



Marketing Renaissance in the Age of "Brain Rot" New Paths for Creativity & Perception

Let's Get Started



A few words about me:

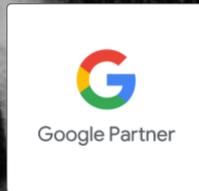
Vasileios Mylonas

- Studies:

- **BSc, Economic & Regional Development.**
Panteion University, Athens, Greece
- **MSc, Economics, Behavioral Economics, Growth & Sustainability.**
Tilburg University, Netherlands

- Experience:

- **Digital Advertising (2012 - Now).**
- **Teaching (2017 - Now),**
- **Professor at René Descartes**
- **Digital Strategist & Performance Marketing Manager | SEO | SEM**
@Useberry
- **UI/UX and Consumer Behavior Research Enthusiast.**



And more..

What is “Brain Rot”?



What is “Brain Rot”?

“the supposed **deterioration** of a person’s mental or intellectual state, especially viewed as the result of **overconsumption** of material considered to be trivial or **unchallenging**.”



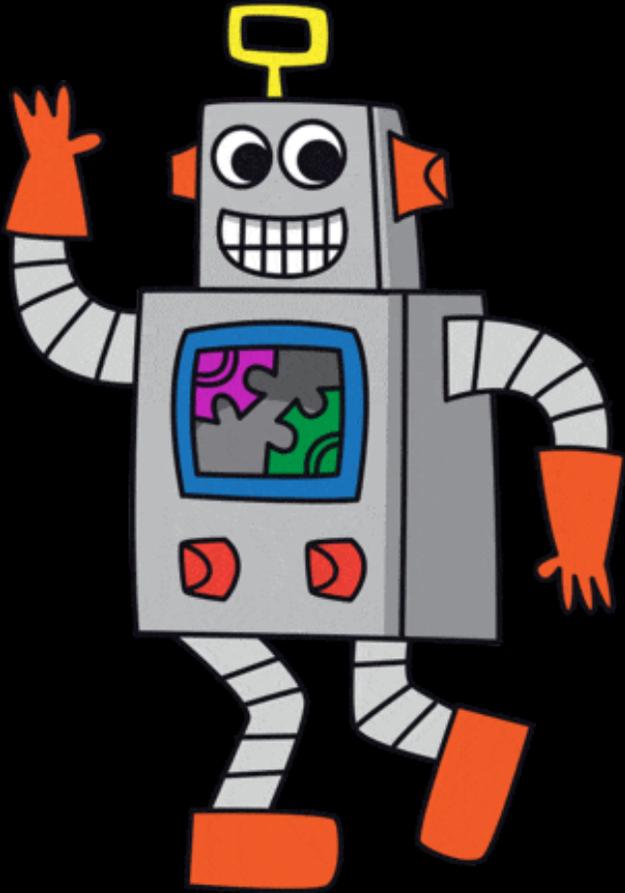
Oxford Word of the Year for 2024!



The Crisis: Creativity Under Siege

On one hand we have:

Creators



1. Creating algorithm-friendly content, resulting in reduced innovation.
2. Take small risks due to fear of being cancelled
3. Run their content through AI fuelling creativity decay.

On the other hand, we have: **Overloaded Consumers**

The endless scrolling culture affects perception.

1. Attention span of the average adult in
2000 → 12 seconds
2015 → 8.25 seconds

**Remember Goldfish only have
9 seconds!!**



2. Increasingly disengaged with traditional marketing due to overexposure.

The average users picks up their phone more than 1,500
times a week

So, we the Marketers are:

