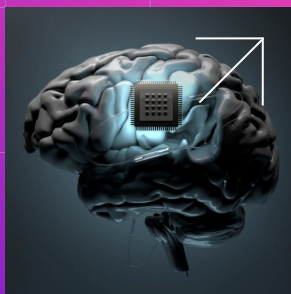
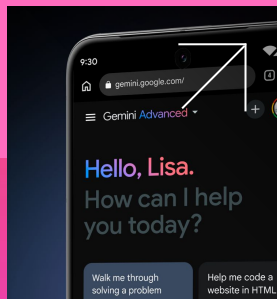


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2025
TRENDS
FORECAST
VOL.01-TECH

Exploring the future of marketing



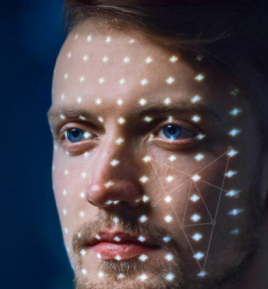
As AI reshapes industries and the way we think about marketing, audiences are as informed as they've ever been - in this landscape, brands will need to adapt to keep up.

We're excited to explore and highlight developing trends and insights for 2025 and beyond.

In this volume, our team presents five key Technology trends that could impact the future of how brands and people interact.



Tom Dunn
Founder, CEO



2025 TRENDS FORECAST VOL.01-TECH

01 **Creative RenAIssance**

The tools creating
new possibilities for
creativity in marketing

03 **Prompt your life**

The rise of AI Agents in
supporting consumers'
everyday moments

05 **Developer who?**

The no-code revolution
is democratising
product development

02 **Mind control**

Empowering humans
with tech that turns
thoughts into actions

04 **Get real**

Unmasking
misinformation in the
rising battle for truth

Creative Renaissance

The tools creating new possibilities for creativity in marketing

TLDR

69%

of creative professionals believe Gen AI will unlock new ways to create

SOURCE ↗



From artists and designers to marketers and musicians, AI is tearing down barriers, sparking ideas, and making dreams a reality.

Current state of play

AI-driven creativity is reshaping the world of art, design, and branding:

- ↗ Iconic fashion house Etro partnered with digital artists to create an [AI-generated campaign](#) for their Spring 2024 collection.
- ↗ The Beatles [used AI to reunite](#) with John Lennon's voice, transforming a rough demo into "Now and Then", their first #1 hit in 54 years.
- ↗ [Absolut x Copy Lab](#) processed and exposed 10,000 data prompts to AI, challenging stereotypes and promoting representation in fashion.



TREND 01 CREATIVE RENAISSANCE

What's next

AI will continue to revolutionise the way creatives work, not only by allowing for wholesale generative approaches, but also by sharpening and expanding existing tools.

It's breaking down barriers, empowering creatives to bring any idea to life.



TAKEAWAYS

How can marketers mitigate algorithmic biases while using AI tools to effectively promote DEI?

How might we allow for finer control of generative solutions? Will text input be replaced with Graphical User Interfaces (GUIs)?

How can AI enhancements transform the way we use our existing tools?



TOASTER TRENDSPOTTER

Tim Ward

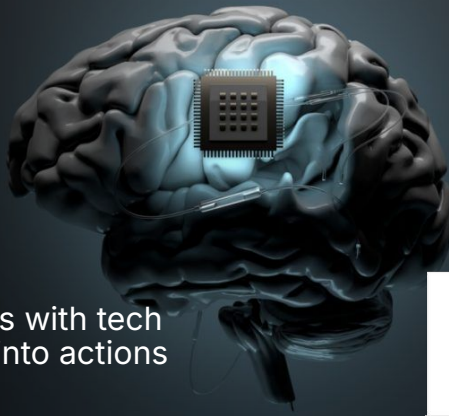
Creative Director, EMEA

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TREND 02

Mind control

Empowering humans with tech that turns thoughts into actions



TLDR

17.8%

annual growth is projected for the global Brain-Computer Interface (BCI) market from 2024 to 2030, reaching a value of USD 6.2bn

From punch cards to keyboards, mice, touch, gestures, and voice, humankind is constantly evolving the way we interact with technology. In 2025, we're on the brink of a revolutionary leap: making telekinesis a reality.

SOURCE ↗

Current state of play

Wearable tech already tracks our steps, sleep, and sugar levels. The next step? Letting your mind power it.



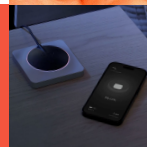
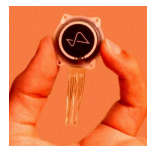
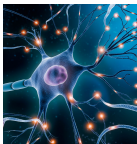
Neuralink is developing devices to translate thoughts into words, aiming to assist those with paralysis, memory loss, and other neurological challenges.



