

Chemistry

Chenist
Communications

April-June 2024 // 11th Edition



AI

A VITAL COMPONENT OF COMMUNICATION STRATEGY



Artificial Intelligence (AI) is the main engine behind the significant change that the communication sector is going through. As we go into this new era, it is imperative to understand that AI is not only an additional tool but rather a vital component of modern communication strategy. For this reason, AI is starting to become the norm in the communication sector.

AI is transforming consumer interactions for businesses. Businesses may offer round-the-clock customer support by using chatbots and virtual assistants driven by AI to instantly resolve problems. Wait times can be greatly reduced and customer satisfaction raised by using these AI systems, which can be taught to do a wide range of customer care jobs in many languages.

It is now possible for companies to offer recommendations and tailored information to large audiences. Artificial Intelligence (AI) guarantees that consumers receive pertinent and captivating material, improving their overall experience, from personalised email marketing campaigns to customised product recommendations on e-commerce platforms.

AI-powered predictive analytics enables companies to foresee consumer trends and demands. Artificial intelligence (AI) can predict future behaviours and trends by analysing historical data, which helps organisations stay ahead of the curve. In the communication industry, where campaign performance can be greatly impacted by an awareness of audience patterns and preferences, this expertise is very valuable.

The production and curation of content is another area where AI is advancing. News stories and social media posts can be produced with exceptional efficiency using AI-powered solutions. To further guarantee that audiences are always engaged with the most relevant material, AI can also curate content by detecting and suggesting the most relevant content to individuals based on their browsing history and preferences.

Artificial Intelligence greatly improves operational efficiency and lowers costs by automating repetitive jobs. Businesses can concentrate their human resources on more intricate and strategic activities by using artificial intelligence (AI) to streamline internal communication procedures and provide automated customer service replies. This lowers operating costs while simultaneously increasing productivity.

The use of AI in the communication sector is a significant development that will lead to more individualised, intelligent, and effective interactions rather than a passing fad. AI's influence on the communication sector will only grow as it develops further, spurring innovation and establishing new benchmarks for how companies interact with their target markets.

Accepting AI is now required; it is the new normal. Businesses who successfully use AI will not only prosper in this new environment, but they will also become models for others to follow. Let's use AI to our advantage as we forge ahead on this fascinating frontier and strengthen our bonds with stakeholders and customers.

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Editor's NOTE



Dear Readers,

Welcome to another bumper edition of *Chemistry*, where we dive deep into the transformative world of Artificial Intelligence and its pivotal role in the communication industry. The rapid advancements in AI have reshaped the landscape, created unprecedented opportunities and introduced new paradigms in how we connect, share, and communicate.

From chatbots and virtual assistants enhancing customer service to AI-driven analytics providing actionable insights, artificial intelligence is no longer a futuristic concept; it is the new normal. This edition aims to explore how AI is revolutionising various facets of communication, from marketing and Public Relations to journalism and content creation.

In this issue, you will find insightful articles on:

- The trends in communications that use AI-powered tools and their impact on consumer engagement.
- Case studies highlighting successful AI integration in communication strategies.
- Trivia and Facts about AI.

- And of course, the latest news on what *Chemistars* and our clients were up to in the last quarter.

We hope this edition inspires you to embrace AI's potential and equips you with the knowledge to navigate and thrive in whatever field you are in.

Happy Reading!

Adebayo Sowemimo
Editor

HR's CORNER



AI: The New Normal

Artificial intelligence (AI) refers to computer systems capable of performing complex tasks that historically only a human could do, such as reasoning, making decisions, or solving problems. In essence, AI enables machines to exhibit intelligent behaviour by simulating human cognitive processes, including learning from data, recognising patterns, and adapting to new situations

As Artificial Intelligence (AI) continues to reshape industries and redefine job roles, HR and internal communications professionals find themselves at the forefront of these changes. Let's delve into the impact of AI from an HR perspective in the dynamic world of communications.

1. Embracing Proactive Engagement

Accepting the inevitability of AI deployment is crucial. Professionals can engage both leaders and the workforce in conversations about opportunities, risks, and strategies needed to manage AI effectively.

