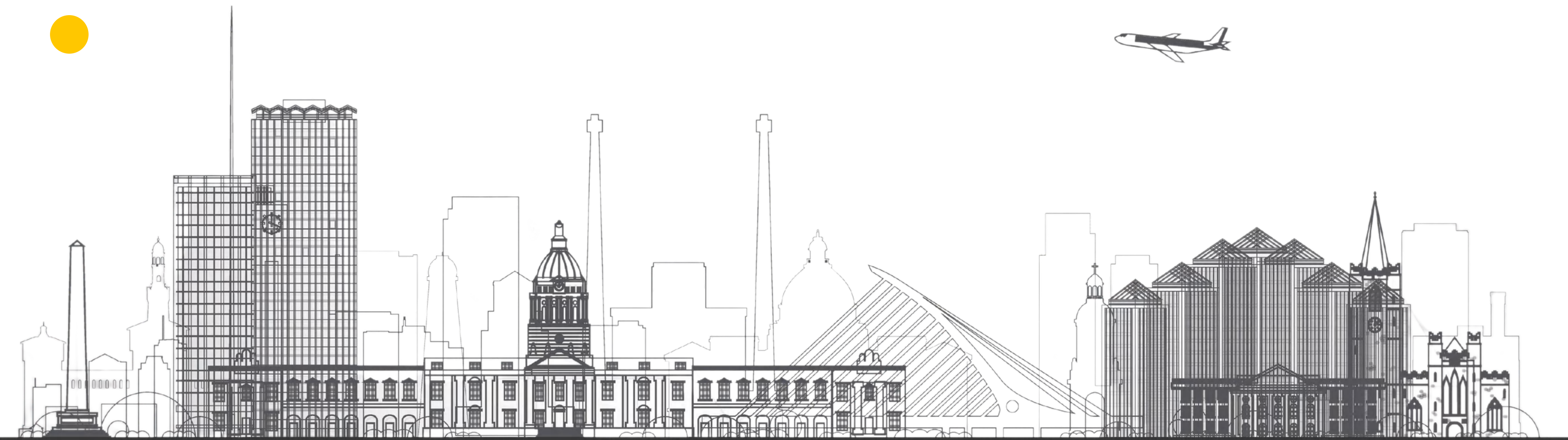


DIGITAL STRATEGY FOR PWC IN IRELAND



CURRENT LANDSCAPE

Companies in the Irish B2B market are much more likely to use AI services from a partner that places a high value on broader aspects of ethics, compliance, regulations, and governance for trust and transparency.

APPROACH

Question: Do regulatory changes in the AI landscape influence B2B companies' decisions to seek partners who'd support beyond implementation?

Approach:

1. Investigated the broader narrative of AI implementation in B2B and regulations on implementation.
2. Comms Strategy

KEY DATA POINTS

- 83% of Irish business leaders expect Gen AI to significantly impact their business.
- 84% support the EU AI Act legislation.
- 91% see Gen AI increasing cybersecurity risks.
- Gen AI adoption is expected to impact all sectors across the business value chain.
- 75% of businesses are preparing for AI governance plans.

OBSERVATIONS

- A significant majority of business leaders in Ireland recognize the **substantial impact of Gen AI** on their operations.
- There is **strong support for regulatory measures like the EU AI Act**, indicating a preference for structured and compliant AI implementations, in a highly regulated AI environment
- **Cybersecurity remains a critical concern** with the increasing adoption of Gen AI.
- The **readiness for AI governance** indicates a proactive approach by businesses to align with regulatory expectations.

INSIGHTS

AWARENESS OF THE REGULATORY AND ETHICAL IMPLICATIONS OF AI ADOPTION

Irish businesses are conscious of the regulatory and ethical implications of AI adoption in their organisations

NEED FOR STAYING COMPLIANT WITH EVOLVING AI REGULATIONS

Indicates a market need for AI solutions not just for implementation but also for ensuring regulatory compliance and ethical integrity

WORKING WITH PARTNERS SKILLFUL IN IMPLEMENTATION AND UNDERSTANDS COMPLIANCE

They are most inclined to work with partners who have expertise in understanding and implementing regulatory frameworks, compliance with existing and new laws, and ethics

