



MEMEX 2026

Attention in the Age of AI

09:00- 10:00 Get together + Breakfast

10:00 **INTRO - Attention in the Age of AI**

Michael Schiessl, eye square

10:30 **From Aversion to Acceptance: Designing AI-Powered Brand Communication That Consumers Embrace**

Jana Möller - Herm, Universität der Künste Berlin

11:00- 11:30 Coffee Break

11:30 **What Drives Brand Growth in a World of Uncaring Cognitive Misers? Measuring Mental Availability to Understand the Performance and Potential of your Brand**

Guido Modenbach, SevenOne Media

12:00 **Is communication collapsing coming? Why AI Creates Abundance and Scarcity at the Same Time.**

Dirk Engel, Independent researcher & media consultant

12:30 - 14:00 Lunch

14:00 **Can Chatvertising Build Brands? Results of a World First Study**

Duncan Southgate, Kantar

14:30 **Experimental Depth Psychology Research on Brand Worlds and Brand Communication Using AI Consumer Twins**

Dirk Ziems, Co-Founder, concept m & concept m ai

15:00 **Influencer Marketing - Hit or Miss? A Recent Fundamental Study by OMD and eye square as Part of the Attention Works Initiative**

Stefan Schoenherr & Jens Barczewski, eye square & Omnicom Media

15:30 - 16:00 Coffee Break

16:00 **We Automated Ourselves Out of a Job: How a Logistics Firm Became a Software Company**

Annalena Pfeiffer, Cito AI

16:30 **From Archive to Intelligence: The Caterpillar Method for Explainable AI in Human Experience Research**

Dr. Ruchira Suresh, eye square

17:00 **New Case Ad on ChatGPT**

Florian Passlick & Felix Fischer, eye square

17:30 Foodtruck, Boat, Networking & Socializing