THE MARTECH SUMMIT | LONDON

PLENARY

Convenience Culture

What a Decade of Zero-Friction Expectations means for Brand Compliance



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MARTECH SUMMIT LONDON 2026

Convenience Culture

What a decade of zero-friction expectations means for brand compliance



Melanie Duffy
Product Director, Papirfly

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The principle of least effort

GEORGE ZIPF, 1949

Not the best path. Not the correct path. **The easiest one.**

16%

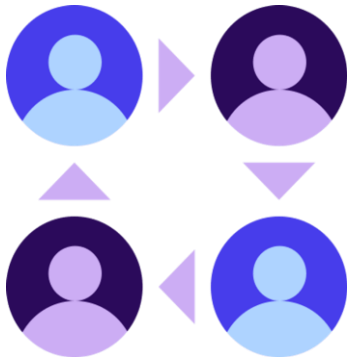
of people read a web page word for word

Nielsen Norman Group, 1997

So what are the chances they're reading your brand guidelines?

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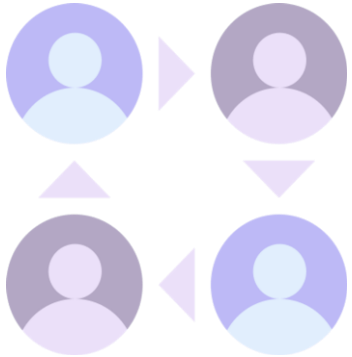
Every fix moved the problem



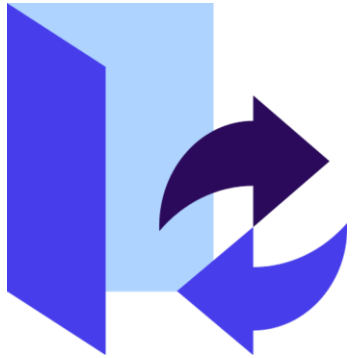
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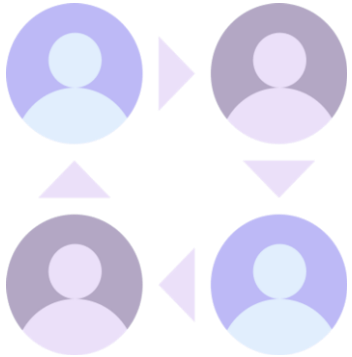
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Brand book & PDF

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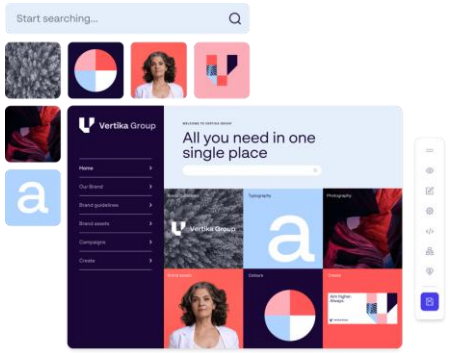
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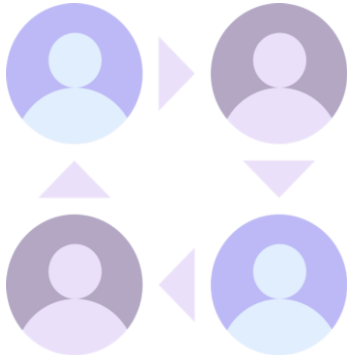
Brand book & PDF



Portals & DAM

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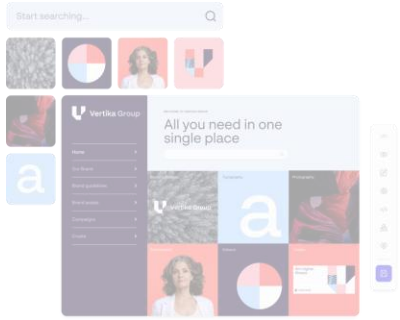
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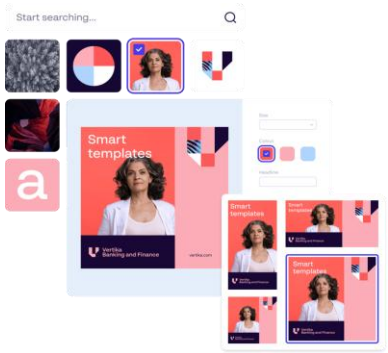
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Brand book & PDF