NEED-GAP ANALYSIS

SR.NO	RESEARCH OBSERVATIONS & BUSINESS NEEDS	WHAT PwC OFFERS
1	GenAI's impact recognition	Impactful AI Solutions: PwC's Gen AI services drive significant <i>business transformation through summarisation, deep retrieval, and augmentation etc.</i>
2	Strong Regulatory Environment	Regulatory Compliance Expertise: PwC ensures <i>AI solutions comply with the EU AI Act, providing structured, compliant, and ethical transformation.</i>
3	Cybersecurity Concerns	Cybersecurity Integration: PwC <i>offers robust cybersecurity measures into their AI solutions to mitigate risks</i>
4	Widespread Adoption Across Sectors	Cross-Sector Expertise: PwC offers <i>AI solutions tailored to various sectors, ensuring comprehensive adoption across value chain.</i>
5	Governance Preparedness	Proactive Governance Support: PwC provides <i>extensive governance support, helping businesses prepare and implement effective AI governance plans.</i>
6	Demand for Regulation and Compliance Expertise	Ethical and Compliant AI: PwC <i>emphasizes strong governance, compliance, and ethical standards in all their AI solutions, meeting market demand.</i>

PwC Ireland offers B2B companies in Ireland, cutting-edge AI solutions that are ethical, transparent and regulated; compliant with existing and new laws (the European AI Act), ensuring B2B business transformation utilizing PwC's deep expertise and technology partnerships.

And therefore, effectively positioning PwC as a leader...

**...leading businesses in Ireland towards a regulated AI world
following 4 tenets critical to business transformation**

**Integrity
Accountability
Innovation
Impact**



Leading businesses towards a regulated AI world with...

Integrity

Ethical AI Solutions: PwC ensures all Gen AI solutions adhere to the EU AI Act, focusing on strong governance and ethical standards.

Trust and Transparency: PwC builds long-term client trust by prioritizing transparency and rigorous compliance.

Impact

Impactful AI Solutions: PwC's GenAI services drive significant business transformation through a host of service offerings such as summarisation, deep retrieval, Transformation, Augmentation etc

Cybersecurity & Risk Expertise: PwC Gen AI services include deep expertise in Cybersecurity and Risk management, ensuring secure and responsible AI implementations with up-to-date regulatory compliance.

Industry Thought Leadership: Access to industry movers and shakers, such as David Lee, Aisling Curtis, and Martin Duffy.

Technology partnerships: Enabled by Microsoft technology, the GenAI Business Centre supports business transformation journeys.

Accountability

Cross-Sector Expertise: PwC provides AI solutions that are meticulously customized for various sectors, ensuring thorough and effective integration, and legislation compliance throughout the entire business value chain.

Proactive Governance Support: PwC provides extensive governance support, helping businesses prepare and implement effective AI governance plans, along with industry thought leaders

Innovation

Cutting-Edge AI Solutions: Design customized business solutions that deliver cutting-edge AI services, within existing and new regulatory frameworks.

Net-New Creation: service that helps businesses identify new market and product opportunities while navigating through complex AI regulations

WHO ARE WE TALKING TO?

Primary Target Audience:

C-Suite Executives: CEO, CFO, CRO, CIO, CTO
Senior Leadership: Heads of Business Functions, Transformation Leaders
Emerging Leaders: Directors, Senior Managers, Managers

Industry Verticals:

Finance
Healthcare
Manufacturing
Retail
Technology
Mobility





THE STRATEGIC INNOVATOR

Role: Chief Executive Officer, Chief Technology Officer

Goals: Ensure the company stays ahead of technological trends, and lead digital transformation initiatives.

Pain Points: Navigating the complexities of AI implementation, ensuring regulated and responsible use of AI, and managing risk and compliance.

Needs: Comprehensive AI solutions that are reliable, transparent, and compliant with regulations, strategic insights into AI-driven growth opportunities.

Preferred Content: Thought leadership articles, executive briefings, strategic workshops, high-level webinars.



THE FINANCIAL GUARDIAN

Role: Chief Financial Officer

Goals: Optimize financial performance, manage risks, ensure regulatory compliance, drive cost efficiencies

Pain Points: Balancing investment in AI with return on investment, ensuring compliance with financial regulations, and managing financial risks associated with AI.

Needs: Reliable and transparent AI solutions with a clear ROI, risk management strategies, and compliance support.

Preferred Content: Detailed whitepapers, case studies, financial impact reports, and ROI analysis tools.



THE RISK MANAGER

Role: Chief Risk Officer

Goals: Identify and mitigate risks, ensure regulatory compliance, and implement robust risk management frameworks.

Pain Points: Managing the risks associated with AI, ensuring compliance with the European AI Act and other regulations, and maintaining robust governance.

Needs: Comprehensive risk management frameworks, compliance support, transparent and ethical AI solutions

Preferred Content: Regulatory insights, risk management frameworks, compliance workshops, detailed reports



THE TECH-SAVVY LEADER

Role: Chief Information Officer

Goals: Oversee the implementation of technology, ensure IT systems are secure and efficient, and drive digital transformation.

