Company: PwC, London, United Kingdom
Company Description: PwC is a global network of over 370,000 people in 149 countries that works with 86% of the Fortune 500, helps our clients transform, innovate and lead. PwC offers services across audit and assurance, tax, consulting, and advisory.
Nomination Category: Thought Leadership Categories
Nomination Sub Category: Thought Leadership Campaign of the Year - Business Services
Nomination Title: Global AI Jobs Barometer: First-of-its-kind study achieves 897 media articles in first month, discussed on stages from TED to Davos

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

   PwC's Global AI Jobs Barometer report launched with a global press release and on-stage launch presentation in June 2024 at the global VivaTech conference in Paris, attended each year by over 150,000 tech professionals and business leaders from across the world.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

   Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

   Total 219 words used.

   AI's impact on jobs and workers is a question of huge importance to business and society as a whole. There has been plenty of speculation on the topic, but little hard evidence. The Global AI Jobs Barometer helped to change that.

   We set out to do something that had never been done before at global scale: create real-time, data-based evidence of AI's impact on jobs, wages, and worker productivity.

   We knew this would be difficult given how quickly the technology is changing and how rapidly the job market can shift. By the time some datasets are available, the jobs market has already moved on. So we used a data source that helps to capture the real-time state of the jobs market: job ads. Job ads go beyond surveys about employer intentions to track what employers are actually doing when it comes to hiring.

   We analysed over half a billion job ads from across the world which, combined with the latest productivity data, enabled us to uncover AI's real impact on productivity, jobs, skills, and wages.

   Our work enabled us to offer insight on pressing questions about AI with unprecedented depth and breadth. Our insights attracted strong interest from media, clients, and global summits like Davos, and helped to bring fact-based perspectives to public debate and our work with clients.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the subject and content development, the scheduling, etc. (up to 250 words):

   Total 246 words used.

   Before embarking on the research, our team worked closely with more than 30 PwC senior leaders and experts from across our global network to ensure that our thinking around the goals for this project reflected current market developments and would deliver what clients needed to know. Our team then spent six months from December 2023 to May 2024 analysing more than half a billion job ads from across four continents to create a robust, comprehensive and data-driven analysis of current recruitment activity.

   By combining this research with the latest productivity data and using an innovative framework to evaluate how much AI was affecting different occupations and industries, we were able to produce a clear picture of AI's practical impact on labour productivity, jobs, skills and wages.

   Our Global AI Jobs Barometer revealed:

   - AI is driving a productivity revolution, and industries that can use AI effectively are experiencing a nearly five-fold productivity increase.

   - AI is helping ease labour shortages and can help boost economic growth in nations where the working-age population is shrinking.

   - AI-exposed jobs are seeing a 25% faster change in the skills required, so workers in those areas must keep pace and acquire new skills to stay relevant.

   - AI jobs boom: Jobs requiring AI skills are growing 3.5 x faster than other jobs.

   To present our findings, we commissioned a hero film from an Emmy-winning producer, created a vibrant and engaging website, report and infographics, and tailored country-specific presentation decks.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of January 2023. Even if your initiative started before January 2023, limit your response to activities and results since the beginning of January 2023 only (up to 250 words):

   Total 223 words used.

   The Global AI Jobs Barometer has been one of PwC's most successful thought leadership campaigns of the year.

   We achieved huge media coverage, including 897 articles in the first month alone, from outlets including Bloomberg, Reuters, Forbes, Fortune, CNN, The Times, The Guardian, The Independent, China Daily, The Australian and hundreds more.

   The Barometer pushed our share of media voice on AI above all of our major competitors for the first time (McKinsey, BCG, EY, Deloitte, Accenture, and KPMG). The Barometer achieved strong audience engagement with an average time on website of 10 minutes, and a click through rate on the content over 5 times higher than the PwC average.
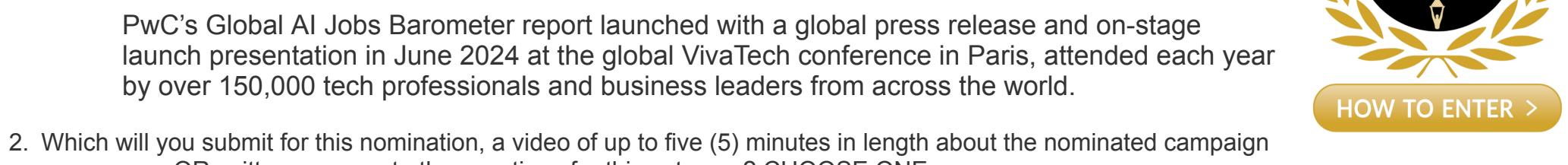
   The AI Jobs Barometer has had global influence, with PwC senior leaders presenting and discussing its findings at high-profile events including TED, the Davos summit of the World Economic Forum, United Nations 'AI For Good' summit, Global Talent Summit in Stockholm and APEC Global CEO Summit. At VivaTech, the tech sector's leading conference with over 150,000 attendees, the AI Jobs Barometer was PwC's flagship thought leadership presentation. Our Chairman published an article with the World Economic Forum that cites Barometer insights (link provided).

   We influenced the debate amongst policymakers and think tanks, with the Centre for European Policy Studies inviting PwC to present the AI Jobs Barometer's findings in a special session.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

Global AI Jobs Barometer: First-of-its-kind study achieves 897 media articles in first month, discussed on stages from TED to Davos

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