

ADFERO

AI in Communications: The New Operating System

November 2025

AI: The Present, Not the Future

Environmental Shift

AI is no longer optional; it's a fundamental environmental change in advocacy, policy, and PR.

AI-Mediated Environments

All forms of communication are increasingly influenced and shaped by AI technologies.

AI's Ubiquitous Integration



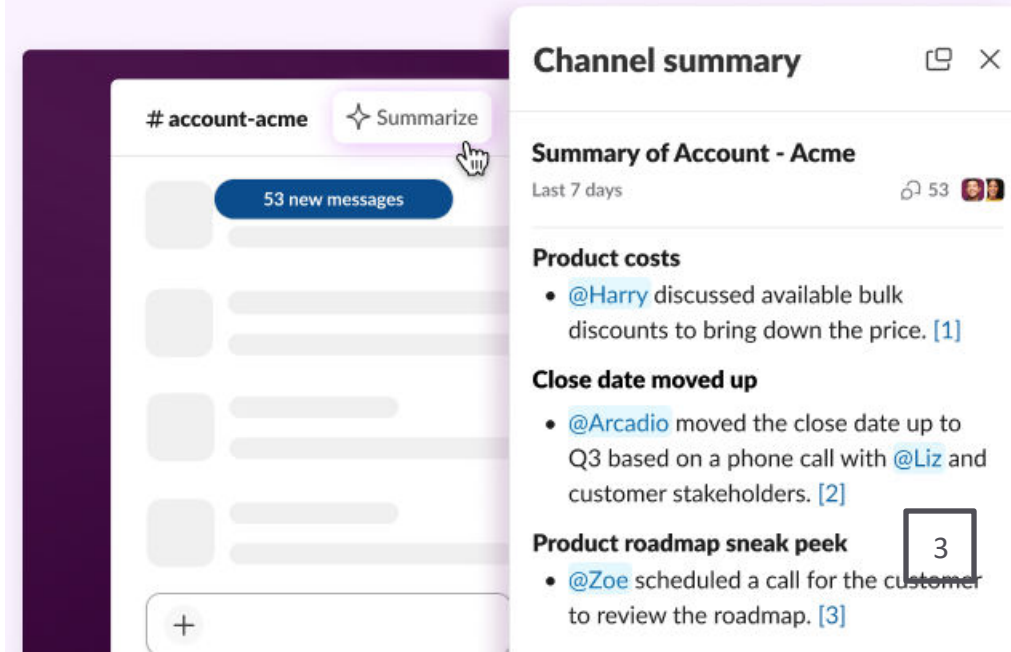
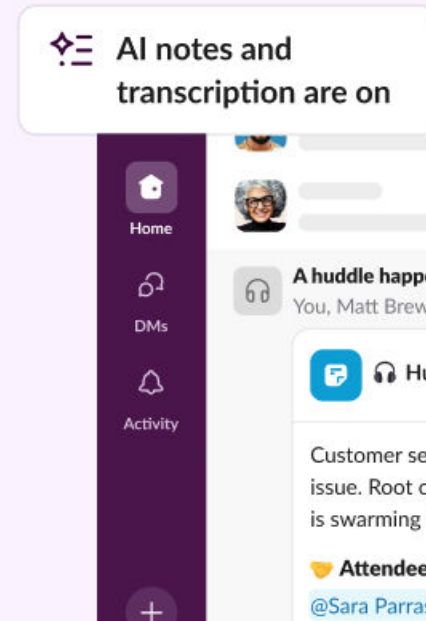
Embedded AI Features

Google, Meta, Canva, and Slack have already integrated AI capabilities into their platforms.



Automation Capabilities

AI automates essential tasks like research, drafting, and synthesis, enhancing efficiency.



Core AI Engines

runway



Distinguishing Engines from Interfaces

It's crucial to differentiate between core AI models and the applications built on top of them.

Key AI Players

True AI includes ChatGPT, Claude, Gemini, Midjourney, Runway, and DALL-E.