Pain Points: Integrating AI into existing IT infrastructure, ensuring cybersecurity, and managing technological change.

Needs: Integrated AI and cybersecurity solutions, reliable and scalable AI technologies, and support for digital transformation initiatives.

Preferred Content: Technical webinars, product demos, integration guides, tech conferences.



TRANSFORMATION CHAMPION

Role: Head of Business Functions, Transformation Leaders

Goals: Lead business transformation initiatives, ensure alignment with strategic goals, and drive operational efficiencies.

Pain Points: Leading large-scale transformation, ensuring stakeholder alignment, and managing the impact of AI on business processes.

Needs: Strategic AI solutions aligned with business goals, transformation support, clear communication and stakeholder management tools.

Preferred Content: Transformation case studies, strategic planning workshops, and interactive webinars.



THE EMERGING LEADER

Role: Director, Senior Manager, Manager

Goals: Drive department-level initiatives, support strategic goals, and lead teams effectively.

Pain Points: Navigating the complexities of AI, managing team dynamics, and ensuring alignment with overall business strategy.

Needs: Practical AI solutions that support department goals, leadership development resources, and team management tools.

Preferred Content: Leadership training programs, practical workshops, interactive demos, and mentoring opportunities.

PUTTING THE BRAND STRAT TO PERSPECTIVE

BRAND OBJECTIVE

To position PwC Ireland as the leading provider of AI solutions that include, implementation and regulatory compliances that are crucial for transformative AI for B2B clients

CAMPAIGN OBJECTIVE

To leverage digital marketing strategies to generate interest and drive leads for PwC Ireland's transformative AI solutions for B2B clients

CORE VALUE PROPOSITION

PwC Ireland offers B2B companies in Ireland, cutting-edge AI solutions (*PwC's expertise + tech collaboration with Microsoft*) that are ethical, transparent and regulated; compliant with existing and new laws (the European AI Act)

DIFFERENTIATORS

- Expertise in AI implementation
- Access to global networks, industry thought leaders
- Strengths in Risk, Cybersecurity, and Regulations
- Bespoke solutions

UNIQUE SELLING PROPOSITION

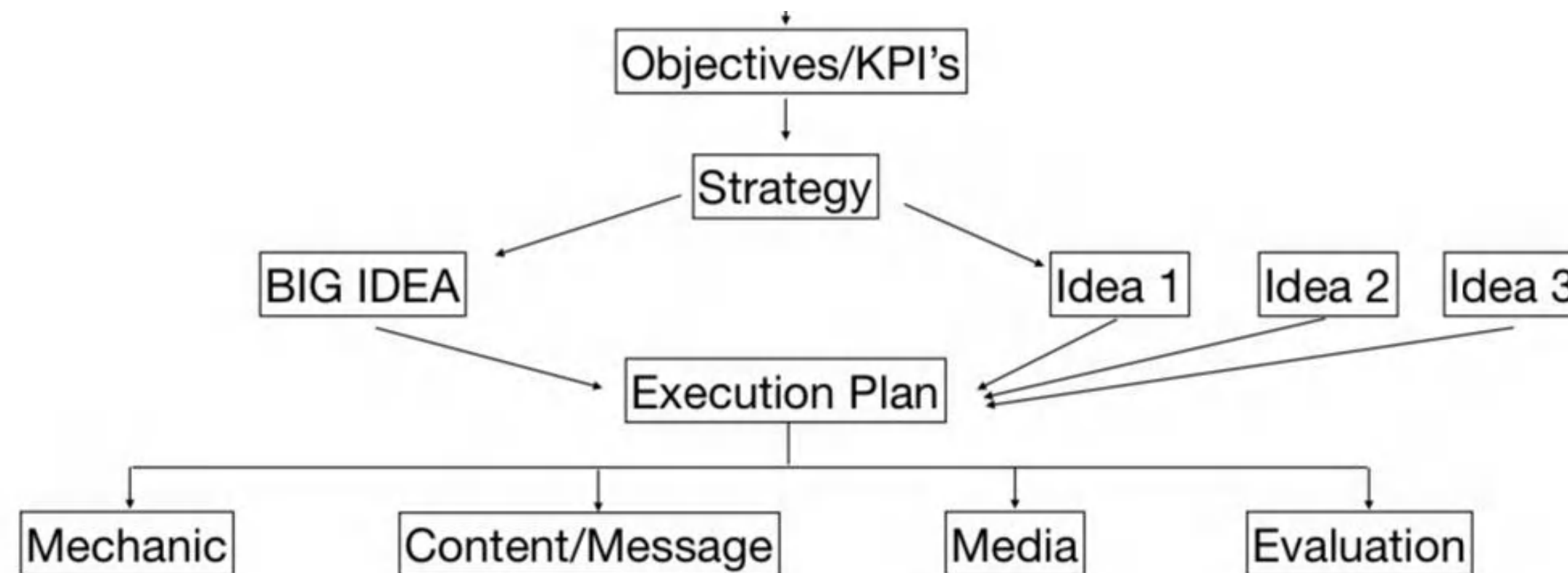
PwC integrates compliance with strategic growth, driven by industry-leading expertise and foresight.

