

# EXPERIENCE INTELLIGENCE

BY GPJ

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From artificial intelligence to age old pastimes, experiences new and old are being driven to change.



Libraries are reinventing themselves



Prompting your AI is so last month



"This Barbie is" everywhere



Baseball is having its comeback season



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# Libraries are reinventing themselves

## Revamped library spaces and new programs are going way beyond books.

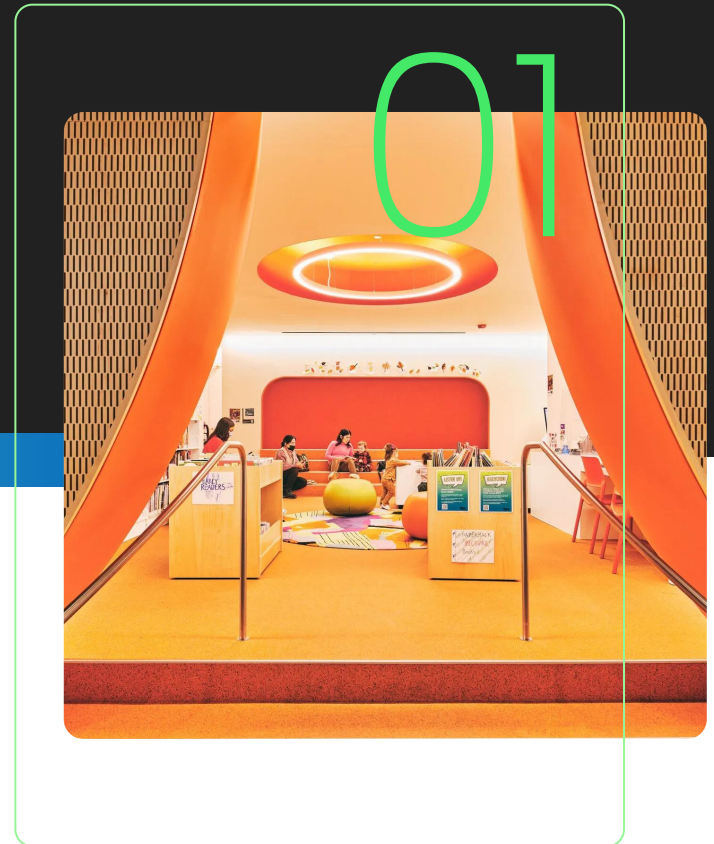
While some libraries are caught in [political crossfire](#), new renovations and expansions in [major cities across the US](#) and around the world are reinforcing the institution's [crucial societal role](#). Unconventional approaches like [happy hours](#) in the Library of Congress reading room in the US and London's [Library of Things](#)—a lender of not books, but everyday items—are expanding the role of what a library can be. Space and design are being reconsidered as well. Unused buildings are being repurposed—from [grocery stores](#) to old [torpedo factories](#)—and sustainable design methods are being embraced, like this [London library](#) with wood sourced from reclaimed trees.

### What it Means

The pandemic and continued economic downturn has intensified the need for social services and [third places](#), opening the door for legacy institutions like libraries to refresh themselves. As a result, libraries are reimagining themselves to engage with new audiences, while simultaneously holding onto enduring aspects of their cultural identity.

### Key Takeaway

Legacy institutions must continually evolve to meet new needs. When concepting, designing and programming an experience, organisers should always consider brand goals and attendee needs first and foremost. Perhaps there's a new, different or unconventional way to meet them more effectively.