2. Understanding the Impact of AI

Proactive engagement builds an understanding of what's ahead – and there's no doubt that AI is set to transform organizational structures. While facing the impact of AI on the workforce, HR practitioners have a unique opportunity to employ AI in reshaping the workforce.

Remember, open dialogue and a supportive approach are essential in alleviating employee apprehensions about AI in the workplace.

3. Focusing on Upskilling and Reskilling

Offer training programs to help employees understand AI. Upskill them in areas where AI complements human skills. Assure employees that AI won't replace their jobs but enhance their capabilities.

Training ahead of AI's disruptive potential is paramount. Identifying skills gaps allows organizations to equip employees for evolving roles ahead of time, addressing simultaneous job creation and displacement.

4. Redesigning of Jobs and Roles

AI-powered tools and data-driven insights can enhance processes and communications, optimizing engagement. However, this calls for communications practitioners to upskill, reskill, and future-proof their own roles. While AI brings challenges, it also presents significant opportunities for HR and internal communications professionals to position themselves as strategic AI leads within their organizations.

In summary, AI is a tool to support human decision-making, not to replace it. AI involves proactive engagement, understanding the transformative impact, investing in upskilling, and embracing the potential of AI-driven communication.

By proactively addressing AI's implications, organizations can position themselves for success.

CLIENTS

IN THE NEWS

ALX Ignites University Campuses With Groundbreaking Awareness Campaigns



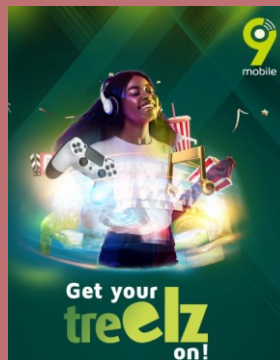
ALX Nigeria embarks on a dynamic journey across multiple universities in Nigeria fostering awareness and offering students' unparalleled opportunities to enhance their tech skills and careers.

9mobile, Microsoft Partner to Equip Journalists With AI Tools



9mobile partners Microsoft Nigeria to empower journalists with innovative tools to improve their skills for maximum performance.

9mobile unveils new entertainment platform to grow subscribers' base



9mobile unveils a digital entertainment **Treelz** platform for its customers to experience a world of entertainment through movies, e-learning, fun videos, gaming, music, sports, and photo filters.

9PSB Participates at 2024 Digital Pay Expo held at Eko Hotel & Suites



L-R: Group Head, Business Development and Strategy, 9 Payment Service Bank (9PSB), Akeem Salam; Economic Inclusion and Gender Equity Advocate, Lehle Balde Cameron; Managing Director and Chief Executive Officer, 9 Payment Service Bank (9PSB), Branka Mracajac; Managing Director, Intermac Consulting, Adeyinka Adeyemi; Team Lead Marketing and Communications, 9PSB, Inemesit Ekong and Director, Intermac Consulting, Ope Adesanya at the 2024 Digital Pay Expo recently held at Eko Hotel & Suites, Victoria Island Lagos.

9PSB SPONSORS, PARTICIPATES AT 2024 REGTECH AFRICA SUMMIT



L-R: Team Lead, Marketing & Communications, 9PSB, Inemesit Ekong; Regtech Advisory Board Member, Oshoke Ojior; Managing Director, Regtech Africa, Cyril Okoroigwe; Managing Director and Chief Executive Officer, 9 Payment Service Bank (9PSB), Branka Mracajac; Head, Sales Distribution and Strategic Partnership, 9PSB Kunle Isiaka and Group Head Business Development & Strategy, (9PSB) Akeem Salam at the 2024 Regtech Africa Conference and Awards held at Oriental Hotel, Victoria Island, Lagos.



L-R: Event Committee Chairman and Governing Council Member of the Nigeria-Britain Association (N-BA) - Mr. Gboyega Olabinwoninu, N-BA President - Mr. Sola Oyetayo, 2024 Akintola Williams Youth Debate Best Speaker - Ogenyi Favour Ojimaajo of Keke High School, NEM Insurance Plc Deputy General Manager (Strategy & System) - Mr. Adeyemi Mabayoje Mayadenu and the N-BA Executive Secretary - Miss. Olajumoke Adeola.



