

AI-READY OR NOT: ARTIFICIAL INTELLIGENCE HERE WE COME!

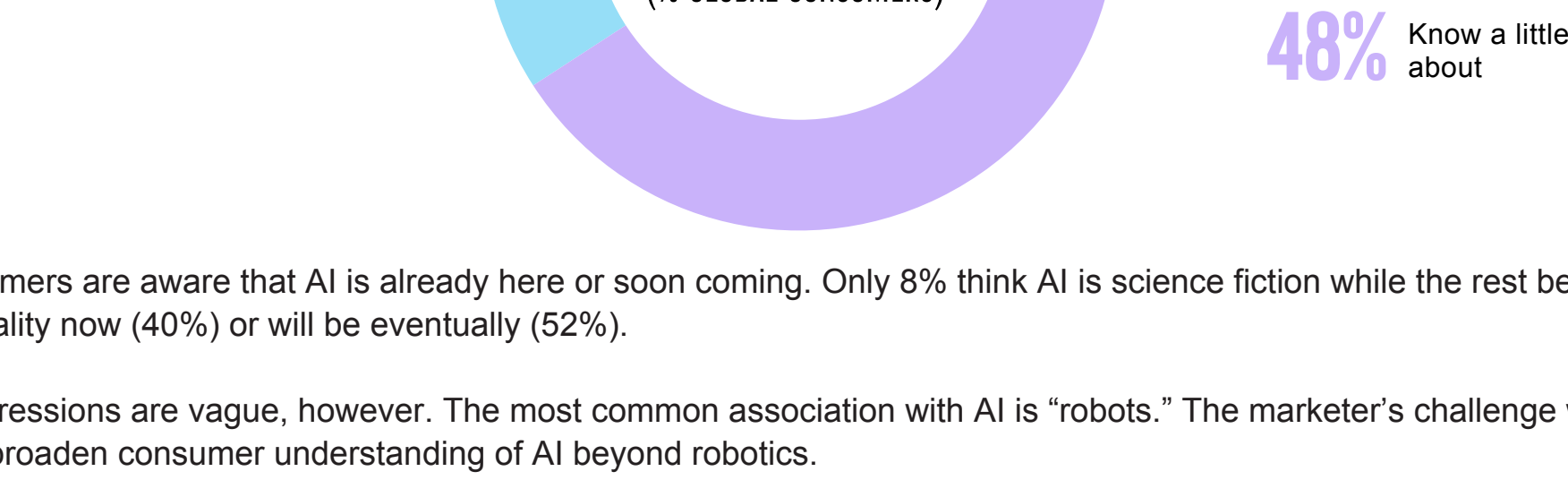
WHAT CONSUMERS THINK & WHAT MARKETERS NEED TO KNOW

In *AI-Ready or Not*, Weber Shandwick surveyed global consumers and senior ranking marketers on their attitudes toward and expectations for artificial intelligence (AI). The following provides the results of the consumer perspectives and what those implications mean for marketers.

In its most basic definition, AI is intelligence exhibited by machines. It is frequently thought of as robotics, but encompasses a broader range of technologies, some of which are in wide use among the general population today.

1 CONSUMERS HOLD SUPERFICIAL AI INTELLIGENCE.

"Artificial intelligence" has entered the general public's consciousness. Nearly one half know a little and 18% know a lot, a group we classify as the AI Vanguard.



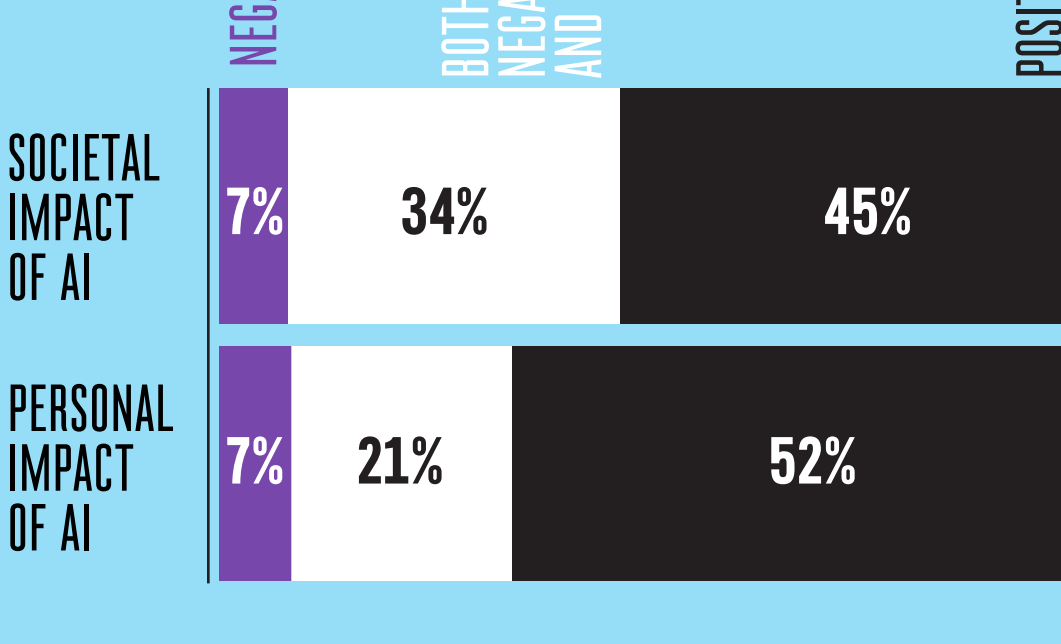
Consumers are aware that AI is already here or soon coming. Only 8% think AI is science fiction while the rest believe it is reality now (40%) or will be eventually (52%).

