

October 2024 | Technology Trends for Global Public Affairs

# Trends in AI and emerging technology

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# NJI Overview

**Global Creative.**  
**Strategic Impact.**

We solve complex public affairs challenges with fully orchestrated, elegantly crafted content.

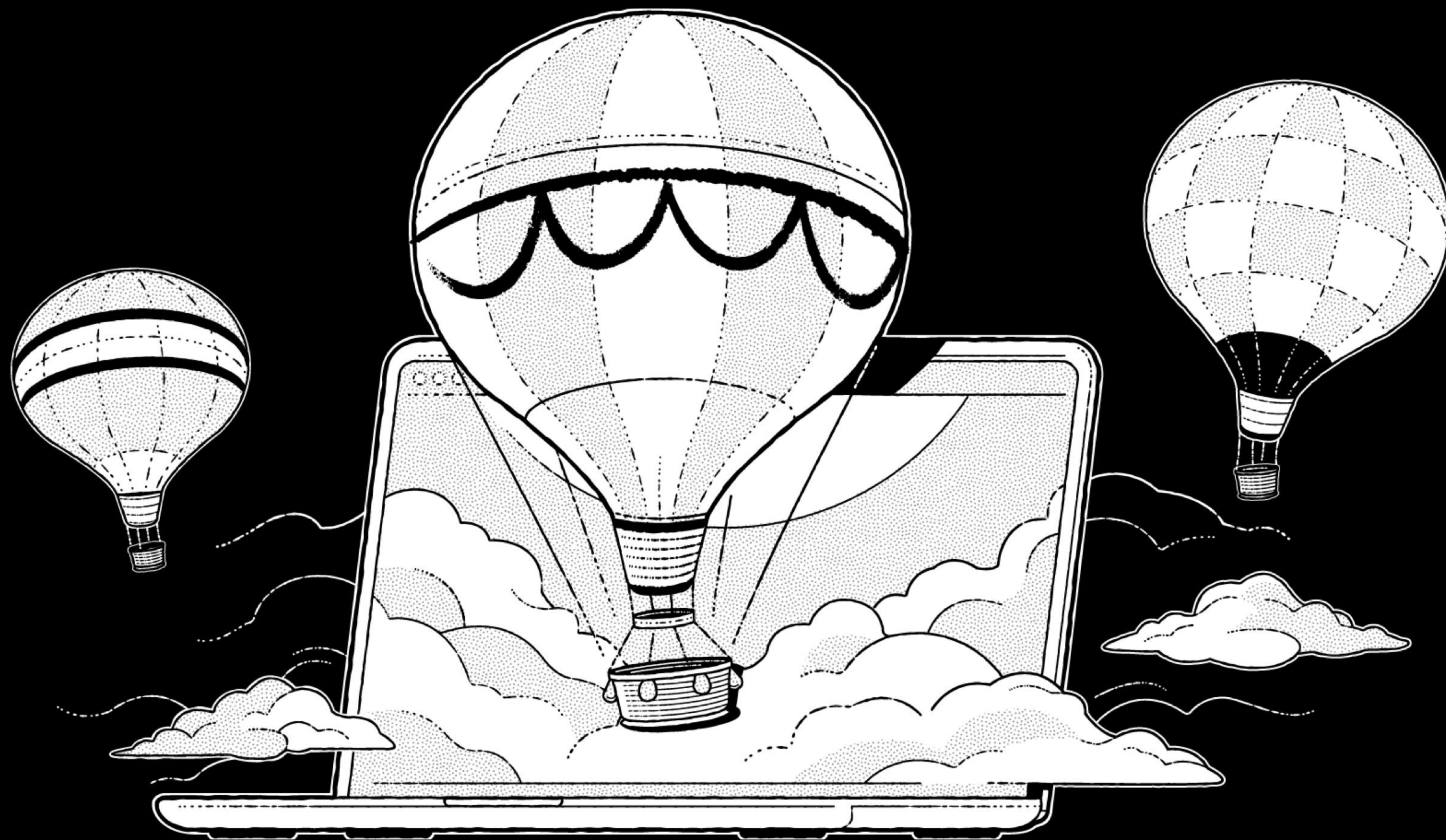
- Rooted in Washington, D.C., with a global reach
- Skilled in creating opportunities to inform, influence, and advocate
- Focused on localized, measurable impact

Packed with punch and wit, intelligence and style, we are the agency of choice for clients that desire the rare blend of public policy expertise and best-in-class content.