Model Overview

Claude 3 Opus

Anthropic's flagship model offers strong tone and reasoning capabilities.

Claude Sonnet/Haiku

Optimized for speed and balance, making them suitable for various communication tasks.

GPT-4.5 (Turbo)

Provides faster and cheaper performance with slightly less reasoning depth compared to other models.

Gemini 1.5

Excel at recall and seamlessly integrates with Google Workspace.

AI-Enabled Tools

Examples of AI-Enhanced Applications

Canva, Talkwalker, Slack AI, Muck Rack, and Quorum integrate AI to boost functionality.



Leveraging AI in Daily Tasks

These tools enhance productivity by automating and streamlining various tasks.

True AI Capabilities



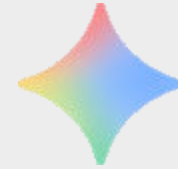
Application in Strategic Roles

These models are essential for tasks requiring deep understanding and synthesis.



Core Model Performance

True AI models such as ChatGPT, Gemini, Claude excel at complex reasoning and creative tasks.



Gemini



Claude

Transforming the Campaign Lifecycle



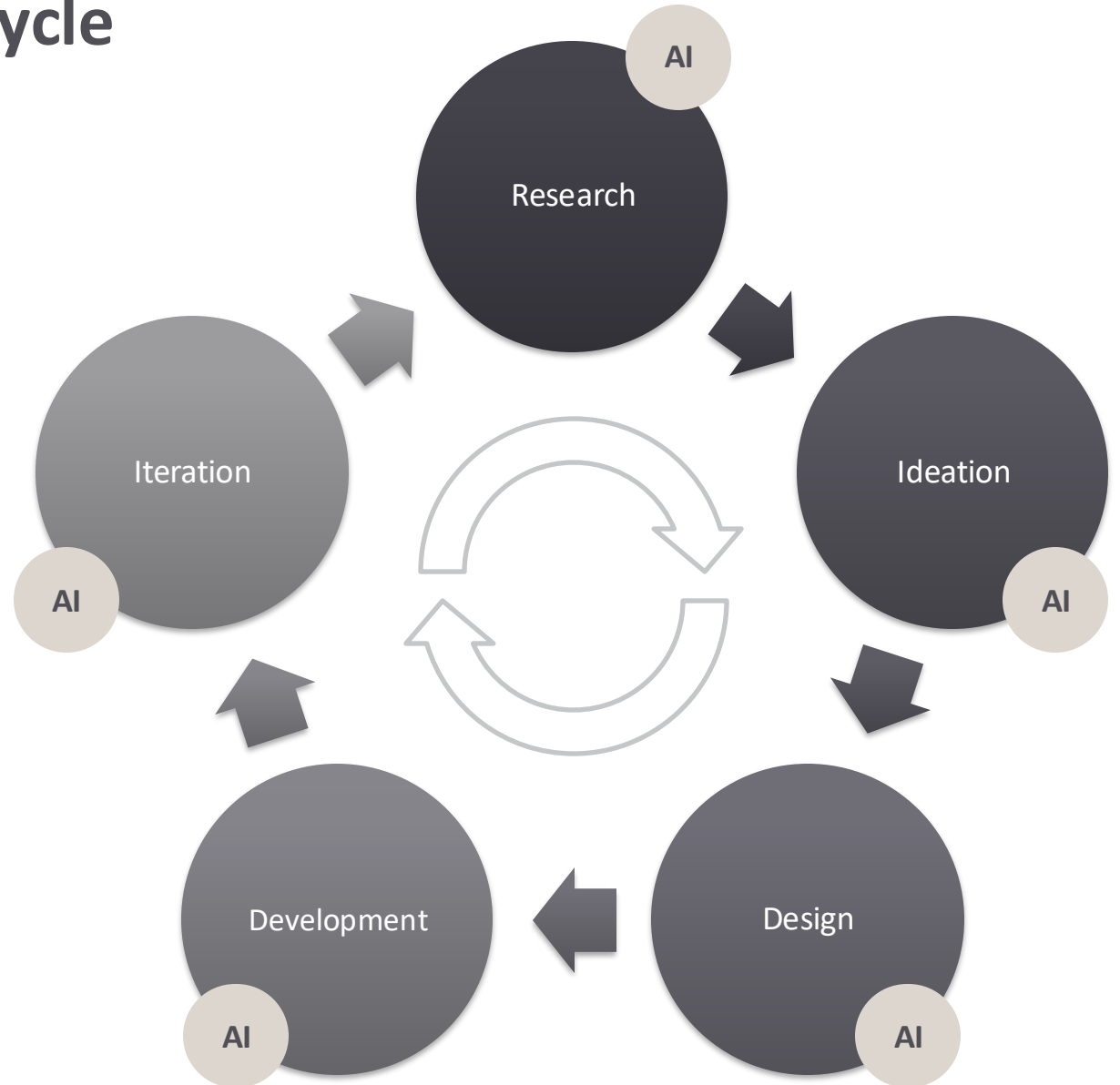
AI's Impact on Each Stage

AI now influences every phase of a campaign, from research to iteration.



Continuous Feedback Loop

Integrated AI use creates a streamlined and iterative process.



Strengths and Weaknesses of AI



Advantages of AI

AI offers speed, synthesis, personalization, and variation testing capabilities.



Limitations of AI

Weaknesses include accuracy, tone, overconfidence, and lack of contextual understanding.



Data & Security Considerations

Be mindful of Data security, originality, and performance when implementing AI workflows.

Human Oversight is Critical



Strategic Framing

Humans are essential for strategic framing, verification, and ensuring authenticity.



Validation and Feedback

The human element is needed in the validation and feedback stages.