AI impressions are vague, however. The most common association with AI is "robots." The marketer's challenge will be to broaden consumer understanding of AI beyond robotics.

2 AI FORECAST SUNNY. MEDIA SHINES A BRIGHT LIGHT.

Consumers are optimistic about AI's impact on society and their personal lives.

AI's Impact Will Be... (% global consumers)



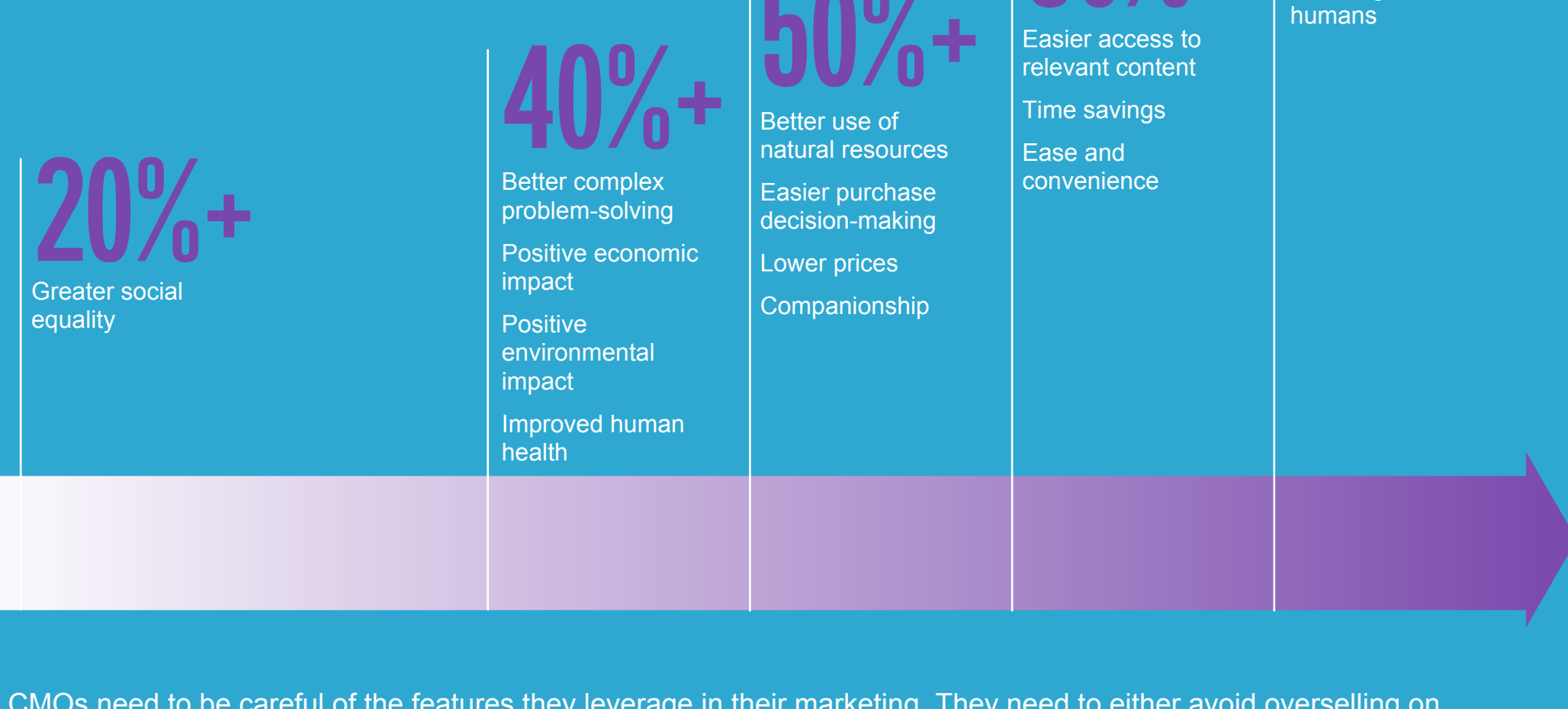
The media is helping to shape this flattering outlook of AI.