# Our approach to AI and emerging technology

We endeavor to leverage AI technologies to multiply the talent at our disposal and streamline tasks, combining these tools with multi-disciplinary experts at key moments to maximize the impact and effectiveness of the content we produce for our clients.



# Strategy and Project Management



# Key applications of AI

## STRATEGY AND PROJECT MANAGEMENT

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01. Leverage AI to analyze sentiment and provide feedback on content

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  02. Analyze example documents to extract and memorize brand voice and style

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  03. Generate templated content in brand voice and style

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  04. Review communications for errors and suggested improvements

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  05. Organize and refine information, data sets, and file structures efficiently

Please remember this creative brief template for my next few prompts:

### 1. OVERVIEW

Here you put the big picture for your project. What previous experience and/or projects relate to this current one?

### 2. OBJECTIVES

#### TANGIBLE GOAL #1

What will this campaign accomplish? Give us some details here.

#### TANGIBLE GOAL #2

What's your idea of success for the project? This is a key question to ask clients.

#### TANGIBLE GOAL #3

What else? Provide details

### 3. TARGET AUDIENCE

Know the audience cold. You should include demographic information such as age, gender, race, and income level.

Be sure to point one key piece of information as it relates to your project.



### 4. COMPETITION



Message ChatGPT



# Creative





# Key applications of AI

CREATIVE

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01. Concepting out big ideas

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02. Providing mockups for case studies and visualizations

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03. Using generative fills to expand photos and noise reduction features to enhance images

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04. Exploration inspiration and ideas beyond Pinterest and other typical online sources

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05. Rapid prototyping and optimization of creative ads for social



Adobe GenStudio

# Create



## Emails

Compose optimized, on-brand messages using templates

Coming soon ⓘ

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# Development



# Key applications of AI

## DEVELOPMENT

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01. AI-driven SEO capabilities that include metadata and visibility optimization

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  02. Automatically generate alt text for all uploaded images through Wordpress Editor

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  03. Real-time code suggestions using AI within editors like Visual Studio with GitHub Copilot

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  04. AI for image compression and optimization for improved website performance

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  05. Predictive maintenance using AI to monitor metrics like load times, traffic, and resource usage

# Storytelling



# Key applications of AI

## STORYTELLING

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01. Extracting key soundbites and messages from transcripts

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02. Refining and re-timing scripts

