

Signal VS Noise

EU begins enforcing AI transparency rules



The European Union has started enforcing new AI transparency requirements under the AI Act. Companies must now clearly label AI-generated content, including images, videos, audio, and chatbot interactions marking a major shift in digital trust and responsible AI [Read More](#)

AI search is reshaping the web economy



AI-generated answers are changing how people search online, reducing clicks to websites and forcing brands to rethink traditional SEO. Businesses are increasingly adopting Generative Engine Optimization (GEO) to remain visible in AI-powered search results [Read More](#)

Google unveils new AI-powered advertising tools



At Google Marketing Live 2026, Google introduced AI-driven advertising innovations, including Ads in AI Mode, AI Brief, Business Agent for Leads, and Journey-Aware Bidding helping brands create more personalized and effective campaigns [Read More](#)

Marketing leaders say attention is the new KPI



At the ET Brand World Summit 2026, industry leaders emphasized that brands should move beyond impressions and reach. In the AI era, attention, relevance, and measurable business outcomes are becoming the metrics that matter most [Read More](#)

Granola's rebrand proves AI brands need more humanity



Brand agency Ragged Edge introduced a human-centric identity for AI startup Granola, using handcrafted design elements to stand apart from generic AI branding. The rebrand has already driven significant commercial growth and global recognition [Read More](#)

Luxury retail bets big on AI shopping



Luxury fashion is rapidly embracing AI to redefine the shopping experience. Instead of relying on traditional product searches and website navigation, brands are investing in AI-powered shopping assistants that understand customer preferences, offer personalized recommendations, and provide concierge-like [Read More](#)

Flex Your Mind

Think Beyond the Slogan. Guess the Brand Behind the Words.

Which brand introduced the iconic slogan:

"Just Do It"

- A. Adidas
- B. Nike
- C. Puma
- D. Reebok

Think you know the answer?

Email your answer to connect@vegabison.com

