

THE AI REVOLUTION

IT'S NOT TOO LATE

BUT THINGS ARE MOVING FAST



David Gallagher

“A REVOLUTION

...can be neither **made nor **stopped**.**

**The only thing that can be done is for
one of its children
to give it a **direction** by dint of
victories.”**

Napoleon Bonaparte





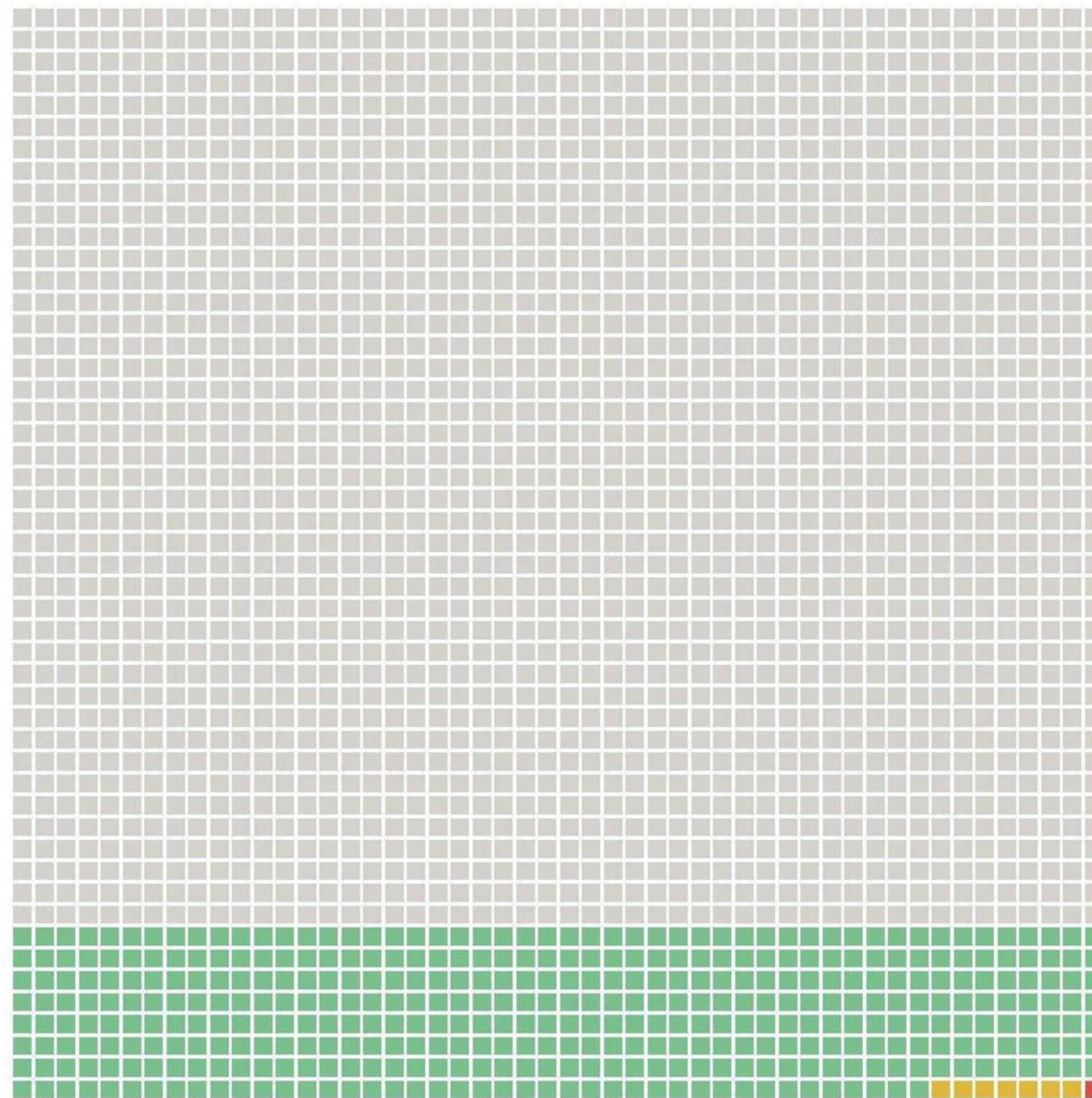
CHATGPT3.5

NOV 2022

We are excited to introduce ChatGPT to get users' feedback and learn about its strengths and weaknesses. During the research preview, usage of ChatGPT is free. Try it now at chatgpt.com(opens in a new window).