AI: Transforming Global PR Practice

The integration of artificial intelligence (AI) into the communication industry is rapidly transforming how businesses, media, and public relations (PR) operate globally, with significant impacts in Nigeria as well. This trend marks a pivotal shift, enabling more efficient, personalised, and data-driven approaches to communication strategies.

Global Trends in AI-Driven Communication

Personalisation and Targeting:

AI allows for the analysis of vast amounts of data, enabling highly personalised communication strategies. This means messages can be tailored to specific audiences, improving engagement and effectiveness.

According to a 2023 report by McKinsey, companies using AI for marketing and communication saw a 20% increase in customer engagement due to better-targeted campaigns.

Automation and Efficiency:

AI-powered tools are streamlining routine tasks such as content creation, social media management, and customer service. Chatbots and virtual assistants, for example, can handle customer inquiries 24/7, providing instant responses and freeing up human resources for more complex tasks.

Gartner predicts that by 2025, 75% of customer interactions will be managed by AI technologies, significantly reducing the need for human intervention in initial contact stages.

Data Analysis and Insights:

AI tools can analyse social media trends, consumer behaviour, and market dynamics to provide actionable insights. This allows PR professionals to craft more effective strategies and measure the impact of their campaigns with greater precision.

A study by PwC indicates that 52% of executives globally are investing in AI to improve data analytics capabilities, highlighting its importance in strategic decision-making.

Crisis Management:

AI can monitor various communication channels in real-time to detect potential PR crises before they escalate. By analyzing sentiment and detecting anomalies, AI systems can alert PR teams to potential issues, allowing for swift intervention.

The Harvard Business Review reports that companies utilizing AI for crisis management can respond to PR crises 30% faster than those relying solely on human analysis.

Adoption and Growth:

Nigeria is witnessing a growing adoption of AI in the communication sector. Businesses are increasingly leveraging AI tools for digital marketing, customer service, and social media management.

According to a report by the International Data Corporation (IDC), AI adoption in Nigeria is expected to grow at a compound annual growth rate (CAGR) of 23% from 2021 to 2025.

Enhancing Media and Journalism:

Nigerian media houses are beginning to use AI to automate news gathering and distribution, improving the speed and accuracy of news delivery. AI tools help in identifying trending stories and analysing public sentiment, ensuring that news content is relevant and timely.

The Nigerian Institute of Journalism highlights that AI-driven journalism can enhance the quality of reporting by reducing human errors and biases.

PR Campaigns and Influencer Marketing:

AI is revolutionising PR campaigns in Nigeria by enabling more precise influencer marketing. AI tools can identify the most effective influencers for a brand by analysing their reach, engagement, and audience demographics.

A survey by the Nigerian Communications Commission (NCC) shows that brands using AI-driven influencer marketing strategies have seen a 15% increase in campaign effectiveness.

**DID YOU
KNOW?**

INTERESTING FACTS ABOUT **Ai**

1. The concept of AI dates back to ancient times. Philosophers like Aristotle pondered the idea of automated reasoning and self-moving objects.
2. "Artificial intelligence" was coined in 1956 at a workshop at Dartmouth College. Researchers aimed to create machines that could mimic human intelligence.
3. AI have different subfields? Natural language processing (NLP), computer vision, robotics, and machine learning are just a few examples.
4. Navigation apps like Google Maps and Waze use AI to provide real-time traffic updates and suggest the best routes.
5. AI-generated content spans news articles, marketing copy, and even creative writing. GPT-3 and similar models can produce coherent, context-aware text.
6. AI algorithms can be learned from data. Machine learning models improve over time by analysing patterns and adjusting their behaviour.
7. AI is not just about robots. It powers voice assistants, recommendation systems, and personalised ads.
8. AI can enhance search engine optimisation (SEO) when reviewed by human editors.
9. AI algorithms analyse user behaviour to recommend content, ensuring that users see relevant posts and advertisements.
10. AI models create visual art, music, and poetry. Artists collaborate with AI to explore new creative possibilities.

