring their workers are prepared with both technical and durable skills to leverage AI fully and responsibly. AI may be the engine driving organizations forward, but human judgment and intellect remain at the steering wheel.

What's Next

The competitive advantage belongs to organizations that view durable skills as strategic infrastructure, not HR initiatives. Leaders can maximize AI investments by ensuring durable skills are at the forefront to drive strategy, innovation, and elevation of technology integration. As AI becomes more prevalent, the premium on these distinctly human skills will only increase. The question isn't whether your workforce will need these skills—it's whether you'll develop them before your competitors do.

Selective Consumption: The New Consumer Mindset

The Why: People have been feeling increasingly overwhelmed by information; now, they're actively fighting back. This represents a fundamental behavioral shift from passive consumption to intentional filtering. With consumers exposed to an estimated 6,000 to 10,000 marketing messages every single day, not to mention the constant stream of emails, texts, social posts, and app notifications, attention has become a scarce resource. For organizations, this creates an opportunity for those that understand how to deliver value in a noisy world.

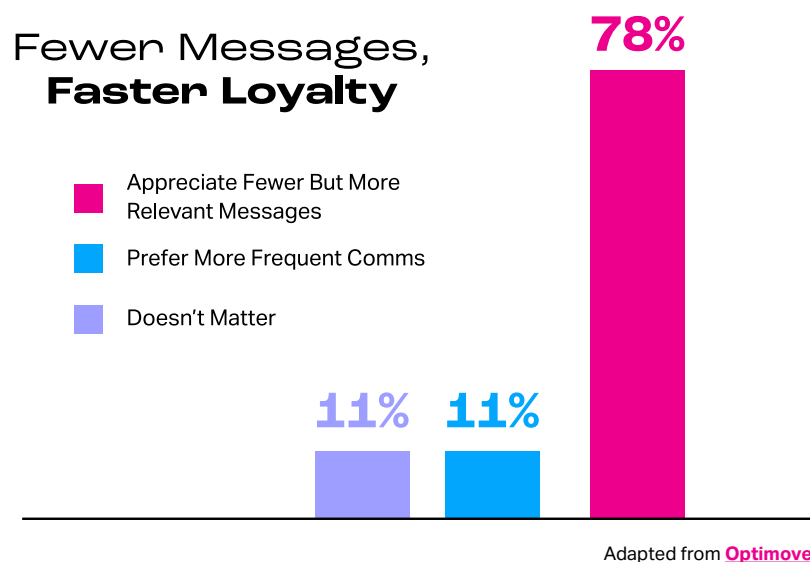
The Pushback Is Real

People are installing ad blockers, enabling “do not disturb” modes on devices, paying for ad-free versions of apps, and using separate email addresses for different purposes. A [Reuters Institute study](#) found that over the past 10 years, interest in news has fallen sharply around the globe, with more people avoiding it altogether.

This poses a challenge for brands. Two-thirds of consumers now say they’re tired of being bombarded with marketing messages and are simply tuning out. One study found that [70 percent of consumers](#) had unsubscribed from brands in the past three months due to overwhelming message volume.

Quality Over Quantity Wins

Smart organizations are reading the room. Rather than adding to the noise, [83% of forward-thinking marketers](#) are focusing on creating fewer, better pieces of content that genuinely matter to their audiences. This isn’t just about being polite; it’s about being effective.



In the workplace, employees are pushing back against constant interruptions and fragmented communication that impair their ability to focus and accomplish meaningful work. The organizations that recognize this shift are redesigning their internal communications to prioritize clarity and purpose over frequency and coverage.

The AI Double-Edge

Here’s where it gets complex: [73% of new marketing technology now uses AI](#) to auto-generate marketing copy, emails, social media posts; create personalized content at scale; and create trigger-based email sequences. But the sheer volume of these tools—and the content they generate—risks adding to the very problem they claim to solve.

The most effective AI implementations won’t just automate output—they’ll focus on reducing cognitive load. That means rethinking what success looks like and prioritizing long-term trust over short-term attention.

What’s Next

The companies that thrive in this environment will master the art of helpful restraint. This means:

Content Auditing for Impact: Rather than measuring success by volume metrics, leading organizations are evaluating their content through the lens of audience value. They’re asking not “How much can we say?” but “What do they actually need to know?”

Building Trust Through Restraint: In a world full of noise, being genuinely helpful—and knowing when not to communicate—becomes a competitive advantage. Organizations that demonstrate respect for their audience’s time and attention will build the kind of trust that translates into lasting relationships and business results.