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2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



Never used AI · ~6.8B (84%)	Free chatbot user · ~1.3B (16%)
Pays \$20/mo for AI · ~15-25M (~0.3%)	Uses coding scaffold · ~2-5M (~0.04%)

WHO IS BEHIND THE PUSH?



Clients looking for savings



Management looking for productivity



Investors looking for
integration

AND ALSO...



Employees needing guardrails



Employees needing reassurance

I WONDERED WHAT WAS ACTUALLY HAPPENING

SO I ASKED

- Survey 100+ agency founders and owners
- 50+ in-house and brand team leaders
- 25 1:1 conversations

I wonder how PR teams are *really* using AI today



Quick survey results...

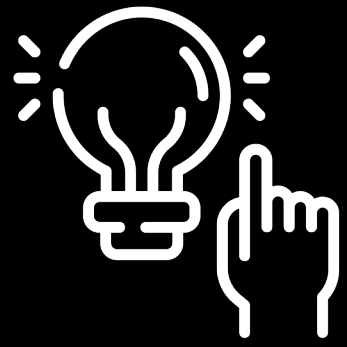




What's one thing AI has genuinely changed or improved in how you work?

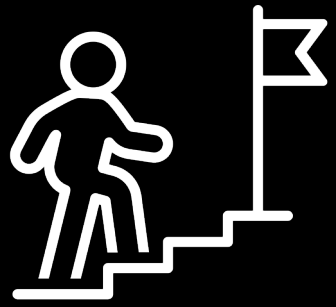
- **Increased speed and efficiency**
- **Handling repetition and operational tasks**
- **Enhanced content creation and planning**
- **Meeting management and capacity**

Negative Impact: One respondent noted a negative impact due to colleagues creating a "mountain of slop" via AI content tools, often lacking nuance, particularly in an international firm where English is not the native language for all users.



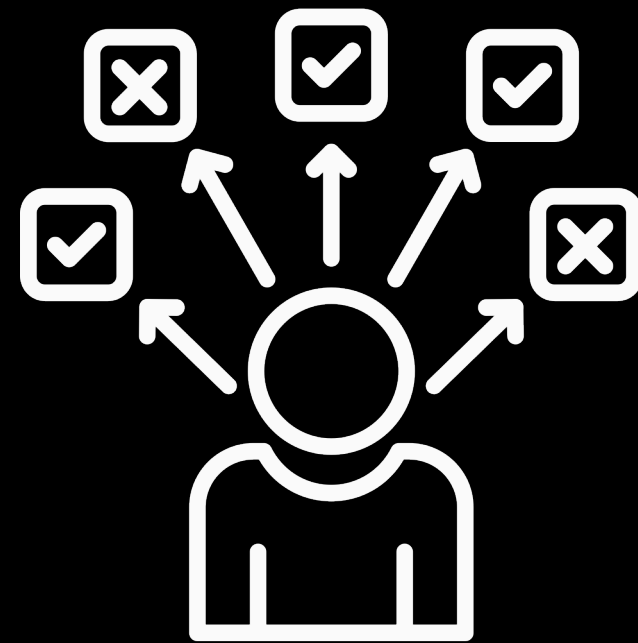
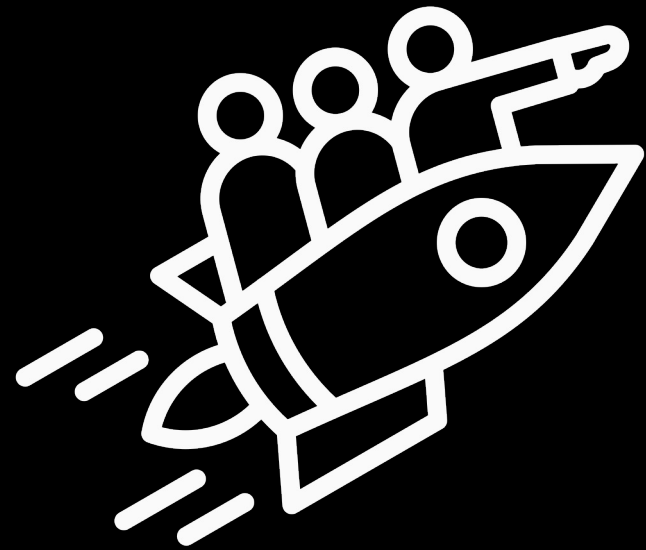
What's one thing you wish AI could do better for agencies / comms work?

