



wildfire

Let's talk about AI



AI is everywhere right now, but for brands and PR/comms teams, it's never been harder to get their AI message to cut through.

So, for B2B tech communicators with an AI story to tell, this pack has the latest data, media analysis, and audience insights to sharpen AI-focused campaigns and outsmart the competition.



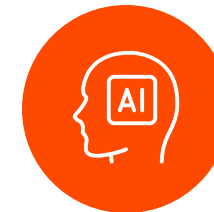
In-depth
audience
insights



AI
search
trend data



An overview of
the AI media
landscape



The latest
thought
leadership



AI
brand
analysis

GW.

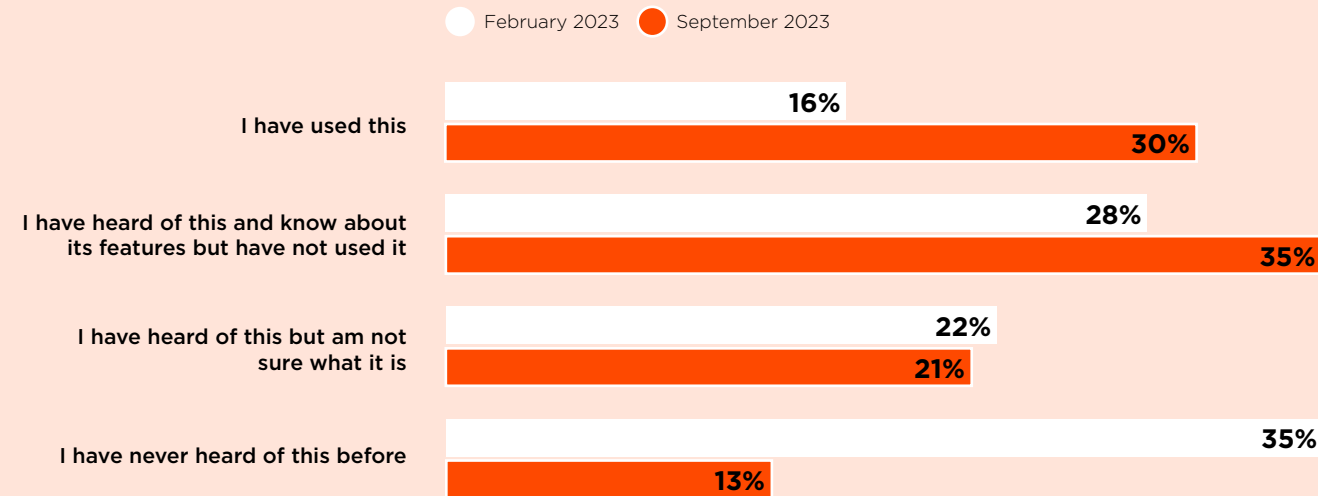
Google Trends

⟨O⟩ Meltwater

TechNews

ChatGPT awareness shifted quickly in 2023

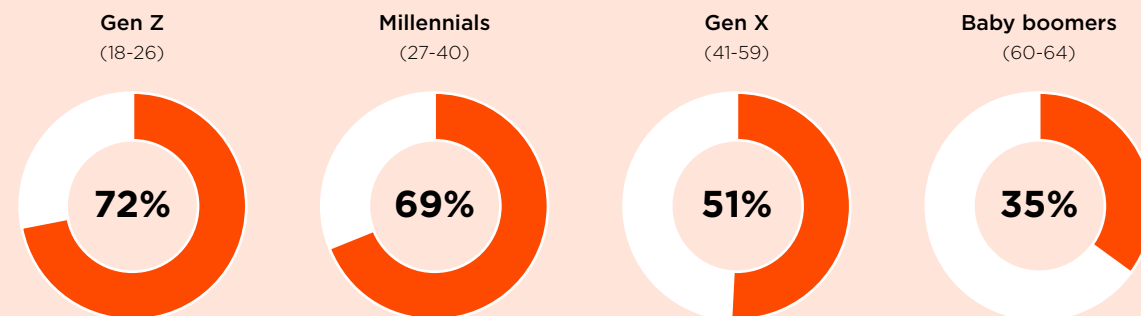
% who say the following about ChatGPT



Source: GWI

How much interest is there in ChatGPT and how has it changed?

