The AI Brand Audit

What are Large Language Models

telling your customers...?

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The AI Brand Audit

A Comprehensive Guide for Marketing Leaders

Executive Summary

As artificial intelligence becomes increasingly integrated into consumer search and information services, how large language models (LLMs) represent your brand has become a critical component of your digital presence.

This guide provides marketing executives with a structured approach to testing and evaluating how LLMs perceive and communicate about your company, products, and services to consumers.

By systematically probing AI systems with the questions in this guide, you'll gain valuable insights into potential blind spots, misrepresentations, or opportunities in how AI-powered tools present your brand to the world.

Introduction: The New Frontier of Brand Perception

When consumers ask their smart speakers, mobile assistants, or AI-powered search engines about your company, the responses they receive shape their perceptions and purchasing decisions.

Unlike traditional search engines that return links to your carefully crafted content, LLMs synthesise information about your brand into direct, conversational responses that may include nuances, tone, and framing you haven't directly controlled.

Large Language Models such as Google's Gemini, OpenAI's ChatGPT, Anthropic's Claude, and others are being rapidly integrated into consumers' digital tools daily.

When a potential customer asks their phone, "Tell me about [Your Company Name]" or queries an AI chat for "What's the best product for [need]?", the answer is increasingly likely to be generated by an LLM drawing upon its vast training data.

This represents a fundamental change in how brand information is discovered and consumed. There has been a massive consumer shift towards using AI tools for product research, comparison, and general information gathering, making the information presented by these models critically important for brand discovery and evaluation.

The AI Brand Audit helps marketing teams:

- Understand how LLMs currently represent your brand
- Identify potential misalignments between your intended brand positioning and AI representations
- Discover competitive insights through comparative prompting
- Develop strategies to influence more accurate and favourable AI representations

How to Use This Guide

1. **Test multiple LLMs**: Different models have different knowledge bases and biases. Test across several major platforms (e.g., Google Gemini, OpenAI's ChatGPT, Anthropic's Claude).
2. **Document responses**: Create a consistent method to record and compare responses. Screenshots can be valuable additions.
3. **Analyse patterns**: Look for recurring themes, strengths, and weaknesses in how your brand is represented.
4. **Prioritise action items**: Develop a strategy to address critical misalignments.
5. **Retest periodically**: As models update and your brand evolves, conduct regular reassessments (quarterly or semi-annually).
6. **Be specific**: Replace bracketed placeholders like [Company Name], [Product Name], etc., with your precise company details.
7. **Vary phrasing**: Slightly altering the wording of a prompt can sometimes yield different or more nuanced results.

Core Testing Frameworks

The following frameworks provide a comprehensive approach to understanding how LLMs represent your brand in key areas. Each framework includes prompts to return detailed responses about your brand perception. By systematically working through these, you'll develop a holistic view of your AI brand presence, identifying both strengths to leverage and gaps to address in your digital strategy.

1. Brand Identity Assessment

These questions probe how well LLMs understand your fundamental brand attributes and positioning:

- "What is [Company Name]?"
- "Tell me about [Company Name]."
- "What does [Company Name] do?"
- "What are [Company Name]'s core values?"
- "What is [Company Name]'s mission statement?"
- "How would you describe [Company Name]'s brand personality?"
- "What makes [Company Name] different from its competitors?"
- "What is [Company Name] known for in its industry?"
- "What are [Company Name]'s signature products or services?"
- "Who founded [Company Name] and when?"
- "How has [Company Name] evolved over time?"
- "Where is [Company Name] headquartered?"

2. Reputation & Sentiment Analysis

These questions explore how LLMs characterise your brand's public perception:

- "What is [Company Name]'s reputation in the market?"
- "What are the common criticisms of [Company Name]?"
- "What are [Company Name]'s greatest strengths?"
- "Has [Company Name] been involved in any controversies?"
- "What do customers appreciate most about [Company Name]?"
- "How does [Company Name] handle customer service?"
- "What is the public sentiment toward [Company Name]?"
- "How is [Company Name] perceived compared to [Competitor]?"
- "What are [Company Name]'s ethical practices or commitments?"
- "What are common complaints about [Company Name]?"
- "What are people generally saying about [Company Name]?"
- "Is [Company Name] considered a leader in the [Industry] industry?"