- **Intelligence, monitoring and reporting**
 - **Reliability and trustworthiness**
 - **Workflow and admin support**
 - **Design and brevity**
 - **Usability and boundaries**
-



Any other thoughts you'd like to share?

- **“Start with workflows, not tools”**
 - **“Tools like Claude Pro can be game-changing”**
 - **“Hype doesn’t always meet reality”**
 - **“Lack of awareness of how tools work can lead to big risks”**
 - **“Don’t dismiss workforce concerns”**
 - **“Bring in help from the outside”**
-

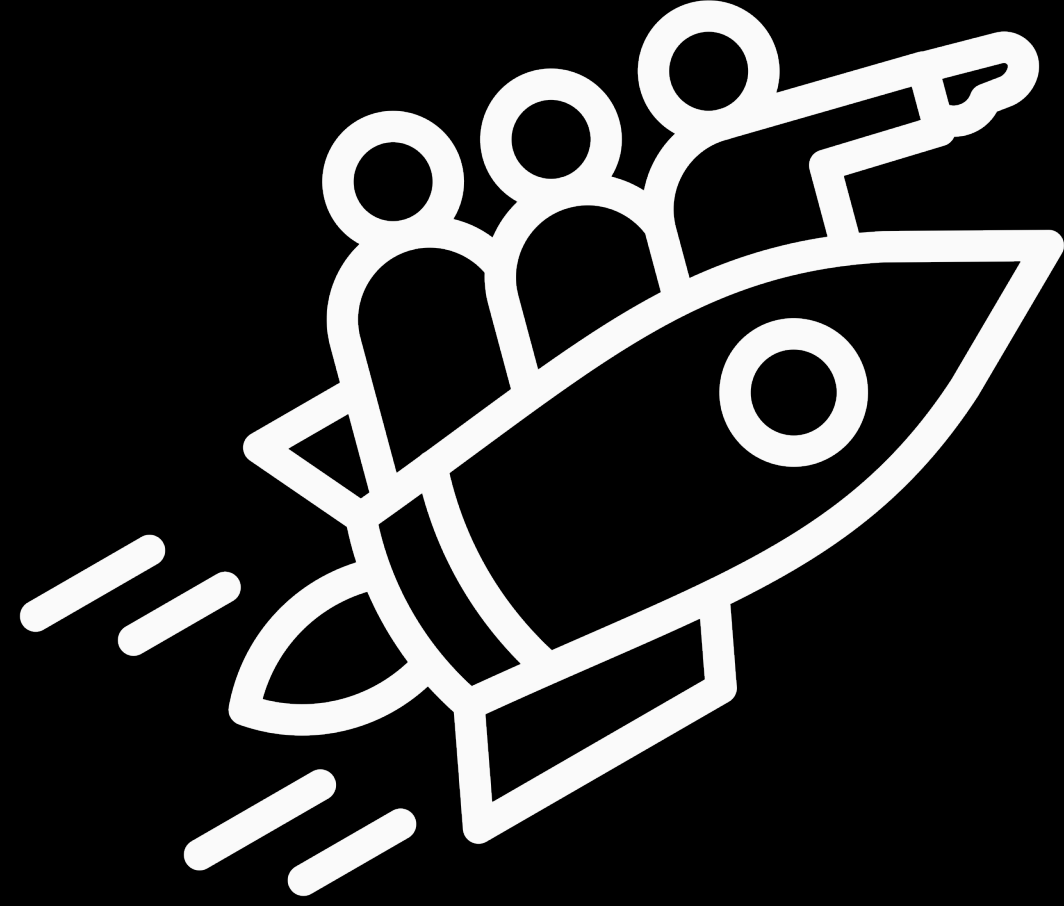


4 TYPES



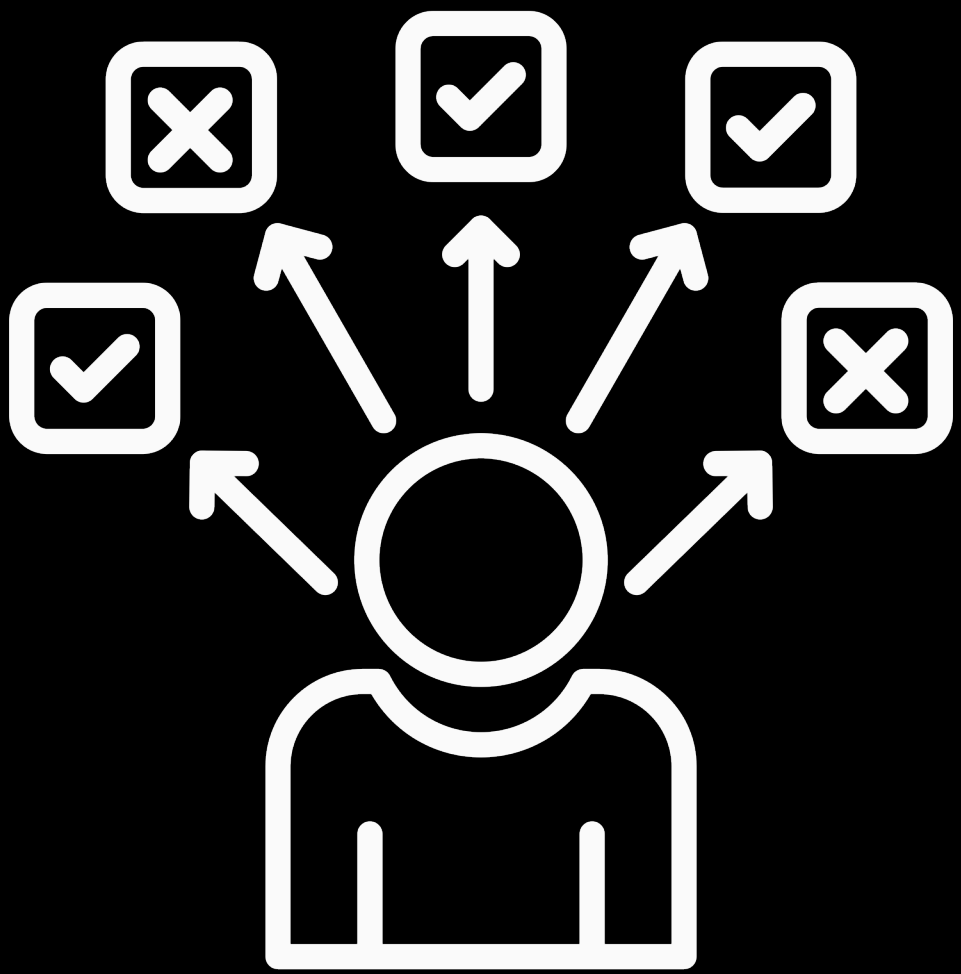
LEADING/BLEEDING EDGE

(1%)