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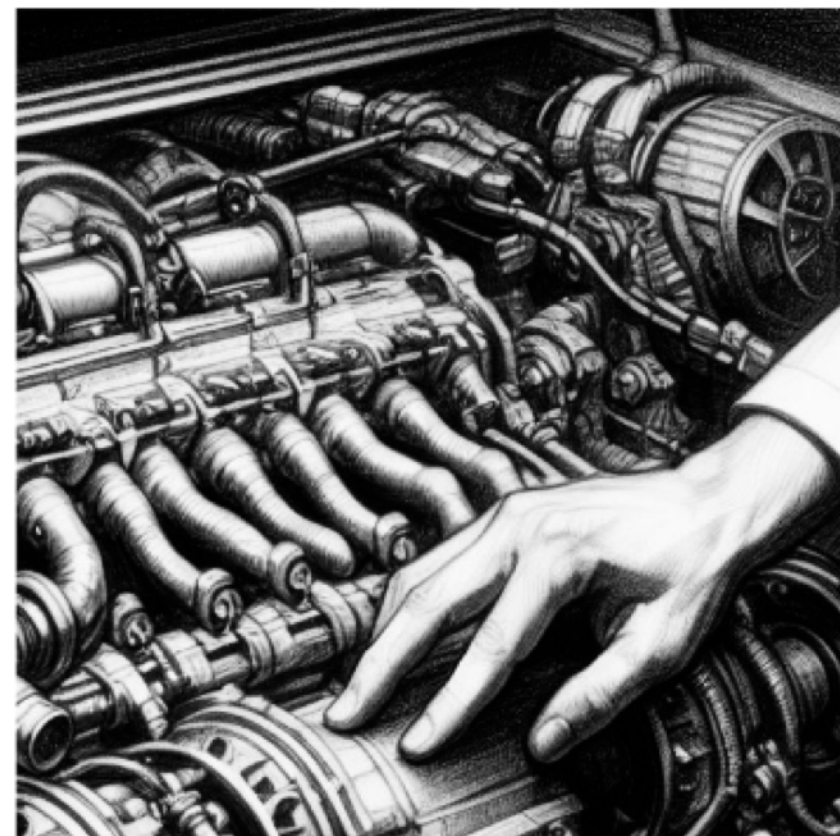
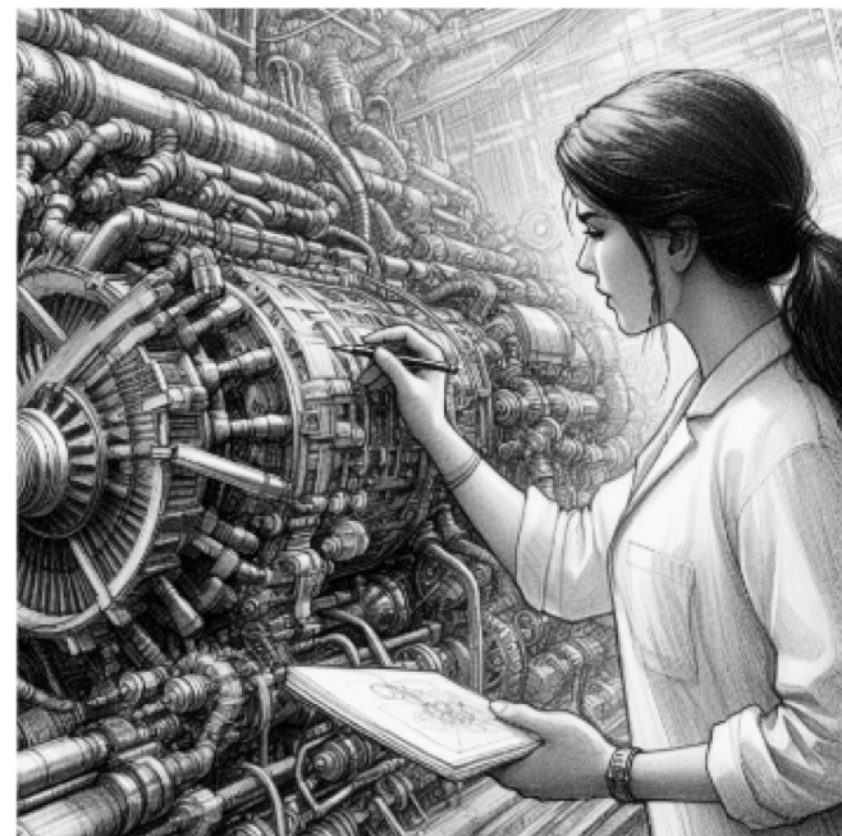