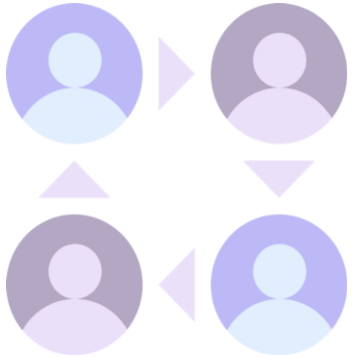
Portals & DAM



Templates

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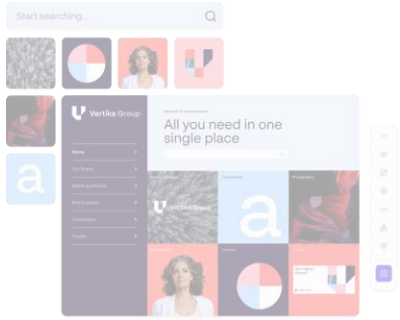
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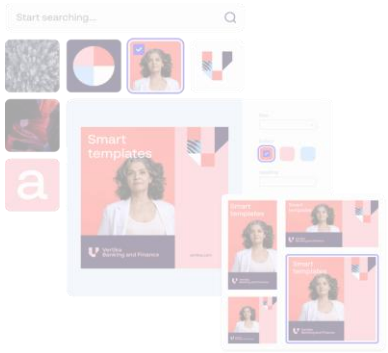
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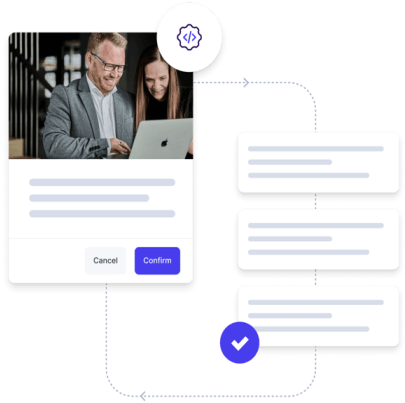
Brand book & PDF



