



NEIDHARDT COMMUNICATIONS

AI Foundation Media Intelligence Report

January-March 2020

Measurement framework

OBJECTIVE

The objective of this report is to provide data-driven intelligence that accurately measures the effectiveness of PR activities on an organization's business goals.

APPROACH

To achieve the objective, we followed the following approach:

- We consulted with the client to determine the measurement priorities and metrics for evaluation. Understanding the client's specific goals and objectives helped us tailor the analysis accordingly.
- We mapped the performance outcomes of PR activities against the client's organizational goals. By aligning PR efforts with key business objectives, we aimed to measure the direct impact of PR activities on achieving those goals.
- We integrated internal sales data and customer relationship management (CRM) data to gain insights into the correlation between PR activities and sales performance. This allowed us to evaluate how PR efforts influenced customer behavior and purchasing decisions.
- To understand consumer attitudes and beliefs, we conducted surveys among the target audience. These surveys provided valuable insights into the perception and impact of the client's PR activities on their target market.
- By analyzing data from various sources, including performance mapping, sales data, CRM data, and consumer surveys, we aimed to determine the impact of PR activities on the company's bottom line and overall business goals.

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Dashboard

Volume

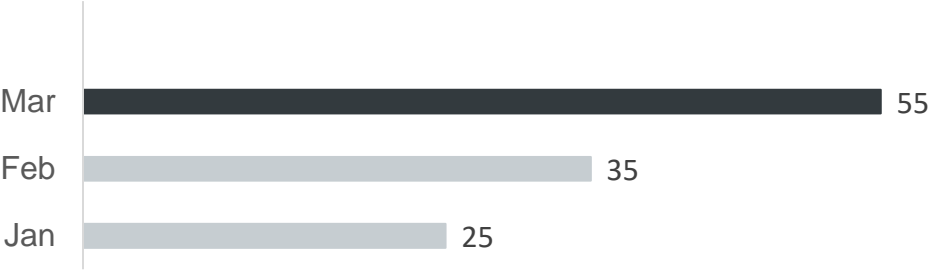


Figure 1

Circulation

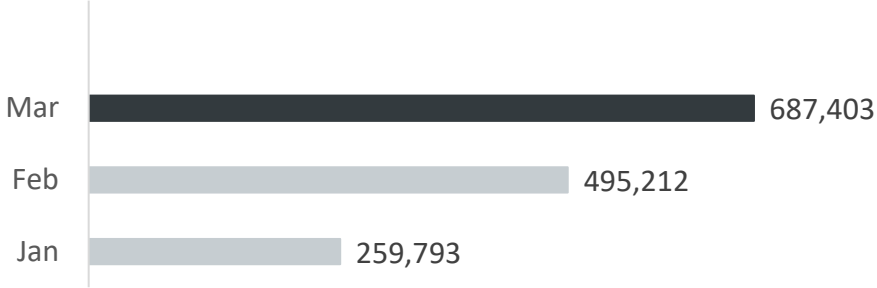


Figure 2

Media Cost

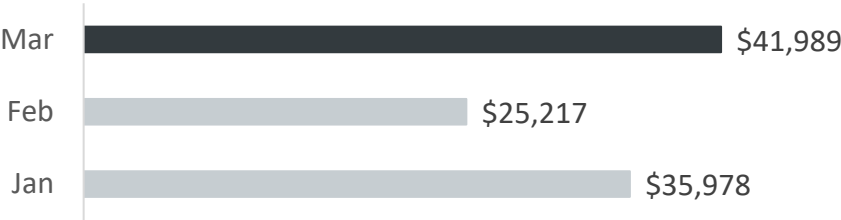


Figure 3

Sentiment

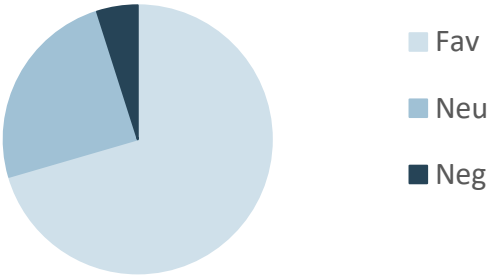


Figure 4

Dashboard

Prominence

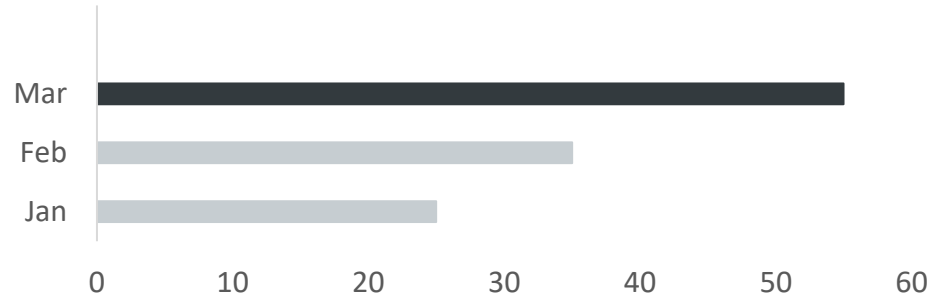


Figure 5

Quality

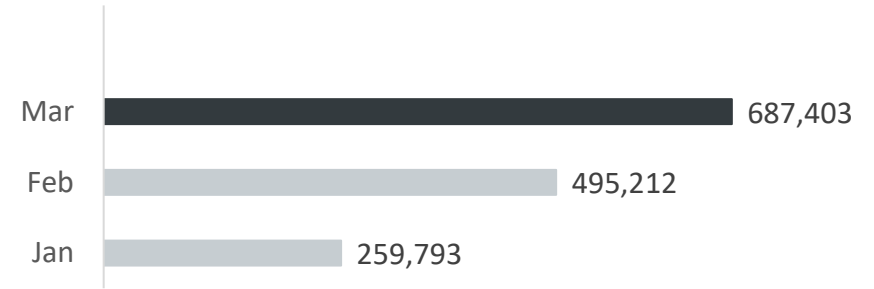


Figure 6

Reputation Measurement



Figure 7

Survey results

What are your most pressings questions about AI?