MELTIN is creating technology that will help our bodies better adapt to environmental changes.



Nextmind is fine tuning technology that lets you control digital interfaces with your mind by understanding your intent.



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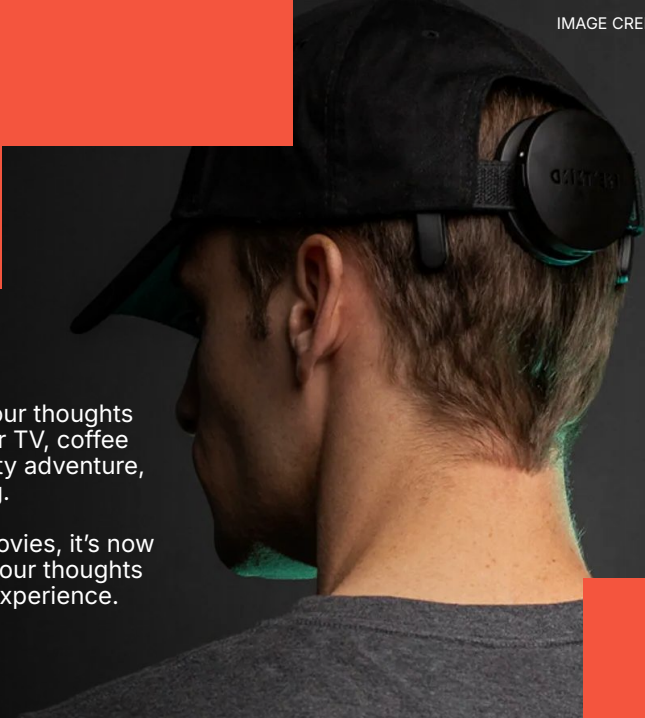
TREND 02

MIND CONTROL

What's next

Imagine a world where your thoughts control everything — your TV, coffee machine, car, virtual reality adventure, and even online shopping.

Once the stuff of sci-fi movies, it's now becoming reality. Soon, your thoughts could shape your entire experience.



How might BCI transform the way your customers interact with your brand or products?

How can we design BCIs that are intuitive and seamless?

How might we use BCI to make our brand experiences accessible to a wide range of users?

TAKEAWAYS



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Mohini Varma

Chief Strategy Officer, INSEA

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Prompt your life

The rise of AI agents in supporting consumers' everyday moments



TLDR

25%

of enterprises using AI will deploy AI agents by 2025

SOURCE ↗

2025



PRODUCTIVITY



WELLNESS



ENTERTAINMENT

This trend reflects consumers' demand for technology that delivers personalised, accessible support in their lives, and the expanding role of autonomous AI in managing everyday tasks.

Current state of play

AI agents are evolving from simple virtual assistants to complex digital companions:



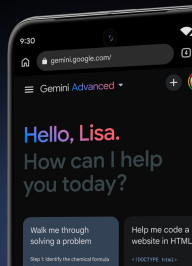
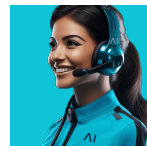
Companies like [OpenAI](#) and [Anthropic](#) are advancing AI agents to handle [multi-step](#) tasks and enhance adaptive learning.



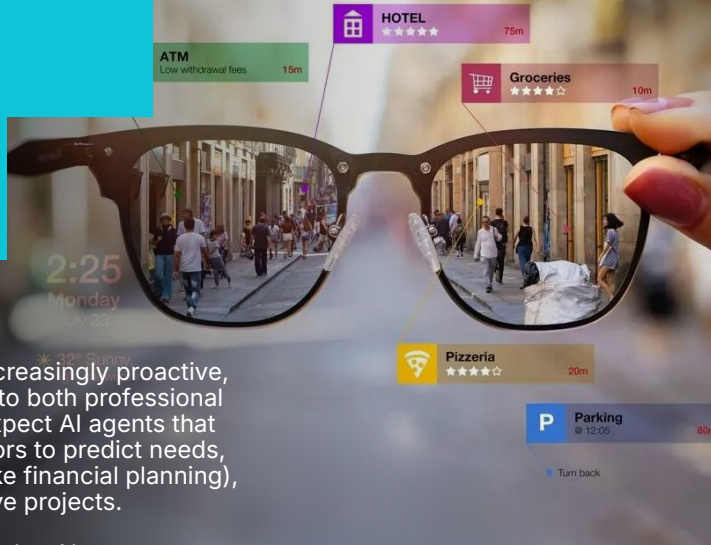
Google's [Project Astra](#), part of its Gemini models, introduces real-time multimodal interactions, processing text, images, audio, and video for context-aware, proactive assistance.