Portals & DAM



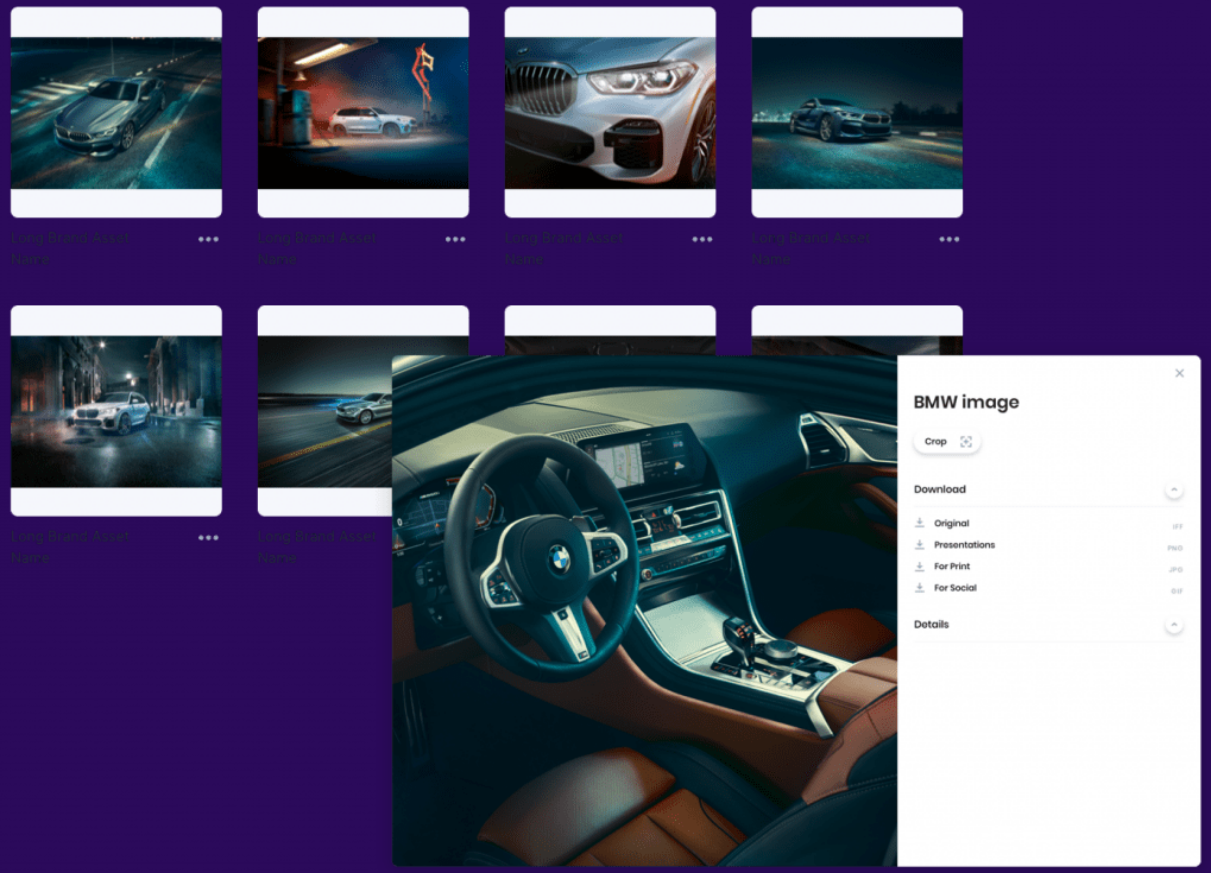
Templates



Approvals

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CLIENT EXAMPLE · BMW



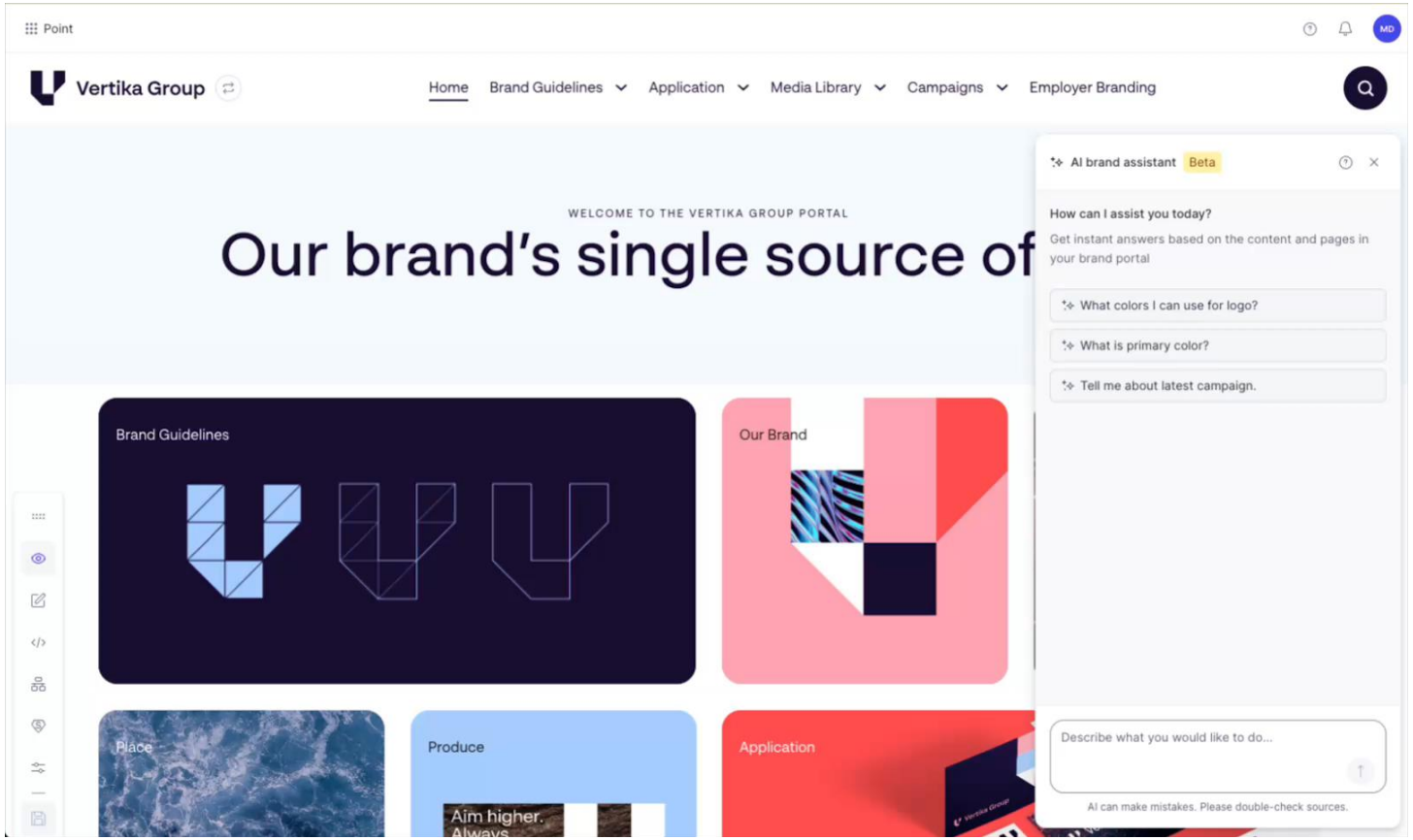
40,000

pieces of content checked by designers at BMW

– in one year

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Don’t read. Ask.