Verified or Vulnerable: **Why Trust Is the New Business Imperative**

The Why: In an era where AI can fabricate anything and misinformation spreads faster than fact-checks, trust has become a technical problem requiring technical solutions. Organizations can no longer rely on reputation alone; they need to offer verifiable proof. With social media platforms growing increasingly unpredictable, the ability to demonstrate credibility through measurable systems is becoming a business imperative.

The stakes are rising. Stricter regulations, heightened consumer skepticism, and the viral nature of brand crises mean that organizations without robust verification systems are operating without a safety net in an increasingly unstable digital landscape.

The Race for Trust Verification

According to BCG's 2025 Trust Index report, **nearly 30% of companies** surveyed experienced large-scale trust declines over a three-year period, with only 2% experiencing a rebounding trust-creating event in the quarter after the trust breach. Once lost, trust is extraordinarily difficult to rebuild.

For this reason, investment in trust verification systems will surge across all industry sectors. Companies that lead in trust verification will attract customers and partnerships, while those lacking will struggle with customer acquisition and investor trust. Expect to see these enhanced safeguards:

- Major platforms will implement multi-layered verification that goes beyond simple identity checks to encompass ethical standards and operational transparency.
- Businesses will increasingly require AI detection tools to verify the authenticity of content shared across all communications.
- Consumer-facing companies will be urged to adopt clear trust indicators, making verified status a baseline expectation rather than a competitive edge.
- Businesses will require more from vendors: third-party verification for security practices, data stewardship, and ethical AI usage.

Platform Volatility Forces Communication Diversification

The current instability of social media platforms presents significant challenges for organizations reliant on single communication channels. While McKinsey's 2025 State of the Consumer report found that consumers identify social media as their least trusted source when making buying decisions, many organizations remain heavily dependent on these platforms for stakeholder communication. Furthermore, frequent algorithm changes, shifting policies, and service interruptions create vulnerabilities that can jeopardize business operations.

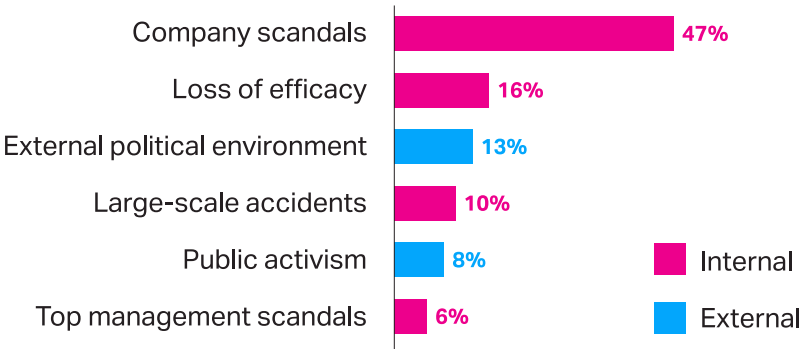
Companies that significantly invest in their own communication channels—such as email lists, community platforms, and proprietary apps—will protect themselves with more reliable relationships with stakeholders. Those with diversified communication strategies will sustain relationships, while those tied to limited platforms will face repeated crises and audience loss.

Brand Safety Moves from Marketing to Enterprise Risk

High-profile incidents have shown how quickly failures in internal communication can escalate into public crises. Consider how, in July 2024, a Delta social media team member responded to an X post about flight attendants wearing Palestinian flag pins by saying they'd be "terrified as well." This single employee response on social media sparked immediate accusations of anti-Palestinian bias, calls for boycotts, and massive backlash. Delta had to delete the post, apologize, and implement a new company-wide policy banning pins representing any country except the U.S., which then drew additional criticism.

The Six Most Common Drivers of Trust Loss

...among the trust-destroying events observed



Adapted from **BCG Trust Index Survey**

Building Comprehensive Defense Systems

Organizations will need to develop thorough employee communication guidelines that balance freedom of expression with risk management, supported by training on navigating complex digital conversations and environments. To safeguard against external threats, regular crisis simulations will become standard, preparing organizations for scenarios like deepfake attacks and coordinated harassment. Insurance markets will evolve to offer products that address digital reputation risks, with premiums reflecting proactive brand safety measures.

What's Next

To navigate this shifting landscape, strategic action is crucial. Organizations should focus on three key areas:

- **Build Platform Resilience.** Assess dependencies on each communication channel and develop a diversified infrastructure that ensures stakeholder engagement. Invest in owned channels and establish a presence across various platforms.
- **Elevate Brand Safety Governance.** Ensure the responsibility for brand safety is equally with the marketing department and enterprise risk management, with oversight at the board level. Implement comprehensive communication frameworks, conduct crisis training, and enhance rapid response capabilities for digital disruptions.
- **Establish Ethical Infrastructure.** Go beyond mere compliance to create transparent, accountable systems for AI governance, data stewardship, and stakeholder protection. Document practices, pursue third-party validation, and showcase commitments through tangible actions rather than marketing rhetoric.