% of consumers in each generation who are somewhat/very interested in ChatGPT



Source: GWI

Who is actually using AI?

Awareness and understanding of AI is evolving rapidly.

A few months after its launch in November 2022, two-thirds (66%) of consumers had heard about ChatGPT. But only 16% had tried it — and less than half actually knew what it was.

Fast-forward to September 2023 and 87% of people had heard of ChatGPT – and 30% had used it.

Younger consumers show the most interest in AI, but different groups are also giving it attention: console gamers, LinkedIn users, online fitness class attendees, and online grocery shoppers are more likely than others to be interested in ChatGPT.

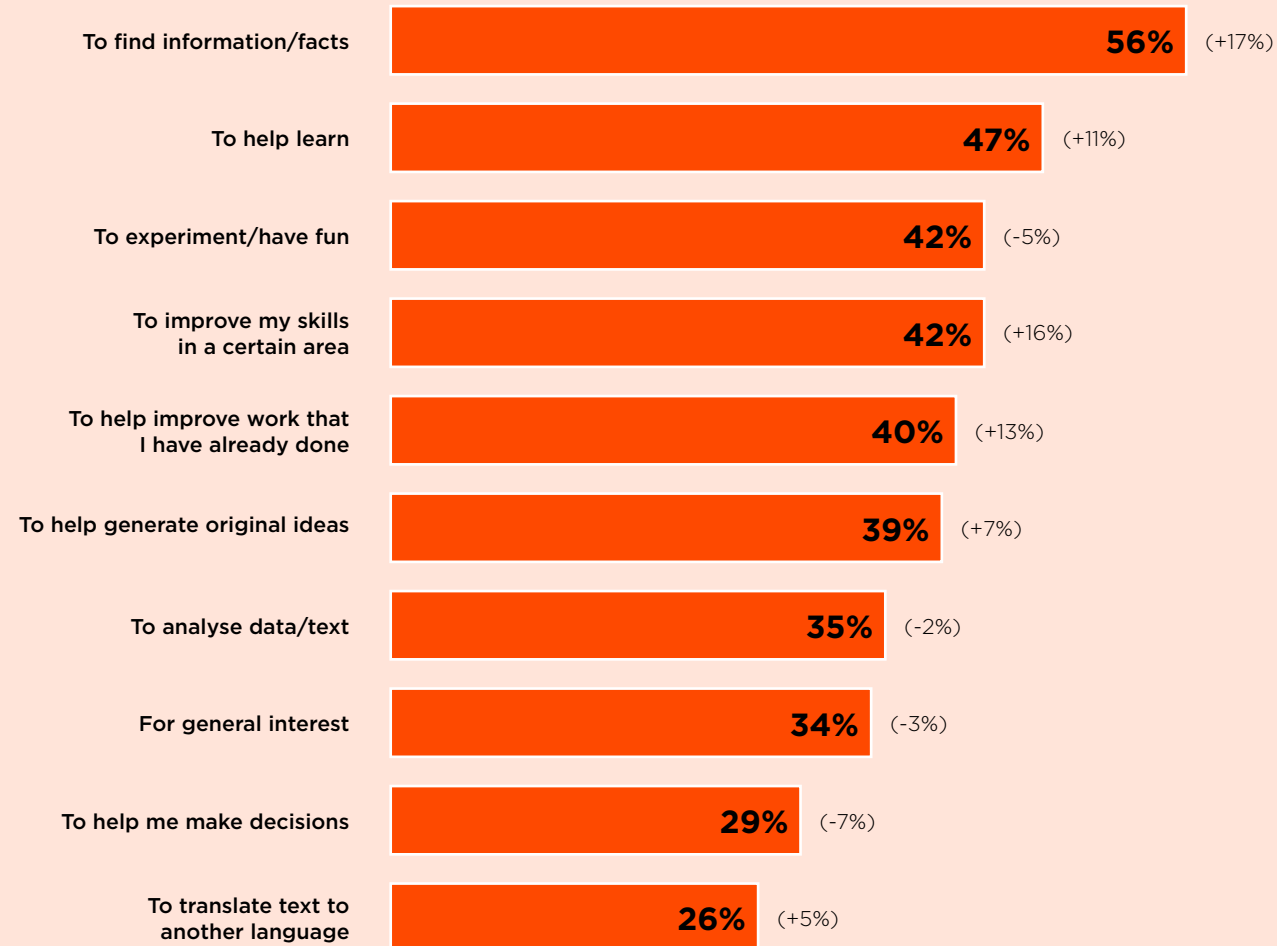
What this means for you

The data helps to dispel an important myth – AI isn't just 'for the nerds'.