Meeting people where they are, while they create.

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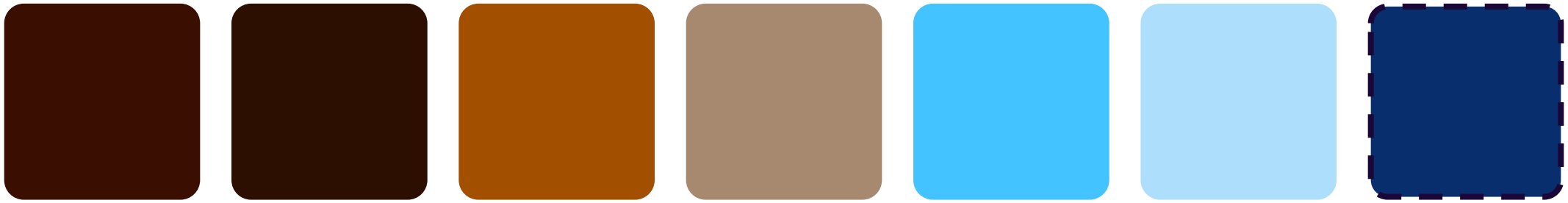
THE FALLACY

CONFIDENT ≠ CORRECT

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CLIENT EXAMPLE · STATKRAFT

Six chart colors in. Seven out.



