**AI and the Future of Brand Storytelling**

 Brands looking to tell their stories are increasingly turning to artificial intelligence, creating a consumer experience that "had better be a good one," according to the annual "Interaction" report from GroupM. The report points to the popularity of Amazon's Echo and Google Home devices as evidence of the shift toward AI.

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<http://www.mediapost.com/publications/article/294527/groupm-marketers-ignore-ai-at-their-peril-ad-fra.html>