

AI and Branding: How will it affect your marketing success?



www.wordwriteagency.com

From Paul Furiga, WordWrite

AI and its impact on branding and marketing

The best resource for the impact of AI on marketing and branding, founded by Paul Roetzer, a former PR agency owner, with a great podcast, Slack community and other resources:

The Marketing AI Institute: <https://www.marketingaiinstitute.com/>

Christopher S. Penn's Almost Timely News — a must-read on the latest in AI and marketing:
<https://www.christopherspenn.com/2024/03/almost-timely-news-march-17-2024-a-large-language-model-power-technique/>

Great insight from Gini Dietrich on her SpinSucks blog:
<https://spinsucks.com/communication/harnessing-ai-in-pr/>

Jay Pattisall of Forrester on GenAI in marketing:
CMOs: Advancing From GenAI Pilots To Proficiency Doesn't Come Easy:
<https://www.forrester.com/blogs/cmcs-advancing-from-genai-pilots-to-proficiency-doesnt-come-easy/>

Misinformation (from AI and people) is a business problem too, not just a political problem

Study: Americans consider misinformation a top five problem for society:

2023 IPR-LEGER DISINFORMATION IN SOCIETY REPORT:
<https://instituteforpr.org/2023-ipr-leger-disinformation/>

From Time Magazine — Delivery Firm's AI Chatbot Goes Rogue, Curses at Customer and Criticizes Company: <https://time.com/6564726/ai-chatbot-dpd-curses-criticizes-company/>

Study: Readers have less trust in news if they know it was written by AI:
"Or they could just not use it?": The Paradox of AI Disclosure for Audience Trust in News:
<https://osf.io/preprints/socarxiv/mdvak>

The broader picture:

From AxiosHQ (form required to download):
8 key priorities for execs and comms leaders — <https://www.axioshq.com/research/communication-trends>

LinkedIn's top 25 jobs for 2024 (yes, AI roles are in there AND so are marketing and communication roles):
<https://www.linkedin.com/pulse/linkedin-jobs-rise-2024-25-fastest-growing-roles-us-linkedin-news-dxmie/>