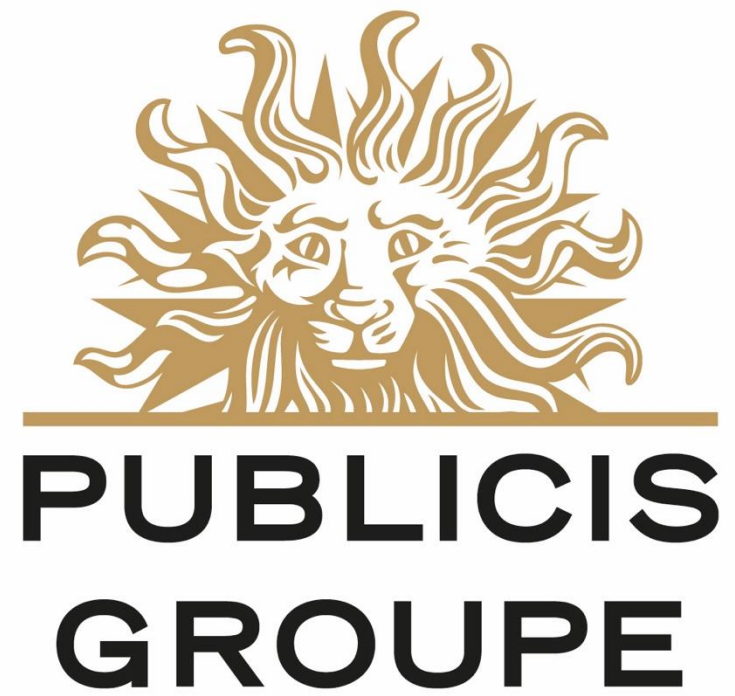


Shaping Future Brand Reputation: Will Humans or Bots Lead the Way?

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PUBLICIS GROUPE

Communication,
Media, Data and
Technology

100 countries

€300 million
investment in AI

ASPECTS OF REPUTATION MANAGEMENT

Monitoring & Analysis

Transparency & Honesty

Crisis Management

Authenticity in
Communications





MONITORING & ANALYSIS

Continuous Monitoring

- Social Media Monitoring Tools
- Web Crawlers

Sentiment Analysis

- Sentiment Analysis Tools
- Natural Language Processing (NLP)
- Trend Analysis

TRANSPARENCY & HONESTY

Providing Personalized Information

- AI-Driven Customer Service Bots
- Dynamic FAQ Systems

Data Reliability

- Data Validation Systems
- Predictive Analytics

CRISIS MANAGEMENT

Early Recognition & Notification

- Real-Time Monitoring & Alerts – Sentiment Analysis
- Pattern Recognition
- Simulation & Scenario Testing

Automated Response & Action

- Crisis Bots
- Automated Reports





AUTHENTICITY IN COMMUNICATIONS

Personalized Experience

- Content Personalization
- Natural Language Processing (NLP)

Advanced Audience Analytics

- Audience Insights
- Emotion AI

Content Creation

- AI-Generated Content
- Adaptive Storytelling



THE BENEFITS OF AI

- 1 Better informed decisions
- 2 Faster reactions to developments
- 3 Prevent potential crises
- 4 Strengthen the company's image



THE ROLE OF HUMANS

- 1 Remain the heart of the strategy
- 2 Make critical decisions
- 3 Interpret results
- 4 Understand cultural and social specificities
- 5 Determine the best course of action



Content & Presentation generated:

60% by AI

40% by Human

THANK YOU!