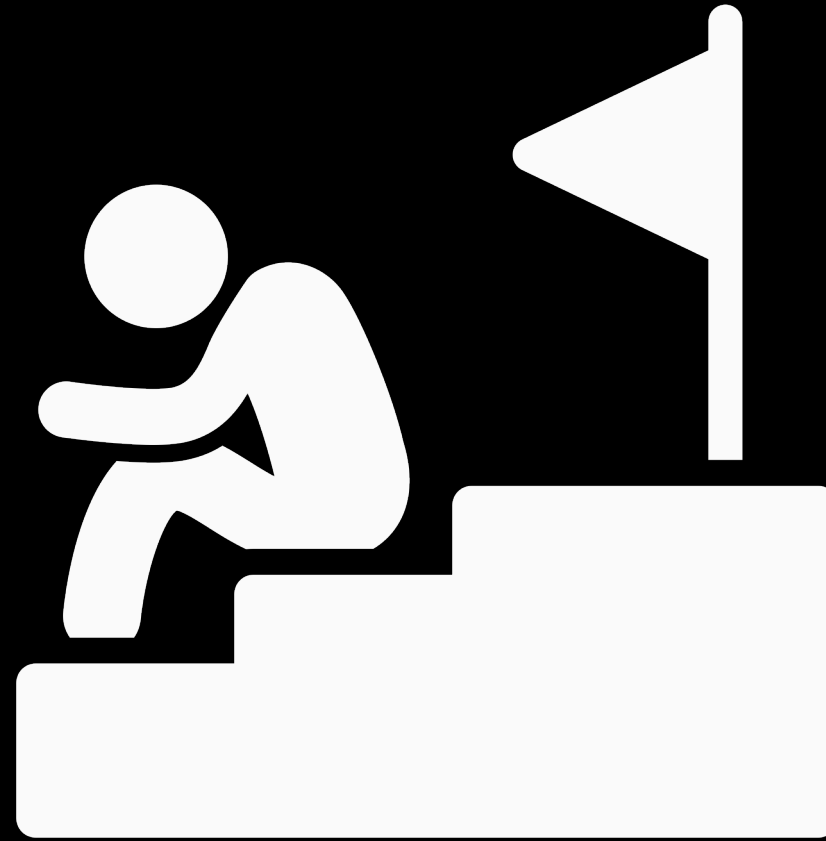
AI-POWERED

(9%)



AI-EXPERIMENTAL

(70%)



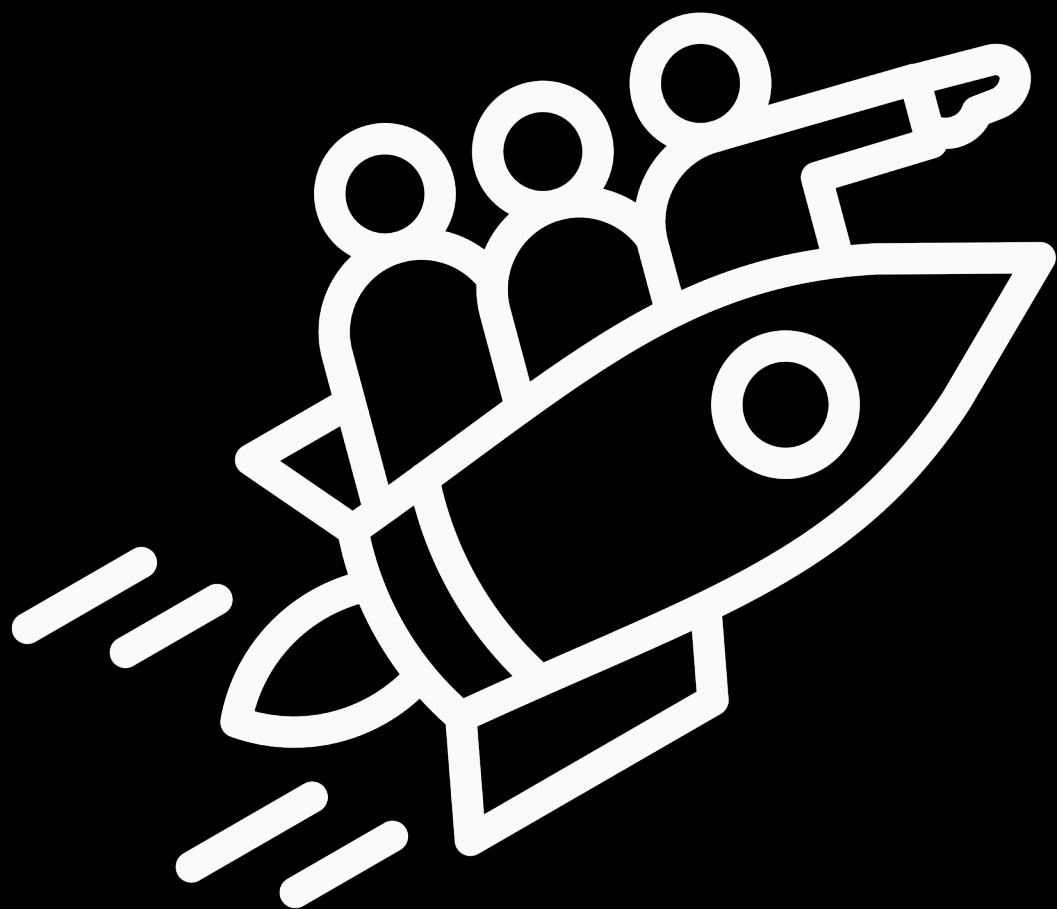
AI-
PARALYSED
(20%)