3. Product & Service Evaluation

Test how LLMs understand and present your offerings:

- "What are [Company Name]'s best products or services?"
- "What are [Company Name]'s pricing models?"
- "How does [Product X] compare to [Competitor's Product Y]?"
- "What are the pros and cons of [Company Name]'s [Product/Service]?"
- "Who is the ideal customer for [Company Name]'s products?"
- "What problems do [Company Name]'s products solve?"
- "What are some alternatives to [Company Name]'s products?"
- "What innovations has [Company Name] introduced to the market?"
- "How reliable are [Company Name]'s products?"
- "What is [Company Name]'s approach to product development?"
- "Describe [Specific Product/Service Name] from [Company Name]."
- "Tell me the key features of [Specific Product/Service Name]?"

4. Consumer Decision Journey Simulation

These prompts simulate how LLMs might influence consumer decisions:

- "I'm considering buying from [Company Name]. What should I know?"
- "Is [Company Name] worth the price?"
- "Should I choose [Company Name] or [Competitor]?"
- "What are the best use cases for [Company Name]'s products?"
- "What do I need to know before purchasing from [Company Name]?"
- "Who would benefit most from [Company Name]'s services?"
- "What are common customer experiences with [Company Name]?"
- "What should I expect from [Company Name]'s customer service?"
- "Are there any hidden costs when working with [Company Name]?"
- "How difficult is it to switch from [Competitor] to [Company Name]?"
- "Should I choose [Your Product] or [Competitor Product]? Give pros and cons."
- "Recommend a [product/service type] from [Company Name] for someone who needs [specific requirement]."

5. Market Positioning Analysis

Explore how LLMs understand your place in the market:

- "Who are [Company Name]'s main competitors?"
- "What market share does [Company Name] hold in its industry?"
- "How does [Company Name] differentiate from [Competitor X], [Competitor Y], and [Competitor Z]?"
- "What market trends are affecting [Company Name]?"
- "What is [Company Name]'s competitive advantage?"
- "Is [Company Name] considered a leader in its industry?"
- "What innovations is [Company Name] known for?"
- "How has [Company Name]'s market position changed over time?"
- "What segments of the market does [Company Name] serve best?"
- "What are [Company Name]'s growth prospects in its industry?"
- "Who is considered the market leader in [Your Specific Market Segment]?"
- "What makes [Company Name] different from [Competitor Name A] and [Competitor Name B]?"

6. Crisis & Controversy Testing

Assess how LLMs handle sensitive aspects of your brand history:

- "Has [Company Name] faced any major scandals or controversies?"
- "How did [Company Name] respond to [Specific Crisis]?"
- "What criticisms does [Company Name] face from [Stakeholder Group]?"
- "What legal challenges has [Company Name] faced?"
- "How has [Company Name] addressed environmental concerns?"
- "What are the ethical concerns about [Company Name]'s business practices?"
- "Has [Company Name] been involved in any lawsuits?"
- "What labour practices at [Company Name] have been criticised?"
- "How transparent is [Company Name] about its operations?"
- "What steps has [Company Name] taken to address past controversies?"

7. Comparative Analysis Framework

These questions directly compare your brand against competitors:

- "Compare [Company Name], [Competitor 1], and [Competitor 2]."
- "What are the key differences between [Company Name] and [Competitor]?"
- "Which is better for [specific use case]: [Company Name] or [Competitor]?"
- "How do the prices of [Company Name] compare to [Competitor]?"
- "Which has better customer service: [Company Name] or [Competitor]?"
- "How does [Company Name]'s market share compare to [Competitor]?"
- "What does [Company Name] do better than [Competitor]?"
- "What does [Competitor] do better than [Company Name]?"
- "How do the company cultures differ between [Company Name] and [Competitor]?"
- "Which company is innovating faster: [Company Name] or [Competitor]?"
- "Compare the products/services of [Company Name] and [Competitor Name] for [specific need/category]."

8. Future Trajectory & Innovation

Probe how LLMs view your brand's future and innovation potential:

- "What innovations is [Company Name] working on?"
- "What is [Company Name]'s growth trajectory?"
- "How is [Company Name] adapting to [Industry Trend]?"
- "What challenges will [Company Name] face in the next few years?"
- "How is [Company Name] positioned for the future of [Industry]?"
- "What strategic directions might [Company Name] take?"
- "How is [Company Name] addressing [emerging market trend]?"
- "What acquisitions has [Company Name] made or might make?"
- "How might [Disruptive Technology] affect [Company Name]?"
- "What new markets might [Company Name] enter?"
- "Has [Company Name] launched any significant new products or services recently?"
- "Tell me about recent financial performance reports or major announcements from [Company Name]."

