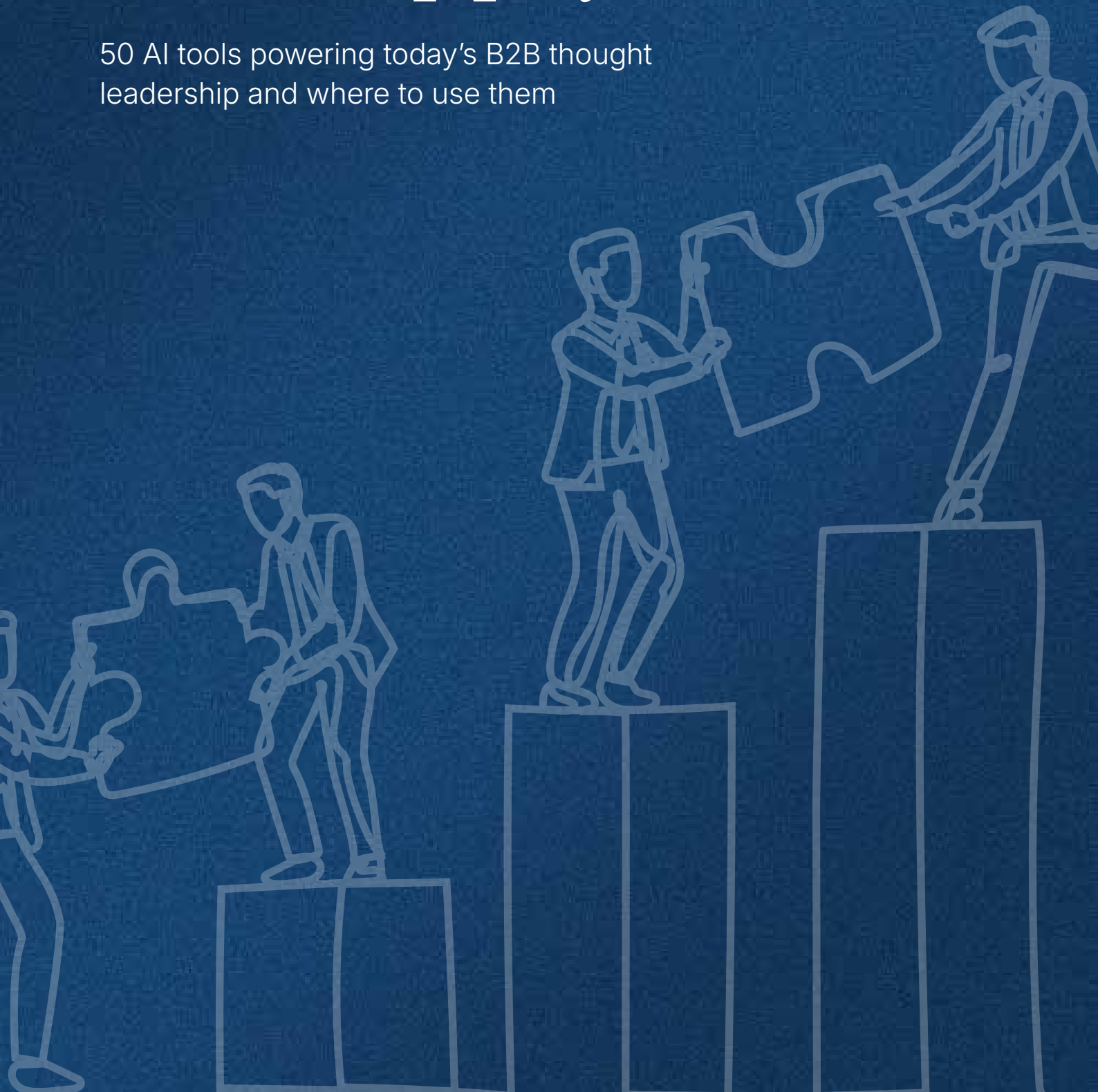


Beyond ChatGPT: The AI thought leadership playbook

50 AI tools powering today's B2B thought
leadership and where to use them



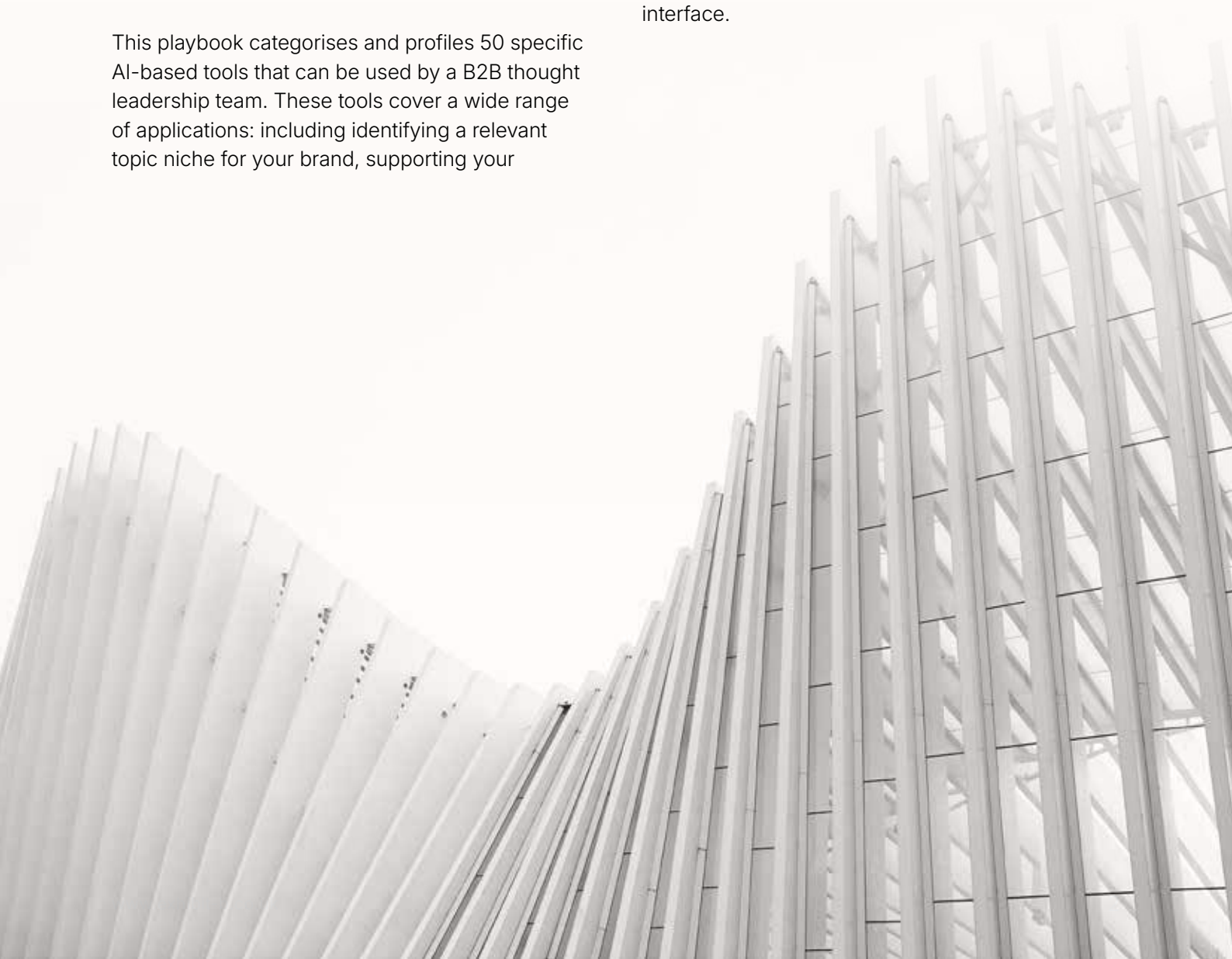
AI in thought leadership

Most of the hype in AI today centres around the core industry players: OpenAI's ChatGPT, Google's Gemini, Anthropic's Claude, and Meta's Llama large language models (LLMs). These four LLMs in turn underpin most major enterprise AI applications out there. However, for many B2B users the above household names are the sole entry point for AI when it comes to thought leadership. But a significant and growing ecosystem of dedicated tools with specialist functionality and capabilities now exists. These tools are often extremely capable and can deliver clear benefits to the workflows of any thought leadership campaign.