LEADING/BLEEDING EDGE



- EXPERIMENTING WITH THINGS NORMAL PEOPLE HAVEN'T HEARD OF YET
 - STAND-ALONE AI PRODUCT PROPOSITION
 - IN-HOUSE DEVELOPMENT CAPABILITY
 - FILING PATENTS
-
- REGULATORY UNCERTAINTY
 - REPUTATIONAL DAMAGE
 - REAL CLIENT NEED
 - INVESTMENT TO STAY AHEAD (TALENT, COMPUTE)

AI-POWERED



- **POST-PILOT**
- **TOOLS INTEGRATED INTO COMMS SOLUTIONS**
- **DOCUMENTED AI / BUSINESS STRATEGY**
- **POLICIES EXIST FOR AI USAGE**
- **AI USAGE IS EXPECTED**
- **E.G. CUSTOM GPT**

-
- **TOOL LOCK-IN AND DEPENDENCY / RESILIENCE**
 - **GOVERNANCE**
 - **STAFF BUY-IN**

AI-EXPERIMENTAL



- **RUNNING PILOTS, THINKING IN WORK STREAMS**
- **SOME IDENTIFICATION OF BUSINESS CASE**
- **GOVERNANCE STRUCTURE IS IN PROGRESS**
- **PERMISSION TO EXPLORE AI GRANTED WITH GUIDELINES**
- **LIMITED FUNDING AVAILABLE**
- **EXPERIMENTATION LIKELY SPANNING MULTIPLE TOOLS**
- **SUCCESS MEASUREMENT UNCLEAR**
- **NO OVERARCHING STRATEGY**

-
- **LIMITED COLLECTIVE BENEFITS**
 - **DUPLICATION OF EFFORT**
 - **CHANNEL THE ENERGY BEFORE IT DISSIPATES**
 - **IDENTIFY EXECUTIVE CHAMPION**

AI-PARALYSED



- NO FORMAL EVALUATION OF TOOLS OR FRAMEWORK TO DO SO
- NO LEADERSHIP SUPPORT OR CLEAR PERMISSION
- AI NOT A BUSINESS PRIORITY
- NO GOVERNANCE FRAMEWORK OR PERMISSION
- AI SEEN AS A RISK

