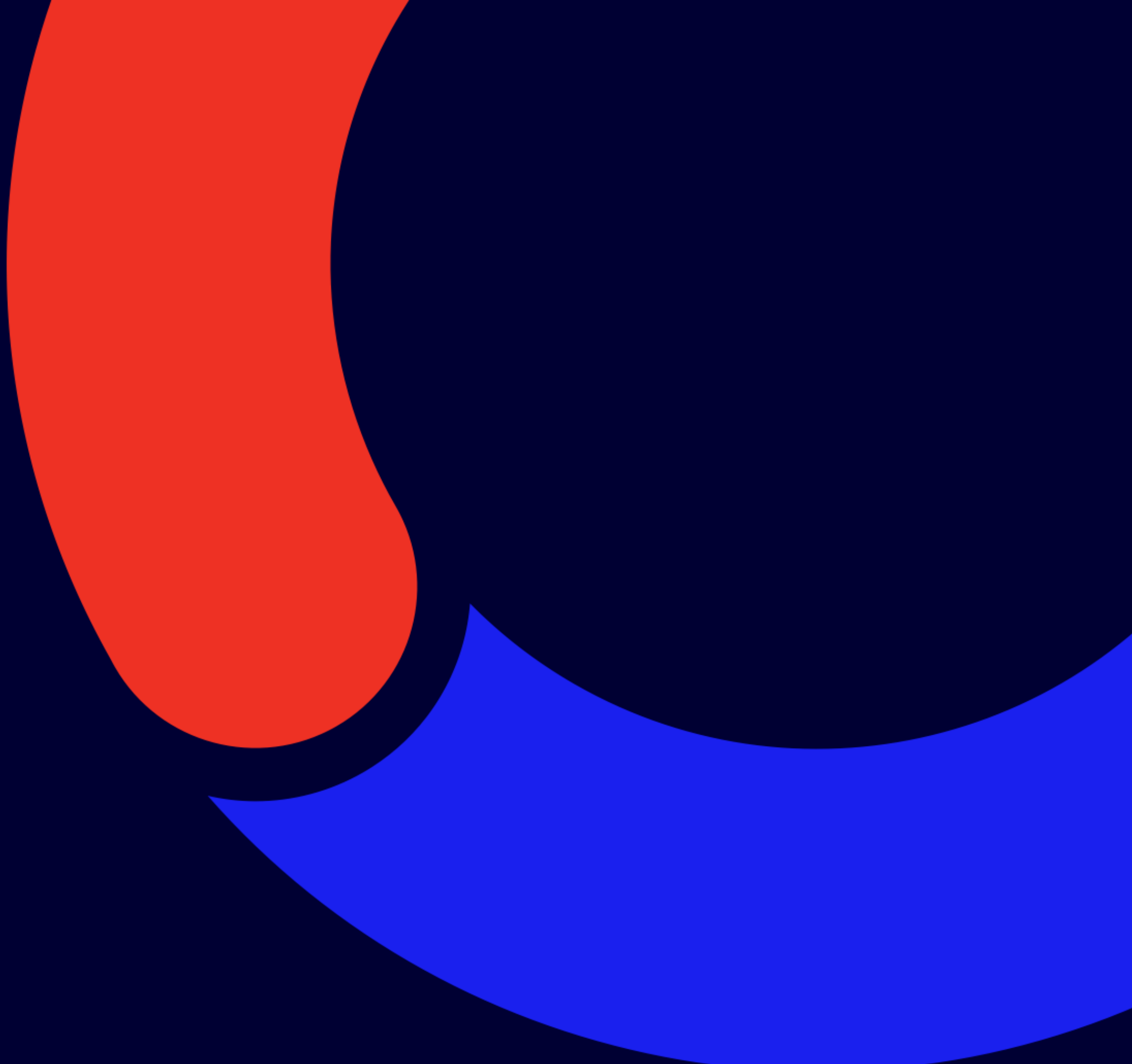




omd



# Preparing for Agentic AI

Opportunities from changing consumer behavior and new technology capabilities.