This playbook categorises and profiles 50 specific AI-based tools that can be used by a B2B thought leadership team. These tools cover a wide range of applications: including identifying a relevant topic niche for your brand, supporting your

qualitative and quantitative research processes, scaling up your content amplification and distribution, and improving your brand's visibility within the big four LLMs mentioned above.

This playbook is not about prompt engineering. In fact, many of the tools profiled in this guide don't require any detailed knowledge of prompting at all. For the most part, they have been primarily created to handle specific and distinct tasks as well as possible, rather than being general purpose AI tools. While they typically rely on LLMs to power their applications, they mostly operate very differently from the typical prompt-based interface.



In researching these tools, we've drawn out what we see as the key opportunities of AI-based tools within the thought leadership workflow. In addition, we seek to highlight some of the risks and use cases that thought leadership practitioners should avoid. Some of our key take-aways include:

01

Specialist AI tools provide clear benefits for thought leadership professionals, but also plenty of downside risks. A rapidly evolving array of powerful AI-based tools can help B2B marketers punch above their weight when creating thought leadership campaigns. They can help them make smarter and more data-driven decisions, scale content production, create content in new formats, and reduce the time to market. Equally, these tools bring clear risks – most importantly, the risk of brand erosion when used the wrong way. For an example of the risks of AI-supported report creation, just ask the Deloitte consultants who recently agreed to refund part of a welfare report for the Australian government, after it was found that multiple citations and references in their report were in fact AI hallucinations¹. The cost of the refund is trivial compared to the reputational damage incurred when AI is poorly used. There are other risks too, from increased IT complexity and costs, through to legal and intellectual property concerns, but the brand erosion or brand commoditisation risks are the most serious.

02

AI will not help you create an original point of view, but it can help you do much more with that point of view. A critical issue for thought leadership practitioners to understand: you still need to create an original point of view or set of messages for your business. GenAI ultimately creates derivative content, not original insights. It works as a probability engine, highly adept at determining the next most likely word to use in a body of text. It can't create original ideas and concepts for your brand, and shouldn't be used for this purpose. However, once you have developed a distinctive point of view or message, AI tools can help thought leadership professionals do a huge amount more with that insight than they could do on their own. For example, converting that core insight into a wide range of content formats, including social posts, blogs, videos and audio files, as well as the translation and localisation of that content for any major market. Whereas budget-constrained marketers previously had to make choices about what format they'd prioritise for a campaign, these tools make it easier and cheaper to deliver insights in a wide range of channels and formats.

¹ <https://www.ft.com/content/934cc94b-32c4-497e-9718-d87d6a7835ca>

03

AI is not yet a source of original primary data, but it has become an accelerator for traditional research. While AI applications are seemingly omnipresent, they are notably absent in thought leadership research. AI-based research is increasingly visible within academic circles, but it's not yet commonly used as an input for thought leadership, with examples few and far between. There are several reasons for this. First and most obviously, surveys are a proven and well-known approach for B2B thought leadership. Second, it's rare that original data or research actually exists about some of the issues under discussion within B2B. For example, for those wanting to assess the maturity of AI usage within an industry, it's unlikely that this data is available. Third, it's difficult to get AI-based research right. Designing a credible study based on non-survey data is a non-trivial challenge, and many organisations lack the skills and experience to pull it off. However, while original AI-based research is rare, there are many AI-based tools that help to improve traditional research methods in a range of ways, from powerful qualitative analysis capabilities to AI-based fraud detection for surveys, among others.

04

A key goal for B2B marketers today is increasing their brand visibility within GenAI platforms. As usage of GenAI platforms increases seemingly exponentially, B2B marketers are under significant pressure to make their content more visible and represented within ChatGPT, Gemini and other LLMs. This is part of a wider shift in focus from search engine optimisation (SEO) to so-called generative engine optimisation (GEO), or answer engine optimisation (AEO). Specialist AI tools are now available to help support this, and to provide more insights on how any given brand performs. Importantly, thought leadership is a key part of getting cut-through within GenAI platforms. This is because the principles that underpin good thought leadership – authoritative, trustworthy, data-backed expert content that draws on real-world experience – are also those that help content perform well within LLMs. As GEO gets more important, so should the thought leadership function within B2B brands.

