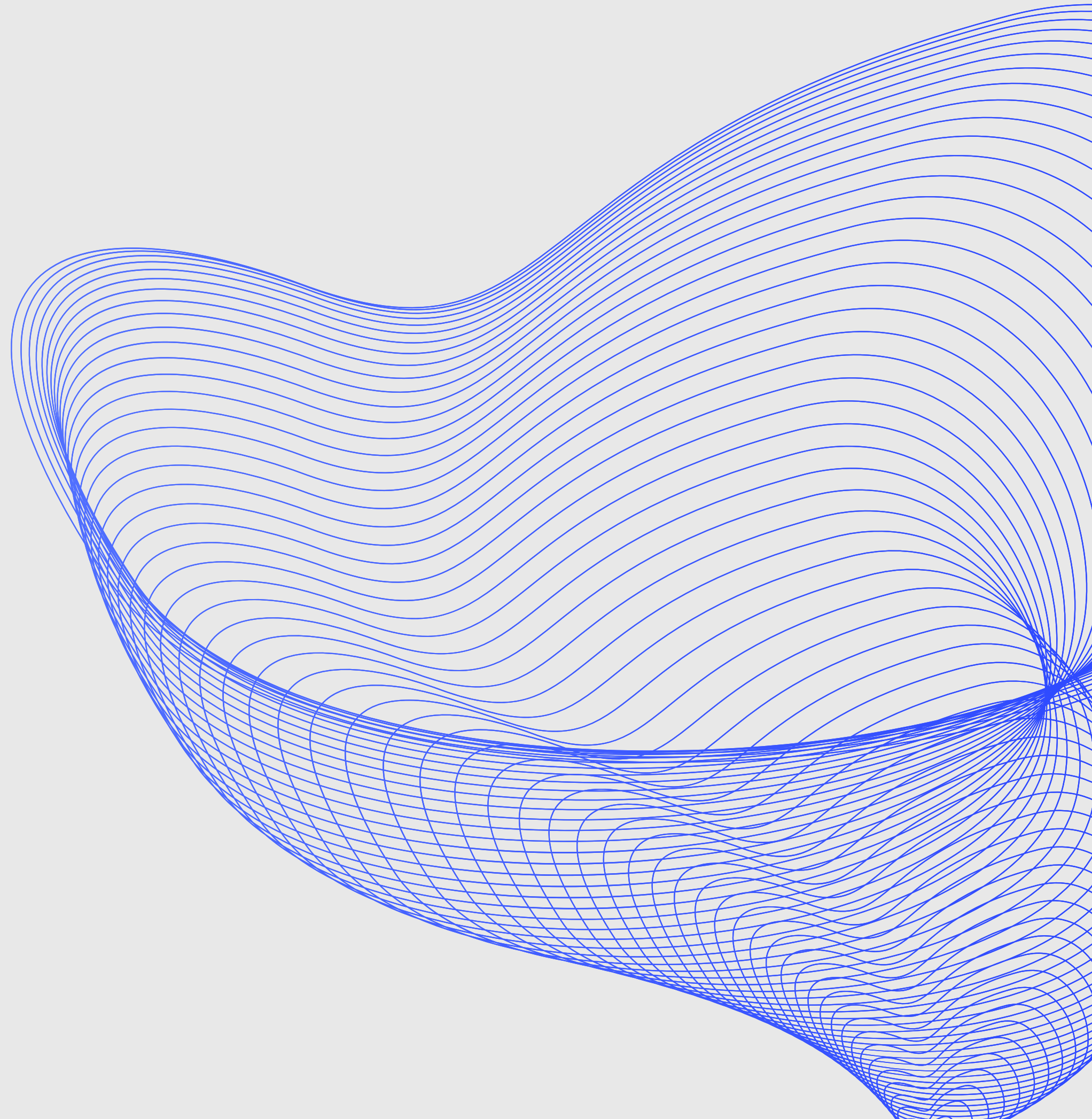# Microsoft & AI

PR523 - Advanced Audience Insight Mining

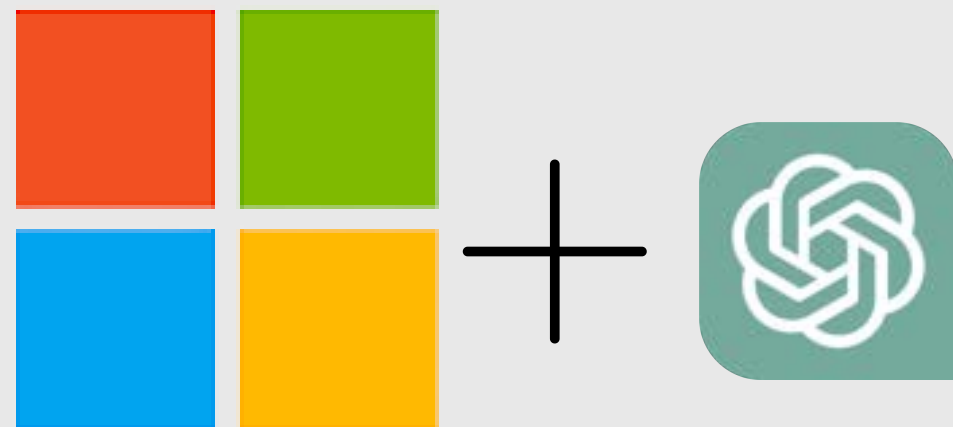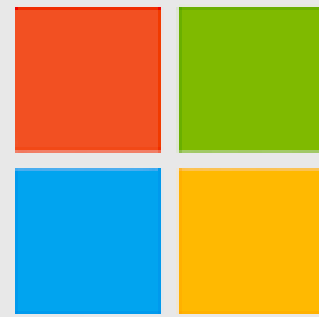Created by-

Arya, Dany, Mrisha, Nay & Varidhi

Agenda

1. Mission Statement
2. Positioning Statement
3. Statement of Problem
4. Research methods

5. Target Audience
6. Desired audience perception
7. Strategies
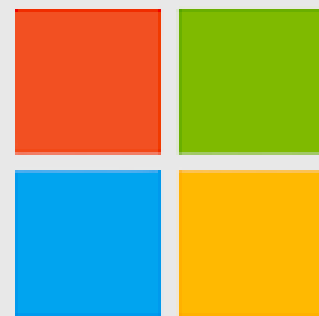8. Tactics & Example Execution

The World Of MSFT

Mission & positioning

"*Our mission is to empower every person and every organization on the planet to achieve more.*"

To individuals and organizations who use technology in their everyday lives,

Microsoft is the trusted provider of innovative technology solutions

that empower people and organizations to achieve more,

because its products and services are designed to be accessible, intuitive, secure, and reliable.

Mission & positioning

"Our mission is to empower every person and every organization on the planet to achieve more."

Desired positioning

To individuals and organizations seeking to incorporate AI-powered solutions into their activities,

Microsoft is the leading provider of innovative and secure AI tools and platforms

that empowers customers and organizations to transform their operations,

because it has unparalleled expertise in AI research and development, provides solutions and guidance for a variety of industries, and is committed to ethical and responsible AI use.