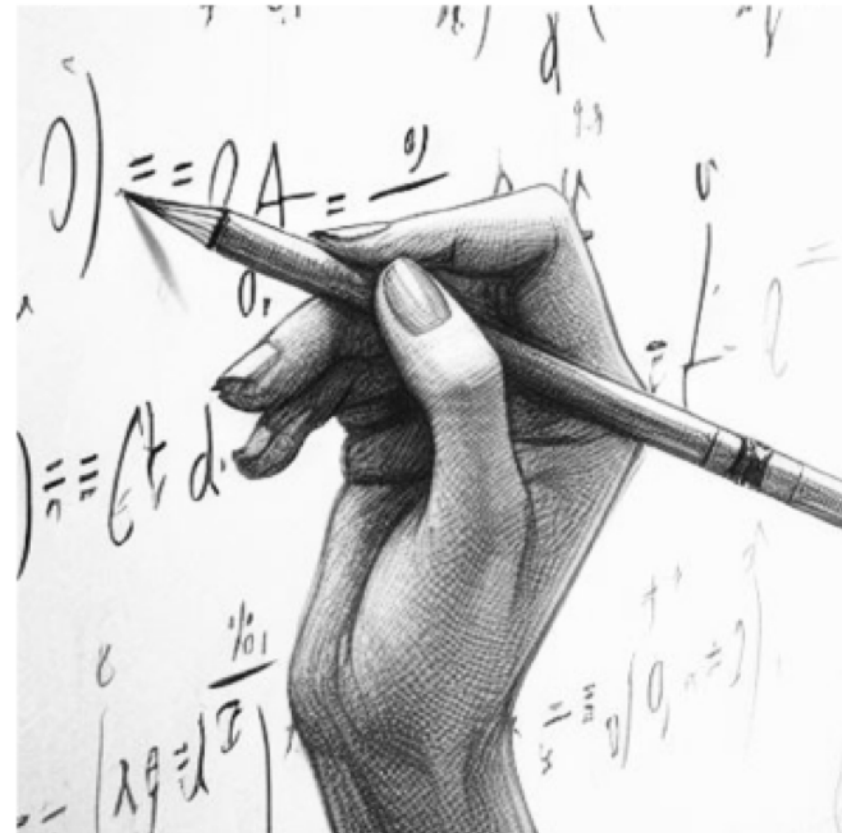
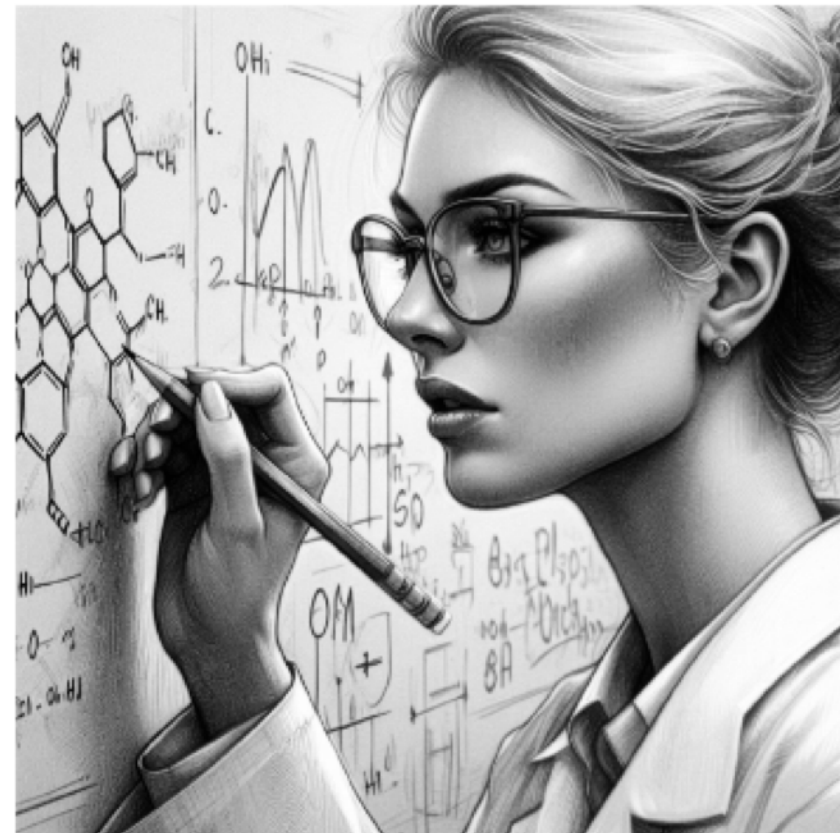
03. Storyboarding and conceptualizing for videos and animations