AI agents like [Woebot](#) are being trialled in mental health and [personal fitness](#), providing users with real-time, personalised insights and support.



TREND 03 PROMPT YOUR LIFE



What's next

AI agents will become increasingly proactive, seamlessly integrating into both professional and personal settings. Expect AI agents that learn from users' behaviors to predict needs, handle complex tasks (like financial planning), and even assist in creative projects.

By 2025, brands may employ AI agents to interact with consumers directly, enabling 24/7 personalized support and deepening consumer-brand relationships.

How can brands leverage AI agents to enhance the consumer experience?

What ethical considerations come with AI agents collecting and using personal data?

Will AI agents redefine the boundaries between digital and human relationships, creating new opportunities for brand loyalty?

TAKEAWAYS



TOASTER TRENDSPOTTER

David Plunkett

Technical Director

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TREND 04

Get
real

Unmasking misinformation
in the rising battle for truth

TLDR

72%

of consumers believe
they are being fooled
by deepfakes every day

SOURCE ↗



For a generation that swears by authenticity, deep fakes are the single biggest threat to their freedom and security. From online scams to identity theft and election misinformation, AI is blurring the line between what's real and what's not.

Current state of play

Industry-wide initiatives are uniting to put the truth back in people's hands:



Google's [Jigsaw](#) explores threats to open societies, developing technologies to make the internet, and world, a safer place.



[Claims Review](#) is fighting to spread truth as fast as misinformation spreads lies.



Intel's [FakeCatcher](#) detects fake videos with 96% accuracy by assessing real video for what makes us human.



intel



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TREND 04 GET REAL

What's next

Experts call the push for deepfake detection an *"arms race"*, but staying ahead means not relying solely on AI to fight AI.

The future lies in empowering people with the tools to spot misinformation themselves.



TAKEAWAYS

What safeguards are in place to prevent our brand assets from being manipulated or misused in deep fakes?

Are we equipped to quickly identify and respond to AI-generated misinformation targeting our brand?

What tools are we creating for consumers to identify risks along the consumer journey?



TOASTER TRENDSPOTTER

Mohini Varma

Chief Strategy Officer, INSEA

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Developer who?

The no-code revolution is democratising product development

TLDR

40%

of LCAP users think AI could make traditional developers largely obsolete by **2030**

SOURCE ↗



Low-code and no-code platforms (LCAPs), alongside advances in AI, are supercharging rapid prototyping and solution deployment, even for non-technical users. Now, anyone can turn ideas into reality, bridging the gap between technical skills and creativity.

Current state of play

Apps and services are being built at an unprecedented pace, both in service of—and benefitting from—AI technology:



Akkio [deploys AI](#) in 10 minutes across marketing tools and data platforms without any coding required.

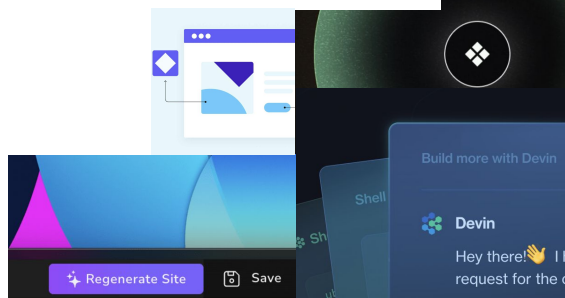


Bubble.io blends AI-powered no-code [app development](#), allowing users to create a near-instant frontend based on natural-language prompts.



Cognition AI's [Devin](#) is the world's first fully autonomous AI software engineer, with a host of capabilities - from building apps to fixing bugs.

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TREND 05 DEVELOPER WHO?

What's next

In the long-run, AI-powered no-code solutions will largely replace traditional software development. Similar services will continue to hit the market at pace, with the most useful ones rising to the top.

Our role as a creative agency will be to help spotlight the products that show the most promise – investing in utility and fostering engagement.

TAKEAWAYS

How can you empower non-technical teams to bring creative ideas to market faster?

Are there untapped customer or employee pain points that LCAP solutions could solve?

What are the moral implications of opening the floodgates to this technology?



TOASTER TRENDSPOTTER

James Philipps

Executive Creative Director, US

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Thanks for reading along.
We're excited to share that our:

2025 TRENDS FORECAST Vol.02 → is on the way...

Connect with our market leads to explore how we
can help your business capitalise on emerging
trends and drive your business forward.



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