# GaryVee warns brands to build identity now to survive AI disruption



In an era where artificial intelligence is reshaping the business landscape, the ability to build a solid brand emerges as not just advantageous but essential for survival. Insights from Gary Vaynerchuk, popularly known as GaryVee, reinforce this perspective, demonstrating how strategic brand development can shield businesses from the encroaching tides of AI-driven consumerism.

As the marketing environment rapidly evolves, the monetisation strategies of AI companies present both opportunities and challenges. Unlike traditional platforms such as Google, which primarily serve as gateways to businesses through advertising, emerging AI can potentially control entire customer journeys. GaryVee articulates this concern, stating, “I think we’re going into a perilous era of big tech where they’re going to be like, ‘Fuck the nickels that come along with advertising.’ We’re going to take the whole funnel.” This shift implies that brands that fail to establish a distinct identity risk becoming commoditised, lost in a sea of indistinct offerings.

To illustrate the critical importance of brand recognition, consider the distinction in consumer queries: “Send me a pizza” versus “Send me a Domino’s pizza.” The latter not only reflects consumer loyalty to a brand but also signifies a barrier against the AI's tendency to redirect traffic. In a marketplace increasingly governed by AI, cultivating brand specificity becomes crucial. Businesses must strategically position themselves to encourage customers to seek them out by name, thereby mitigating the risk of being subsumed under generic offerings.

While personal branding may be a desirable avenue for some, GaryVee emphasises that it is not a prerequisite for success. “You don’t even have to become the face or famous, but you need your business to do a much better job in being a brand,” he asserts. Companies like Coca-Cola and IBM exemplify this ethos; their recognition transcends the identities of their founders, illustrating that brands can thrive without heavily relying on personal celebrity. Instead, consistent content creation is the linchpin—businesses should aim to publish 20 to 30 pieces of content daily across various platforms. This rigorous approach builds touchpoints essential for forging recognition and fostering connections with audiences.

GaryVee also warns against the snare of “douchebag content,” which tends to focus on superficial display. Instead, authentic brand storytelling—rooted in expertise, values, and unique perspectives—is what truly resonates with consumers, elevating a brand's stature in the crowded marketplace. The emphasis lies on authenticity rather than ostentation; in his words, “if you’re that rich, you shouldn’t be showing photos in your private jet.”

In contemplating the broader implications of AI on business, resilience emerges as a non-negotiable quality for entrepreneurs. GaryVee describes resilience as “oxygen” for business owners—vital for longevity in a rapidly shifting environment. Adaptability becomes the core competency of successful entrepreneurs; they do not bemoan disruptions but instead pivot with agility, embracing change as an opportunity rather than a threat. This mindset is especially salient as businesses grapple with the vast implications of AI.

To navigate this evolving landscape, GaryVee outlines a clear path forward for brands, emphasising the need for a strategic approach to content creation, differentiation, and relationship-building. Encouraging businesses to develop direct connections with their audiences reduces reliance on platforms that they do not control, thereby enhancing autonomy. Furthermore, he advises that companies should charge what they are worth, allowing the market to dictate their value—a reflection of strong self-belief in their unique offerings.

The pressing necessity for businesses to cultivate brand identities cannot be overstated. As the marketing landscape continues to shift under the weight of technological advances, the brands that will endure are not necessarily the largest or most technologically advanced; rather, they are those that have nurtured robust brand recognition, compelling customers to request them explicitly. As we venture further into this AI-dominated era, it is unequivocally clear that brand building transcends mere marketing; it is the front line of defence against obsolescence.

In summary, while AI poses formidable challenges, it also creates an impetus for businesses to fortify their identity in the marketplace. The need for strategic brand development is urgent, and the time to act is now, while opportunities for meaningful differentiation still exist.