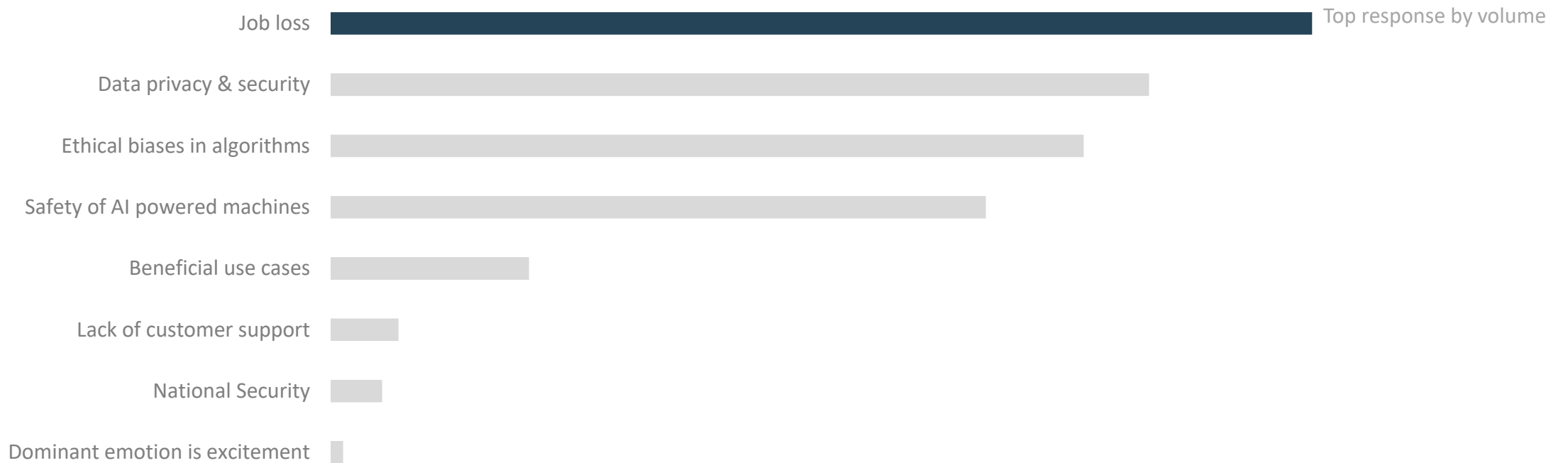


Figure 8

Survey results

AI benefits was cited most frequently post-campaign due to paid influencer engagement and message targeting

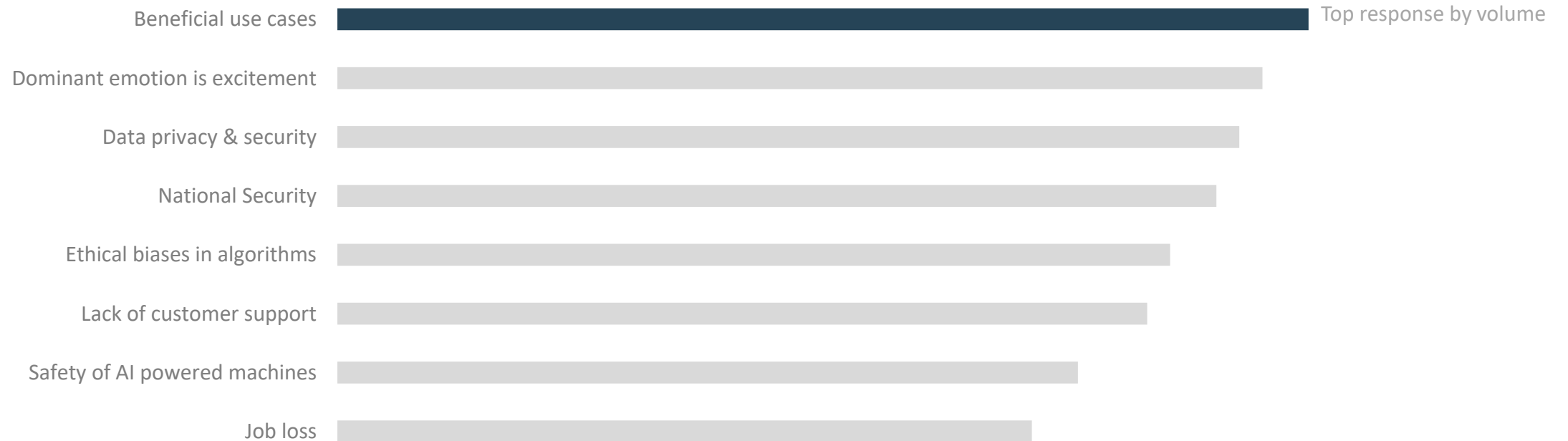


Figure 9

Executive summary

BACKGROUND

AIFoundation is the world's largest artificial intelligence (AI) advocacy association. As a leading authority on AI, the Foundation provides insight into AI competencies, opportunities, standards, and best practices for practitioners and enterprises. It supports STEM grants for secondary schools and aims to become the premier resource for public and news media inquiries. This project was undertaken to shape public perception of AI and evaluate the qualitative and quantitative measures of media performance that determine the success of the Foundation's PR efforts.

OBJECTIVES AND KEY RESULTS

AIFoundation set seven goals for 2020 and evaluates its performance against them.