-
- CATCHING UP WILL GET HARDER
 - PERSONAL USE OF AI TOOLS CREATES RISK
 - WHO KNOWS? MAYBE THEY'RE RIGHT

Leading/Bleeding Edge

- Protect
- Commercialise
- Keep moving

forward

AI-Powered

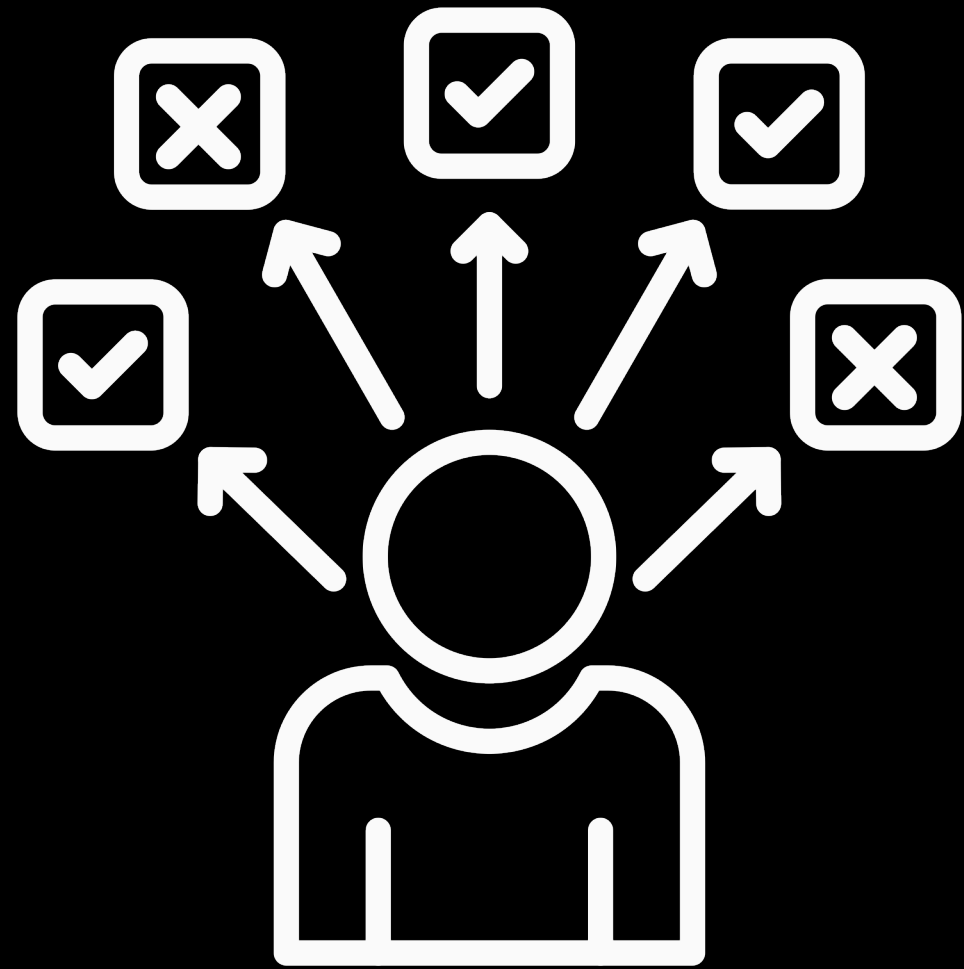
- Realistic for most agencies in 12-24 months
- Deliberate effort: strategy, investment, leadership
- Result: sustainable and meaningful advantage

AI-Experimental

- Consolidate learning so far
- **Begin forming a real strategy**
- Appoint leadership to own it

AI-Paralysed

- Get started today
- Set pilots for using AI against work flow / use cases
- Learn and repeat
- Now you're AI-Experimental