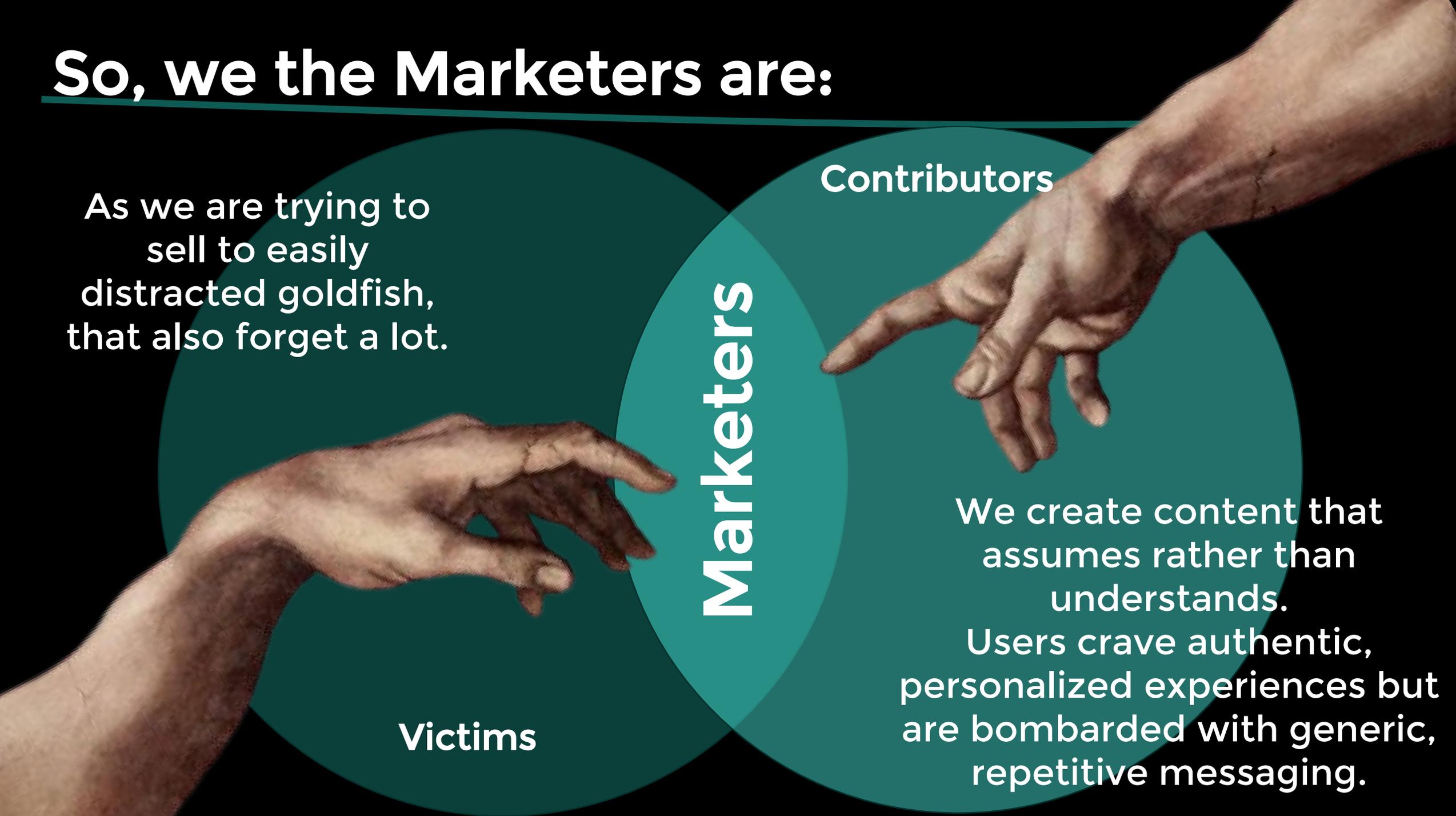
As we are trying to
sell to easily
distracted goldfish,
that also forget a lot.

Contributors

Marketers

Victims

We create content that
assumes rather than
understands.
Users crave authentic,
personalized experiences but
are bombarded with generic,
repetitive messaging.





The Renaissance: Redefining Creativity in Marketing

The Role of User Research:

Successful campaigns are informed by direct user insights

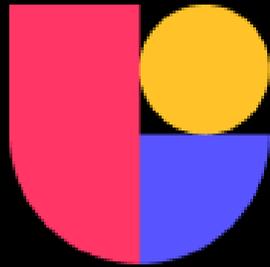
Understanding user behavior is the key to crafting content that resonates, rather than just reaching.

User research → A method to uncover the “why” behind user actions and preferences.

Behavior 👉 **Insight** 👉 **Actionable Content**

A Subliminal Message

Visit



useberry



Crafting Depth and Authenticity:

Strategies for Resonant Content

- 1. Focus on Audience Pain Points and Aspirations:**
 - Identify what truly matters to your audience through surveys, analytics, or feedback loops.
- 2. Tell Stories, Don't Just Sell:**
 - Use storytelling to evoke emotions and build trust.
- 3. Invest in Evergreen Content:**
 - Prioritize timeless topics that provide long-term value.
- 4. Engage Authentically:**
 - Create content that sparks two-way conversations, not just impressions.
- 5. Leverage Personalization:**
 - Use AI and user data to deliver tailored experiences that feel personal and

A Quote to make an impact

“In a world deluged by irrelevant information, clarity is power.”