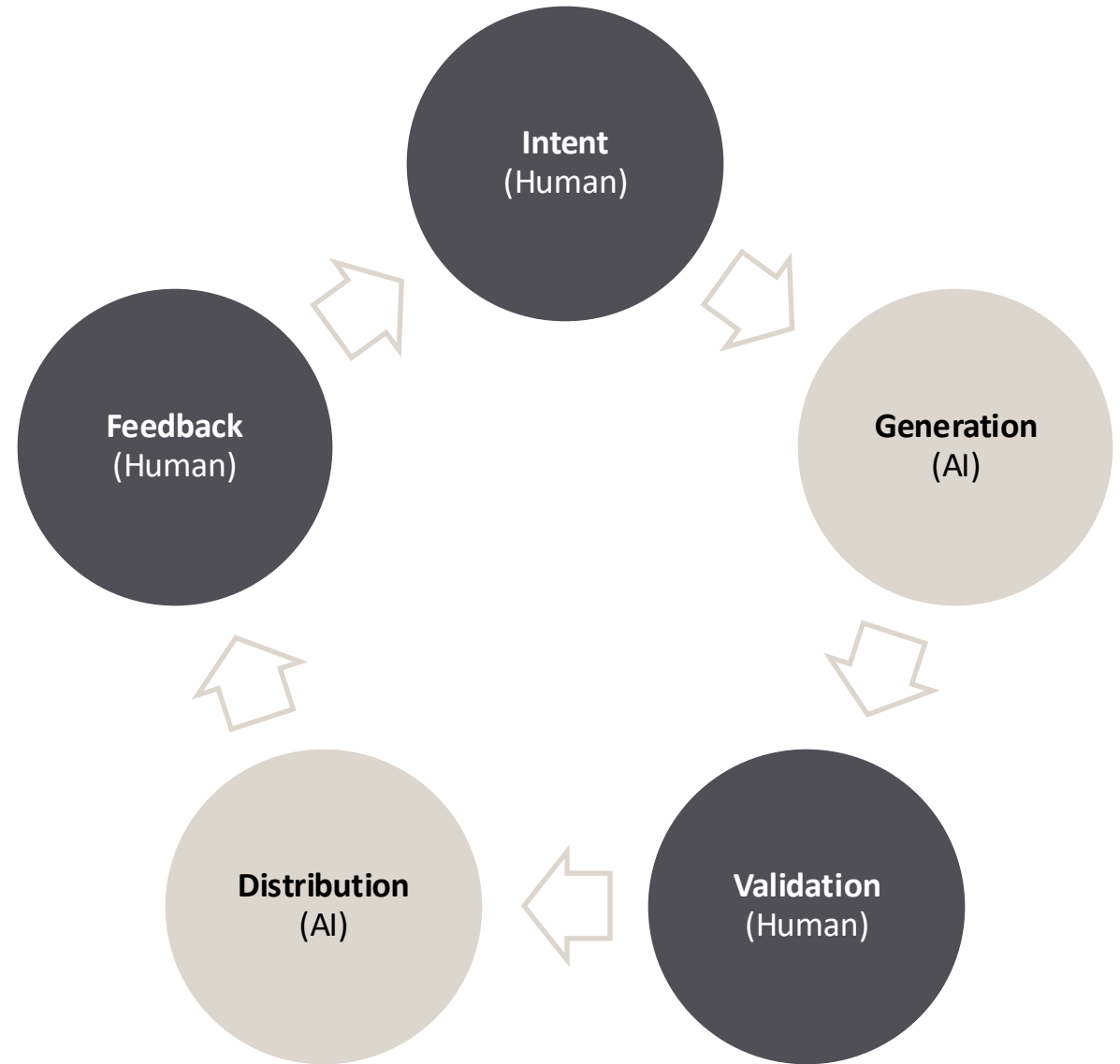
The AI-Human Workflow

Intent to Feedback Process

A loop should be maintained.

Extending Reach and Efficiency

AI extends reach and efficiency, but human judgment remains paramount.



Prompting as Creative Briefs

01

Goal, Audience, Tone, Format

Treat every prompt as a comprehensive creative brief, including key elements.

02

Chain Prompting

Use chain prompting for drafting, critiquing, and continuous improvement.

Essential Orchestration

01

Key Skill:

Orchestration

Orchestration, not authorship,
is the most critical skill in leveraging
AI.



02

Engineering

Authenticity

Authenticity is engineered through
precise and well-crafted prompts.

Enhancing AI Performance



System Prompts

Use system prompts to fine-tune tone and persona within AI models.



Prompt Libraries

Create prompt libraries for recurring tasks to maintain consistency and efficiency.

Maintaining Quality and Ethics

QA Loops

Set up quality assurance loops for fact-checking and version control.

Responsible AI Use

Demonstrate ethical use; credibility is built through transparent processes.