05

The use of synthetic data is on the rise within B2B marketing, but this is better placed for market research than thought leadership. Several tools now provide synthetic data capabilities for marketers. The argument in favour of synthetic data is clear: it's significantly faster and cheaper than traditional surveys. What used to take months can now be delivered in days, or even hours, and at a fraction of the cost. And the results can be good: EY, for example, has done a head-to-head comparison of the results from its global brand perception survey and a synthetic data sample and found a 95% correlation between the two samples. This suggests that traditional market research could be upended by the shift to synthetic data (and many research providers are indeed now including this in their offerings). However, while this makes sense to guide internal decision making, it's less likely to work for public consumption in a thought leadership report. Convincing skeptical journalists that the results from your synthetic data sample are valid will be difficult, and risky. A key merit in favour of the studies that B2B companies conduct is that they've invested in actually polling senior executives about the issues of the day, which other sources like the media usually can't do.

06

Today's AI tools are almost entirely focused on production efficiency. There is an inherent mismatch in the market for AI tools today, where nearly all the attention is being put on generating greater efficiencies in the content being created. This is great for content creators, but it means little for the audience or consumers of that content. Looking ahead, there is significant untapped potential for using AI tools to improve the experience of your target audience. Wide-ranging potential benefits for readers do exist, from improved content personalisation, better access to relevant insights, more timely insights thanks to faster production, and the ability to consume insights in the format that best suits any individual person. More attention will hopefully be paid to the audience's interests in future, and not just the producer side of the equation.

07

Whatever you use AI for, ensure you have a robust quality management process in place. For B2B brands publishing thought leadership content, their teams will rightly be concerned about maintaining a high standard of quality. If, as the industry widely agrees, good quality thought leadership helps ensure that a buyer chooses to work with you, then the converse is also true: poor quality content will deter your potential buyer. For any kind of AI-based use case in your thought leadership workflow, there's a very clear need for robust quality management. A non-negotiable principle here is that nothing produced with support from AI should be used without a robust human-led verification process before publication. That process will differ depending on your organisation's size, complexity and volume of thought leadership, but it's essential for all.

Key benefits of an AI-first thought leadership workflow



Speed and volume: The ability to create more content at scale, especially for shorter-form spin-off assets



Time/cost reduction: Automation of tedious tasks like transcription, summarisation, translation and other aspects can sharply cut production times



Personalisation at scale: Rapid tailoring of messaging to niche audiences across different channels



Improved, data-driven insights: The ability to draw on a wider range of data sources, and improve analysis, especially of qualitative information



Better visibility on AI search: A major focus for marketers right now, which specific tools can help achieve



Skills enhancement: A change to bolster team skills and remove drudgery from less interesting tasks in the workflow

Key risks of an AI-first thought leadership workflow

**Erosion of brand trust:**

Most obviously, the lack of a unique voice, or linking your brand to low quality insights and outputs

**Content commoditisation:**

The fact that it's easy to create generic, low-value content does not mean it will help your brand stand out

**Cost and complexity:**

Operating numerous tools, many of which can be expensive to license, all risks creating greater IT complexity for teams



Hallucination risk: AI tools are getting better at managing this, but these remain a clear risk for any kind of AI output



Search rankings: Search engines and LLMs are prioritising original, human content. As such, an over-reliance on low quality AI content risks reducing your search visibility



Governance and compliance risks: IP/ copyright uncertainties, risks of sharing proprietary data on external platforms

Governance and validation of the AI workflow

To successfully implement an AI-first workflow while mitigating the risk of unexpected reputational damage, good processes are needed with clear checks and balances. These processes will vary depending on the size of your organisation, the number of people involved in the process, and the volume of insights and content being produced.

A simple rule of thumb is that no AI-supported inputs should be published without first being properly reviewed and checked. Good B2B publishers have long relied on fact checking and a sub-edit review before publication, and these steps should be part of your process too. Conversely, it's also tempting to add multiple and varied check-points within larger organisations, and this is also unlikely to help: B2B content designed by large groups is much akin to the joke that a camel is a horse designed by committee.

The review process can also be scaled up in relation to the relative weight and importance of the content being produced. A social media post doesn't need the same controls as a major report,

clearly. Creating a simple tiering structure can help, with higher impact content that has a longer lifespan getting the most oversight. And while AI can't be trusted alone, there are tools that can support the checking process, such as Grammarly for language and tone, or Perplexity for fact-checking and citations.