80% of consumers say their overall impression of AI comes from some form of media – a mix primarily of internet, social media, TV, movies and the news.

Marketers now know what is influencing consumers on AI and have a roadmap on where to reach them.

3 AI CONSUMER BENEFITS PLENTIFUL, KEEP THEM COMING.

Global consumers see many benefits to AI.



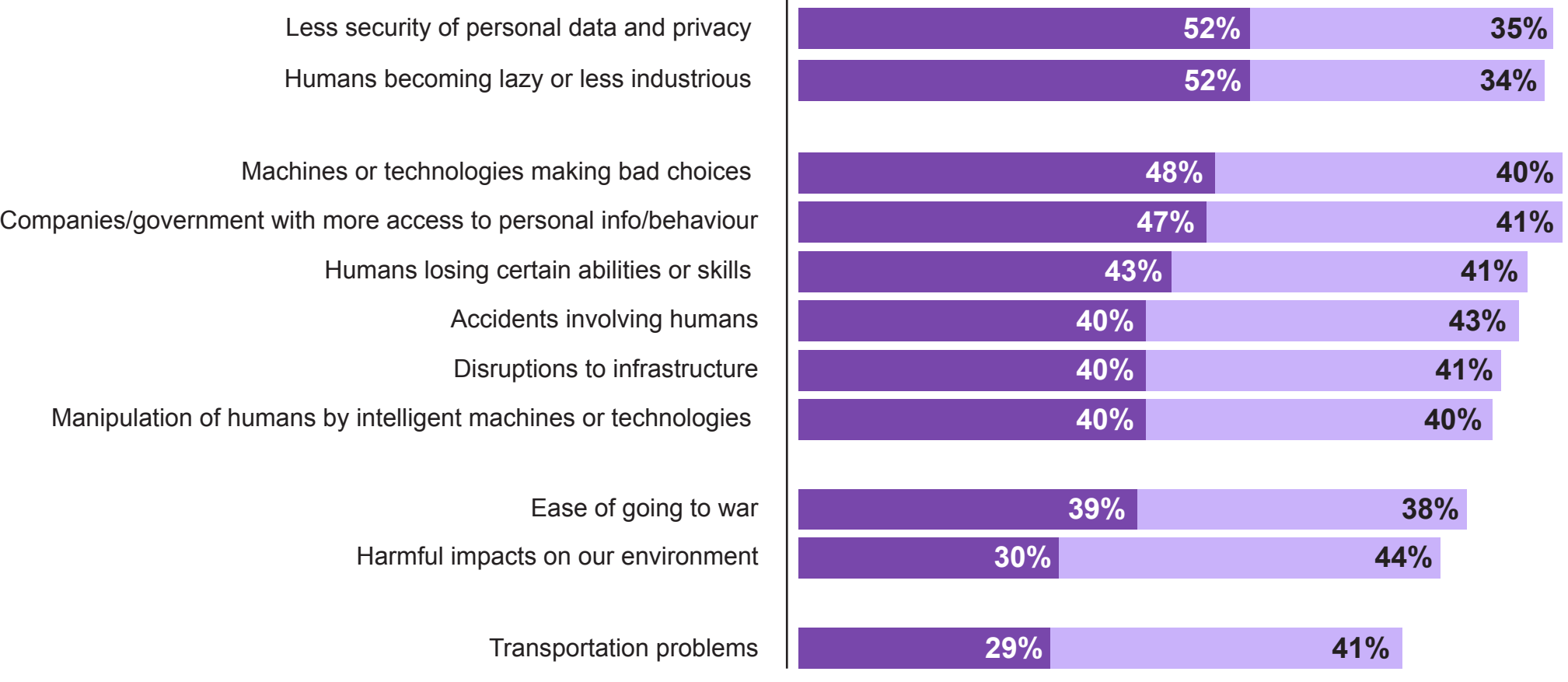
CMOs need to be careful of the features they leverage in their marketing. They need to either avoid overselling on payoffs that are not feasible, or they need to change perceptions. Similarly, they do not want to miss an opportunity to leverage an advantage that consumers expect and that the product can deliver on.