# Prompting your AI is so last month

## Developers race to make AI agents that can autonomously complete tasks.

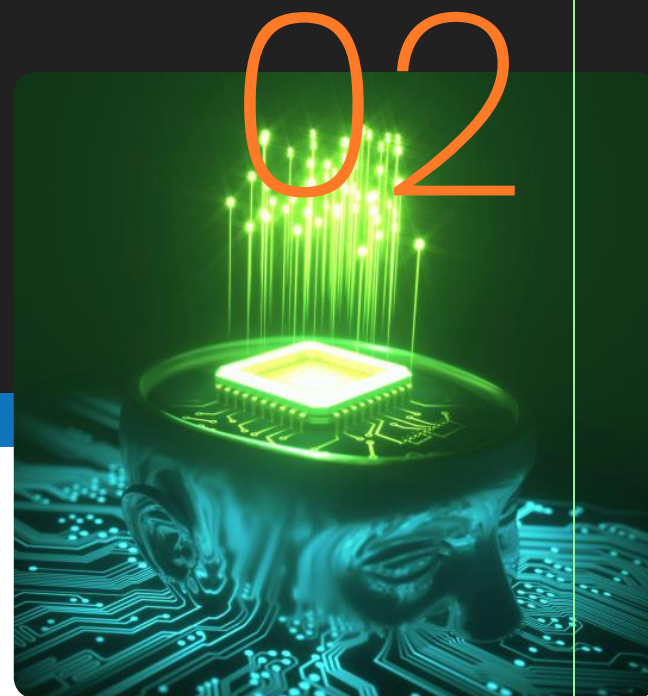
A flurry of [autonomous AI agents](#) have been released over the past month. With provocative names like [God Mode](#) and [Do Anything Machine](#), these tools can hypothetically operate with little human intervention to complete [research](#) tasks, create [to-do lists](#), (almost) buy [vintage Air Jordans](#), and come up with business plans. These agents offer promises of less prompting because they can figure out sub-tasks, learn from their mistakes, and show their steps as they arrive at a satisfactory end result. While still relatively unreliable and unproven, their potential is driving some [serious hype](#).

### What it Means

Articles like [this](#) published a month ago about the “co-creation” experience of using Bing A.I already seem quaint and outdated. Future interaction between humans and AI may actually be less about back and forth prompting and more about setting the guardrails and goal.

### Key Takeaway

While we may be [a ways off from delegating to our AI agent](#), keep an eye on how these companions develop. The promise to streamline tasks and processes has endless applications across industries, from everyday office work to event planning and experience design.





## “This Barbie is” everywhere

**The upcoming Barbie movie is building serious buzz through pre-premiere physical and digital experiences.**

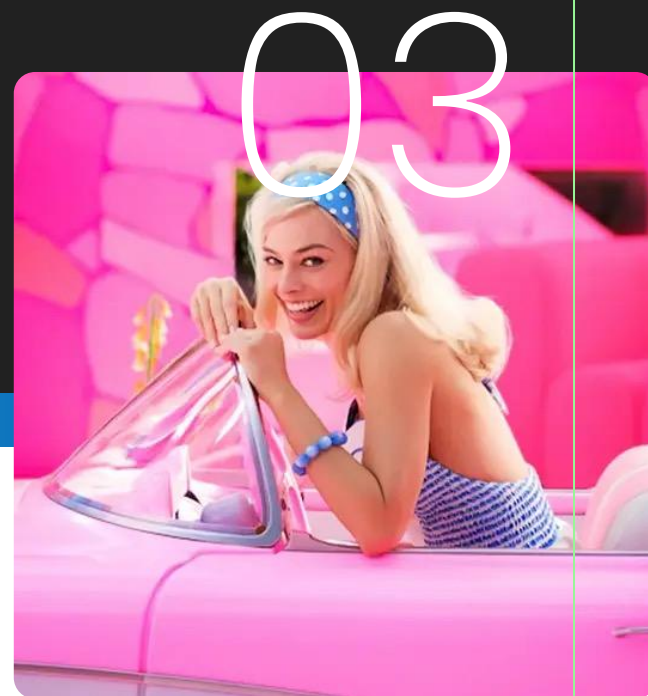
The Barbie movie doesn't premier until July, but that doesn't mean that the hype around it hasn't already exploded. When the trailer was released, searches for items that Barbie was wearing, like [“fluffy mules,”](#) spiked by 115%. Now, the “Barbiecore” aesthetic has received over 590M views on [TikTok](#). This trend has impacted [runway fashion](#), [interior design](#), and has most recently inspired the development of two “Malibu Barbie” [cafes](#) in New York and Chicago. Perhaps the most ubiquitous is a Barbie [selfie generator](#) that turns fan selfies into movie posters.

### What it Means

While the anticipation for a Barbie movie has existed for years, this film provides a lesson in building a pre-launch runway. Given Barbie's cult following, marketers were able to tap into a collective sense of nostalgia that spans multiple generations and strategically built hype and awareness months in advance of the movie premiere.