1. Secure 25 articles in Top Tier publications in 2020
2. Influencers post one original article per week promoting benefits of AI
3. Increase retweets 10% to 1,000 per day
4. Expand gross audience to 5.1B impressions
5. Sentiment: 90 percent of stories deemed favorable
6. Develop relationships with key journalists
7. Influence public perception of AI

Executive summary

KEY PERFORMANCE INDICATORS (KPI)

This report presents data captured from April to June 2020, encompassing 1,690 print and broadcast stories. During this period, the PR efforts resulted in approximately 3.5 billion gross audience impressions and \$90 million in earned media value. Although there was a 31 percent contraction in story traffic quarter over quarter, the average prominence and quality of the stories saw improvements, reaching 44.9 and 4.0, respectively. Except for influencer postings and retweets, the organization remains on track to achieve many of its performance targets.

One notable achievement was the significant coverage generated by the World Economic Forum's report, "The Future of Work." This report addressed the increasing demand for artificial intelligence and automation, highlighting the emergence of more diverse AI paths and suggesting that their arrival would result in the creation of twice as many new jobs as those lost to disruption. This storyline garnered 2.1 billion impressions across 360 news items, effectively disseminating the message.

Furthermore, articles covering IBM's 2020 Think Digital Conference also contributed to the organization's success, generating 1.9 billion impressions. These articles focused on AI, 5G, and the unveiling of several coronavirus solutions during the conference. The key takeaway from this coverage was the affirmation that AI has the potential to create jobs. Reporters widely referenced the Foundation's research, underscoring its instrumental role in shaping public perception.

In summary, the analysis of key performance indicators demonstrates the effectiveness of the PR efforts during the April-June 2020 period. Despite a contraction in story traffic, improvements in story prominence and quality were observed. Notably, the Foundation's efforts in disseminating the World Economic Forum's report and research coverage of IBM's Think Digital Conference have significantly contributed to the organization's success in driving public perception and achieving its performance targets.

Executive summary

EVENTS

To facilitate AI socialization and shape public opinion, targeted events were organized. Major media platforms featured advertisements, strategic tweets were deployed, and a celebrity guest influencer (CGI) named Marcus Allen actively engaged with the public both online and at conferences. The Foundation's Satellite Media Tour (SMT) and ASKMEANYTHING events received coverage from ABC, CBS, CNN, and MSNBC-affiliated stations. Notably, 90 percent of the targeted journalists played a crucial role in generating the resulting coverage.

During these events, the Foundation successfully implemented a multi-channel approach to reach and engage with the target audience. Advertising in prominent media outlets ensured widespread exposure, while strategic tweets helped amplify the message to a broader online audience. The presence of CGI Marcus Allen added credibility and increased public interest in the events.

The Foundation's Satellite Media Tour (SMT) and ASKMEANYTHING events garnered significant attention, with coverage by respected news networks such as ABC, CBS, CNN, and MSNBC. This media coverage was instrumental in reaching a broader audience and generating awareness and discussion around AI-related topics. The active participation of targeted journalists further contributed to the success of these events, ensuring that the Foundation's message reached a wide audience through their reporting.

In conclusion, targeted events served as effective platforms for AI socialization and shaping public opinion. The Foundation's strategic approach, including media advertisements, strategic tweets, and the involvement of a celebrity guest influencer, facilitated broad engagement. The coverage by reputable news networks and the active participation of targeted journalists played a vital role in amplifying the Foundation's message and generating meaningful public discourse.

Executive summary

Following the Satellite Media Tour (SMT) and the engagement of celebrity guest influencer (CGI), Marcus Allen, the Foundation experienced a significant uptick in key performance indicators (KPIs), indicating the effectiveness of these events. However, social share performance showed mixed results. While Facebook shares saw a notable increase to 1,337, representing a 10% net gain month over month, Tweets fell short of their target of 1,000 per day.

SURVEYS

Pre-campaign survey data revealed that audience perceptions of AI were predominantly negative before the Foundation's PR activities. Concerns about potential job loss and privacy issues were cited as dominant themes, accounting for 77% of survey responses. Articles such as PR Week's "The AI Message: Facing the Fear," Forbes' "AI Is Amazing But Complicated; And We Don't Necessarily Need To Plunge In Headfirst," "Privacy Preserving AI is the Future of AI," and "Rethinking Privacy for the AI Era" were noted as significant influences in shaping respondents' opinions.

