SESSION SUMMARY | 11:30 AM | JOE C. THOMPSON CONFERENCE CENTER, UT AUSTIN

Good Enough Is Now Free. Great Is the Only Premium Left

Måns Jacobsson Hosk Co-founder, Kurppa Hosk & Eidra

Fredrik Silfver AI Lead, Kurppa Hosk

The session in brief

Kurppa Hosk's Måns Jacobsson Hosk and Fredrik Silfver showed how generative AI has collapsed the cost of competent creative and commercial work. When "good enough" is free, the only thing customers will pay a premium for is what is genuinely great, and that still depends on human imagination, taste and intent.

Key takeaways

- AI has lowered the floor dramatically: a small team or even one person can now produce video campaigns, product visuals and rapid ad variations that used to require an agency.
- Capabilities are moving so fast that any view of AI older than six months is likely out of date. Leaders need to keep re-testing what is possible.
- The result is a flood of competent but generic output, a "sea of sameness." Standing out requires more than automation.
- The winning move is to take the time and money AI frees up and reinvest it in real innovation: better products, exceptional customer experiences and brand craft.
- Technology is the answer, but what is the question? Human intention, curiosity, taste and judgment are what turn generative output into something premium.
- Acceptance of synthetic media depends on context. AI-generated visuals work well for many product and concept uses, but in categories built on real experience (outdoor sports, for example) authentic imagery still matters.
- Talent profiles are shifting toward curious thinkers, inventors and analysts who use AI as a medium of expression rather than people who only follow set procedures.

Action points for attendees

1. Audit your marketing and content: which parts are "good enough" and could be produced with AI, and which parts must be great?
2. Decide explicitly where the time and budget saved by AI will be reinvested (product, customer experience, brand) so savings don't simply disappear.
3. Before adopting a new AI tool, write down the question it is meant to answer.
4. Use authentic, real-world content where your customers expect genuine experience, and be transparent about synthetic media.
5. Add curiosity, taste and judgment to the criteria you hire for in creative and commercial roles.

In their words

> *“Good enough is now free, and great is a premium.”*
>
> Måns Jacobsson Hosk & Fredrik Silfver

Prepared by SACC Texas from the session recording for in-person attendees of the SACC Summit 2026. Points are paraphrased and condensed; they are not a verbatim transcript. Speaker names and titles as listed on the official Summit agenda at sacctx.com.