There is interest in AI across the generations. So, to give yourself the best chance of cutting through, make sure your AI story has broad appeal.

What reasons do ChatGPT users give for using the platform?

% of ChatGPT users who cite the following reasons for using it, and the (%) change since February 2023



Source: GWI

Why are they using AI?

Largely this isn't just for play. ChatGPT and similar services have already found a niche in many people's lives.

Between February and September 2023, there was a 21% increase in the number of people who thought AI was a tool they could use consistently.

For the average consumer that is likely to be as a genuine co-pilot — with use cases such as improving existing work on the rise — rather than a tool that will take over every task.

The use of AI for 'heavier' tasks, such as generating original ideas or analysing text and data, is already falling.

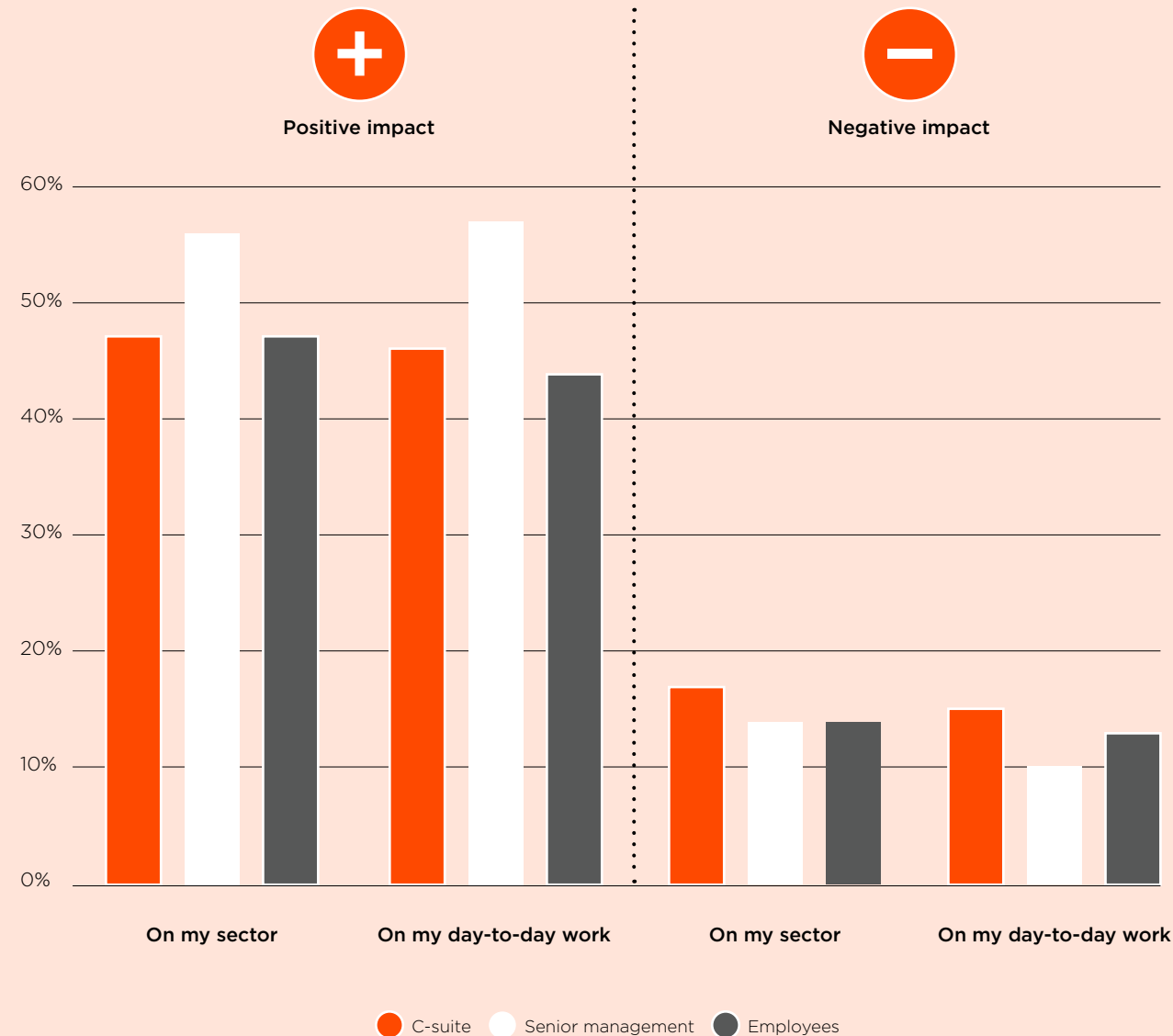
What this means for you

We're past the peak of AI hype. You don't need to persuade anyone that AI is going to be important — it already is.

Don't make claims you can't back up. Be honest about what your AI solution is capable of, who it's for, and what it's there to do.

How workers are feeling about AI

% of various categories of workers who say they feel AI will have a positive/negative impact on their sector and their day-to-day work



Source: GWI

Worker attitudes towards AI

In 2023 consumer concerns about AI overtook their interest. But it's a very different picture in the workplace.