Updated: August 1<sup>st</sup> 2025



**WE *Create* WHAT'S NEXT**

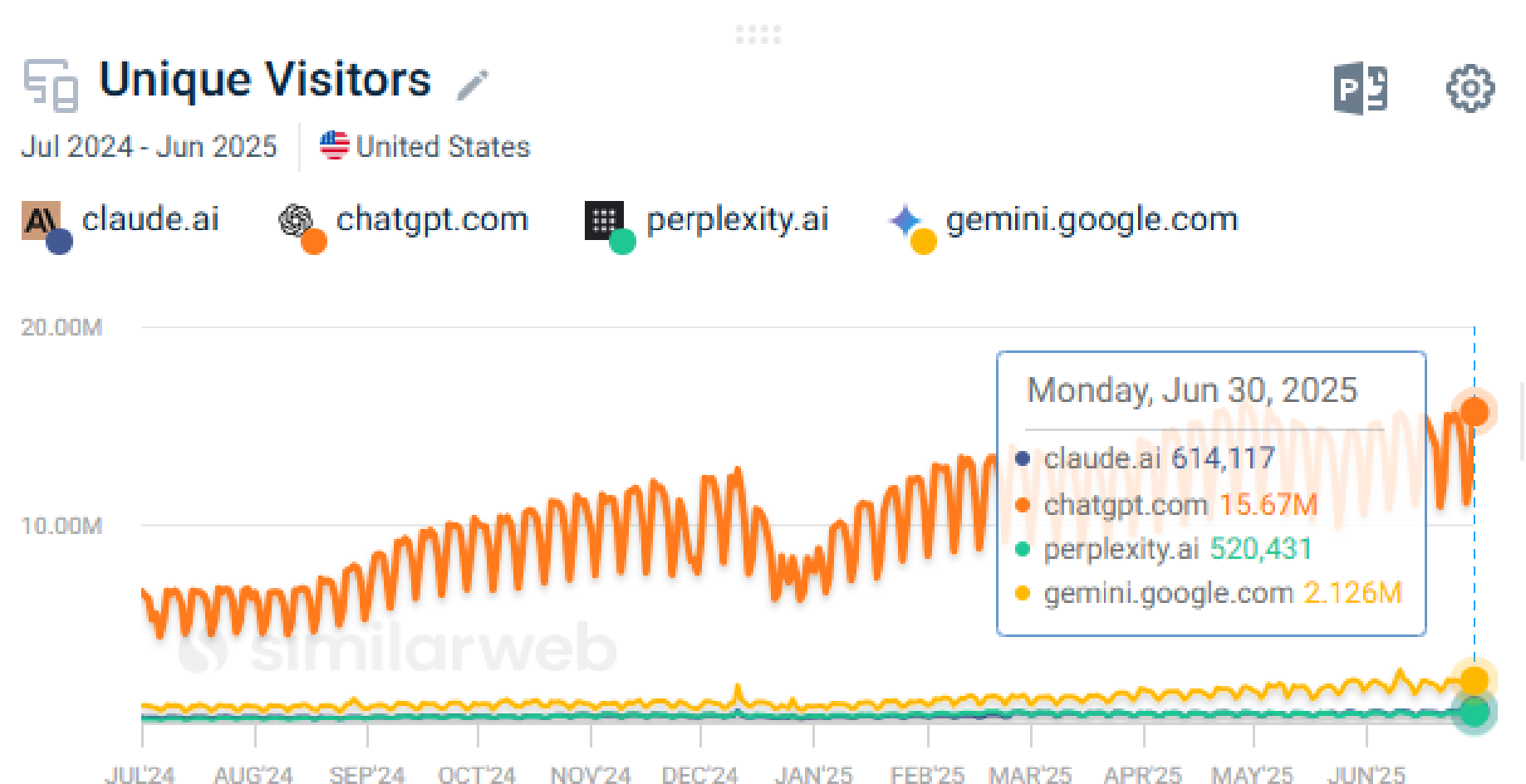
## New Modes of Interaction

As rumors circulate about [the imminent release of GPT-5 by OpenAI](#), we are already seeing massive growth in the utilization of the current generation of models, delivering a meaningful shift in consumer behavior. Brands need to respond to these ongoing changes while keeping a close eye on what is coming over the horizon.

Recently, OpenAI stated that ChatGPT now receives around [2.5 billion prompts per day](#). This is up from [1 billion per day last December](#) – implying a doubling time of around 5 months.

This compares with Google's stated [5 trillion searches](#) per year, which equates to around 13.7 billion searches per day. So, we already see around one-fifth of the volume of prompts each day on ChatGPT vs Google search worldwide.

AI is having a meaningful impact on Google search. Recent research from Pew states that pages without an AI overview generate an external click 15% of the time, but [only 8% when an AI overview](#) is present. With a greater [proportion of links](#) coming from sources such as Wikipedia, Reddit, and government sites.