COMMUNICATION ATTRIBUTES

Trustworthy, Innovative, Ethical, Transparent, Responsible

Tone of Voice: Professional, Reliable, Authoritative

APPROACH FRAMEWORK



#pwc AIRegulationReady

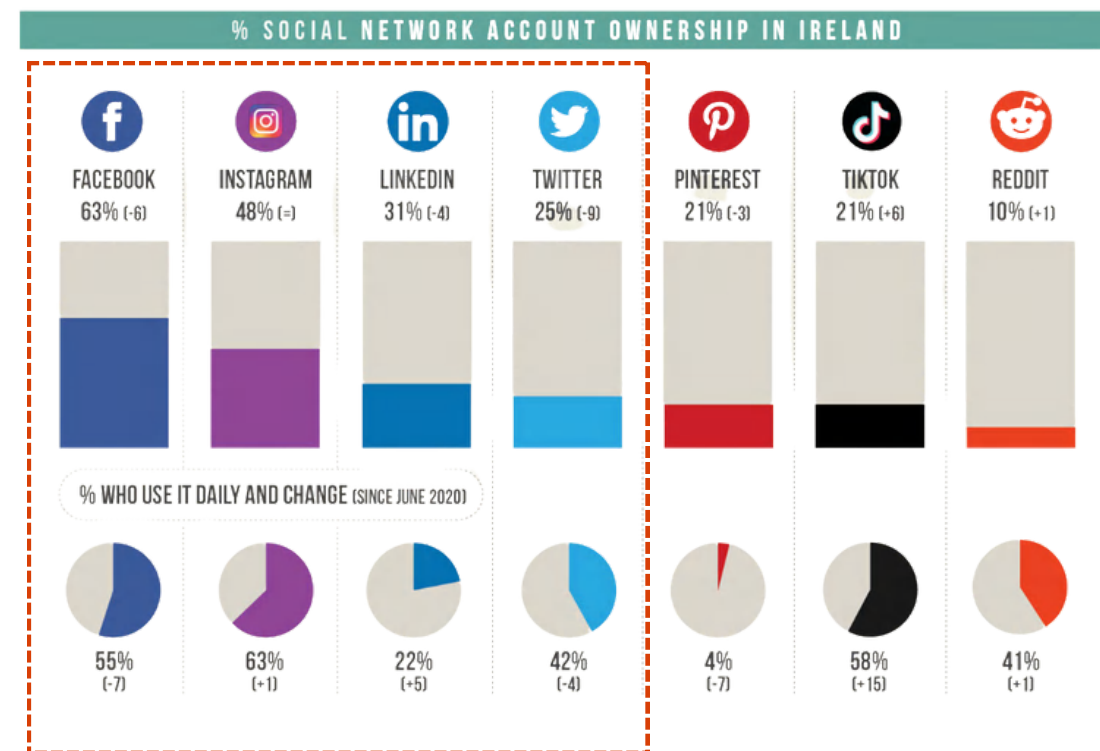
The hashtag **#AIRegulationReady** serves as a conversation starter for Irish B2B businesses, urging them to consider the impact of the European AI Act and the global trend towards similar regulations. It encourages a pause to reflect on the importance of responsible AI governance and compliance with emerging laws.

It further encourages businesses to engage with partners who are subject matter experts across a suite of Gen AI service offerings, providing impactful solutions tailored to their business transformation needs.

