

NextGen Summit^{by} biggie
2025

AI, Media & Creativity Rewired

THE FUTURE OF ADVERTISING IS HERE: HIGHLIGHTS FROM THE FIRST NEXTGEN SUMMIT.

Last week, **Biggie Benelux** launched the very first **NextGen Summit**, an inspiring afternoon dedicated to exploring how AI is reshaping the world of advertising, from UX and strategic design to creativity and media.

With over 100 attendees, a vibrant mix of agencies, advertisers, and brands, the event marked a milestone moment for the Belgian advertising scene. With international expertise and local insights colliding across three transformative tracks, one message resonated throughout:





**« AI IS NOT REPLACING
US. IT'S REDEFINING
HOW WE WORK, CREATE,
AND CONNECT. »**

The question is no longer whether to embrace AI, but how to harness it without losing what makes advertising truly powerful: human creativity, strategic vision, and authentic brand storytelling.

TRACK 01

AI & STRATEGIC DESIGN: FROM ASSISTANTS TO AGENTS



The afternoon opened with **Didier Ongena**, VP Global Government and Public Sector Lead EMEA at **Microsoft**, who described 2025 as “the year of the frontier firm”, where humans and AI agents collaborate seamlessly. His keynote revealed how organizations are moving from AI-assisted employees to Human-led, AI Agent-operated processes, digital colleagues capable of handling complex workflows while humans focus on creativity, leadership, and innovation.



Nicola Nauwynck from **Numble** continued by highlighting how AI enhances user experiences without users even noticing, intuitive design, frictionless navigation, and smarter personalization are now quietly shaping digital interactions.

« THE BEST AI-ENHANCED EXPERIENCES ARE THE ONES USERS DON'T EVEN NOTICE. »





Closing the track, **Silvana Impériali Chételat**, Managing Director of **Biggie Switzerland**, unveiled The AI Biggie Suite: a forward-looking ecosystem of AI marketing agents, AI infrastructure, and AI workflow automation. From campaign optimization to cross-platform reporting, Silvana showcased how Biggie is integrating AI into every step of the marketing process, with the promise of soon introducing Brand Agents, digital ambassadors that will revolutionize brand interaction.



TRACK 02

AI & CREATIVE INTELLIGENCE

02



Creativity, often seen as the last bastion of human exclusivity, is now entering a new era.

Tobias Lööf, VP Product at **SeenThis**, demonstrated how AI is eliminating the manual and repetitive, enabling creatives to focus on big ideas, cultural insight, and storytelling. In this future, there is one truth:

« AI WON'T TAKE ALL
CREATIVE JOBS, BUT
THOSE JOBS WILL
DEFINITELY CHANGE. »

What does the new creative professional look like?

Creative Conductor: Orchestrating AI tools toward bigger visions

Cultural Translator: Interpreting human insights for AI systems

Story Architect: Designing narratives that AI brings to life

The key insight?

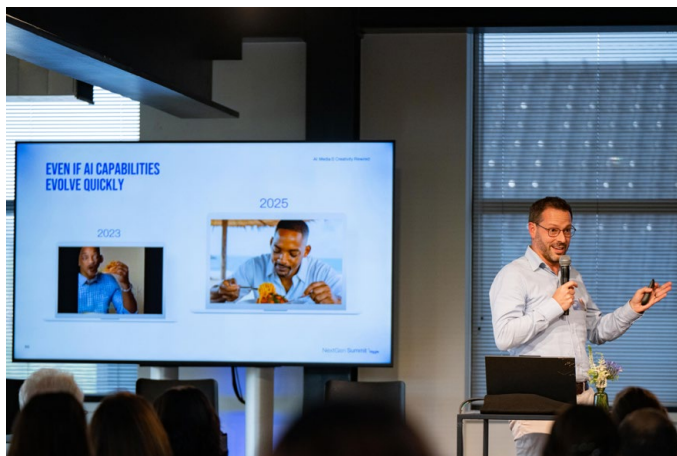
Recognizing our comparative advantages. While AI excels at execution, optimization, production, and analysis, humans remain unmatched in cultural intuition, strategic vision, creative direction, ethical judgment and - most importantly - brand soul.



Damien Mora, VP Operations & Tech at **Biggie Group**, showed how the creative toolbox has exploded. From ideation and copywriting to visual creation, video production and post-production, AI tools now exist for every step. These tools accelerate workflows and unlock new formats, but tools don't replace talent. They amplify it. The question for agencies and brands: Are you building the skills to conduct this orchestra?

The key insight?

AI is the new Swiss Army knife for modern creatives: powerful, versatile, and constantly evolving.



TRACK 03

AI & THE FUTURE OF MEDIA

03



The final track brought us to the intersection of AI and media's most pressing frontier: Connected TV. The numbers tell the story: **78%** of CTV viewers say they pay more attention to ads that align with the content they're watching.

Martin Danet from **Olyzon** explored how AI is revolutionizing Connected TV (CTV), merging TV's emotional power with digital precision. AI makes it possible to translate each program into targeting potential. Brands can now target with relevance, reduce costs, and measure impact like never before.





From **Amazon**, **Robin Edelbroek** offered a look behind the scenes of Prime Video, showing how AI enhances personalization, accessibility, and live sports insights. Whether through Dialogue Boost, predictive ad models, or real-time sports data, Amazon's AI-driven ecosystem demonstrates what the next generation of viewing and advertising will look like.

What emerged from this track was a vision of the media's future: advertising that guarantees what both advertisers and viewers truly deserve: ads that generate attention and engagement, brand safety and transparency, and above all, simplicity in an increasingly complex landscape.



A Glimpse Into the Future

The NextGen Summit left participants buzzing with ideas, challenges, and new connections. From Microsoft's "Frontier Organizations" to Biggie's "AI-as-a-Service," and from creative transformation to predictive media, one truth emerged across every discussion:

**« THE FUTURE OF
ADVERTISING BELONGS
TO THOSE WHO LEARN
TO COLLABORATE WITH
INTELLIGENCE, BOTH HUMAN
AND ARTIFICIAL. »**



See you at the **NextGen Summit 2026** on **08/10/2026**, where we'll continue pushing the boundaries of innovation and creativity in Belgium's advertising ecosystem.

NextGen Summit^{by} biggie 2025

AI. Media & Creativity Rewired