Other issues involve the data being used within AI tools, with the risk that confidential information, or sensitive client data, could be fed into public LLMs, which could in turn violate privacy and IP rules. For these kinds of tools, it is important to use enterprise-grade AI platforms that guarantee that your data remains ringfenced and not used for model training. In addition, legal and compliance should play a role in ensuring that the use of GenAI for creating any images, video or text does not pose any copyright or IP risk.

50 AI tools supporting the thought leadership workflow



Notes and disclaimers

There are many other AI tools that are not covered here. We've sought to focus only on those that are most relevant and applicable for the end-to-end thought leadership workflow.









Some parts of the workflow have many varying tools available. In those instances, we've simply sought to cover the most commonly used or best known. Many of these tools provide a far broader suite of services than are detailed in this guide. For the purpose of this research, we've focused here on listing those we believe could be most useful. We've also excluded some tools that are likely too niche for most corporate processes, or those that are best handled by specialist departments, such as AI compliance review tools.

Where possible, we've detailed tools that we've directly used or tested. Where this was not possible, we've based our synopsis on published user reviews in order to summarise a tool's capabilities and limitations.

Finally, the AI ecosystem is evolving rapidly, with new tools released on a nearly daily basis. Inevitably, we'll miss some that should be profiled here. Please do get in touch if there are important tools you believe should be included.






I





Strategy and planning



AI tool(s)	Synopsis
Topic identification and verification  MarketMuse <small>by Siteimprove</small> MarketMuse  SEMRUSH Semrush (topic research tool)	<p>These tools help to generate high-ranking content ideas based on keywords, competitor analysis, and existing online content gaps. Designed for marketers, they're intended to help you find new content ideas on any conceivable topic, with an SEO-first approach. MarketMuse will also analyse your content inventory and help identify high-value topic clusters linked to your area of authority.</p>
Topic identification and social media analysis  Meltwater Meltwater  Brandwatch Brandwatch	<p>Meltwater analyses social media and online conversations to identify which topics are resonating most with a target audience. Meltwater's heritage is in media monitoring and public relations. Its strengths lie in tracking mentions across news sites, blogs, and print, which is useful for earned media analysis. For thought leadership, it's helpful for measuring the success of a PR-driven campaign and identifying key media influencers. Brandwatch is an alternative that is helpful for tracking both your brand and related industry trends. It also highlights related influencers in your space, and can handle your social media management.</p>
Topic mapping  OPEN KNOWLEDGE MAPS Open Knowledge Maps	<p>Open Knowledge Maps visualises research topics by clustering related papers and concepts to help identify themes and unexplored angles. This can be incredibly helpful, especially when trying to find a topic gap to exploit in a particular space.</p>
Topic literature review and citation search  Elicit Elicit  Scopus Preview Scopus AI  scite_ Scite	<p>Elicit is an AI research assistant that automates parts of the literature review process to find papers and synthesise answers to research questions. It's primarily aimed at those in academia, so it's likely more applicable to some topic areas than others. An alternative is Scopus AI, which uses a database of peer-reviewed content to generate topic summaries, identify foundational documents, and suggest emerging themes/gaps. Scopus AI is also aimed at academics, so is typically more useful in those domains. Finally, Scite is a publisher-independent citation database with global coverage and more than 100m citations. Scite's AI-generated Smart Citations provides citation references that show the context of a citation and indicates how different citations relate to each other.</p>

II

Quantitative and qualitative research and analysis


AI tool(s)	Synopsis
Qualitative analysis  CoLoop	<p>CoLoop is an AI-first platform for qualitative data analysis, which provides automatic transcription, thematic clustering, and an AI chat function to query all data for insights and quotes. This can be very useful for supporting analysis on projects with a high proportion of qualitative inputs, either many interviewees, or else inputs from in-person events. It's also a time saver for research teams, as traditional qualitative analysis can be hugely time consuming.</p>
Mixed-methods analysis  MAXQDA  Nvivo	<p>These qualitative data analysis (QDA) tools are typically aimed at academic use cases, and provide powerful data analysis capabilities. They include AI-powered features for auto-coding, theme extraction, sentiment analysis and mixed-methods research. To some extent, they can also help with survey analysis, albeit this depends on how your survey data is captured; traditional closed-ended responses are less suitable. Two good examples include MAXQDA and Nvivo.</p>
Interview transcription  Otter.ai	<p>Otter.ai transcribes calls and interviews, providing a searchable repository of all your qualitative interviews. Although the quality of human translation is typically better, Otter.ai provides a helpful feature whereby you can click on any part of a transcript and immediately hear the relevant audio, making it easy to resolve problematic transcription errors. The tool also allows you to ask queries of individual transcripts, or across all of them, to help summarise key messages.</p>
Transcription and translation  Sonix	<p>Sonix provides fast and accurate AI-based transcription, translation and tagging of audio/video research interviews. It can work with up to 53 different languages, helping to speed up the workflow for companies conducting work across multiple markets.</p>