In summary, AI is revolutionising communication by freeing us from mundane tasks and expanding our creative horizons. It is not just the future – it is the new normal!

TRIVIA



1. The term "media" is defined as?

- a. Means of communication
- b. Picture or Image

Answer: Means of communication

Explanation: The term "media" refers to various forms of communication, such as newspapers, television, radio, and the internet, that are used to reach and influence a large audience. It encompasses the channels and tools that are used to transmit information, ideas, and messages to the public. Therefore, "means of communication" accurately defines the term "media".

2. The term "signs" is defined as?

- a. Means of communication
- b. Something that comes with an accepted meaning

Answer: Something that comes with an accepted meaning

Explanation: The term "signs" refers to something that comes with an accepted meaning. This means that signs are symbols or indicators that convey a specific message or information that is universally understood or agreed upon. Signs can be in the form of words, gestures, images, or any other visual or auditory representation that carries a particular significance. They are used as a means of communication to convey a specific message or idea to others.

3. What are the 2 kinds of photos that exist today?

- a. Paparazzi, digitally altered
- b. Celebrity photos, family photos

Answer: Paparazzi, digitally altered

Explanation: The given answer suggests that the two kinds of photos that exist today are paparazzi photos and digitally altered photos. Paparazzi photos are typically taken by photographers who capture candid shots of celebrities in public places without their consent. Digitally altered photos refer to images that have been manipulated or edited using software to enhance or modify their appearance. Both types of photos are commonly seen in today's media and photography industry. or ideas are shared or exchanged between individuals or groups.

4. The 4 jobs of advertising are?

- a. Market, attention, image, persuade
- b. Attention, image, reassure, persuade

Answer: Attention, image, reassure, persuade

Explanation: Advertising aims to grab the attention of the target audience by creating compelling and eye-catching advertisements. It also focuses on building a positive image for the brand or product being advertised. Additionally, advertising seeks to reassure consumers by providing information about the product's quality, benefits, and reliability. Finally, the ultimate goal of advertising is to persuade consumers to take action, such as making a purchase or trying out the product.

5. A medium is?

- a. Means by which a message is communicated
- b. Means of communication

Answer: Means by which a message is communicated

Explanation: This means that a medium refers to the method or tool used to transmit or convey a message from one person to another. It can include various forms such as spoken language, written text, visual images, or electronic devices. In this context, the medium acts as a channel through which information

<https://www.proprofs.com/quiz-school/story.php?title=media-studies-exam-prep>

CHEMISTARS



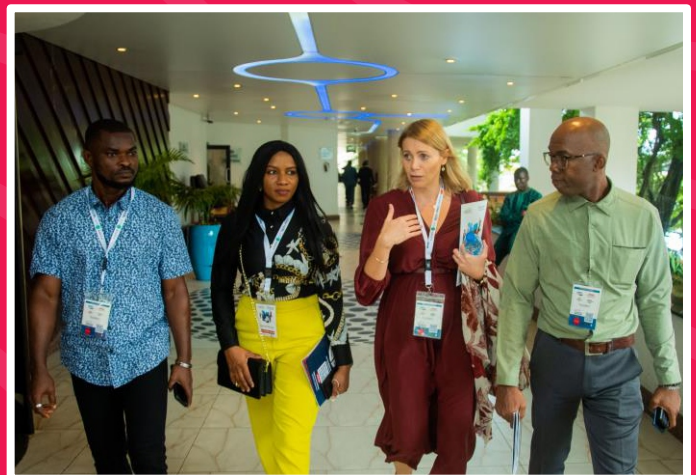
Ayaosi Austin (3rd from right) of Brand Impact Consulting visits Chemist Communications



Team Lead Marketing Communications, 9PSB, Inemesit Ekong (2nd left) and CEO/MD of 9PSB, Branka Mracajac with Chemist team at the 2024 REGTECH Africa Conference



9PSB CEO/MD, Branka Mracajac (middle) with Chemist team at Digital Pay Expo & Exhibition 2024



Team Lead Marketing Communications, 9PSB, Inemesit Ekong (2nd left) and CEO/MD of 9PSB, Branka Mracajac with Chemist team at the Digital Pay Expo & Exhibition 2024

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