

Using AI to boost digital advocacy campaigns in the EU

What makes an advocacy campaign?



...and where can AI play a useful role?

The advent of AI: Its impacts

AI is strongest in information work

Most common and successful AI-assisted activities involve the **creation, processing and communication of information**.

The most common uses are learning, communication, explaining and writing

User goals fall into four broad categories: **learning, communicating, teaching/explaining and writing**, with learning and communicating most prominent.

AI often acts as an adviser or explainer, not just a production tool

AI frequently plays a “service role”, with common AI-side activities including **provide, explain, teach, assist and respond**.

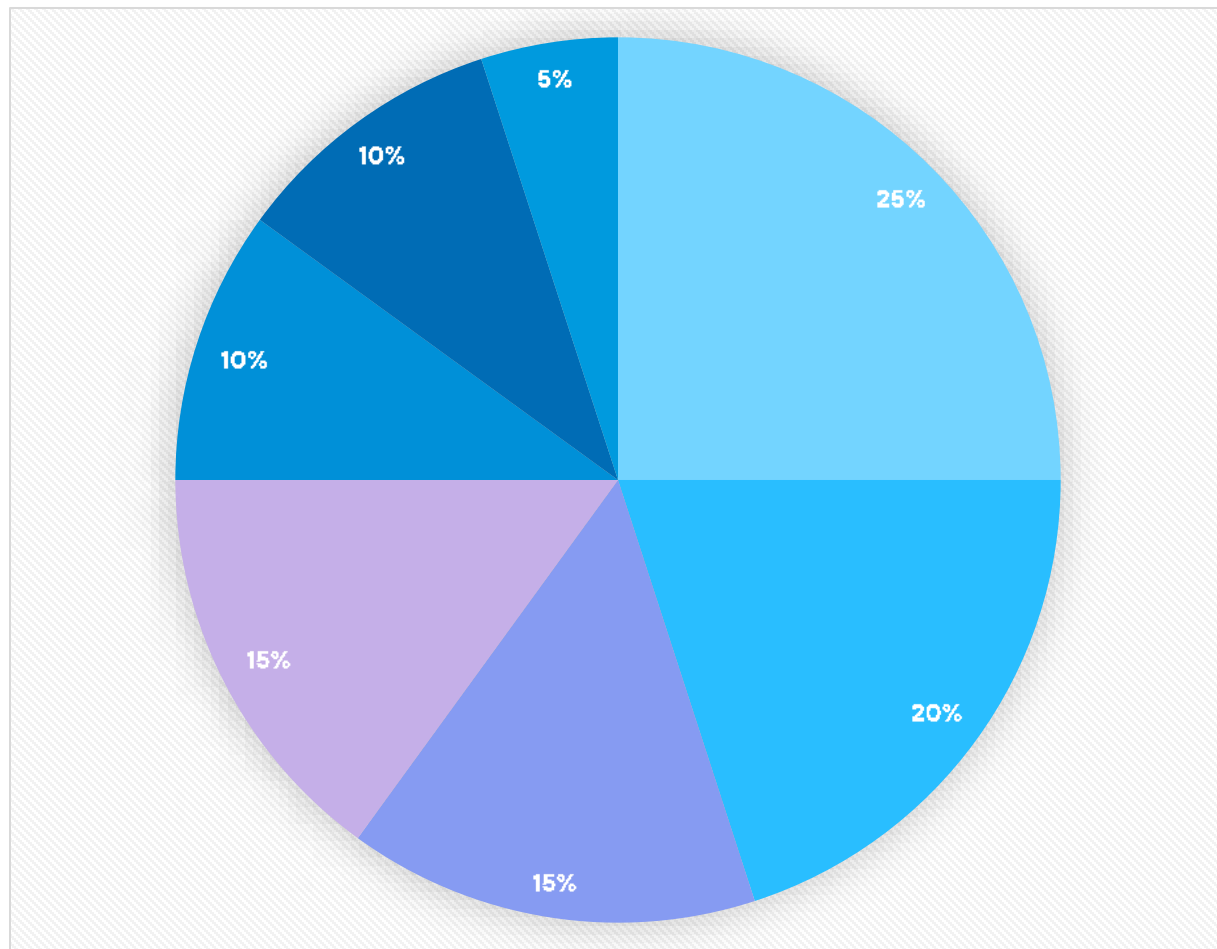
Human judgement becomes the differentiator

Occupations like PA may delegate more tasks to AI and focus more on parts of the job that require a “human touch”.

[Microsoft 2025 study: Measuring the Applicability of Generative AI to Occupations](#)

From macro to micro: personal AI use trends

Strategy and positioning	25%
Content creation / sharpening copy	20%
Client planning	15%
Business development / pitches	15%
Research and insights	10%
Media relations	10%
Internal management/resourcing	5%



What makes an advocacy campaign?



...and where can AI play a useful role?

Use cases: How AI enhances advocacy



Research & insight

- Client wanted to understand how a policy debate was evolving
- Needed sharp messaging that differentiated from peers

Situation

- a short insights briefing to support a senior discussion and decide which channels and tactics to adopt.

Task

- Synthesis of number of inputs
- Insight generation on where debate was focused & identification of white space

Action

- Speed & pattern recognition:
- Concise briefing identifying main stakeholder positions, dominant narratives, and opportunity areas for client.

Result

Strategy & positioning

- Client active on many different files
- Needed a meta-narrative that cut across policy areas

- Synthesise inputs from human workshop
- Complement with deepdive of all existing client material

- Develop 'problem-promise-solution' storyline
- Offer alternative narrative pathways with +/- assessment for each

- Speed + clarity:
- accelerated synthesis & option generation

Content creation

- Ahead of a multi-market media relations campaign, create the content engine that will feed all campaign efforts.

- Turn an agreed campaign narrative into a suite of media-ready materials that could work across multiple European markets.

- Synthesise narrative workshop outcomes into a clear content architecture
- Draft of central brochure & all linked campaign content.

- Scale & consistency:
- Tailored but consistent media messaging & proof points.