To counterbalance these negative perceptions, the Foundation utilized various tools and methods discussed earlier, resulting in AI benefits being cited more frequently in post-campaign survey data. Paid influencer engagement and targeted messaging played a significant role in shaping positive perceptions of AI. Articles such as "3 Key AI Benefits for the Future of Work," "Advantages of Artificial Intelligence," "Top 10 Benefits of Artificial Intelligence," and "Top 10 Benefits of Using Artificial Intelligence for Your Business" were instrumental in influencing audience perceptions after the campaign concluded. When post-survey performance data was evaluated alongside customer relationship management (CRM) and sales data, it revealed a greater positive sentiment and, ultimately, increased sales. Post-event surveying also identified a significant shift in audience attitudes towards AI. Furthermore, message tracking indicated that the concept of "new collar jobs" was trending as companies embraced automation to remain competitive, and the public began to understand that AI would ultimately create more jobs than it would eliminate.

In summary, the SMT and CGI engagement had a notable impact on KPIs, with social share performance showing a mix of positive and suboptimal results. Pre-campaign surveys revealed negative perceptions of AI, largely influenced by concerns about job loss and privacy. However, post-campaign surveys demonstrated a shift towards more positive perceptions, with AI benefits being prominently cited. This shift in perception, supported by CRM and sales data, ultimately resulted in increased sales and a greater understanding of the potential for AI to create new job opportunities.

Executive Summary

CONCLUSION

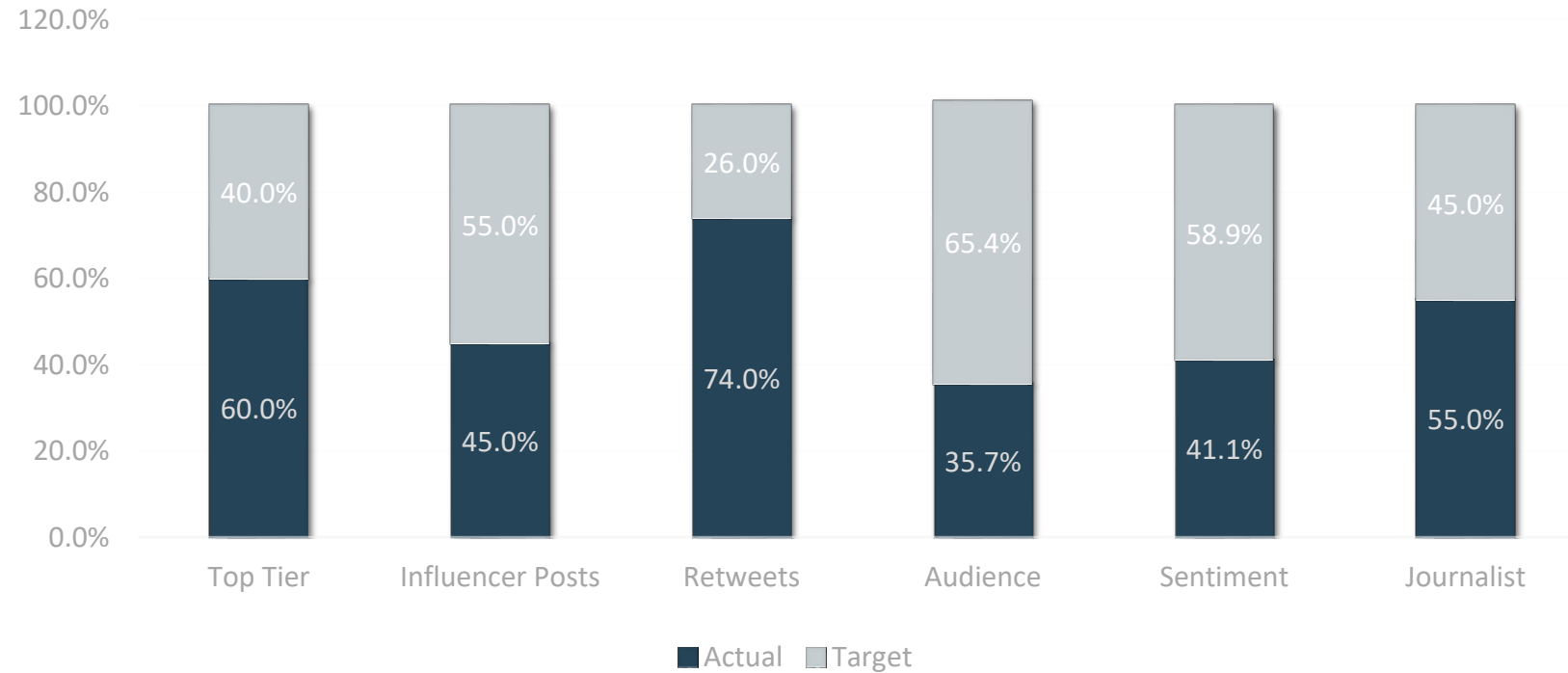
The PR activities undertaken by AIFoundation have demonstrated significant progress in key indicators, as highlighted in Table 1. The organization's visibility, customer satisfaction, increased sales, and other key metrics are on track to meet or surpass the year-end targets. However, it is important to note a weakness in influencer posts, indicating the need for adjustments and interventions to improve performance and enable AIFoundation to meet its 2020 targets.