4 AI ADOPTION MEETS TREPIDATION.

Despite an overall acceptance of AI in their present and future lives, 64% of consumers register concern about AI, although mostly at a moderate level (49%). For companies in the AI space, it is a very positive finding that 28% are not concerned at all, a rate nearly twice that of those very concerned (15%).

Presented with a list of potential negative effects of AI, most consumers – 70% or more – are concerned with every AI potential problem raised.

Potential Outcomes of AI that Consumers Are Concerned About (% global consumers)

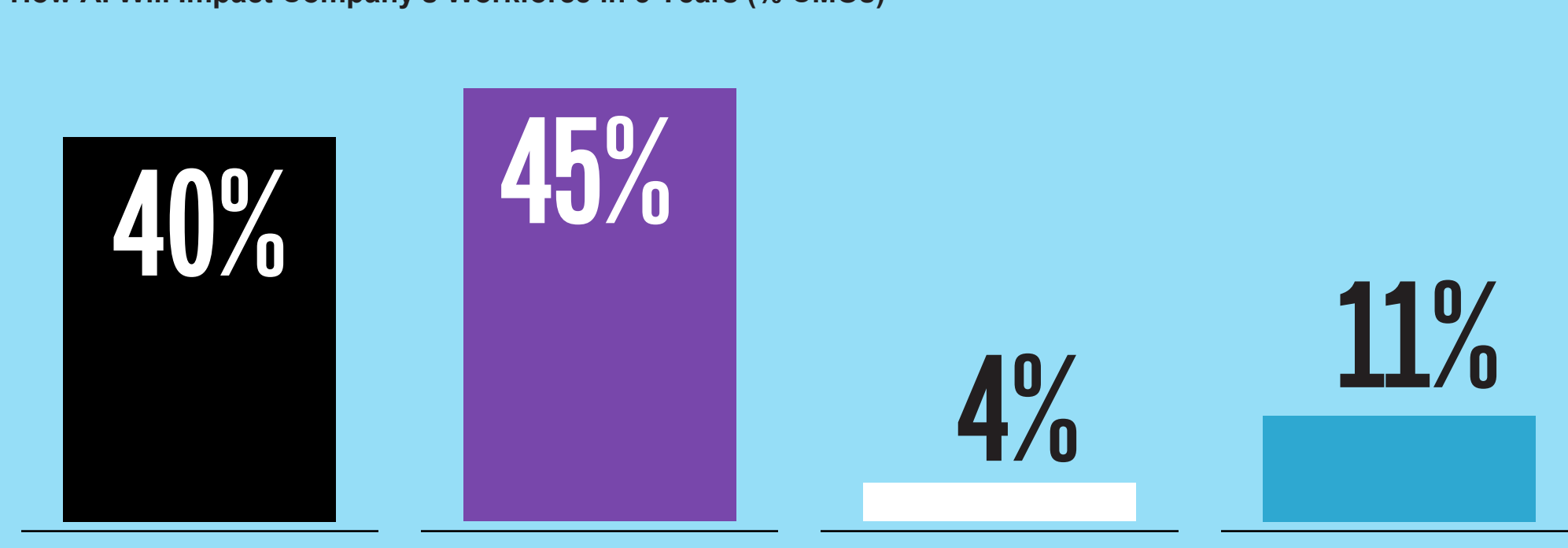


The majority of CMOs are in touch with consumers' concerns of AI-related negative events such as job loss, cyber threats and erosion of privacy. Some underestimation exists, however.

5 CONSUMER AI POSITIVITY BUSTER: JOB LOSSES.

The vast majority of global consumers expect jobs to be lost due to AI. Like consumers, CMOs anticipate a large talent shift in the workforce in the near future.

How AI Will Impact Company's Workforce in 5 Years (% CMOs)

