

CAN AI HELP BRANDS BECOME IMMORTAL?

DayBrew convenes DTC branding, marketing and AI perspectives for an online panel during London Design Festival 2026



Concept image for Can AI Help Brands Become Immortal? Concept and art direction by DayBrew; created with generative AI.

LONDON, 1 September 2026 — DayBrew will host a live online panel, Can AI Help Brands Become Immortal?, on 20th September at 3pm BST as part of the London Design Festival 2026 Partner Programme. Free and open to the public, the conversation is the first of its series and it will bring together brand founders, marketing practitioners and researchers to examine whether AI can help a brand preserve its essence while continuing to evolve.

Brands often outlive their founders, designers and creative teams. Yet much of what makes a brand recognisable—the reasoning behind its choices, the directions it rejects and the instincts that guide its evolution—rarely survives a handover intact. Generative AI can already produce an abundance of plausible marketing and creative work. The more consequential question is whether it can carry forward the judgment behind those choices, rather than simply reproduce their surface.

The panel brings together perspectives from marketing, data science, brand strategy and consumer brand building. Drawing on experience across marketing, research, technology and entrepreneurship, the speakers will consider what AI can learn from a brand's accepted, rejected and revised decisions; where human judgement remains essential; and whether encoding identity allows a brand to evolve or risks freezing it in time. Speakers will participate in a personal capacity.

Panellists include Claire Bai, Assistant Professor of Advertising at Syracuse University's Newhouse School and founder of Bonjour Data, who previously led U.S. e-commerce marketing at TikTok; Vivi-

anne Kuo, a senior marketing and sustainability strategist with experience across Ogilvy and Deloitte, advising brands on communications, reputation and strategy; and Joy Chen, founder of skin-care brands BIRKE and SHINYSTILL, whose background spans applied chemistry, formulation, manufacturing and brand building.

“Brand identity is rarely lost because teams lack files. It is lost because the reasoning behind decisions disappears,” said Blue, founder of DayBrew. “The question is not whether AI can reproduce a brand’s past, but whether it can help carry creative intent forward without turning a living identity into a formula.”

The conversation will consider what it really means for a brand to endure: how judgement can be carried across changing teams, platforms and generations; where human agency and responsibility remain essential; and whether AI can help brands evolve over time without losing what makes them distinctive.

Brand immortality is a long-term ambition for DayBrew, and the company sees this panel as the beginning of a broader, ongoing exploration of what it could mean for brands to endure over time.

EVENT DETAILS

Event: Can AI Help Brands Become Immortal?

Date and time: 20th September, 3pm BST

Location: Online via Zoom; free to attend

Registration: https://us06web.zoom.us/meeting/register/Z6UdnmbuT_WglTw2p70EuA

ABOUT DAYBREW

DayBrew AI is a brand intelligence platform for DTC brands. It develops a structured understanding of a brand’s identity, strategy, creative preferences and evolving decisions, then uses that knowledge to support planning and content creation. DayBrew AI is operated by BONE Tech Ltd. Visit daybrew.ai.

MEDIA CONTACT

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