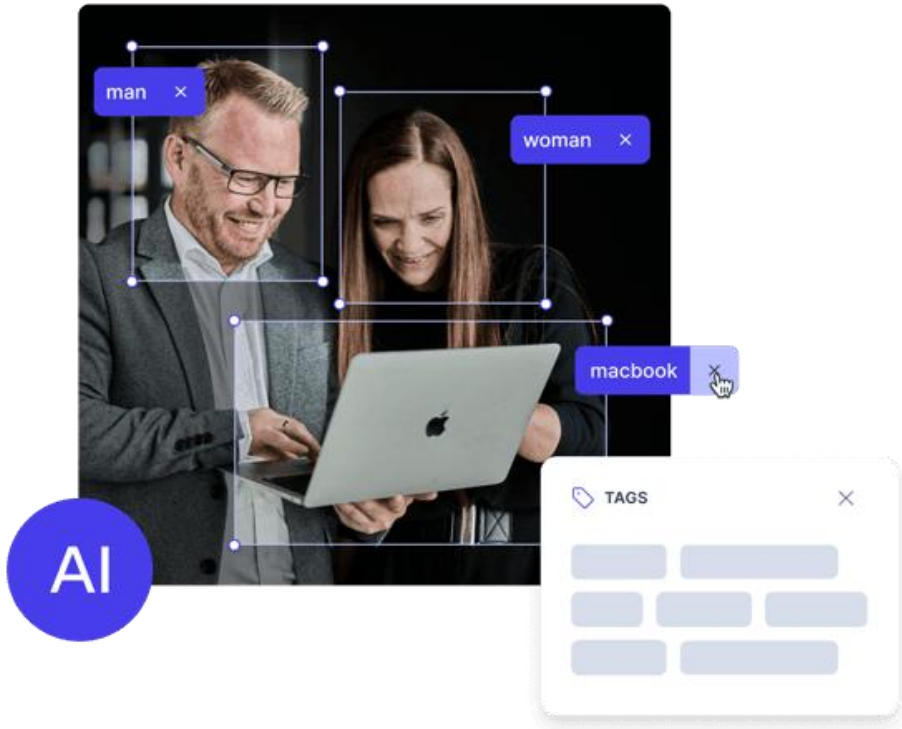
1 2 3 4 5 6 **7 · invented**

The guidelines PDF went into an LLM. The AI returned seven colors and presented the extra one as official.

The real rule – no more than six colors in a chart – was never written down. A designer would have known. The AI guessed.

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Design for it,
and AI can do a lot more



Find | **Answer** | **Check** | **Route**

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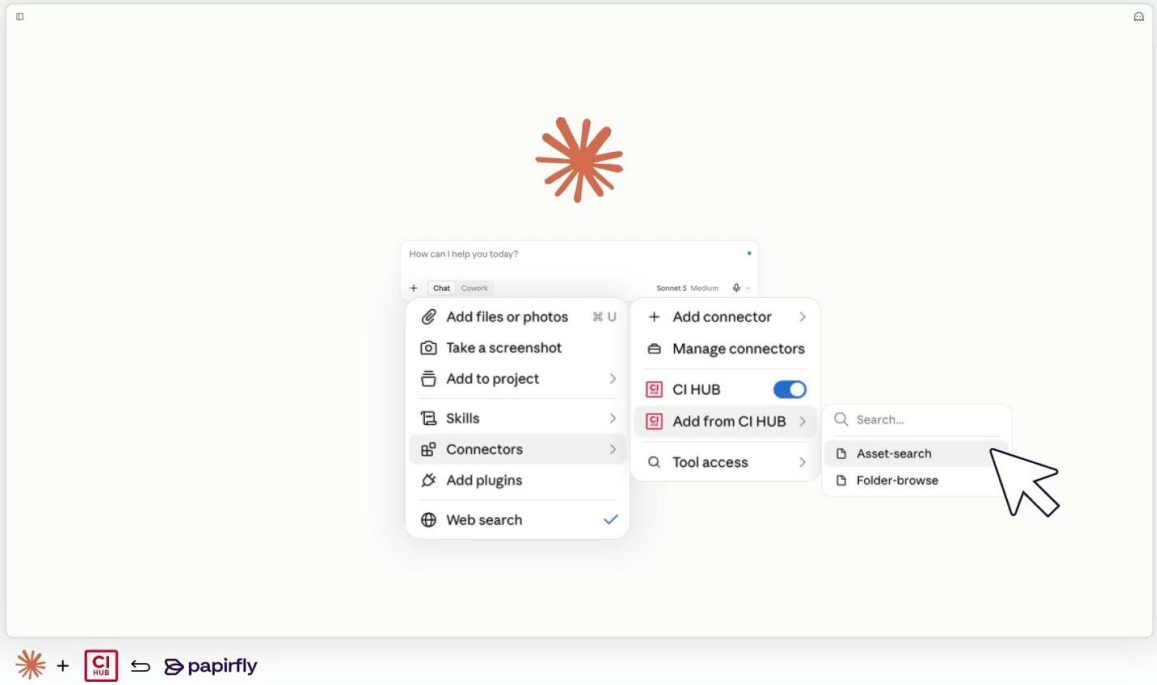
Find