AI tool(s)	Synopsis
Quantitative data analysis  DISPLAYR Displayr	Displayr is an AI-based survey data analysis platform that automates the categorisation and analysis of survey responses. Many standard analysis techniques (eg, cross-tabulations, top-2 boxes, survey weighting, grids, etc) are handled automatically, with the creation of dashboards and slide decks to speed up production. The tool also provides summaries of findings to help with analysis. The tool provides the potential to speed up many common forms of analysis and basic outputs, although for heavyweight analysts used to tools like R or SPSS, the platform lacks depth. It can also struggle with large or complex datasets, and is ideally suited to more straightforward survey analysis. The tool can also provide some functionality to flag outliers and inconsistencies, to help remove low-quality respondents.
Survey data analysis  BlockSurvey BlockSurvey	Another powerful survey data analysis tool, with an emphasis on privacy, where you can either run and analyse surveys directly, or else upload a CSV file with your data for AI-driven analysis. Unlike Displayr, which is purely an analysis tool, BlockSurvey also uses AI to improve survey design, including survey flow. Inevitably, many of these tools are more adept at supporting simpler consumer surveys, as opposed to more complex B2B ones. Nonetheless, the platform can allow you to build and deploy surveys without any programming.
Survey fraud verification  REpdata Research Defender  PURESPECTRUM PureScore (PureSpectrum)	Many survey distribution platforms, such as Qualtrics or SurveyMonkey, now use AI to identify bots, inconsistent responses, speeders, and so on. Independent options include tools like Research Defender or PureScore, from PureSpectrum. PureScore also provides a rating of your overall respondent quality, while helping to block low quality replies. Some of these tools require some degree of technology integration and don't necessarily work on a standalone basis.

AI tool(s)	Synopsis
Synthetic data EVIDENZA Evidenza  brox.ai	<p>Evidenza came to our attention when it shared results of its head-to-head responses for EY's brand perception survey, showing a strong correlation with the real-world survey data. Backing from Mark Ritson led to additional visibility. As with other synthetic data tools, it focuses on generating synthetic responses to studies without sourcing real recruits. The application of synthetic responses in surveys is clearly useful in many market research applications, but it's less likely to work for thought leadership publications where audiences will question the validity of a synthetic sample relative to an actual survey. However, there are situations where this could be usefully employed, such as pre-campaign validation, or to create scenarios for assessment. Brox.ai offers 'digital twins' of real survey respondents, where you can get instant answers to research questions, rather than running a slow, traditional survey. Users need to allow for a black box approach, where it's difficult to verify whether the suggested results are truly in line with real responses. This difficulty increases in times of rapid change. Getting a sense of brand sentiment from the prior year is one thing, and general market research is likely to be more useful for this application.</p>
Desk research and data validation  perplexity Perplexity AI	<p>Perplexity is an answer engine that provides real-time, source-cited summaries of complex topics, which can be useful for verifying facts in a research piece and indeed sourcing additional inputs and citations to add further depth to existing research. The source-cited approach also helps to reduce the risk of hallucinations, although every AI tool requires some degree of human verification, and Perplexity is no exception.</p>

III









Core content creation, localisation, and optimisation


AI tool(s)	Synopsis
Content repurposing and localisation  Jasper	<p>Jasper provides an AI copywriting platform that helps across the content workflow, but is particularly useful for scaling your content production around a core message. In our view, your core thought leadership messaging and insights should be defined by humans, but AI tools like Jasper can help to convert these core messages into multiple forms and formats for delivering across a range of content channels. While we do not recommend creating content from scratch in this way, it is a useful means of rapidly creating a wide range of outputs for social media, blog sites, landing pages and more. In addition, it helps automate related inputs, including meta tiles and SEO tags for your web assets.</p>

