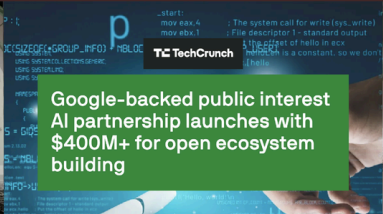




Current AI, une fondation portée par la France pour une IA d'intérêt général



Google-backed public interest AI partnership launches with \$400M+ for open ecosystem building



France, tech companies and philanthropies back \$400 million foundation to support public interest AI



LinkedIn cofounder Reid Hoffman, Hugging Face CEO Clement Delangue sign open letter calling for AI 'public goods'

The Brief

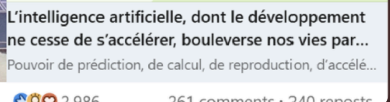
Launch a new AI public-private partnership during the AI Action Summit in Paris while positioning its founder as a top voice in the forefront of international technology and business media.



ent Hoberman 1st Founder & Chairman, Founders Foru... w my portfolio Edited ... from Paris at the AI Action Summit, is of Current AI by Martin Tisné and his tiative is a landmark to ...more



Emmanuel Macron President of the French Republic. 3d Les messages que je porterai au Sommet pour l'action sur l'intelligence artificielle cette semaine



178 22 comments · 11 reposts 2,986 261 comments · 240 reposts

82 99% 686

MEDIA PLACEMENTS OF COVERAGE INCL "PUBLIC INTEREST AI" PRESS RELEASE POSTINGS

From Musk to Vance to Macron to Stargate, there were already a lot of prominent voices and stories circling leading up to the AI Action Summit that were demanding attention. We needed to break through while navigating the various news cycles to become a leading narrative around the Summit.

OUR APPROACH

- Developed a communications strategy and compelling messaging framework for the weeks leading up to the summit, during the summit and the weeks following.
- Remained responsive to external narrative nuances and adapted our messaging and media strategy to reach our media goals.
- Created and activated an agile media strategy for Martin and Current AI ensuring both were positioned as leaders in the AI space with media.
- Scheduled pre-briefings with AP, Wall Street Journal, New York Times, Financial Times, Fortune, Politico, Contexte and The Economist in the months leading up to the Summit teasing the announcement under embargo.
- Issued an exclusive story with Fortune highlighting a "letter of support" from prominent partners such as Reid Hoffman to cut through the noise.
- Developed a digital engagement strategy and content calendar for Martin and Current AI to ensure they both had prominent share of voice on LinkedIn and BlueSky.

RESULTS

- 82 Media Placements across 8 countries including US, UK, France, China, and Brazil.
- Coverage in outlets such as AP, Fortune, Politico, Reuters and TechCrunch.
- Searches for "public interest" AI trended upwards during the days of the Summit along with 99% of media coverage around our launch mentioning "public interest AI."
- 49% of coverage included a quote from Martin.
- Martin and Current AI's digital strategy drove a 217.7% engagement surge and 1,890+ new followers, solidifying Martin's leadership in AI policy.
- Search appearances surpassed 1,300 in a single week, reinforcing positioning as a leading voice in AI.