



Why is Polished Out and Personality In?

Hello

Gen Z have started saying 'that's AI' the way previous generations said 'that's so fake'. And in a strange twist, typos have become weirdly reassuring. Let’s see what’s changing.

Honest content is the real deal

AI isn't the villain here. But it has made one thing crystal clear. Audiences can tell the difference between content that was created and content that was felt.

Here’s why the human layer has never mattered more.

The what of it

The why of it



Most online content has started sounding the same

Volume grew faster than the humans writing it



Businesses are hiring more storytellers

Audiences connect with people, not polished brand voices



9 in 10 marketers use the same content tools

Accessible technology has levelled the entire playing field



Being imperfect is predicted to become a mark of quality by 2030

Trust is now built through honesty, not perfection

The brands cutting through right now are staying real and slaying real. Want content that actually sounds like you?

Talk to our content expert

[Source 1](#) | [Source 2](#) | [Source 3](#) | [Source 4](#)

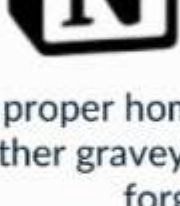
Stop writing in the wrong room

Here's what marketers, who actually take their craft seriously, are using.



Scrivener

Organises your research, drafts, and outlines so your best ideas are on your fingertips when you need them!



Notion

A proper home for your ideas; not another graveyard of sticky notes and forgotten docs.



Obsidian

Connects your thinking to the way your brain actually works, so better content angles find you.



reedsy

Distraction-free writing that makes your long-form content feel like it deserves to exist.



Plotr

Visual planning that shows you the full picture before you write a single word.



Dabble
Craft your story

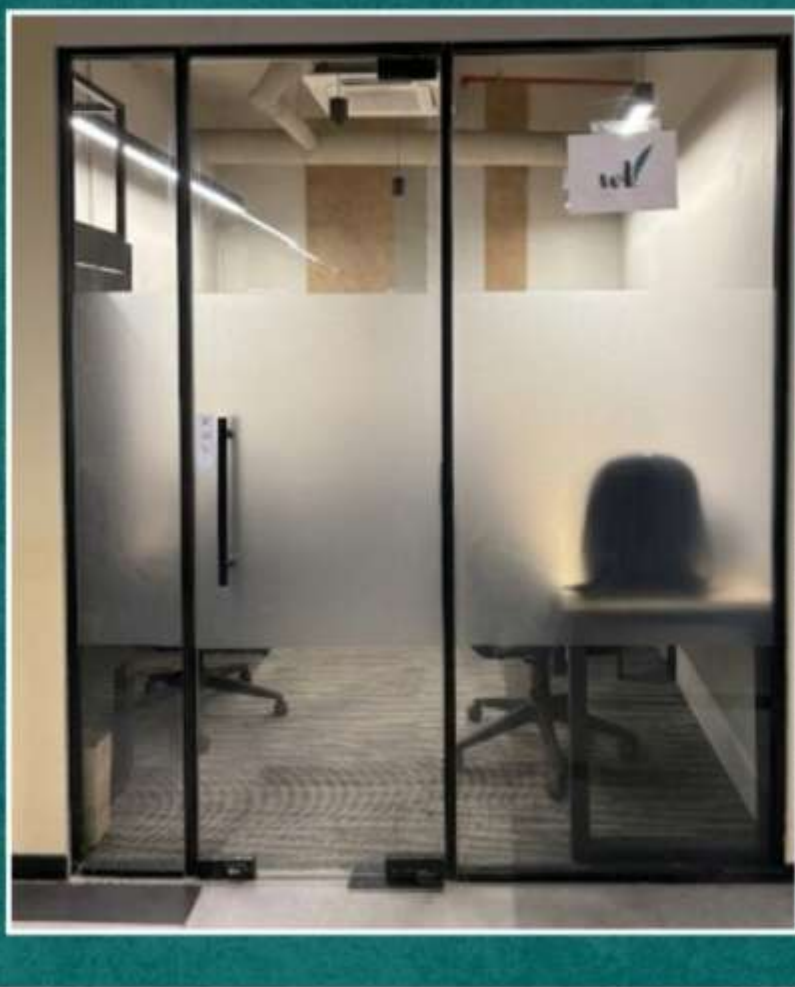
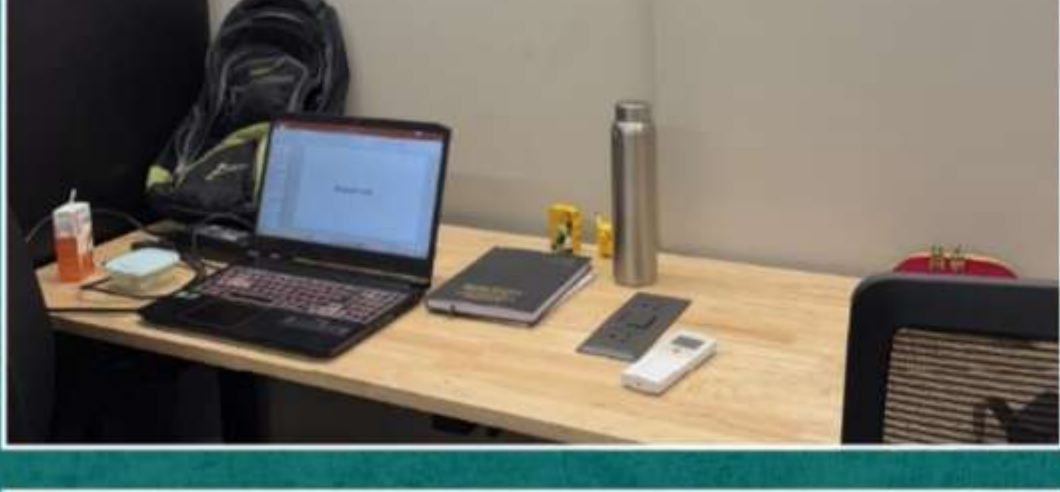
Just you, your words, and a goal tracker that quietly judges you until you hit your count.

Which of these tools won you over?

Sunnier walls meet sharper thinking

Our Pune team has moved into a new space, and creativity has wasted absolutely no time settling in.

Check out our new abode of Buzzworthy work!



Until next time!

Team WordBerries



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