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### **OpenAI's ChatGPT as an Enhancer Campaign**

The revolution of artificial intelligence (AI) is advancing rapidly, transforming industries and seamlessly integrating into our daily lives. Despite its growth, misconceptions about AI persist, often stemming from a lack of understanding of its functionality and practical benefits. However, companies are increasingly adopting AI to enhance efficiency, scalability, and cost-effectiveness. This campaign highlights how OpenAI's ChatGPT serves as a powerful tool for companies, addressing misconceptions and showcasing its value as an enhancer rather than a replacement. This campaign also employs the RACE model—research, action planning, communication, and evaluation—outlined by St. John, Martinelli, Pritchard, & Spaulding (2019). This model serves as a guide, emphasizing priorities before actions. By following this structured approach, the campaign ensures a thorough understanding of gaps, challenges, and opportunities, creating a strategic foundation that benefits both the client and its stakeholders.

#### **RESEARCH**

The first step into a successful campaign is conducting thorough research to gather as much information as possible about the client, while identifying opportunities and understanding the targeted audience. According to St. John, Martinelli, Pritchard, & Spaulding, public relations professionals strive to learn everything they can to achieve their client's goals, beginning with

research to define the client's situation and gain a better understanding of the environment surrounding both the client and its stakeholders (2019). To evaluate how OpenAI's ChatGPT can be an effective tool for businesses and agencies, it is essential to first understand and identify who OpenAI is, along with their mission, competitors, opportunities and challenges.

Founded in 2015, OpenAI is an artificial intelligence (AI) research and development organization with a mission to ensure that artificial general intelligence (AGI)—AI systems considered to be smarter than ordinary humans—is safe and beneficial for society and “all of humanity” (OpenAI, 2024). Governed by a non-profit, OpenAI emphasizes its commitment to safety through a capped-profit model and plans to redistribute profits from its work as AI advances. This approach aims to amplify the social and economic benefits of AI technology while aligning its development with ethical practices to address societal challenges. OpenAI has developed several advanced AI technologies, including ChatGPT, DALL-E and Codex. ChatGPT, OpenAI's flagship conversational generative AI tool, generates human-like responses, answers questions, and creates content. Its capabilities are enhanced through reinforcement learning from human feedback (Hetler, 2024), enabling ChatGPT to continuously improve its responses to meet user or prompter needs. Powered by its Generative Pre-trained Transformer (GPT) architecture, ChatGPT identifies patterns within data sequences using specialized algorithms (2024). This allows it to generate coherent and contextually relevant responses by drawing from vast datasets. Businesses can further optimize ChatGPT by inputting their own data, enabling the tool to perform personalized tasks such as automating emails, creating social media content, providing customer support through chatbots, and analyzing data.

ChatGPT poses numerous opportunities for businesses and public relations professionals, enhancing efficiency, fostering brainstorming and creativity, and reducing waste and costs. It

provides extensible solutions for various needs, such as automating repetitive tasks like emails and reports, analyzing consumer behavior from social media or surveys, and generating personalized strategies for purposes like consumer engagement. However, the tool faces challenges, including the widespread misconception that AI is a replacement for human roles rather than an enhancer or support for those roles. Other concerns include the potential for AI-generated disinformation and unethical practices. Additionally, ChatGPT operates in a competitive landscape, as it is in a pool alongside tools like Gemini by Google, which poses a significant competitive threat.

Conducting both secondary and primary research is critical to understand the application and impact of ChatGPT in similar fields to the client's. Secondary research provides insights into the broader market trends and usage patterns of AI tools. For instance, according to a recent IBM report, 35% of businesses are now utilizing AI significantly more than they did in 2021, when the adoption rate was 22% (Demirci, 2024). This represents a 64% increase in AI adoption, highlighting the growing demand for technological integration across industries. Another valuable source is Muck Ruck's survey of 1,001 PR professionals, which reveals key trends in AI usage within the field. According to the survey, 64% of PR professionals have incorporated AI tools into their workflows, compared to just 28% the year prior—a staggering 129% increase from 2022 to 2023 (Hawkins, 2024). Additionally, 74% of respondents reported that AI improved the quality of their work, while 89% credited AI with increased productivity and speed (2024). These findings showcase the growing reliance on AI as a tool for enhancing efficiency and performance. However, the survey also identifies critical gaps and challenges. Only 21% of workplaces have formal AI policies in place, while just 1 in 5 organizations offer AI training programs for employees (2024). This lack of training creates reliance on a select few employees

to navigate AI adoption, limiting potential benefits. Comprehensive AI training programs could empower employees, improve efficiency, and further reduce costs and waste, enabling organizations to fully harness AI's capabilities. The survey also highlights ongoing misconceptions about AI's role in the workplace, particularly in content creation. Among respondents, 70% expressed concerns from clients about AI replacing human roles (2024). Additionally, many clients require their agency partner to disclose usage of AI, pointing to significant disconnect between clients and agencies when it comes to this issue. These findings suggest that addressing fears and fostering transparency between stakeholders is essential for bridging the gap and facilitating the broader adoption of AI.