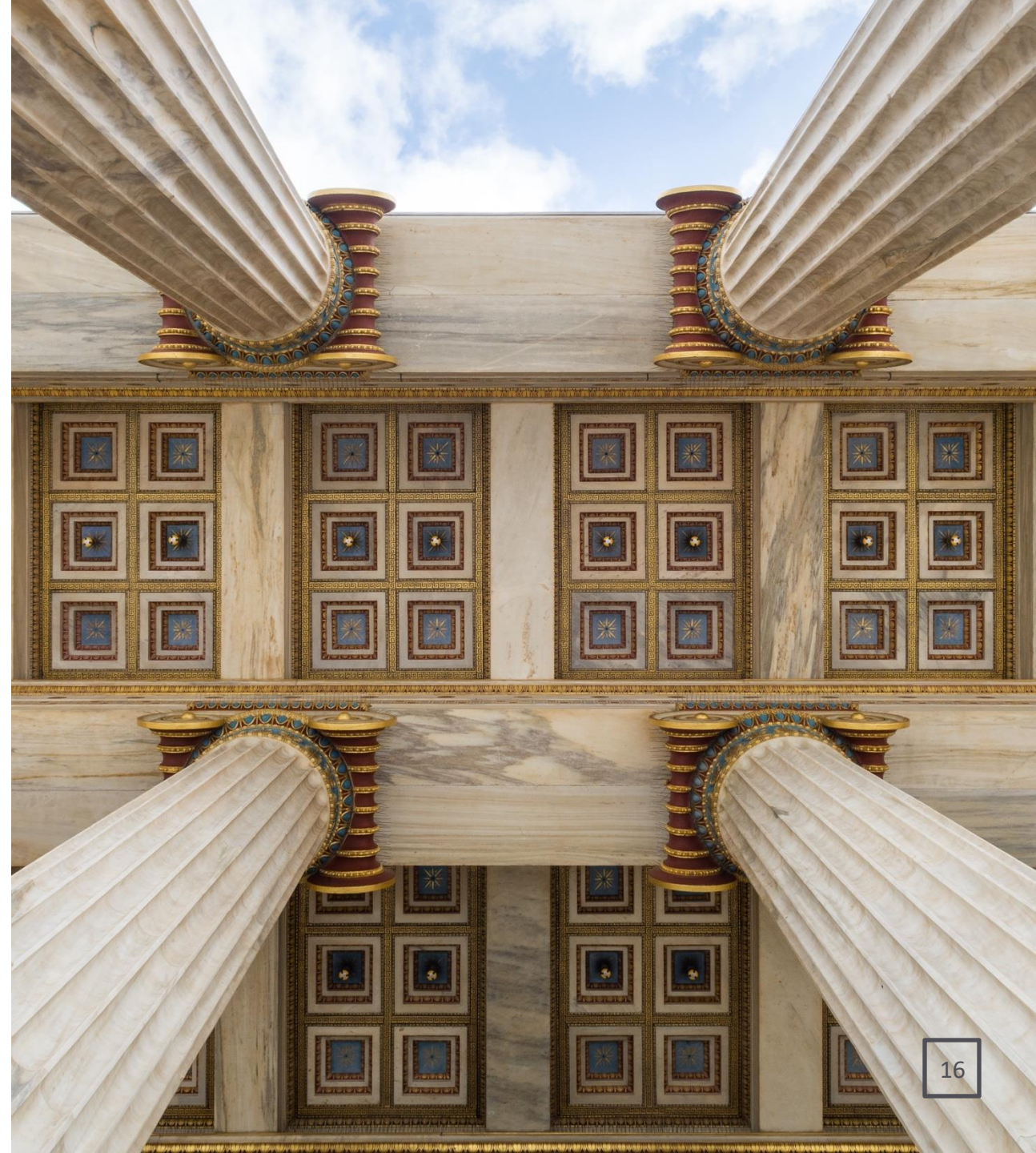
Generative Engine Optimization

Content as Machine-Readable

Treat all content assets as machine-readable; GEO is the new SEO.

Factual, Structured Language

Use factual, attributed, and structured language to maximize discoverability.