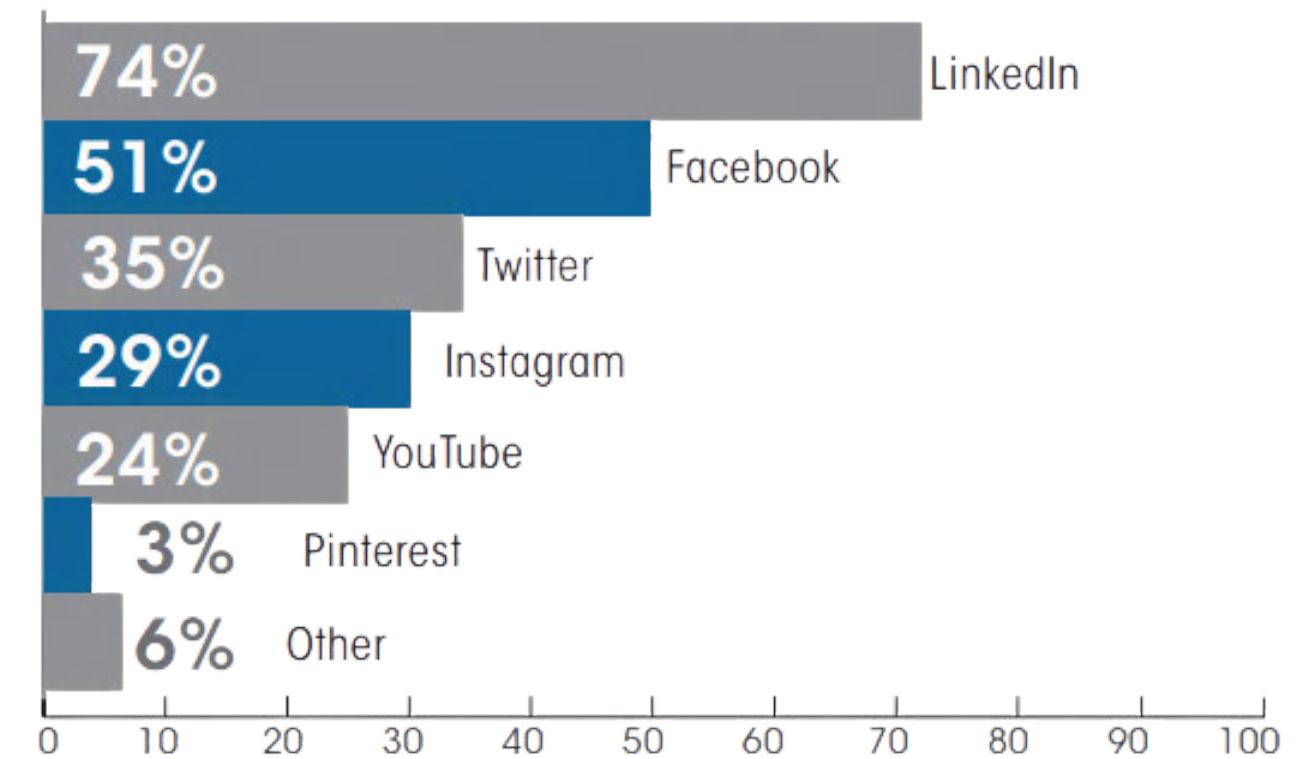


SOCIAL NETWORKING TRACKER

JANUARY 2022



WHAT ARE THE MOST EFFECTIVE SOCIAL CHANNELS FOR YOUR BRAND? (CHOOSE TOP 3)



Chief Marketer 2019 B2B Marketing Outlook Report

MOST RELEVANT SM CHANNELS IN IRELAND

Facebook: remains **dominant with 55% daily engagement**. Its extensive reach and user retention make it crucial for B2B advertising and outreach.

Instagram: With over half of Irish adults using it and a **63% daily usage rate, Instagram is rising rapidly**. Its focus on video content, like Reels, is perfect for engaging younger audiences.

LinkedIn: As Ireland's largest professional network, LinkedIn is essential for B2B marketing. **It's key for professional networking, lead generation, and event promotion with a daily usage of 22%**

Twitter/'X': While less dominant, **Twitter is valuable for real-time engagement and updates**, complementing LinkedIn for targeted professional campaigns.

MOST EFFECTIVE SM CHANNELS FOR B2B MARKETING

LinkedIn dominates as the top platform for B2B marketing, valued for professional networking, lead generation, and event promotion.

Facebook remains significant for its extensive reach and user retention, making it valuable for advertising and outreach despite declining daily usage.

Twitter remains important for real-time engagement and updates, often used in conjunction with LinkedIn for targeted campaigns aimed at professionals.

Instagram is gaining popularity, particularly for engaging younger audiences through video content like Reels. Its high daily usage rate makes it increasingly relevant.

YouTube is most effective for video content marketing, enhancing brand storytelling and audience engagement.