At every level of business, workers have overwhelmingly positive expectations of AI.

Whether they are thinking about the sector they work in, or the specifics of their day-to-day role, workers are around three times more likely to say the impact of AI will be positive rather than negative.

What this means for you

You're pushing at an open door when it comes to workers — but that doesn't mean they will be blind disciples of all things AI.

Stay focused on the practical business case for your AI solution.

How different work responsibilities have taken to AI tools

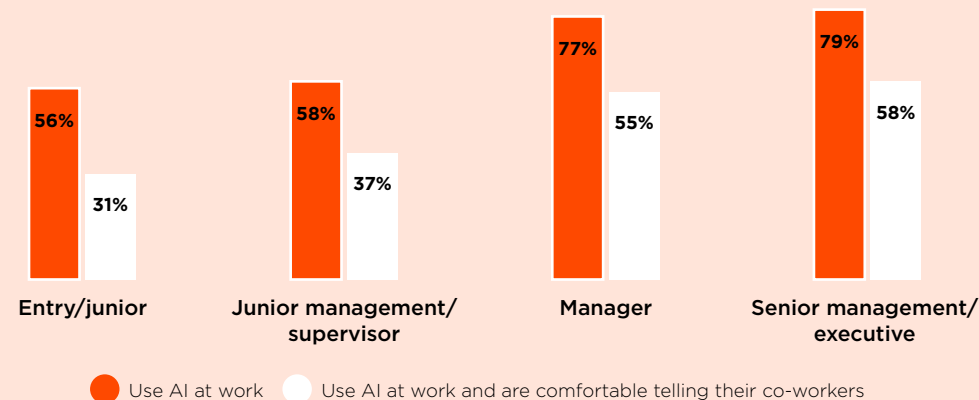
% of workers with the following workplace responsibilities who say they've used AI tools in their work at least once a day in the last month



Source: GWI

Do you know how many of your colleagues are using AI tools?

% of workers who use AI, based on job seniority



Source: GWI

AI in the workplace

When it comes to work, senior leadership are jumping in with both feet — 4 in 5 senior managers/executives (79%) use AI at work.

Is that because the 'higher-ups' are tinkering with ChatGPT to write their latest board reports? Or does that stat include a heavy dose of perception management?

At the other end of the career spectrum, the majority of junior (and therefore likely younger) workers are also using AI in their work lives. But they are much less keen to shout about it.

Is that reluctance because they are using these tools 'unofficially'? Or is that because they already expect AI to be an intrinsic part of doing their jobs?