Integrated Automation



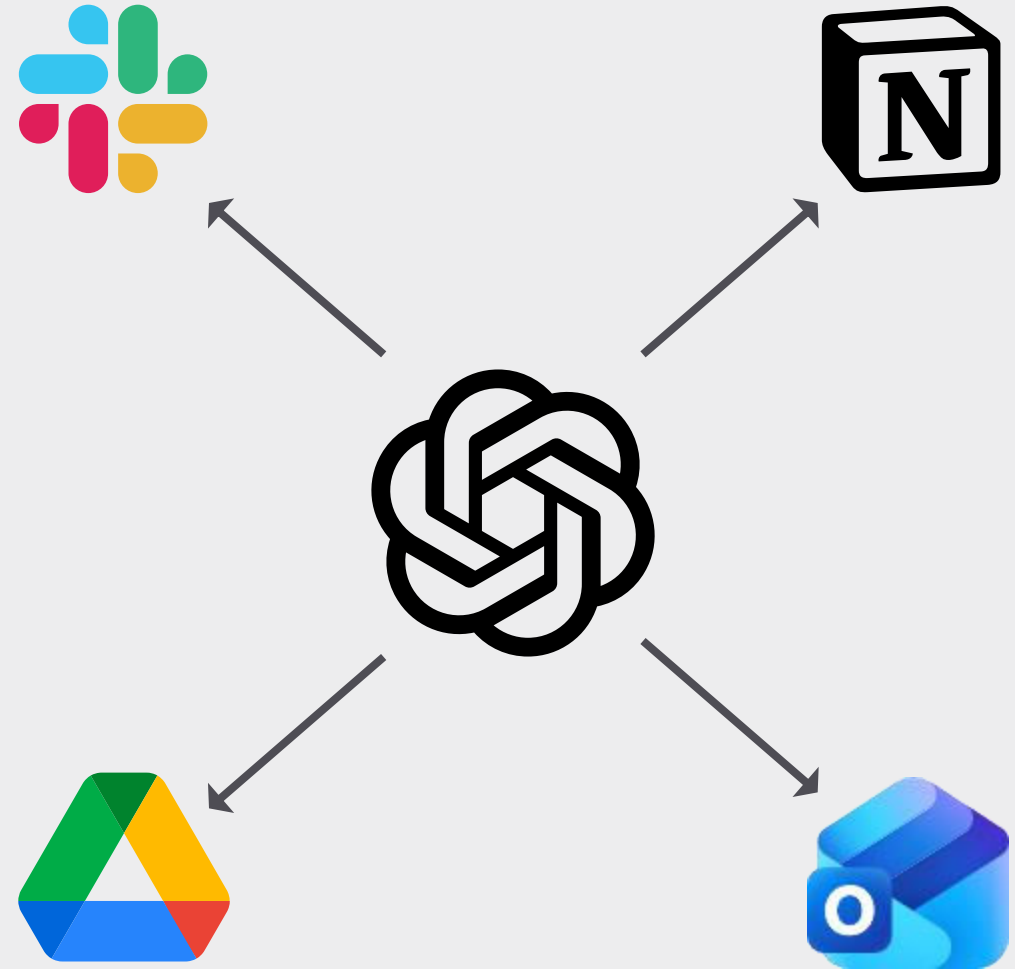
Connectors and Integrations

Integrate ChatGPT connectors with platforms like Slack, Outlook, Notion, and Drive.



Automating Tasks

Automate tasks such as brief generation, translations, and dashboard creation.



AI as a Tireless Assistant



System Prompts

Use system prompts to fine-tune tone and persona within AI models.



The Future of Leadership

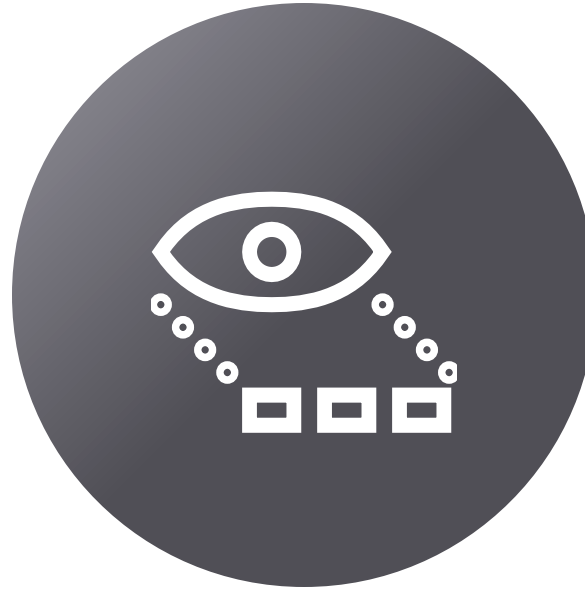
The future belongs to orchestrators who know how to direct AI effectively.

Human Oversight

01

Credibility Defined

Human oversight is essential for maintaining credibility and ensuring ethical use.



02

Adaptability

Adapt workflows as AI models evolve; continuous learning is crucial.

AI as Infrastructure

AI is Mandatory

AI is now infrastructure, not an optional tool, for modern communication strategies.

Leverage Opportunities

Prompts and connectors are your leverage points. Knowing your models and their ideal uses are key to successful implementation.

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