MEDIA RESEARCH

Bloomberg
https://www.bloomberg.com › news › articles › micros...

Microsoft Invests $10 Billion in ChatGPT Maker OpenAI

23-Jan-2023 — At $10 billion the latest **investment** into **OpenAI** easily tops any of Microsoft's **investments** to date, according to data compiled by Bloomberg, ...

Forbes
https://www.forbes.com › lists

The AI 50 2023

11-Apr-2023 — Mainstays like Scale **AI** have for years supplied the picks and shovels —and crucially, the humans — to help turn **tools** like ChatGPT from concept ...

https://www.forbes.com › alexkonrad › 2023/03/23

Canva Launches 'Magic' AI Tools For Its Design Software's ...

23-Mar-2023 — Canva **Launches** 'Magic' **AI Tools** For Its Design Software's 125 Million Users. Alex Konrad. **Forbes** Staff. Covering venture capital, cloud and ...

https://www.forbes.com › sites › robtoews › 2022/12/20

10 AI Predictions For 2023

20-Dec-2022 — In **2023**, expect more contenders to enter the fray—both new startups and established companies (e.g., Toyota, Samsung, General Motors, Panasonic) ...

https://www.forbes.com › ganeskesari › 2022/12/22

AI Trends For 2023: Industry Experts (And ChatGPT AI) ...

22-Dec-2022 — As we look back at 2022, it's clear that the field of **artificial intelligence (AI)** has made some very important strides.