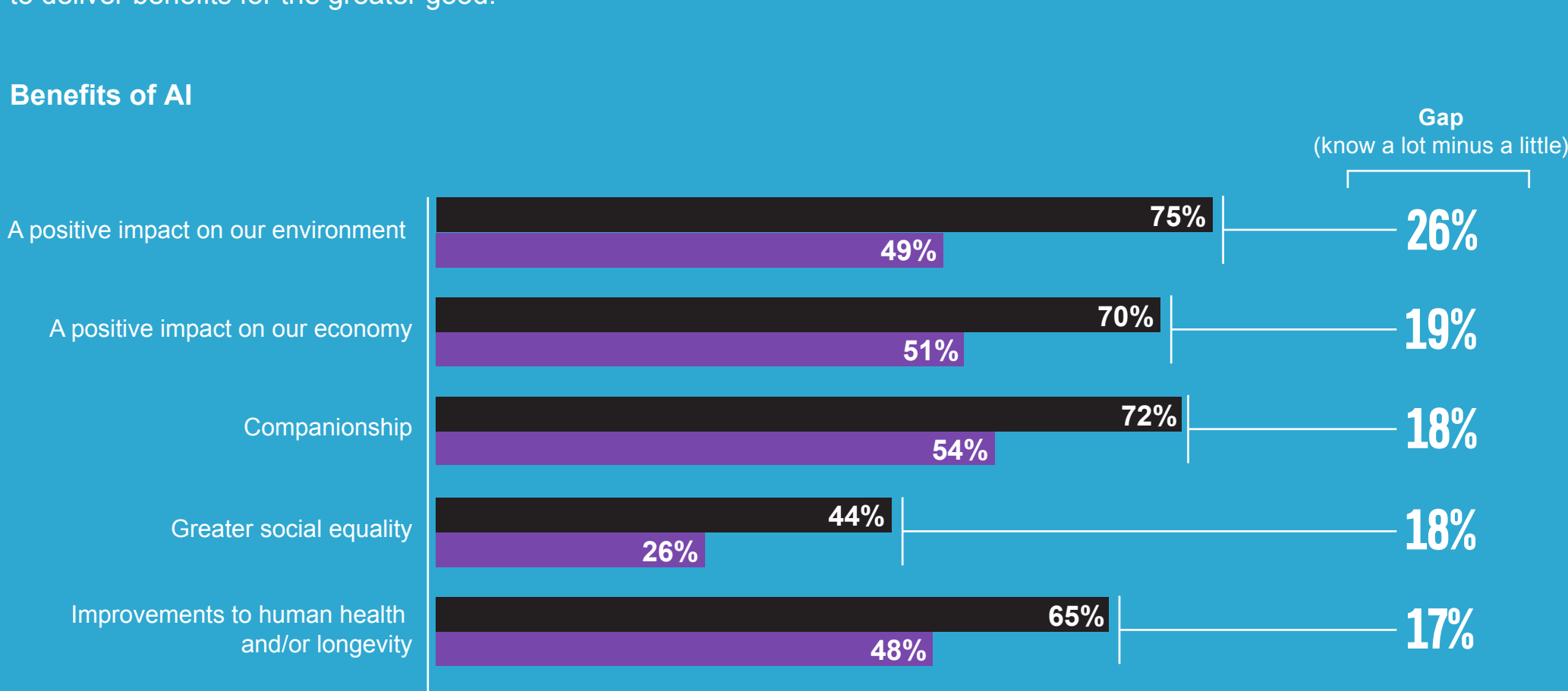


Consumers' job concerns should be recognised and addressed internally by company leaders to retain the qualified workers they have, retrain others and attract new workers where they find talent gaps. Marketers will want to be sensitive to heralding the benefits of AI too triumphantly if jobs are seriously at stake in certain sectors.

6 THE AI VANGUARD SEES WHAT OTHERS DON'T.

The small but knowledgeable segment of consumers – the AI Vanguard – is much more likely to see the potential for AI to deliver benefits for the greater good.

Benefits of AI



AI's societal benefits should not be overlooked by marketers as selling points. Today, they may not be readily apparent to the general public, but they are accepted by those "in the know" who may spread the word and be heard.

7 THE CMO'S GUIDE TO ENGAGING IN THE AI ERA.

- BROADEN THE BASELINE UNDERSTANDING, INCLUDING YOUR OWN**
- STRENGTHEN MEDIA RELATIONSHIPS**
- STAY CLOSELY ALIGNED WITH CONSUMERS ON TRUSTED AI TASKS**
- IGNORE AI FEARS AT YOUR OWN RISK**
- FIND YOUR EXPERTS**
- PREPARE FOR THE GREAT TALENT SHIFT**
- CONSUMER KNOWLEDGE IS THE KEY TO SUCCESS**
- FOLLOW THE VANGUARD**
- ADOPT RESPONSIBLE AI PRACTICES**
- BE COGNISANT OF REGIONAL DIFFERENCES**
- START THINKING METRICS NOW; DON'T BE CAUGHT WITHOUT THEM**
- DON'T LEAVE WOMEN BEHIND**

Methodology: Two segments were surveyed: 2,100 adult consumers in the U.S., Canada, the UK, China, and Brazil, and 150 CMOs in the U.S., the UK and China. All CMOs were employed by companies with annual revenues of at least \$500 million USD or comparable levels in other markets.

For more information about *AI-Ready or Not: Artificial Intelligence Here We Come!*, please contact ThoughtLeadership@webershandwick.com