AI tool(s)	Synopsis
Short form content creation copy.ai Copy.ai	Copy.ai provides a wide-ranging platform for marketers, but of particular interest are its capabilities around short-form content creation (headlines, emails, social media captions, and so on), and the ability to repurpose an existing content asset into other pieces of content (eg, prospecting emails, and other templated forms of copy). It can also be useful for localisation and translation of copy. As with Jasper, it also provides a more extensive content workflow, including for account-based marketing.
Content creation and workflow WRITER Writer	Writer provides an in-depth, agent-based system for building structured workflows, including examples to automate a full content lifecycle including image sourcing (or image generation). As with other generative AI tools, it is best placed using an existing report or thought leadership messaging as the core input, before then creating spin-off content (eg, social posts, emails, summaries, etc). However, while the platform is very powerful and allows users to create defined workflows, it is also more complex and likely better suited to highly process-led scenarios and organisations.
Style optimisation  grammarly Grammarly  QuillBot QuillBot	Grammarly provides an AI-based writing assistant primarily aimed at editing, style guidance, and enforcing your organisation's brand voice and compliance standards. Of particular interest is its ability to provide audience-specific feedback on copy, although these are limited from a B2B context. QuillBot is helpful tool (and browser extension) that provides direct feedback on writing style, helps with proofreading, and paraphrasing for clarity. It also checks for plagiarism, and the extent to which copy was AI generated.
Content integrity, plagiarism and AI copy detection  Copyleaks Copyleaks  Originality.ai Originality.ai	Companies creating high-value published content need to ensure that the copy is not only accurate and well written, but also free from plagiarism or any other IP issues. These tools help support this workflow, with Copyleaks, in particular, aimed at corporate workflows. Given that LLMs prioritise non-AI content for what they draw on for answers, these tools also help verify that your content production is not AI generated but is based on original human-written content. In addition, these tools also help with grammar and fact checking, among other things.

IV




Design and multimedia content creation









AI tool(s)	Synopsis
Image and video generation  Midjourney Midjourney  Adobe Adobe Firefly  Leonardo AI Leonardo.ai	<p>There is an enormous range of AI-based image generation tools, each of which converts text prompts into images, short video clips or stylised motion graphics, or helps to edit existing images. AI-based image generation is rapidly evolving, with new or updated tools released on a weekly basis. Adobe Firefly offers legal indemnification for commercial use, which will appeal to those needing to ensure compliance. For the purpose of thought leadership campaigns, any of these could be used by your designers to help create suitable imagery or short videos for campaigns that conform to a particular brand style. However, as with AI-led content generation, it can sometimes be challenging to avoid a somewhat generic output that looks like it comes from AI. Focusing on more abstract art or imagery styles can help, but the best outcomes are achieved when brands already have a clearly defined and distinctive style for imagery, which can then be replicated to other new images. Also important to note is that this category requires a good understanding of prompting to achieve effective results.</p>
Scripted video creation  Colossyan Colossyan  synthesia Synthesia  HeyGen HeyGen	<p>These AI-based video platforms generate automated talking head videos from a defined script, which can be created in multiple languages. Videos can be created from stock avatars, either life-like or cartoon, or created based on existing video clips (or photos) of your team. These allow you rapidly to create video assets for your subject matter experts, with localisation capabilities across many languages. Colossyan also allows you to upload a document and create an avatar-based video that summarises the core points of a report.</p>
Video / podcast editing  descript Descript  CapCut CapCut	<p>Descript provides rapid editing of either audio or video content simply by editing the auto-transcribed text. It also provides automated suggestions for clips to extract for social amplification. Additional tools help correct backgrounds, increase eye contact, remove filler words and more. However, the tool can be buggy for longer clips or large files, and it's not intended as a high-end editing tool. As an alternative, CapCut provides a range of similar features, including transcript-based editing, but is more oriented towards B2C applications, especially for TikTok video creation.</p>

AI tool(s)	Synopsis
Text to speech IIElevenLabs ElevenLabs  MURF.AI Murf AI	<p>These tools generate realistic and emotionally resonant text-to-speech voiceovers for narration and podcasts, in multiple languages. This can help to turn your written content into audio form for improved engagement.</p>