ONGOING EFFORTS IN 4 KEY BUCKETS

AWARENESS

Landing page as a content hub, Social Media and Influencer outreach, Search & lead-gen campaign

Focus on: Integrity and Accountability

Plan of Action:

- Launch the landing page as a content hub with whitepapers case studies and other useful resources
- Start social media and search campaigns
- Host a high-profile webinar on AI ethics and governance led by key AI thought leaders and profiles within PwC

Assets: Video, Social Media Creatives, Landing Page, Paid Media Assets (leading to a landing page or LinkedIn form fills), Webinar Content, Emailers, Blogs/Vlogs

KPIs: Website traffic, social media engagement, content downloads, and webinar log-ins

ENGAGEMENT

Representing thought leadership and stakeholder profiling, business transformation stories, always-on paid campaigns

Focus on: Impact and Innovation

Plan Of Action:

- Increase engagement through thought leadership activities such as podcasts, executive roundtables, LinkedIn and Instagram
- Continue social media and email marketing focusing on case studies and success stories.
- Always-on lead gen campaign

Assets: Social Media Creatives, Podcasts, Paid Media Assets, Emailers

KPIs: Webinar attendance, email open rates, social media interactions

CONVERSION

More tactical with a focus on personalized outreach, workshops and consultations on implementation and governance

Focus on: Business Impact & Services

Plan Of Action:

- Focus on converting leads through personalized outreach and workshops.
- Offer consultations on AI implementation and governance.
- Measure and optimize the campaign based on engagement and conversion metrics.

Assets: Social Media Creatives, Paid Media Assets, Emailers

KPIs: Lead generation, number of inquiries, new client acquisitions

RETENTION

Continuous engagement, event followups, newsletters and long-term success stories

Focus on: Business Impact & Service offerings

Plan Of Action:

- Maintain client engagement through regular updates, newsletters, and follow-up events.
- Gather client feedback and refine strategies.
- Showcase long-term success stories and ongoing AI initiatives.

Assets: Video, Social Media Creatives, Banner Assets, Emailers

KPIs: Client feedback, repeat business, long-term client relationships.

SOCIAL PLATFORM STRATEGY

LinkedIn: Differentiators, Knowledge sharing, thought-leadership, tactical targeting, key stakeholder profiling,

Content: Share in-depth whitepapers, case studies, and thought leadership articles on AI ethics and governance, cross-posting regular social to reinforce the themes of integrity, accountability, impact and innovation

Engagement: Host webinars and interactive sessions with industry leaders.

Lead Generation: Use LinkedIn Ads targeting specific industries and decision-makers (CEOs, CIOs, CTOs).

Thought Leadership: Creating Internal Thought Leadership Content for David Lee, Aisling Curtis, and Martin Duffy.

Facebook: Campaign visuals, Testimonials, short videos on problem solutions, cross-posting

Content: Post engaging visuals, client testimonials, and short videos highlighting AI solutions' benefits, cross-posting the identified themes

Ads: Leverage Facebook Ads to target a broad audience, emphasizing brand awareness and lead generation.

Twitter: Industry and functional insights, news and real-time conversations, thought leadership and stakeholder profiling

Content: Share real-time updates, industry news, and regulatory insights, and cross-posting the identified themes

Engagement: Participate in relevant industry conversations and Twitter chats.

Campaigns: Use Twitter Ads to promote key events and content, driving traffic to the website.

Thought Leadership: Cross-posting internal thought leader's (David Lee, Aisling Curtis, and Martin Duffy) tweets and co-managing their profiles

Instagram: Stories and reels, BTS - Events, Webinars, Client Success Stories, Broad information, Gen AI Center

Content: Use Stories and Reels to post feed content, showcase behind-the-scenes of events and webinars, showcase client success stories, create short informational clips, visuals of the Gen AI center etc.

Brand: Maintain a visually appealing feed that highlights the ethical and transformative aspects of AI and the values of PwC

Content Marketing Plan (Oct 2024 - March 2025)			
Types of Content	Quantity	Platforms	Frequency
Testimonials	6-10	Linkedin, Youtube, PwC Website, Search Network	1-2 per month
Casestudies (Gated Content)	3	PwC Website (Teaser Videos of casestudies will be used for video ads and people can submit their details on landing page to get the access to Casestudy)	1 in 2 months
Blogs	24	PwC Website	4 per month
Informative Videos	24	Youtube, Linkedin and PwC Website	4 per month
Talk Videos	6	Youtube, Linkedin and PwC Website	1 per month
Tools (Free)	3-5	PwC Website (Downloadables to encourage use of AI powered by PwC)	1-2 per month on website
PR Articles	6	Newsportals like Irish Times, Financial Times	1 per month
Problem Solution Videos	6	Youtube, Linkedin and PwC Website	1 per month
Linkedin Posts	24	Create topics and calendar	4 per month
Emailers	12	CRM (This is for informing and persuading existing clientele for Gen AI services)	2 per month



Home AI Solutions Thought Leadership Resources



Ask Our Expert

Is your business
#AIRegulationReady?