The Precision Advantage: **When Personalization Meets Data Integration**

The Why: Modern life can feel like a series of impersonal interactions.

Every generic email, every irrelevant recommendation, every customer forced to repeat themselves: These aren't just minor annoyances anymore. They're missed opportunities to genuinely help your customers.

According to McKinsey, 71% of consumers now expect personalized experiences, and 76% express frustration when they don't receive them. When competitors can deliver the right guidance or the right product at the right time, anything less feels like you're not paying attention.

What Precision Looks Like in Practice

With more data than ever and powerful AI tools to synthesize it, all industries are able and increasingly expected to demonstrate precision in reaching an audience as well as providing custom-tailored solutions, services, and products. Here are just a few examples.

- **Healthcare:** A pharmaceutical company uses AI to analyze patient genetic data, clinical trial results, and real-world evidence to identify which patient populations will respond best to a drug in development. Instead of broad trials across diverse groups, precision approaches can accelerate development timelines, reduce costly late-stage failures, and ultimately bring more effective treatments to the patients who need them most. Result: Faster time to market and better patient outcomes.
- **Retail:** A retailer combines purchase history, browsing behavior, and seasonal patterns to recommend products customers actually want—and ensures those products are in stock when customers are ready to buy. Result: Higher conversion rates and happier customers who feel understood.
- **Financial Services:** A bank analyzes spending patterns and life stage to offer relevant financial products at the right moment—recommending a HELOC when home improvement purchases spike, or college savings options when a child is born. Result: Customers get guidance that feels personally helpful, not random sales pitches.

Organizations are using precision to be more helpful, not just more efficient. Customers are noticing and increasingly offering up their data because they want better experiences. When a customer fills out a quiz to find their perfect skincare product or shares communication preferences, this is zero-party data; similarly, information an organization collects about purchase history, email engagement, and website behavior is first-party data. The shift from third-party cookies to consented zero- and first-party data creates stronger, trust-based customer relationships.

Key Personalization
Impact Metrics

Metric	Performance Increase	Industry Benchmark
Customer Engagement	+55%	32%
Conversion Rate	+43%	25%
Average Order Value	+38%	20%
Customer Lifetime Value	+62%	40%

Adapted from Gartner Digital Marketing Study (2024)

The Real Barrier Isn't Technology

Today, AI-powered personalization platforms can generate personalized content at scale, predict what customers need before they ask, and adjust recommendations in real-time—all at a fraction of the previous cost. The challenge isn't whether the tools work; they do. The challenge is organizational.

Marketing knows one thing about customers, customer service knows something different, and sales has yet another view. When data sits in separate systems, personalization breaks down. Making matters worse, different departments optimize for conflicting goals—conversion rates versus customer satisfaction versus efficiency—making it challenging to deliver consistent experiences. Meanwhile, every day without personalization is a day of missed opportunities to serve customers better, and competitors are building the relationships your customers wish they had with you.

What's Next

The precision advantage requires not only technology adoption but also organizational alignment. Forward-thinking companies are breaking down data silos by creating unified customer data platforms that give all teams access to the same information. When marketing, sales, and service can see the complete customer picture, personalization becomes consistent across every touchpoint. This isn't just an IT project: It requires executive sponsorship to overcome departmental resistance.

The smartest approach is to start small and scale fast. Identify one high-impact customer journey where precision would make an immediate difference—perhaps onboarding, renewal, or product recommendations. Prove ROI there, then expand. Early wins build organizational momentum and justify broader investment.

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Conclusion

These seven trends point to a paradox: The more seamlessly AI integrates into business operations, the more essential human proof points become. Transparency replaces perfection. Restraint builds trust. Community creates loyalty. Trust becomes both the challenge and the opportunity when technology can replicate everything except authenticity itself. The future belongs to those who see what's coming before the market does. Moore anticipates these shifts before they happen, turning foresight into strategy that helps organizations maximize what's next.



About The Moore Agency

Moore is a Top 50 U.S. integrated communications agency that helps purpose-driven organizations maximize what's next. With 33 years of anticipating market shifts, our team of passionate experts delivers strategic advantage across public relations, public affairs, branding, crisis communications, digital marketing, and data intelligence. Headquartered in Tallahassee with team members positioned nationwide, this women-owned agency's proven approach is reflected in a 98% client retention rate and recognition as a Top 200 Global Agency.