Company: Songue PR, San Francisco, CA
Company Description: Songue PR offers multi-faceted PR programs, tailored to the needs of each client and designed to deliver meaningful results against your core business goals. We tackle every challenge as if our reputation is on the line and treat our clients' investments as if they were our own. This mindset is embedded in our approach.
Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories
Nomination Sub Category: Achievement in Brand / Reputation Management
Nomination Title: Establishing Leadership in Ethical AI Through Brand Repositioning

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the 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. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

   Total 237 words used.

   We approached the brief with a clear dual strategy, to stabilize sentiment in the short term, and build long-term authority for this organization. The first step was to rebuild trust through consistency, which included message alignment across spokespeople, internal teams and press materials. This involved intensive onboarding, weekly check-ins with key stakeholders, and fast-turnaround media training to ensure the company could speak with confidence, regardless of the topic or outlet.

   From there, we set a detailed roadmap covering media relations, content development, social strategy, speaker opportunities and awards. All messaging aligned to the organization's core focus areas, such as responsible AI, innovation and sector leadership, and was designed to deliver value beyond the immediate news cycle. Every announcement was supported with tailored media strategies, targeted distribution and supporting materials, including podcasts, social amplification and contributed content.

   We built a rhythm of commentary and newsjacking to ensure our client was visible in daily news cycles. We dialed up op-ed production, developed long-lead pitch calendars, and maintained a standing crisis comms plan for fast response. The aim wasn't about press for press's sake, but strategic density. We created fewer distractions and more impact, making sure every piece of coverage advanced our core objectives.

   We continually refined our strategy based on media appetite, market conditions and legal considerations. Everything was structured to create a shift in perception, not only in the press, but among customers, investors, partners and employees too.

4. Specify the date on which this campaign or program was launched:

   July 2023

5. Reference 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):

   Total 207 words used.

   The attached anonymized case study provides a full view of the strategy, execution and outcomes behind this 12-month brand and reputation programme. Developed for a global AI company operating under significant public scrutiny, the report documents how we shifted sentiment, reshaped narrative control and repositioned the company as a credible voice in enterprise AI.

   The document includes a breakdown of key deliverables: Out of 352 total pieces of coverage featuring the company, 67% were positive (a total of 235 articles)This represents a 107% increase in positive sentiment and a 63.4% reduction in negative press year-over-year. It also tracks over 20 award submissions, 12 op-eds, and a high volume of proactive media placements outside of core news cycles - all aimed at establishing a consistent, forward-looking narrative in both business and trade media.

   We've redacted all identifying references to the client and its spokespeople, while preserving the metrics, tactics and structure to demonstrate the scale and impact of the work. The report reflects a cross-functional PR programme that moved from crisis response to strategic visibility under Songue PR's leadership.

   This supporting material serves as concrete evidence of the claims outlined in this nomination and underscores the effectiveness of our approach to reputation management at the highest level.

6. 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 250 words used.

   At the time we started working together, one of the world's leading data annotation companies was facing intense scrutiny. Negative press started to eclipse its work in ethical AI, with a growing chorus of headlines framing the company in a way that misrepresented its mission, model and real-world impact. The challenge was that the loudest stories weren't being written by those who understood the full picture. The company's global profile and work with some of the biggest companies in the world meant every misstep risked amplification, and there was an urgent need to reset the narrative and establish control over public perception.
   Songue PR was brought in to shift that tide. From day one, this wasn't a standard press program - it was reputation triage. Our focus was to counteract rising misinformation, rebalance sentiment and re-establish the organization as a credible, proactive voice in responsible AI.

   Our goal was two-fold: 1) Start a new chapter that communicated its innovation, leadership and integrity at scale, without allowing old headlines to dominate every conversation. And 2), to better control negative press by having more direct conversations with reporters, demanding fair, equal treatment, and responding where necessary with in-depth data and proofpoints.

   The result was a reimagined PR model that blended reactive media management with high-frequency, high-value thought leadership. From crisis response to proactive opportunity creation, the remit became clear. Reposition our client as a frontrunner in ethical AI, with a brand narrative that reflected the company's values and vision, not its detractors.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

   Total 250 words used.

   Our efforts have delivered a measurable shift in media sentiment and perception. Positive coverage increased by 107%, while negative press dropped by 63.4% – a clear sign that our strategy was working. Where earlier coverage had been reactive and critical, we now saw a sustained wave of commentary, features, interviews and op-eds that positioned the organization as a leader in responsible AI. What's more, negative-leaning coverage was more thorough and thoughtful, expanding on the narrative to tell a more dual-sided story.

   Across the second half of 2023 through 2024, the company was featured in 352 pieces of coverage, 235 of which we directly secured with positive positioning. Outside of news cycles, we secured an additional 36 earned feature placements, 12 standalone op-eds across key verticals including finance, agriculture and retail, and over 22 award submissions highlighting the organizations innovation and leadership.

   We led a media blitz in the lead-up to court activity, controlling narrative arcs and surfacing voices that could bring texture and authority. Our client was featured positively in WIRED, VentureBeat, InformationWeek and Automotive Industries. We positioned key executives as trusted voices on BBC, CNBC Africa, Forbes and multiple top-tier podcasts. Behind the scenes, we managed message discipline and newsroom coordination, developed all briefing materials, and provided social media support for key spokespeople. This meant our client pivoted from crisis-heavy coverage to a dominant voice in enterprise AI. We achieved the company's goal to make the crisis 20% of our exposure while 80% came from positive purposeful opportunities.

Attachments/Videos/Links:

Establishing Leadership in Ethical AI Through Brand Repositioning

[REDACTED FOR PUBLICATION]