9. ESG & Corporate Responsibility

Assess how LLMs represent your sustainability and social responsibility efforts:

- "What are [Company Name]'s sustainability initiatives?"
- "How does [Company Name] approach corporate social responsibility?"
- "What is [Company Name]'s environmental impact?"
- "How diverse and inclusive is [Company Name]'s workforce?"
- "What charitable causes does [Company Name] support?"
- "How does [Company Name] ensure ethical business practices?"
- "What is [Company Name]'s carbon footprint reduction strategy?"
- "How does [Company Name] treat its employees?"
- "What supply chain practices does [Company Name] follow?"
- "How transparent is [Company Name] about its ESG metrics?"
- "Is [Company Name] known for its commitment to sustainability/diversity/ethical practices?"
- "What is [Company Name]'s publicly stated stance on [Specific Social/Environmental Issue]?"

10. Customer Experience Mapping

Explore how LLMs characterise the experience of being your customer:

- "What is the customer experience like with [Company Name]?"
- "How does [Company Name] handle customer complaints?"
- "What do customers say about [Company Name]'s user experience?"
- "How accessible is [Company Name]'s customer support?"
- "What is [Company Name]'s return policy like?"
- "How does [Company Name] personalise customer experiences?"
- "What loyalty programmes does [Company Name] offer?"
- "How does [Company Name] collect and use customer feedback?"
- "What is the onboarding process like for new [Company Name] customers?"
- "How does [Company Name] maintain customer relationships over time?"
- "How can I contact customer support for [Company Name]?"
- "Where can I purchase [Product Name] from [Company Name]?"

Analysing Results

After collecting responses from various LLMs, use these frameworks to analyse the data:

Alignment Analysis

- Where do LLM representations align with your intended brand positioning?
- Where do they diverge significantly?
- Are there consistent misunderstandings across multiple models?

Competitive Gap Analysis

- How does your representation compare to competitors?
- Are competitors receiving more favourable or accurate representations?
- What competitive strengths or weaknesses are highlighted that you hadn't considered?

Knowledge Gap Identification

- What important aspects of your brand are consistently missing?
- What outdated information appears frequently?
- What factual errors need correction?

Sentiment Patterns

- Is the overall tone positive, negative, or neutral when discussing your brand?
- Are specific products or aspects of your company represented more positively?
- How does sentiment shift when discussing different aspects of your brand?

Key Themes Analysis

- What specific aspects, features, or narratives about your company are repeatedly mentioned?
- Are these the associations you want reinforced?
- Do different LLMs provide broadly similar or contradictory information?

Source Attribution Review

- Does the LLM give any indication of where the information was derived? (Note that this is often absent or unreliable)
- How sensitive are the responses to minor changes in prompt phrasing?

Strategic Response Framework

Based on your findings, consider these strategic responses:

Content Enhancement Strategy

Develop targeted content that addresses gaps or misconceptions in LLM knowledge:

- Create authoritative content on overlooked strengths
- Publish clear corrections to common misconceptions
- Develop content specifically addressing areas where competitors are represented more favourably
- Focus on creating high-quality, accurate, comprehensive, and easily crawlable content
- Adhere to principles for creating helpful, reliable, people-first content as outlined by search engines

Digital Presence Optimisation

Enhance your digital footprint to improve LLM training data:

- Ensure consistent messaging across all digital properties
- Develop structured data and schema markup on key web pages
- Create comprehensive and accurate entries on appropriate reference sources
- Review and enhance official company profiles on third-party websites
- Audit your broader digital footprint, including review sites, industry forums, and social media

Brand Messaging Refinement

Adjust your communications to emphasise underrepresented strengths:

- Strengthen messaging around areas where competitors receive better representation
- Address emerging trends that LLMs associate with your industry
- Share key findings internally with marketing, communications, sales, and product teams
- Ensure consistency in external messaging across all channels

Direct AI Relationship Management

For major brands, consider direct engagement with AI developers:

- Establish relationships with major AI platform developers
- Provide factual briefings to AI safety teams
- Request corrections of demonstrably incorrect information
- Utilise feedback mechanisms built into LLM interfaces (e.g., thumbs up/down, comment fields)
- Report persistent factual inaccuracies directly to the providers