## Reference Map:

* Paragraph 1 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[3]](https://podletters.com/ai-social-media-playbook-for-the-next-5-years-you-cant-hide-from-this-garyvee-qa-aspire/)
* Paragraph 2 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[2]](https://eightify.app/media/garyvee-s-2025-marketing-vision-social-media-ai-and-kindness)
* Paragraph 3 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[5]](https://www.podcastworld.io/episodes/how-to-achieve-marketing-success-in-an-ai-world-obhwu1b9)
* Paragraph 4 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[4]](https://www.podcastworld.io/episodes/your-ego-is-hurting-your-brand-xlpw3fr8)
* Paragraph 5 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[6]](https://siliconvalleytime.com/entrepreneur/gary-vaynerchuks-ultimate-guide-to-digital-marketing-and-entrepreneurship-the-garyvee-audio-experience/)
* Paragraph 6 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[7]](https://www.podcastworld.io/episodes/ai-s-role-in-sales-marketing-a65iwqrm)
* Paragraph 7 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/)
* Paragraph 8 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[3]](https://podletters.com/ai-social-media-playbook-for-the-next-5-years-you-cant-hide-from-this-garyvee-qa-aspire/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/> - Please view link - unable to able to access data
2. <https://eightify.app/media/garyvee-s-2025-marketing-vision-social-media-ai-and-kindness> - This article discusses GaryVee's 2025 marketing strategy, emphasizing the importance of organic social media and audience-specific content. It highlights the need for companies to leverage AI-driven algorithms for precise targeting and constant testing. Success in this landscape requires a leadership shift towards empathy and risk-taking. The piece warns that failing to adapt could result in falling behind in the rapidly evolving marketing environment.
3. <https://podletters.com/ai-social-media-playbook-for-the-next-5-years-you-cant-hide-from-this-garyvee-qa-aspire/> - In this Q&A session, GaryVee emphasizes the transformative impact of AI on industries, stressing the necessity for businesses to understand and leverage AI for success. He highlights the rise of convenience over brand loyalty, urging companies to innovate and build strong brands to remain relevant. The discussion also covers the urgency for research and education in AI, adaptation to evolving media landscapes, and the importance of mental resilience and accountability.
4. <https://www.podcastworld.io/episodes/your-ego-is-hurting-your-brand-xlpw3fr8> - GaryVee advises small business owners to focus on organic social media content creation across platforms like TikTok, LinkedIn, YouTube Shorts, and Facebook Reels. He suggests exploring AI tools for prompt engineering, even without expertise, and establishing a core platform, such as a podcast or social media series, to act as a media company. The article emphasizes the importance of creating original content and building a media presence to avoid leaving growth opportunities for competitors.
5. <https://www.podcastworld.io/episodes/how-to-achieve-marketing-success-in-an-ai-world-obhwu1b9> - GaryVee discusses the essential areas of prompt engineering and creative production in the age of AI. He highlights AI's ability to produce high-quality images and videos rapidly, impacting influencer marketing with the emergence of AI influencers. The conversation also touches on the necessity for businesses to adapt to evolving media landscapes and the importance of understanding market demographics and interests for effective marketing.
6. <https://siliconvalleytime.com/entrepreneur/gary-vaynerchuks-ultimate-guide-to-digital-marketing-and-entrepreneurship-the-garyvee-audio-experience/> - This article delves into GaryVee's approach to digital marketing and entrepreneurship, emphasizing the significance of content creation and storytelling. It discusses the need for brands to develop unique narratives that resonate with their target audience, fostering stronger connections and brand loyalty. The piece also highlights the importance of understanding audience needs and preferences, utilizing various content formats, and sharing authentic stories to humanize the brand and build trust.
7. <https://www.podcastworld.io/episodes/ai-s-role-in-sales-marketing-a65iwqrm> - GaryVee discusses the vital role of building a strong brand in home services for long-term success and consumer loyalty. He emphasizes the need for a different branding approach due to the unique emotional connections in this sector. The article also covers the importance of embracing new technologies like AI in sales and marketing, suggesting that understanding and integrating AI can lead to innovative strategies that boost business growth.