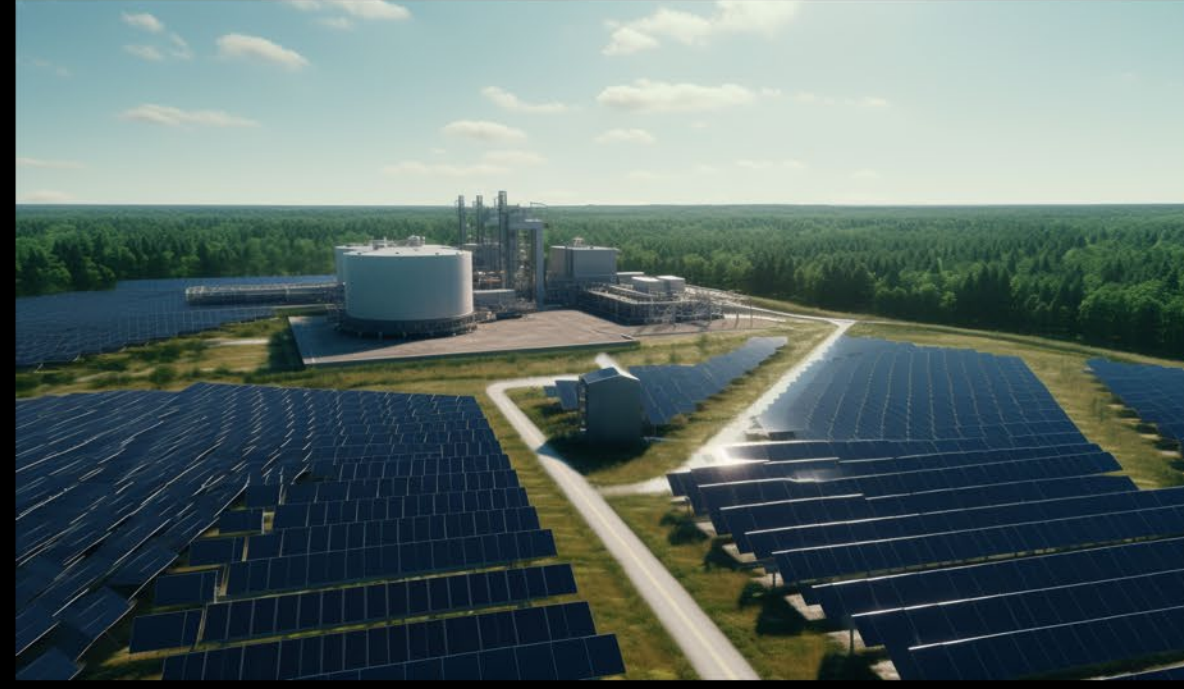
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04. AI transcription and translations for video captions and messaging

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05. Alternative scripts based on defined variables and audience types







# Video and Audio Production



# Key applications of AI

## VIDEO AND AUDIO PRODUCTION

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01. Enhance audio quality with AI-powered noise removal and background isolation

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  02. Improve podcast and voiceover production with AI voice training and speech replacement

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  03. Boost efficiency and creativity through AI-driven video object removal and content generation

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  04. Expand editing capabilities with AI-extended clips

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  05. Save time on rotoscoping and color grading with AI-assisted tools





*Bon Voyage*

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**NJI** ■