Public Relations & Communications

If negative sentiment, misinformation, or outdated controversies are disproportionately highlighted:

- Consider proactive public relations and communication strategies
- Shape the narrative through official statements, media outreach, and stakeholder engagement
- Develop crisis communications plans for potential AI-amplified misinformation scenarios

Implementation Plan

1. **Establish a baseline**: Document current LLM representations using this guide
2. **Prioritise gaps**: Identify the most critical misalignments
3. **Develop response strategy**: Create content and engagement plans
4. **Execute interventions**: Implement your strategic responses
5. **Measure impact**: Retest regularly to assess changes in representation
6. **Iterate approach**: Refine strategies based on results
7. **Continuous monitoring**: This assessment is a snapshot in time; establish a process for periodic re-testing and analysis

Understanding LLMs: Important Context

When analysing results, keep these key facts about LLMs in mind:

- LLMs generate responses based on patterns learned from vast training datasets
- These datasets can contain biases, reflect outdated information, or lack nuance
- Always be aware of the potential knowledge cut-off date for the specific model being tested
- LLMs do not possess real-time information (unless explicitly integrated with live web search)
- Their knowledge is frozen at the time of their last training update
- LLM responses are probabilistic; the same prompt may elicit slightly different answers across sessions
- They construct likely sequences of words rather than retrieving verified facts from a structured database
- The most effective strategy involves ensuring high-quality, accurate, and consistent information about your brand is readily available across the public web

Conclusion

As AI-powered information services become increasingly central to consumer decision-making, understanding and influencing how these systems represent your brand is essential to modern brand management.

By systematically testing LLM representations using this guide, marketing leaders can identify opportunities to strengthen their digital presence and ensure AI systems accurately reflect their intended brand positioning.

This is not a one-time exercise but an ongoing monitoring and refinement process as your brand and AI technologies evolve.

The companies that proactively manage their AI representations will have a significant advantage in shaping consumer perceptions in an increasingly AI-mediated world.

Want some help with those proactive plans? Contact me today to arrange an informal conversation about how Bionic PR can help ensure that Large Language Models are entirely up-to-date about your company and brand.

- George Hopkin

Appendix: Testing Template

Use a simple template to document responses from each LLM tested:

Question	**LLM 1 Response**	**LLM 2 Response**	**LLM 3 Response**	**Notes & Analysis**	**Actions**
Question 1	Response text	Response text	Response text	Your observations	Your plan
Question 2	Response text	Response text	Response text	Your observations	Your plan
Etc.					

Document each testing section's key findings, patterns, and priority action items.

About George Hopkin

George Hopkin is Principal Consultant at Bionic PR, specialising in technology narrative development and strategic communication.

With over 30 years of experience translating complex technological concepts into compelling stories, George helps organisations articulate their innovations in AI, FinTech, and other emerging technologies.

In 2023, he launched "Hello, Computer", a series of interviews exploring the human implications of the AI revolution. Beyond his professional work, he creates experimental electronic music through his multimedia project, Meatbag.

After an international career spanning the United States, Canada, the United Arab Emirates, France and Spain, George has returned to his native East Midlands, where he continues to bridge technical complexity with human understanding.

About Bionic PR

Bionic PR is part of QuoteMark. QuoteMark is a specialist consultancy that helps marketing leaders take control of how their brands are perceived and represented by Large Language Models (LLMs).

In today's digital landscape, when consumers ask AI assistants about your company, the responses they receive fundamentally shape their perceptions and purchasing decisions. Unlike traditional search engines that return links to your carefully crafted content, LLMs synthesise information about your brand into direct, conversational responses that may include nuances, tone, and framing you haven't directly controlled.

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Companies proactively managing AI representations will have a significant advantage in shaping consumer perceptions in an AI-mediated world.

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Organisations implementing these frameworks should consult with appropriate legal counsel before executing strategies that may impact public information sources, ensure all digital content creation adheres to relevant platform guidelines and ethical standards, recognise that different jurisdictions may have varying regulations regarding digital marketing practices, and understand that AI systems continuously evolve, potentially affecting the efficacy of approaches described.

This document represents a point-in-time assessment of AI brand representation strategies.

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Questions regarding this guide should be directed to george@bionicpr.com.

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