Chat GPT dominates AI utilization, taking around [80% of global AI traffic](#) according to similar web estimates. In the US, ChatGPT gains around 15 million unique visitors per day, vs. 3.25 million users between Claude, Perplexity, and Gemini. The 50% difference between weekday and weekend utilization implies significant professional and educational use.

This week, [OpenAI released Study Mode](#) in Chat GPT, a custom architecture built with educators to help students [think critically](#) in their learning. There is already a large [body of evidence](#) for the impact on [learning coming from AI](#). This can be negative in the form of AI plagiarism, but Study Mode shows how they can be used [to great benefit](#), not just through school but for lifelong learning.

Potentially, there is a new role for brands to surface or sponsor training and educational content for stakeholders such as staff and partners, as well as customers.

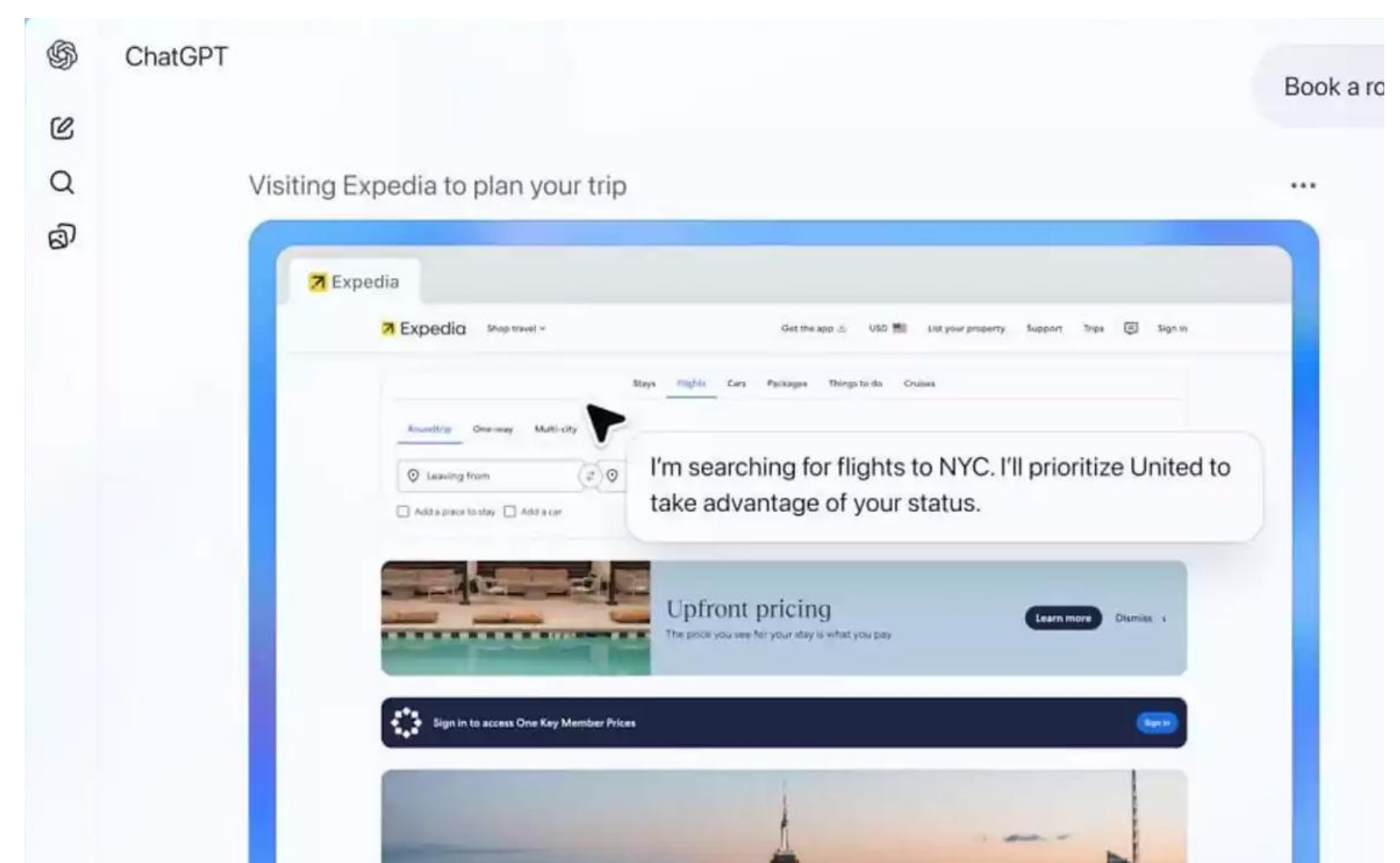
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## ChatGPT Agent Mode

Study mode, deep research, operator, image/video creation, and canvas are all examples of new modes of interaction beyond simple chat that have been released in recent months. Each illustrates a new surface for brands to explore and define new ways to engage.