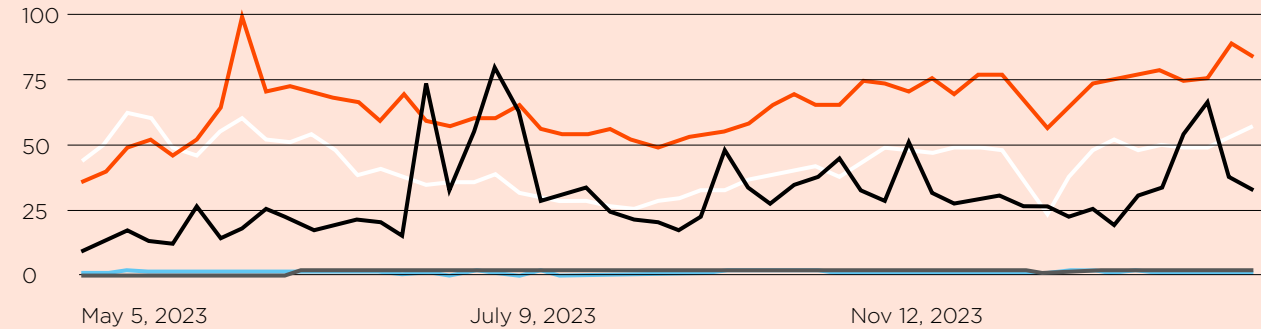
What this means for you

Whatever the reasons, the clear message is that more junior workers are unlikely to be champions for your brand.

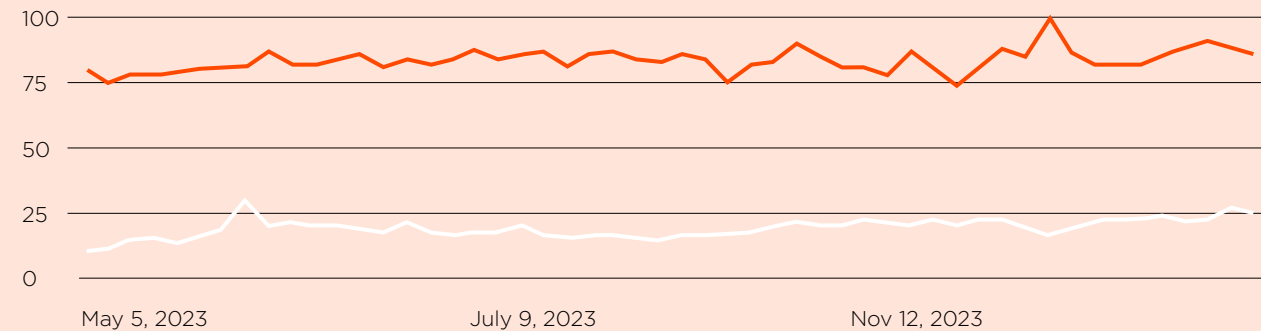
To create advocates for AI technology, focus on the managers and senior execs who are much more likely to share their experiences.

Google search interest over time

Relative search interest on Google (100 represents peak popularity) in the UK for the past 12 months



● AI ● Chat GPT ● Generative AI ● Virtual reality ● Taylor Swift



● Searches for 'porn' ● Searches for 'AI'

Source: Google Trends, UK search data, last 12 months

AI interest trends

While Google searches for AI peaked in May 2023, relative to other searches — including buzzy tech like VR — AI and ChatGPT still remain massively popular.

In fact, AI searches are trending back towards their peak — even outpacing the cultural phenomenon of Taylor Swift.

As an interesting sidenote, it seems that 'AI' is the catch-all term. Searches for 'generative AI' are insignificant in comparison.

However — just for perspective — while AI may be searched for more than Taylor Swift, it's not as dominant as the headlines might suggest. Searches for porn still dwarf anything related to AI!