### Key Takeaway

The Barbie movie build up demonstrates how to expand a singular experience beyond a moment through an always-on, omni-channel approach. The lifespan of brand experiences of all shapes, types and sizes can be extended by incorporating strategic touchpoints that elicit collective emotion and community engagement.





## Baseball is having its comeback season

### America's favorite pastime is getting a much-needed facelift.

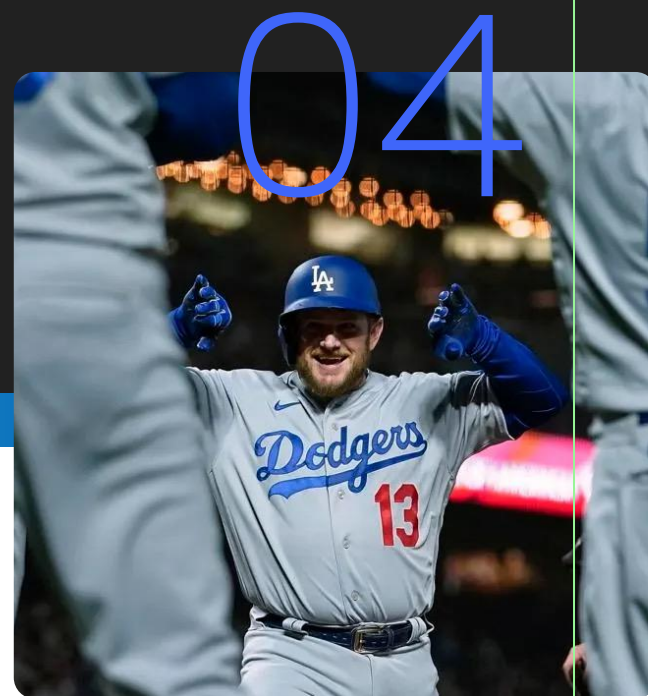
The Major League Baseball (MLB) is making significant rule changes to [refresh and reinvigorate](#) the quintessential American pastime: baseball. From a redesigned, more [competitive schedule](#) to rule changes like [a pitch clock](#), [larger bases](#) and limiting [defensive shifts](#), the MLB's goal is clear—shorter, more impactful, and more exciting games. The initial results are nothing short of [outstanding](#). [Ratings](#) are up, games are shorter, and [players' skill sets](#) are being more effectively showcased. The new rules changes are even having a positive effect on [local economies](#).

### What it Means

More consumable, action-packed games are a hit with hardcore and casual fans alike. After years of waffling, Major League Baseball's decision to rethink and reframe legacy rules and ways of doing things is paying dividends. And as consumers become more selective about their time and how they spend it, other leagues are [following suit](#).

### Key Takeaway

When baseball, a sport so deeply ingrained in the US culture, starts to adapt its experience to meet fan needs, it serves as a timely reminder for the world of consumer and corporate events. Reframing old ways of doing things to more effectively align with evolving audience behaviors may unlock new opportunities to drive engagement and interest.






# OUT-THERE EXPERIENCES

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.



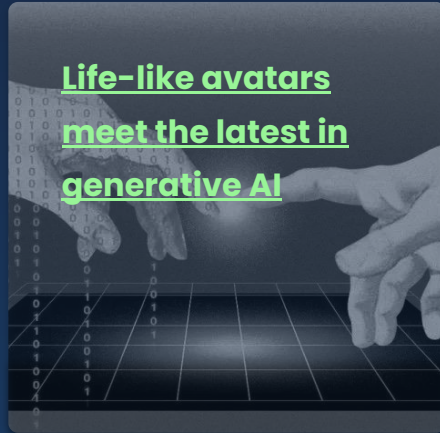
Brand advertisers  
move into Roku City

“Roku City brand experiences” will soon enable brands to purchase real estate in the iconic device’s screensaver.



Chess is the “new”  
cool thing again

Virtual chess is all the rage among teenagers—so much so that schools are dealing with an epidemic of distracted kids.



Life-like avatars  
meet the latest in  
generative AI

New Zealand-based Soul Machines is merging lifelike graphics with AI to create representatives for businesses like Heineken and Dallas Fort Worth Airport.



Dyson’s air  
purifying...  
headphones?

For as little as \$949, US consumers can now simultaneously listen to music and filter the air they breathe.