- Yuval Noah Harari

Writer of Sapiens and Homo Deus



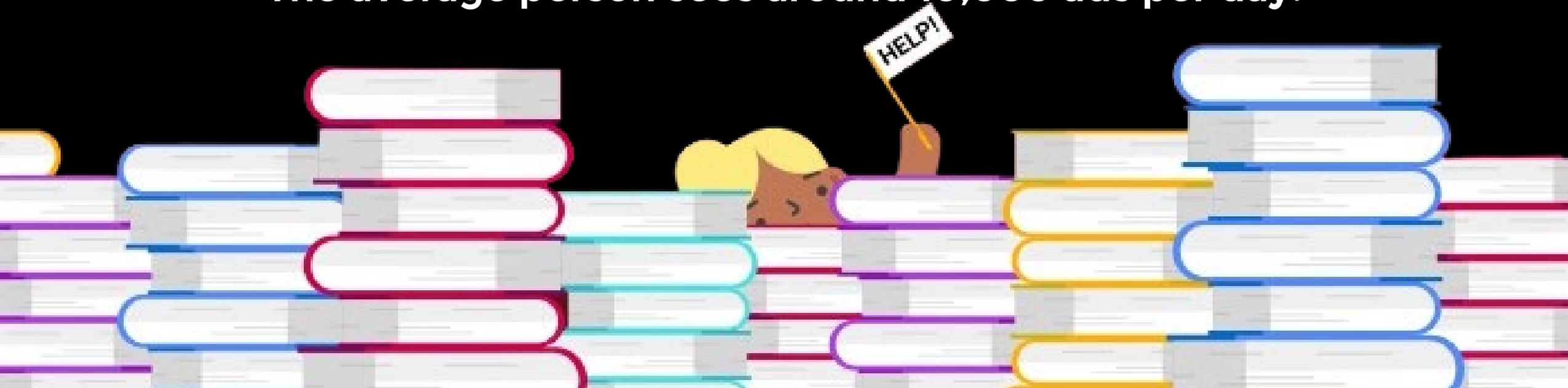
New Paths for Perception

Rethinking Content Consumption:

Back in 2007, market research firm Yankelovich ran a survey found out that an average person sees up to 5,000 adverts every day.

Today, that number is even higher!!

The average person sees around 10,000 ads per day.



Rethinking Content Consumption:

Resulting

Overwhelming volume of content makes it harder for users to engage meaningfully.

👉 Skimming and passive scrolling are replacing active, thoughtful interaction.



Trends to Counterbalance Digital Fatigue

1. Micro-Content:

1. Bite-sized, high-value pieces tailored for quick consumption (e.g., Instagram carousels, short-form videos).
2. Example: 30-second summaries of key topics or tips.

2. Newsletters:

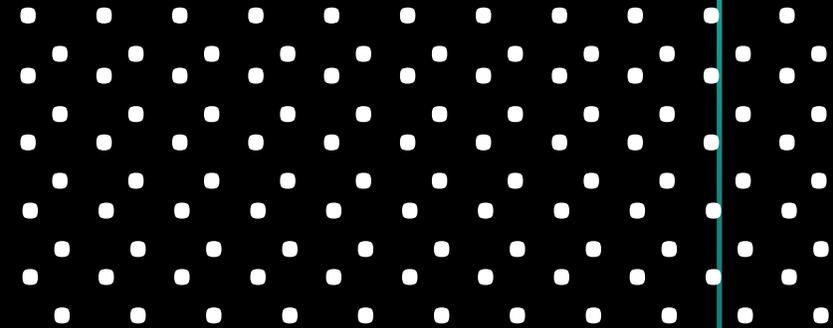
1. Personalized and curated email content offers focused, intentional engagement.
2. Example: Growth of Substack and similar platforms for niche, high-quality content.

3. Offline Experiences:

1. Brands creating tangible touchpoints, such as events, workshops, or branded print materials, to foster deeper connections.



The Renaissance Mindset:



The Renaissance Mindset:

How can the marketing industry drive the “renaissance”?

- **From "More is Better" → to "Less but Impactful"**
 - Embrace quality and intention over volume and noise.
 - Prioritize meaningful interactions over reach.
- **Human-Centered:**
 - Focus on empathy, creativity, and meaningful storytelling to engage at an emotional level.
- **Embrace research-backed storytelling.**



The Last Subliminal Message

To discuss such cool things



A Quote to end strong

“The future of marketing lies not in doing more, but in doing better.

Combining the power of technology with the soul of human creativity will be your competitive advantage leaving here.”

*- Vasileios Mylonas
Your Presenter <3*

Thank you!



Vasileios Mylonas
Come say hello!