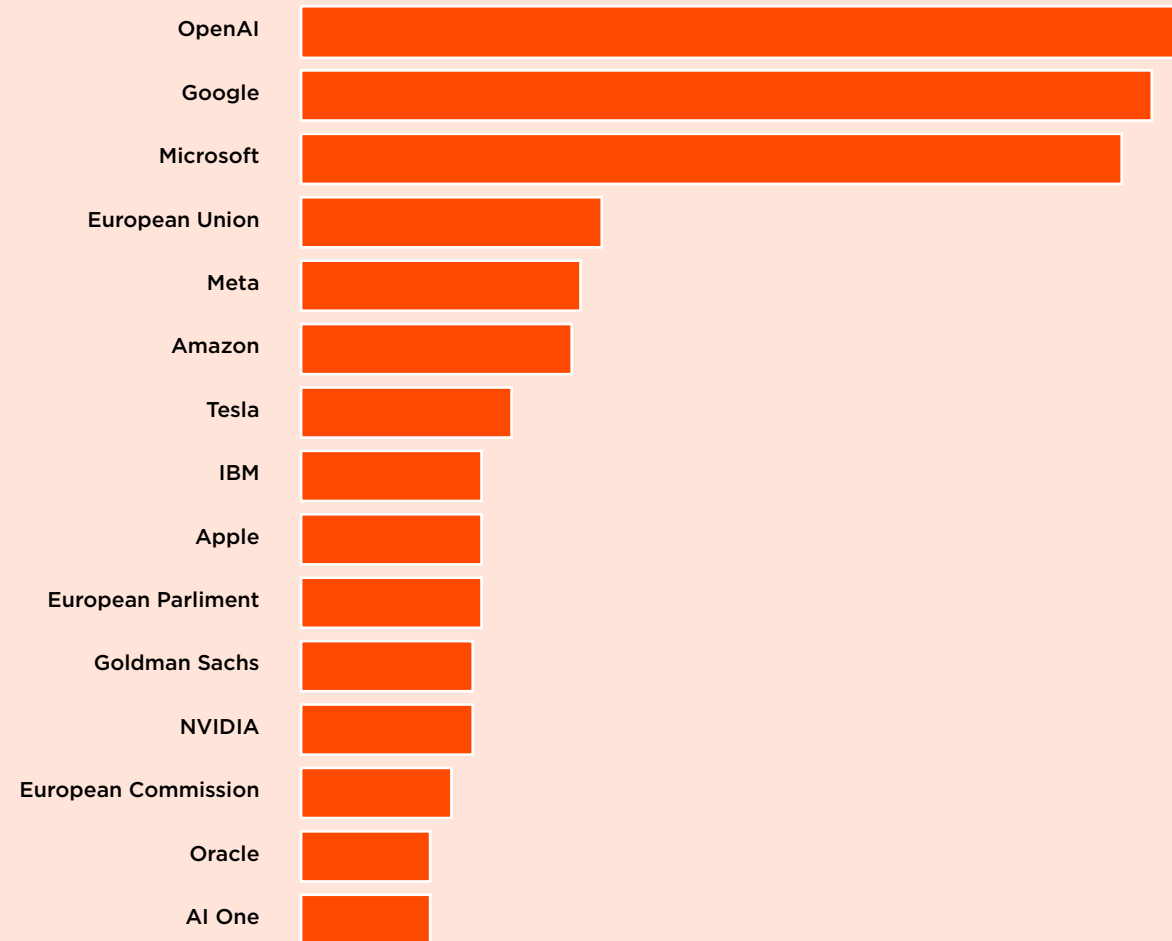
What this means for you

For all the hype, it's worth remembering that AI isn't the only story in the news. The 'interest landscape' is still incredibly noisy.

As a result, it can pay to maintain a pragmatic realism about your comms goals for AI. Just 'having an AI story' doesn't mean you're going to be the 'hot' tech company.

The most talked about brands in AI

Relative mentions of brands in all articles mentioning AI in technology-specific media in the UK in the last 12 months



Source: TechNews, UK media mentions, last 12 months

Which AI brands does the media care about?

For brands, AI is a battleground for attention.

Three companies dominate mentions related to AI in the tech media, and there are no prizes for guessing who — Google, Microsoft and OpenAI.

Even Amazon and Apple mentions are paltry by comparison, relegating them to 'tier 2' brands for AI.

But if you want to get coverage in the AI space — that's what you're up against.











What this means for you

For any brand trying to get attention in the AI space, it's vital to have something truly interesting or different to say.

'Me too' AI messaging won't be good enough. Be strict with yourself — is your AI story compelling, different, and strong enough to stand out?