Table 1: Summary of Key Indicators

Key Indicator	Performance
Visibility	On pace
Customer Satisfaction	On pace
Increased Sales	On pace
Other Key Metrics	On pace
Influencer Posts	Weakness

Executive Summary

Percentage Goal Attainment: Volume (YTD)



Executive Summary

CONCLUSION, continued.

While AIFoundation has shown promising progress in most areas, the weakness in influencer posts highlights the need for immediate attention. By implementing targeted interventions and adjustments to influencer engagement strategies, the organization can enhance its performance in this crucial aspect.

Taking proactive measures now will enable AIFoundation to address the weakness and ensure that the 2020 targets are met. By closely monitoring and refining the influencer strategy, the organization can maximize its reach and impact in promoting AI advocacy and shaping public perception.

In conclusion, AIFoundation's PR activities have demonstrated positive movement in key indicators, signifying progress towards achieving the organization's goals. However, the weakness in influencer posts calls for prompt action to improve performance and secure the successful attainment of the 2020 targets.

Event timeline



Marcus Allen

New York Times

15 articles, 16M Impressions

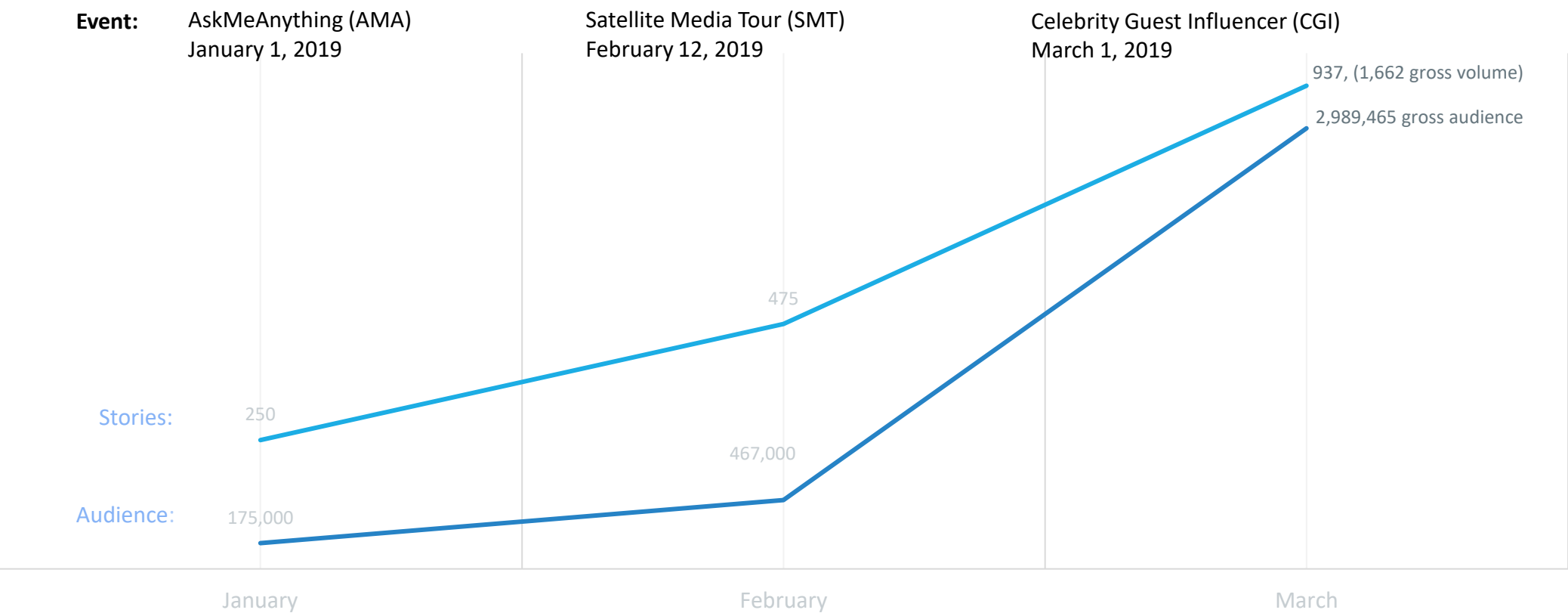


Figure 10

Sentiment vs. Sales

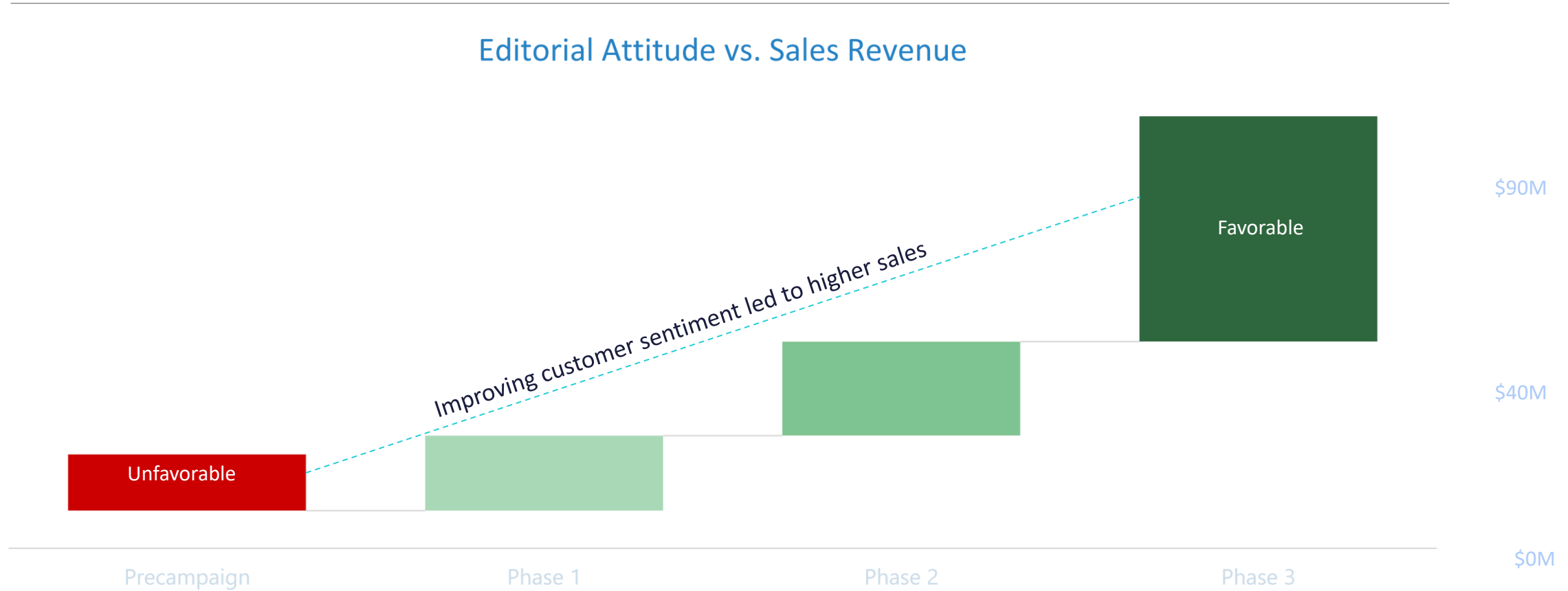


Figure 11

Key messages

Companies using AI will add more jobs than they cut



Key Findings: New collar jobs was the top message. As companies embrace automation to stay competitive, AI will create more jobs it destroys.

Figure 12

Gross impressions progress

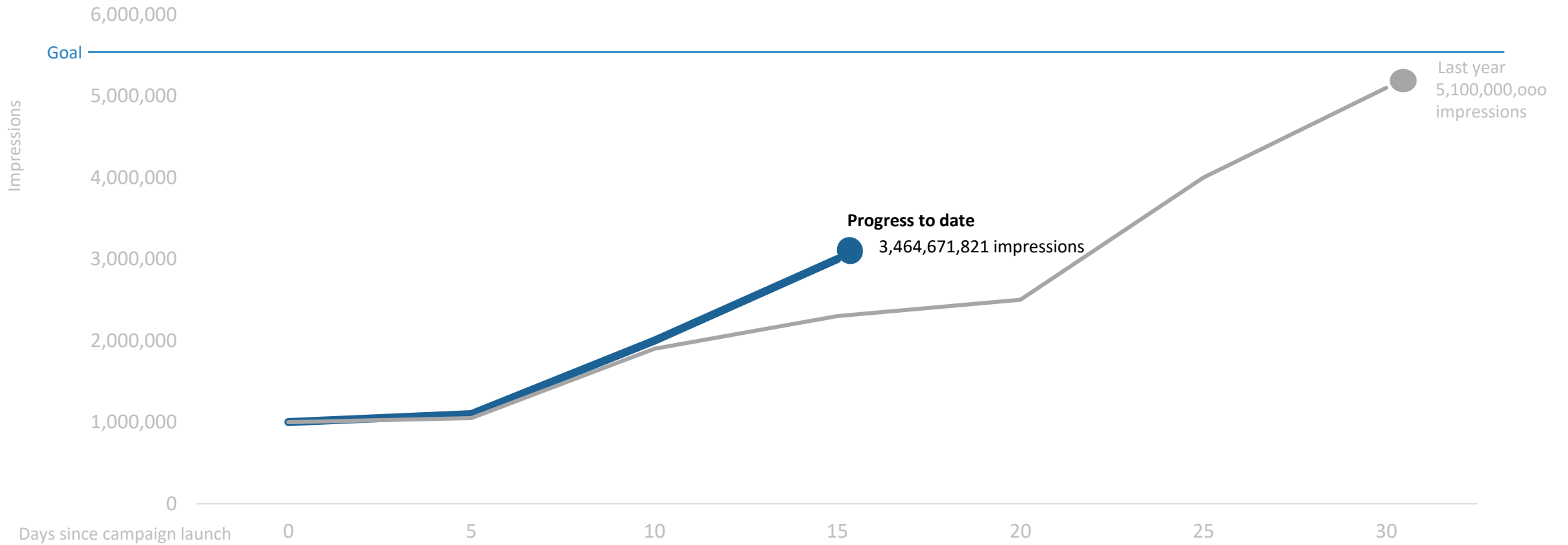


Figure 13

Copyright

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