Unlock the Power of Ethical AI with PwC Ireland

Know More



Our GenAI Business Centre, enabled by
Microsoft technology

Sample Social Media Posts: Initial Campaign Posts

Supporting
businesses for
regulation
compliance.



Are You

#AIRegulationReady

#AIRegulationReady

Driving Ethical
AI Compliance

Are You

#AIRegulationReady

#AIRegulationReady



Sample Social Media Posts: Testimonial & Informational

Harnessing GenAI Responsibly with PwC's Expertise in Risk Management



"PwC Ireland's AI solutions have transformed our business. Their commitment to ethical AI practices ensures that we not only comply with regulations but also build trust with our stakeholders."

Jessica James, Chief Compliance Officer,
MedTech Innovations

#AIRegulationReady

3 Key Considerations While Building an AI System



#AIRegulationReady

Sample Social Media Posts: Focusses on Integrity

Integrity First with PwC Ireland's GenAI Services

aligning with the latest regulatory
standards

#AIRegulationReady



Clear and Trustworthy AI Solutions for Your Business

maintaining high ethical standards and
integrity

#AIRegulationReady



Sample Social Media Posts: Focusses on Accountability



Secure and Governed AI for Reliable Outcomes

Integrating AI with cybersecurity measures
to ensure compliance and security

#AIRegulationReady



Manage your AI risk and deliver well-governed AI implementations.

AI and Cybersecurity Solutions, ensuring
secure and compliant AI implementations

#AIRegulationReady

Sample Social Media Posts: Focusses on Accountability



AI for Good: Making a Positive Impact with Every Solution

AI solutions designed to drive meaningful
and positive change

#AIRegulationReady



Transforming Business and Society with Ethical AI

Ensure your AI applications are both
impactful and ethical.

#AIRegulationReady

 Harnessing GenAI Responsibly with PwC's Expertise in Risk Management



"PwC Ireland's AI solutions have transformed our business. Their commitment to ethical AI practices ensures that we not only comply with regulations but also build trust with our stakeholders."

Jessica James, Chief Compliance Officer, MedTech Innovations

#AIRegulationReady

 Supporting businesses for regulation compliance.

Are You
#AIRegulationReady

#AIRegulationReady

 Secure and Governed AI for Reliable Outcomes

Integrating AI with cybersecurity measures to ensure compliance and security

#AIRegulationReady

 Secure and Governed AI for Reliable Outcomes

Integrating AI with cybersecurity measures to ensure compliance and security

#AIRegulationReady

 Manage your AI risk and deliver well-governed AI implementations.

AI and Cybersecurity Solutions, ensuring secure and compliant AI implementations

#AIRegulationReady

 AI for Good: Making a Positive Impact with Every Solution

AI solutions designed to drive meaningful and positive change

#AIRegulationReady

Stories : Organic and Promoted

 #AIRegulationReady

Meet us at our leading GenAI Business Centre



 Learn More

 #AIRegulationReady

Transforming AI in FinTech



"PwC Ireland has transformed our AI approach. Their understanding of risk management and compliance gives us the confidence to innovate responsibly. They offer ongoing support beyond implementation to maintain governance."

Fiona O'Reilly, CIO, Digital Finance Solutions

 #AIRegulationReady

Join us for an exclusive webinar on

Exploring Ethical AI in the Medical Device Industry

26th July



 Learn More

#AIRegulationReady

Webinar on AI Governance & Ethics

Learn How To Navigate AI Compliance & Trust

REGISTER NOW >

Half-page

#AIRegulationReady



Amina Hasan
Founder - Emerald FinTech Solutions



Kofi Mensah
CTO, GlobalTech Manufacturing Ltd

Meet the Emerging Leaders discuss AI Regulations and Compliance on **26th July**

Register now >

Landscape

DETAILED BUDGET ALLOCATION AND PLAN

Media Budget Allocation		
Platforms	Total Budget Percentage wise on Platforms	Amount (€)
Google Display Network	15%	22,500
Google Search Ads	20%	30,000
Linkedin Ads	30%	45,000
Magazine Ads	5.2%	7,800
Facebook & Instagram	9.80%	14,700
Youtube Ads	20%	30,000
Total Media Budget Allocation	100%	150,000

MEDIA PLAN ON THE NEXT SLIDE...

