

**When AI speaks about your
brand, people listen.**

What does it say?

AI Brand Security

Engagement Opportunity

The growth in adoption of AI models such as GPT, Gemini, DeepSeek, and Qwen are changing the landscape for brand management. Your most important brand touch points are now embedded in large language models and the AI applications they power. Instead of search engines, your brand is increasingly being engaged with through the output of generative engines. The nature of knowledge and opinion formation is changing, and it is imperative for institutions to monitor and adapt their efforts to foster the continued integrity of their brand. **IntelWave monitors your brand across every important AI powered touch point, identifies risk to your brand integrity, and proactively mitigates them on your behalf.**

What is the Branding Challenge Presented by AI?

Compared to traditional (Ranked) search engines such as Google, applications powered by LLMs have enormous differences:

1. In Ranked search, you control the presentation of your brand. In AI powered applications, the model speaks on behalf of your brand. AI models make de-facto editorial decisions on content, the number of words dedicated to your brand, and the tone.
2. Ranked search follows a power law distribution where the top ranked site on the first page receives more than 1000x the number of clicks of the bottom ranked site on the same page. This engagement paradigm is entirely disrupted by AI applications, presenting a risk and opportunity. AI responses often include and prioritize information and references from lower ranked sites for comparable Ranked search queries.
3. AI models “hallucinate”, meaning they sometimes generate false information that misleads the user. Many consumers of this information take the output of AI powered applications as factual, and this can lead to

seriously incorrect impressions. Moreover, LLMs are non-deterministic, meaning for the same exact prompt we can expect different responses.

4. Despite wide adoption, AI powered applications are still in their infancy. The landscape is constantly changing, and market share is distributed between incumbent technology companies and disruptors. It is especially challenging to monitor and build a brand strategy without closely studying key adoption trends and technology advancements.
5. AI models often follow a “multi-turn” conversational structure that impact editorial decisions. Mapping the most critical prompt sequences is essential to understand how a model will present your brand.
6. AI models are increasingly integrating “memory”, a greater focus on personalization. Categorizing different classes of personas and running tests with different configurations is essential to better perceive the different ways the model will present your brand to their users.
7. Certain AI Models return meaningfully different responses in different languages. For an international brand, this adds an additional layer of complexity.
8. AI models remain a black box even to their creators. As models integrate more data and grow from hundreds of billions to trillions of parameters, the disconnect is only accelerating.

Our Solution

Manage Brand Security

- Understand what global AI models are saying about your brand.
- Monitor changes in your brand’s perception from latest versions and emerging products powered by AI models.

- Instantly detect issues with brand integrity, initiate feedback reports, dataset mitigation, and escalation process if applicable.
- Develop a set of Brand “Evals” that identify key gaps in your brand that LLMs are consistently missing.

Reinforce & Develop Branding

- Analyze your existing presence to recommend optimizations for AI Agents.
- Identify the most important prompts for your development including the reinforcement of existing positive biases towards your brand.
- Surface new brand elements and promotional activity into generative engine results faster.
- Write custom instruction to instruct agents on how to interface with each of your webpages.
- Analyze new content and integrate feedback to ensure it is aligned and ready to be absorbed by AI agents.

Who is this Solution for?

Our solution is designed for world class institutions and corporations with an international brand presence. We are looking for engaged partners eager to reflect on our insights to take action to maintain and reinforce their brand. The current moment is a critical juncture to take measure of and maintain the integrity of your brand for decades to come. If this opportunity excites you, we believe you are the right partner for our solution and our team.

Engagement Proposal: Brand Security Solution

We will deliver a brand security dashboard where you can monitor insights and warnings alongside the steps we are taking to mitigate. At the time of delivery, we will also include an AI Brand Audit and a set of instructions to optimize your existing assets for effective ingestion into AI models. Upon commencement, we will share periodic updates detailing consequential changes in your dashboard alongside general updates on the adoption of new AI platforms and our initial evaluation of your brand's perception. As and if we discover high potential opportunities for intervention, we will reach out directly with proposals.