V

Distribution, performance optimisation and amplification

AI tool(s)	Synopsis
GEO and SEO optimisation  Writesonic Writesonic  SURFER Surfer clearscope Clearscope  ahrefs Ahrefs	<p>Writesonic provides an AI platform that helps to track and boost your brand's visibility in AI-related search queries, spanning all major LLM platforms. Marketers can use this to see how their brand performs within AI search results, and get specific guidance on what actions could help to improve their performance. It also helps to benchmark and track your brand against core competitors. In addition, the tool provides specific SEO strategies and keywords to help bolster search performance. It can also generate content, but the best results will come from originating your own content. Similarly, tools like Surfer, Clearscope and Ahrefs all help to boost your visibility in both search and answer engines like ChatGPT. These also provide content creation tools, but are more useful for reviewing and optimising existing content to improve visibility. For example, Surfer's 'coverage booster' tool helps provide insights into why your content might be underperforming relative to rivals. Clearscope is a similar alternative that also tracks visibility across both Google search and AI tools, helps to identify relevant topic areas, and provides recommendations to improve visibility.</p>
Distribution and amplification ActiveCampaign > ActiveCampaign	<p>ActiveCampaign is a wide-ranging marketing platform for automating and optimising your content marketing outreach, spanning channels including social, email, WhatsApp and SMS. Among other things, the tool uses AI to segment audience lists based on behaviour and engagement, helping to automate and personalise your content distribution strategy.</p>

AI tool(s)	Synopsis
Social media management  Buffer  SocialBee	<p>These are AI-assisted social media management tools for content recycling, scheduling, tracking and management across multiple social platforms. As with some of the content creation tools featured earlier, these work best when using an existing piece of content or messaging, and applying these tools to create multiple variations for different social platforms. The tools also help to track engagement and performance of posts. SocialBee also integrates with Canva, to provide design input.</p>
Social content and performance  Lately	<p>Lately is an AI tool specialising in taking long-form content and auto-generating numerous social media posts tailored to the brand's voice. Part of its unique offering is about analysing your prior social media engagement and content, and spotting high-performing patterns of words, ideas, grammar and other characteristics, to optimise your social output.</p>
Slide creation / slide design tools  Plus AI  Beautiful.ai  Gamma	<p>These AI-led presentation design tools support the creation of on-brand slide decks, whether in Microsoft PowerPoint or Google Slides. They bring varying degrees of sophistication with regards to their ability to work with your underlying data to create accurate charts, and ability to design the slides in a brand-compliant way. Beautiful.ai offers the most controls to ensure brand compliance. Gamma aims to generate decks that function more like interactive web pages (or "notecards"). As with the other visual AI tools, there are numerous additional slide design tools, with more emerging on a regular basis.</p>
Speech and presentation enhancement  Yoodli  Orai	<p>These tools use AI to help analyse and provide feedback on your speech delivery for webinars or presentations, checking for pace, filler words, body language, and overall confidence. Considering the importance of effectively presenting your thought leadership messaging to senior audiences, these tools can be a valuable source of personalised coaching for you and your executives. Adding tools like this to video conferencing calls can also provide real-time feedback on how to sharpen your presentation skills.</p>

About Exhibit B Partners

Exhibit B Partners was co-founded by Rob Mitchell and James Watson, who also co-founded the highly successful thought leadership business Longitude Research, which became FT Longitude when it was acquired by the Financial Times Group. They also previously ran thought leadership projects at The Economist Group.

Rob and James have been at the forefront of thought leadership and branded content for more than 20 years, working on hundreds of projects for many of the best known B2B companies in the world. Exhibit B was set up to draw on this experience but to apply it in a different way.

Exhibit B now works with corporates, media owners and agencies, helping them get the

most out of their thought leadership operations. This starts with strategy: working through the goals and objectives of a thought leadership operation, understanding competitive positioning and stakeholder expectations. They also help companies think through the resources and capabilities they need, and recommend how to make thought leadership campaigns more insightful, impactful and creative. In addition, they can help with delivery of thought leadership campaigns, either end-to-end or focusing on one particular stage of the process.

Exhibit B is all about helping companies get the foundations right, and putting in place everything they need to grow and scale a high-quality offering that clients and audiences will value.





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