Current, allowed assets only

Answer

The right answer from the right source

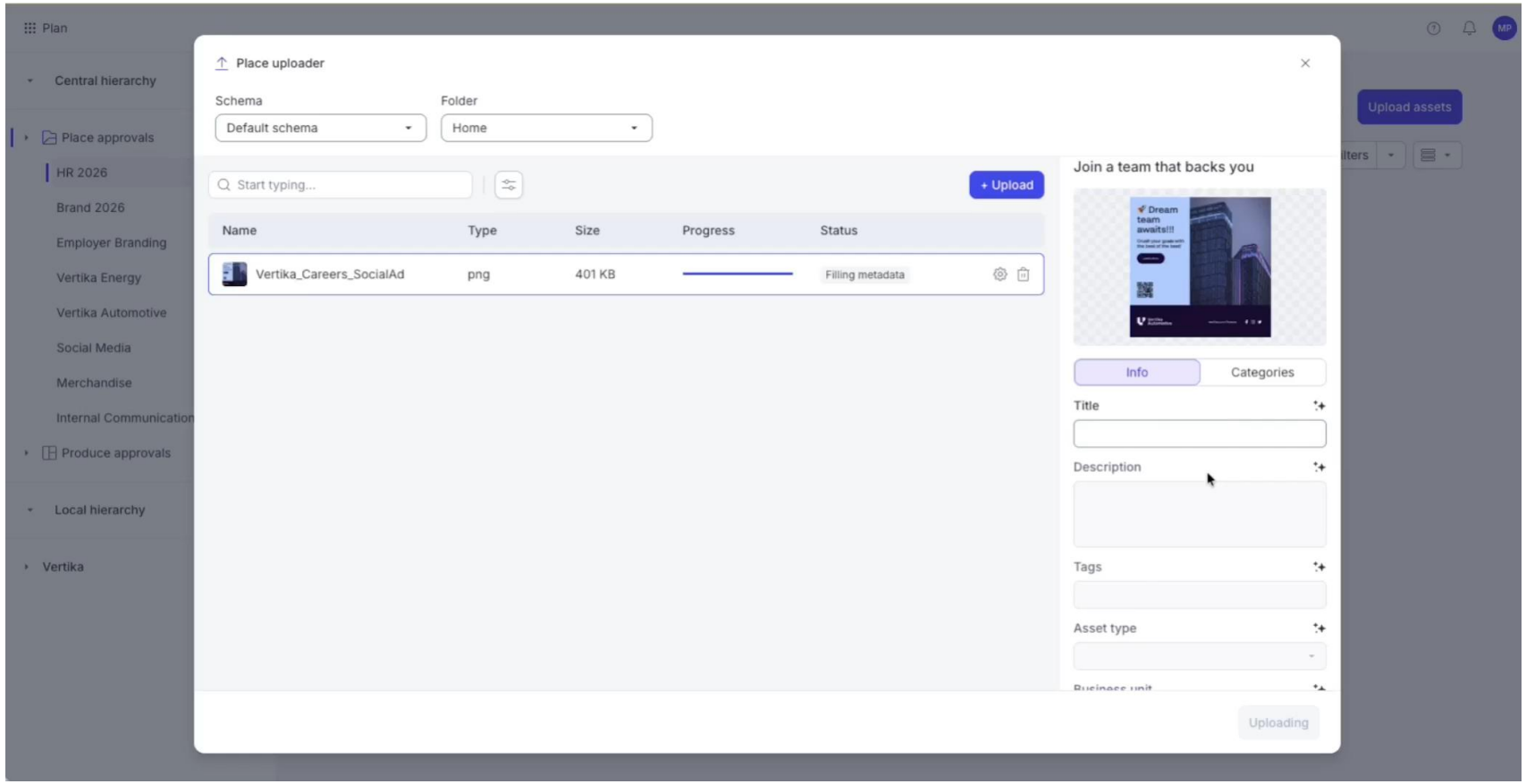
BRIEF - Turn your ideas into a plan.



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Connect.

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Check

Instant feedback against your rules

Route

Judgment goes to the right person

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Let designers be designers again

OBJECTIVE · AI CHECKS

- Real people
- Natural settings
- Faces visible
- No posed stock shots

JUDGMENT · ROUTED TO A DESIGNER

Does it feel like us?

Designers stop checking logo clear space and spend their time on the question only they can answer.

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THREE TAKEAWAYS

Decide now

01

Design for convenience

If your guidelines aren’t the easiest route to an answer, they’ll get skipped.

02

Govern your assets

AI will find whatever you leave lying around.

03

Write for AI, too

Separate the rules that can be checked from the ones that need judgment.

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AI is interpreting your brand now.

Design for it.

Thank you · Melanie Duffy

Product Director, Papirfly · papirfly.com

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