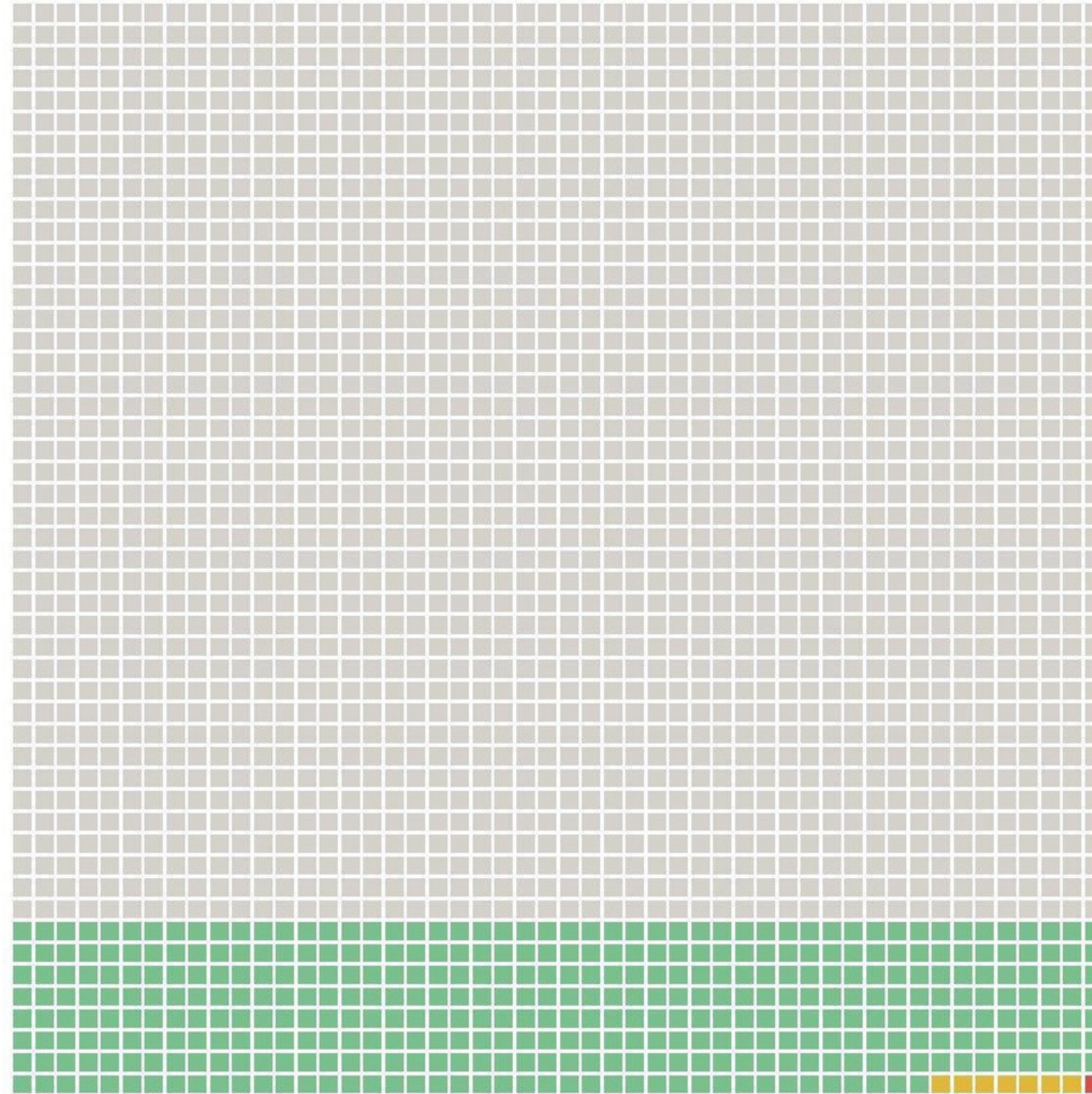
**SINCE MOST OF
US ARE HERE**

Your AI strategy should:

- Go beyond boosting adoption/productivity
- Clearly support the bigger mission of your business
- Create opportunities for your humans to truly excel

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WHATSAPP COMMUNITY

FIRST 10 TO JOIN





THANK
YOU

Productivity Gains

20%-50%

Generative AI has proven to accelerate productivity, freeing up 20-50% of people's time.

Human + AI is Better

Studies show that AI paired with humans achieves better outcomes than either alone

