Plan On a Page: AI Trust & Responsibility Campaign

Executive Sponsor: Dr. James Patterson, Chief Technology Officer

Project Lead: Priya Sharma, Director of Brand Marketing

Project Manager: Alex Thompson

Vendor / Agency Details: N/A (in-house production)

Internal Creative Team(s): Brand Studio, Editorial Team, Design Team

D/I/N:

- **Decide:** Dr. James Patterson, Priya Sharma
- **Input:** AI Ethics Team, Legal, Public Policy, Product Management
- **Notify:** Corporate Communications, Investor Relations, Sales Teams

G/R/L

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Priya Sharma	**Creates** thought leadership content series featuring our CTO and AI researchers. Develops core messaging framework on responsible AI, creates hero content (research papers, blog posts, video interviews). Establishes speaking opportunities at tier-1 conferences.
Regional:	Marcus Johnson (Americas), Sophie Dubois (EMEA), Li Wei (APAC)	**Adapt** - Regional teams adapt core content with local AI policy context and regional case studies. EMEA emphasizes EU AI Act compliance messaging. APAC highlights cultural considerations in AI development. Americas focuses on industry-specific applications. Each region identifies local speaking opportunities and media.
Local:	N/A	Not applicable for this thought leadership campaign - Regional execution is sufficient.

Marketing objectives: Support annual brand OKR to position company as trusted leader in responsible AI. Drive 40% increase in C-suite engagement with our brand content. Achieve top-3 ranking in AI trust perception study by Q4.

Project description: Year-long thought leadership campaign establishing our leadership in responsible AI development and deployment. Features original research, executive content, conference presence, and strategic media partnerships to build trust with enterprise decision-makers.

Audience: C-level executives and VPs at enterprise companies (5000+ employees) evaluating AI solutions. They care about AI ethics, regulatory compliance, data privacy, and long-term technology partnerships. Secondary audience: AI researchers, policymakers, and technology journalists.

Key messages:

1. AI systems should be transparent, explainable, and accountable
2. Our responsible AI framework ensures fairness and reduces bias
3. We're leading industry standards for AI ethics and governance
4. Trust is built through actions, not just promises - here's our track record

Investment: $450K (research: $150K, content production: $200K, events: $100K) + 8 FTEs (global and regional)

Milestones | Key activities:

- January 20: AI Ethics research study commissioned
- March 1: Research findings published (white paper + infographic)
- March 15: CTO keynote at AI Summit (San Francisco)
- April 10: Blog series launch (8-part series, weekly)
- May 5: EMEA roundtable series begins (quarterly events)
- June 15: Mid-year media partnership activation (Forbes, MIT Tech Review)
- September 10: Q3 research update published
- October 20: VP AI speaking tour (5 conferences across regions)
- December 15: Year-end impact report and 2025 planning

Risks / Blockers:

- Research findings may be delayed due to data collection challenges (mitigation: phased release approach)
- Competitive thought leadership noise in AI space (mitigation: focus on unique POV around trust)
- Executive availability for content creation and speaking (mitigation: batch recording sessions)
- Regulatory landscape changing rapidly (mitigation: quarterly content refresh cycles)

Activation Components:

- **Original Research:** Annual AI Trust Study with 1000+ enterprise respondents
- **Thought Leadership Content:** 8-part blog series, 3 white papers, 2 research reports
- **Executive Media:** 15 bylined articles, 10 media interviews, 5 podcast appearances
- **Speaking Engagements:** 12 tier-1 conference keynotes and panels
- **Social Thought Leadership:** LinkedIn executive posts (3x/week), Twitter/X threads
- **Events:** 4 executive roundtables (invite-only, 25-30 attendees each)
- **Media Partnerships:** Strategic content partnerships with 3 premium tech publications
- **Video Content:** 6 "AI Insights" video series episodes featuring researchers

KPIs, Anticipated Impact & Measurement:

- **Thought Leadership Reach:** 5M content impressions across all channels
- **C-Suite Engagement:** 40% increase in C-level engagement with content (time on page, downloads, event attendance)
- **Brand Perception:** Move from #7 to Top 3 in "Most Trusted AI Provider" industry survey
- **Media Coverage:** 50+ earned media placements in tier-1 publications
- **Content Performance:** 150K white paper downloads, 50K video views, 200K blog visits
- **Executive Profile:** CTO LinkedIn followers grow from 25K to 100K

- **Event Impact:** 400+ qualified enterprise leads from roundtable events
- **Share of Voice:** 15% increase in share of voice for "responsible AI" discussions