Media Plan											
Network	Section	Device	Est. Impression	Est. CTR	Model	Est. Clicks	Est. CPC	Est. Avg. Conv. Rate	Est Leads	Est CPL	Net Budget (€)
LinkedIn	News Feed / RHS	Desktop / Mobile / Tablet	468,750	1.20%	CPC	5,625	8	0.95%	53	842	45,000
Google Search	Google Search Page	Desktop / Mobile / Tablet	357,143	2.40%	CPC	8,571	3.5	2.75%	236	127	30,000
Google Display Network	Text / Display Network	Desktop / Mobile / Tablet	865,385	0.40%	CPC	3,462	6.5	0.20%	7	3,250	22,500
Youtube	Video Ads (Non-skippable 15 sec)	CTV / Desktop / Mobile / Tablet	454,545	1.20%	CPM	5,455	5.5	0.50%	27	1,100	30,000
Social Media	Image & Video Ads	Mobile	653,333	0.50%	CPM	3,267	4.5	0.20	7	2,250	14,700
Total			2,799,156.26			26,379			330		142,200

During the first three months, the Gen AI Centre in Dublin received 110 visits (as per brief). **Our goal is to increase visits at least by 15%. The media plan projects 330 bookings for Gen AI Centre visits over the next six months**, indicating a 50% growth in visits. Accounting for a **20% dropout rate in actual visits from the bookings**, we anticipate 264 visits, which reflects a 20.2% growth toward our initial goal.

***Note:** The objective of the above media plan is to create awareness & generate leads of the prospective customers. The cost and conversion mentioned in the media plan is based on the past experience of running campaigns & are close to the digital marketing average standard cost. The actual numbers may vary depending on multiple variable factors.

MAGAZINE PLAN ON THE NEXT SLIDE...

CONSOLIDATED RESULTS

Objective: Create Awareness and Generate Leads

- As per the brief, Gen AI Centre in Dublin received 110 visits during the first three months.
- Our goal is to increase visits at least by 15%.
- The media plan projects 264 visits to the Gen AI center with an account for 20% dropouts leading to a 20.2% increase in growth

ALLOCATED BUDGET

Budget Allocation	
Media Budget	€150,000
Production Budget	€50,000

***Note:**
The objective of the above media plan is to create awareness & generate leads of prospective customers.
The cost and conversion mentioned in the media plan is based on the past experience of running campaigns & are close to the digital marketing average standard cost.
The actual numbers may vary depending on multiple variable factors.

CAMPAIGN OVERVIEW

CAMPAIGN OBJECTIVE: To leverage digital marketing strategies to generate interest and drive leads for PwC Ireland’s ethical, reliable, and transformative AI solutions for B2B clients, emphasizing our commitment to integrity, impact, accountability, and innovation.

STRATEGY: To reinforce the value proposition of Cutting edge Gen AI solutions that are ethical and within the regulatory framework of the EU AI ACT

BIG IDEA: #AIRegulationReady

ANCILLARY IDEAS: Around the theme of Integrity, Accountability, Innovation and Impact

SOCIAL ENGAGEMENT: Activate key B2B channels to generate interest and engagement around the core value proposition and re-inforcing the themes

KEY STAKEHOLDER PROFILING: Leveraging LinkedIn and Twitter (largely) to create thought-leadership for key stakeholders (such as David Lee, Aisling Curtis, and Martin Duffy.)

MEDIA: Lead generation and conversion campaigns with regular campaign optimization

KPI: SOV, Qualified Leads, Knowledge downloads, Webinar attendance and Content Engagement

PROPOSED KPIS AS PER THE BRIEF VS PLAN OF ACHIEVEMENT

SR. Number	Proposed KPI	Plan Of Achieving
1	Win Leading SOV	Proposed communication themes and engagement strategy that will offer a unique and differentiated voice to the Gen AI services
2	15% uplift in GenAI centre visits	During the first three months, the Gen AI Centre in Dublin received 110 visits (as per the brief). Our goal is to increase visits atleast by 15%. The media plan projects 330 bookings for Gen AI Centre visits over the next six months. Accounting for a 20% dropout rate in actual visits from the bookings, we anticipate 264 visits (in 6 months) , which reflects a 20.2% growth toward our initial goal.
3	New lead generation	Media strategy focussed beyond traditional B2B channels by expanding to Instagram stories and Publisher Ads
4	Profile Our People	Proposed content strategy to feature and profile the leading voices within PwC (David Lee, Aisling Curtis, and Martin Duffy) on Twitter and LinkedIn including co-managing their professional accounts on Twitter

THANK YOU