Other secondary research methods include analyzing ChatGPT's strongest competitors, such as Google's Gemini. Gemini stands out with its ability to access real-time data, enhancing its accuracy and utility. Similar to GPT-4, Gemini is an early-stage multimodal generative AI capable of processing multiple types of data inputs (Thormundsson, 2024). Another notable competitor is Anthropic's Claude-2, which matches ChatGPT in reliability and capability. However, Gemini benefits significantly from Google's financial resources, which ensure sustained development—an advantage that Claude-2 lacks (2024). Despite these strong competitors, ChatGPT remains a leader in the field, supported by Microsoft's substantial investments, which continue to fuel its market dominance.

To conduct impactful primary research, it is essential to build on the insights gained from secondary research. For instance, the Muck Rack survey highlighted valuable trends and gaps in AI adoption. Following a similar approach, conducting a survey targeting both business leaders and PR professionals to assess their perceptions of ChatGPT's effectiveness would provide meaningful insights for this campaign. This survey could explore topics such as usage frequency,

perceived barriers, and overall satisfaction with ChatGPT. Focus groups comprising leaders in businesses and decision-makers would further enrich the research. These discussions can uncover specific barriers to AI adoption, identify potential solutions, and shed light on attitude toward integrating ChatGPT into organizational workflows. Such qualitative insights can guide strategies to address challenges and drive adoption. A key component of primary research should be a case study of a specific business or firm implementing ChatGPT. By observing measurable impacts, such as efficiency improvements, cost reductions, or enhanced customer engagement, the case study can offer compelling evidence of ChatGPT's value.

### **Action Planning**

The overall goal of this campaign is to position ChatGPT as the leading tool for companies and PR firms by the end of 2025. To achieve this, the campaign will focus on three specific objectives: increasing AI adoption awareness, enhancing stakeholder engagement, and addressing ethical concerns and misconceptions.

At the beginning of 2025, the campaign will host at least five industry webinars and showcase at least three successful case studies of AI integration in PR firms and businesses. By mid-2025, to strengthen stakeholder engagement, the campaign will aim to secure partnerships with at least five major PR agencies or firms that will publicly endorse and advocate for ChatGPT's business applications. By the end of 2025, the campaign will develop and distribute a best practices guide for AI integration, ensuring that at least 70% of surveyed PR professionals report increased confidence in AI ethics and usage.

Educating stakeholders on AI's benefits—particularly its ability to save time, reduce waste, and lower costs—is essential. These advantages are supported by both secondary and primary research findings, including notable case studies. Addressing concerns about AI's ethical use is

also a critical priority. To mitigate fears around unethical practices, the campaign will emphasize transparency and responsible AI adoption. A key strategy for achieving these goals will be showcasing success stories, such as testimonials from high-profile business or agency leaders, demonstrating the tangible benefits and ethical use of ChatGPT in real-world applications.

## **Communication**

The primary audiences for this campaign are business and PR professionals, with secondary audiences being tech developers and educators. Business professionals, who are typically between 23 and 60, are often college-educated, with many holding MBAs. They prioritize innovation, growth, and consumer satisfaction, focusing on reduction of costs and enhancing customer service as well as improving employee efficiency. PR professionals, ranging in age from 25 to 60, usually hold bachelor's or master's degrees. Their values center around client satisfaction, creativity, and efficiency, striving to maintain a competitive edge by delivering high-quality outputs with minimal errors. To achieve the campaign's objectives, three main strategies are emphasized: educating stakeholders, promoting ethics, and showcasing success stories. Educating stakeholders involves hosting live webinar sessions with industry experts to discuss the benefits and applications of AI tools like ChatGPT. In addition, the campaign will develop engaging infographics to explain ChatGPT's diverse applications and detailed guides outlining how to integrate ChatGPT into workflow while effectively training employees. Promoting ethics focuses on conducting on-site ethical AI training sessions tailored to companies and agencies. Social media campaigns will emphasize ethical and transparent AI applications, supported by collaborations with tech influencers who will share real-world examples of responsible AI usage. Finally, showcasing success stories will highlight the successful implementation of ChatGPT across various industries through case studies. Press

releases will highlight new collaborations, achievements, milestones for ChatGPT, while testimonials and reviews from high-profile business leaders will be published on OpenAI's website and shared across its social media platforms.

## **Evaluation**

The effectiveness of the campaign's awareness efforts will be assessed through post-campaign surveys measuring the rate of ChatGPT integration into PR firms and businesses. The goal is to achieve at least a 35% increase in AI adoption compared to pre-campaign levels. Additionally, engagement metrics from industry webinars and case study publications—such as attendance numbers, content downloads, and survey responses—will help evaluate knowledge retention and interest.

The impact of the campaign on industry partnerships will be measured by tracking the number of PR firms and corporate partners that publicly endorse ChatGPT's applications. Social media and website analytics will also be utilized to assess engagement levels, including increases in OpenAI's website traffic, ChatGPT-related social media mentions, and LinkedIn discussions among PR and business professionals.

To evaluate changes in perception, surveys will be conducted, targeting PR professionals to determine whether at least 70% report increased confidence in AI ethics and responsible usage. Additionally, mentions of ChatGPT in professional publications, LinkedIn posts, and industry news will be analyzed to assess changes in discussions and perspectives on AI's role in public relations and business.

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