Most articles by volume

Most 'popular' articles

#1		1366 articles
#2		928 articles
#3		849 articles
#4	 WinBuzzer	751 articles
#5		702 articles
#6		691 articles
#7		631 articles
#8		628 articles
#9		618 articles
#10		584 articles

	10 articles
	12 articles
	168 articles
	78 articles
	702 articles
	62 articles
	52 articles
	267 articles
	77 articles
	928 articles

Which media are covering AI?

When it comes to who is writing most about AI, key titles include business publications like Business Insider and Forbes.

TechRadar and Computer Weekly are also important tech-focused publications. And even 'deep tech' media like eeNews are covering AI from the semiconductor angle (think NVIDIA).

However, when you look at the articles that are the most popular — those read/viewed the most — then we get a very different list.

This is primarily made up of national media, who are writing far fewer articles about AI but generating the biggest readerships.

What this means for you

Whether publications are publishing stories about AI every day or only once a month, the takeaway is the same — how does your AI story bring something new to the table?

The media needs novel or exclusive angles. Can you give them what they need?

Which journalists do you need to know?

When it comes to the most read writers, you need to be on the radar of the Business Insider team — 9 of their writers make the top 10.

These are not, generally speaking, tech specialists. They don't write about the ins and outs of AI tools and how they work.

Often, their articles are in reference to the latest buzzy start-ups or how companies are looking to adopt AI in specific sectors.

AI is referenced — but it's not the focus a lot of the time.

What this means for you

When it comes to engaging the media with your AI story, context is important.

This isn't just about you. How will your AI solution impact real people or the wider sector?

#1



Mike Butcher
TechCrunch
4 articles

#2



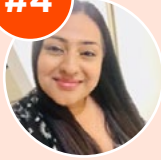
Polly Thompson
Insider
8 articles

#3



Marta Biino
Insider
14 articles

#4



Jyoti Mann
Insider
5 articles

#5



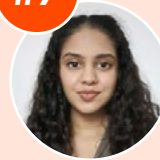
Callum Burroughs
Insider
3 articles

#6



Pete Syme
Insider
3 articles

#7



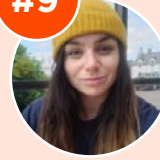
Sawdah Bhaimiya
Insider
19 articles

#8



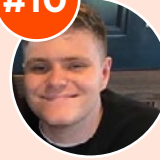
Beatrice Nolan
Insider
38 articles

#9



Tasmin Lockwood
Insider
8 articles

#10



George Glover
Insider
46 articles

Other notable media targets:

- Ryan Browne & Arjun Kharpal, CNBC Europe
- Eleanor Pringle, Fortune
- George Hammond & John Thornhill, FT
- Dan Milmo, The Guardian

What else do you need to know?



MIT
Technology
Review

What's next for AI in 2024

We decided to ignore the obvious. We know that large language models will continue to dominate. Regulators will grow bolder. AI's problems—from bias to copyright to doomerism—will shape the agenda for researchers, regulators, and the public, not just in 2024 but for years to come. Instead, we've picked a few more specific trends.

The
Economist

Generative AI will go mainstream in 2024

In 2024 the big beneficiaries will be companies outside the technology sector, as they adopt AI in earnest with the aim of cutting costs and boosting productivity.

Among larger companies, data-centric firms, like those in health care and financial services, will be able to move fastest ... Firms without solid data management may have to reorganise their systems before it is feasible to deploy generative AI.

wildfire

Will 2024 really be the 'year of AI'?

[The PR industry] simply can't afford to be Pollyannas about AI. Because, if we don't take care, then 2024 will indeed be the 'year of AI' — just maybe not for the reasons most people assume. Instead, AI is as likely to be in the headlines because someone, somewhere got burned as it is because it did something beneficial.

Our experience telling AI brand stories



Building an AI brand

With over 67,000 AI businesses worldwide, grabbing attention for your tech brand is no small task.

At Wildfire, we get technology noticed. From our specialist 'AI Taskforce' to our creative PR consultants, we can help your business stand out in the complex and crowded world of AI.

By building reputations with journalists, influencers and investors, our campaigns have delivered awareness, leads and investment for tech brands both big and small.

Ready to get started?

Set up a call with our team today.

enquiries@wildfirepr.com



「Think® Bold」

wildfire