There has been a process over the past year of new models and features being released and then being aggregated into more generalized products.

[ChatGPT Agent Mode](#), released by OpenAI in mid-July and rolling out to paid users worldwide now, is an example of this trend. It combines the capabilities of Deep Research and Operator with the memory function and connectors to data sources in ChatGPT. It is an early, but highly effective, example of the agentic revolution that has been speculated over the past 18 months.



Agent Mode [enhances ChatGPT's capabilities](#) by enabling it to autonomously use a virtual computer and browser. It allows ChatGPT to [function as an active agent](#), generating plans, performing [web searches, querying databases](#), analyzing data, filling in forms, creating deliverables like [slide decks](#) or [spreadsheets](#), and iterating independently to achieve user-defined objectives.

For example, [Agent Mode created this deck](#) about the impact of agentic marketing. A significant step forward in capability over previous iterations, but not replacing human-created content quite yet.

Functionality is still limited to lower-risk actions; for example, agent mode cannot yet make purchases fully autonomously, as OpenAI may be liable for purchases made in error. Sam Altman stated this week that [legal privilege does not exist when using an AI](#), meaning that utility and adoption of some use cases will be limited, at least in the short term. However, we can expect [new protocols](#) and regulations to mitigate risk and manage liability.

## Google's Response

Google has been perceived by many to be in catch-up mode since the launch of ChatGPT in late 2022. With Gemini 2.5, it now has a model that can [compete with the best](#). Google is now leveraging some of its in-built advantages in deep data sets, such as the shopping graph and many years of user interactions, to deliver a wide range of new experiences.

The conundrum of [reinventing search without disrupting USD >200 billion](#) of search revenues has provided space for new players such as Perplexity to innovate in generative search. AI overviews are in over [200 countries and have 2 billion users](#).

Google is doubling down and extending access to AI Mode, already used by 100 million people in the US and India. This week, AI Mode [launched in the UK](#) – a market with one of the highest proportions of investment going to digital channels. AI Mode just launched its [education features](#), competing with Study Mode.

Google has been innovating with its Notebook LM, this week releasing [video overviews](#), building on the podcast-like audio overview released last year. Check out [this video overview](#) of this Rapid Response. Already, brands such as The [Economist are sharing public multi-modal notebooks](#) to explain complex topics.

In the commerce space, Google is integrating a range of technologies to deliver [consumer-facing shopping solutions](#) such as virtual try-on of apparel, real-time price alerts, and matching to an existing fashion or décor look. These features will be integrated into AI mode later this year, enabling searches aligned with previous search history, viewing on YouTube, and analysis of mail to deliver highly personalized results.



Major brands are also busy developing agentic AI to drive their businesses. This week, Walmart revealed [four super agents](#) to support [customers, staff, suppliers, and developers](#) with the ambition of becoming the primary way in which these stakeholders interact with the brand.

## Exploring Sector Implications

The rapid shifts in consumer behavior to AI platforms and the accelerated growth in capability of agentic AI capabilities mean that long-predicted scenarios are fast becoming a tangible reality.

Therefore, brands must quickly react to the changes already happening and prepare for the multiple implications across their businesses.

One of the most immediately impacted sectors is travel. Implications and examples of AI in the travel sector are explored in the [Destination AI](#) report from OMG Futures in the UK. Five key themes are explored across the consumer travel journey in the Destination AI Report.



Every sector will see similar implications, but potentially over different time horizons. These will be a function of the [complexity and scale](#) of purchase decisions – AI has more utility in larger, more complex decisions such as vacations, financial planning, or automotive. Also, the external limitations, such as legal exposure or regulatory oversight, especially in healthcare or finance.

These considerations will define the timeline and opportunity areas in each sector. There will be multiple opportunities for AI-enabled integration across channels to deliver growth. From simple concepts like removing the pop-up barriers to consumer agents or optimizing for new experiences such as virtual try-ons and merchandising products for multiple niche interest audiences.

Whilst legacy tasks are being automated by AI, new skill requirements are emerging, at least as quickly.



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