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Why Brand Identity Matters More in an AI-Saturated Market

Fin.Tech Marketing Community Panel Recap, Hong Kong, 3 March 2026

Payal Raina opened the Hong Kong panel with a claim: this would be "the most honest conversation about AI marketing you'll hear this year." Joined by David Ko (CEO, Humantyze Limited) and Regen Au (Founder & CEO, GenMax Lab), the discussion moved fast from AI hype to the operational questions most teams are still avoiding.

Moving Past "Experiment Mode"

Here's a stat that framed the session: 96% of marketers predict AI will dominate 2026, but most teams are still experimenting. David Ko's point was blunt. Playing with ChatGPT is not the same as building AI into your revenue workflows. That requires executive sponsorship at the infrastructure level, and it means treating AI as a business investment, not a marketing side project.

Brand Is the Differentiator Again

The panel spent real time on a problem that's getting worse: when everyone has access to the same AI tools, everyone's output starts looking the same. "Content is no longer king" was how they framed it. The market is flooded with mediocre, lookalike material.

The fix isn't more content. It's sharper brand identity. If your brand voice is distinctive enough, AI-generated content becomes an accelerator. If it isn't, AI just makes you sound like everyone else faster.

Distribution Is the Real Bottleneck

Regen Au made a point that deserves its own conversation: production is easy now. Distribution is where most teams are failing. Her argument is that marketing teams need to shift resources toward what she called "distribution multipliers," specifically partners, customers, and communities who can carry your message into the right conversations.

Proving Marketing's Impact

The stat that landed hardest: 58% of organizations still treat marketing as a cost center. The panel explored two practical angles for changing that. First, moving from correlation-based reporting to causal models that connect marketing spend directly to revenue. Second, adopting accountability frameworks that show how marketing drives business growth in language the C-suite respects.

Human Skills in an AI-Heavy World

The closing discussion pushed back on the assumption that AI skills are the only ones that matter. Public speaking, stakeholder management, and the ability to influence at the executive level are becoming more important as tactical work gets automated. As Payal put it: "If you can articulate why your brand matters and why your CEO should fund you, AI becomes your co-pilot, not your replacement."

Take One Thing Back to Your Team

If you're still in experiment mode with AI, pick one revenue workflow and build a business case for automating it this quarter. If you're already past that, audit your distribution: is your best work actually reaching the people who need to see it?

Drop your answer in the community. We'd like to know what's working.

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