Reinventing search with a new AI-powered Microsoft Bing and Edge, your copilot for the web

Feb 7, 2023 | Yusuf Mehdi, Corporate Vice President & Consumer Chief Marketing Officer

Product Announcements

A new era for AI and Google Workspace

March 15, 2023
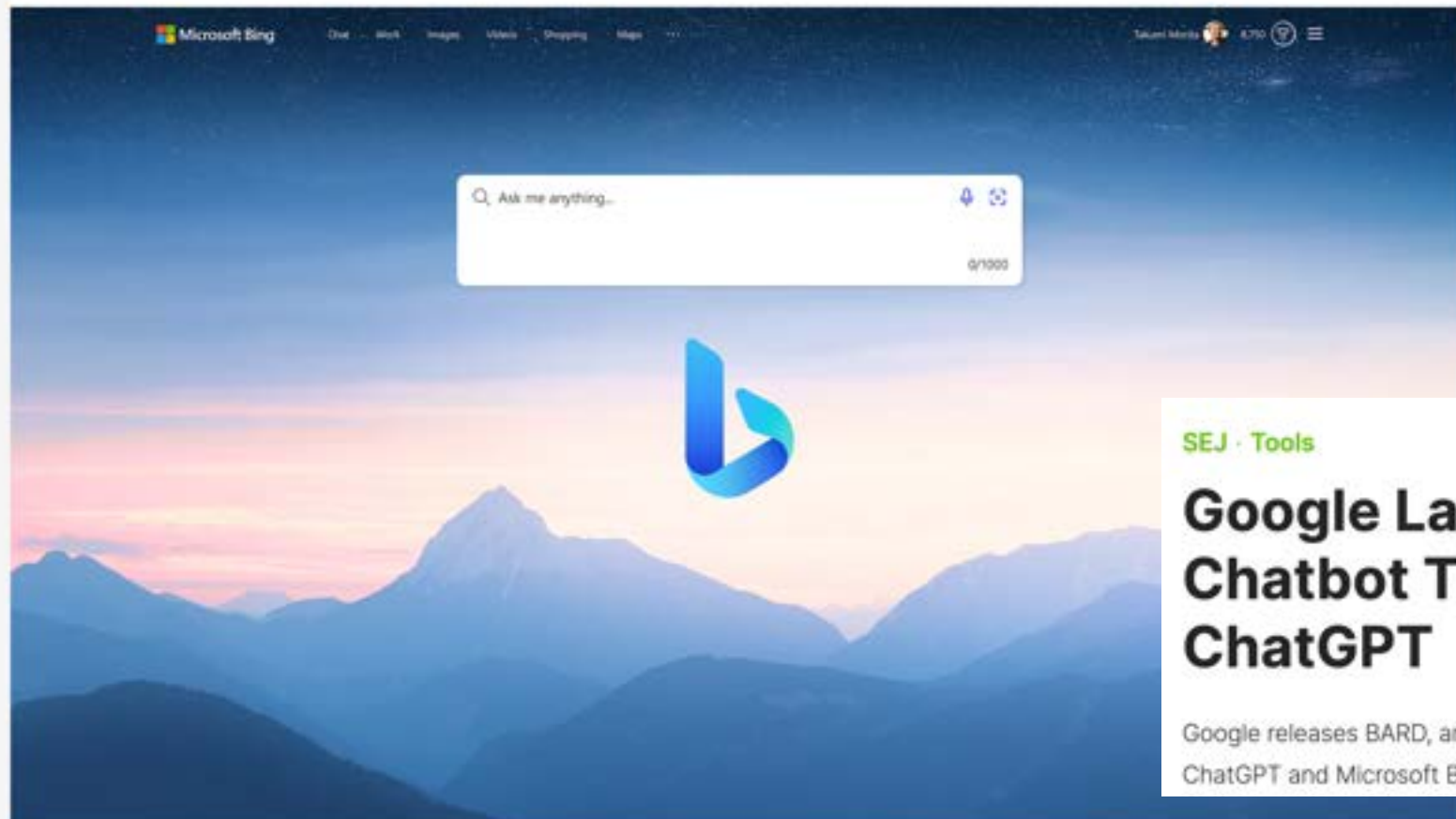
SEJ · Tools

Google Launches Bard AI Chatbot To Compete With ChatGPT

Google releases BARD, an AI chatbot entering the market to compete with OpenAI's ChatGPT and Microsoft Bing Chat.

Emeritus
https://emeritus.org › learn › ai-tools-list-of-2023

Look At These Top AI Tools List Of 2023 Apart From ChatGPT

08-Feb-2023 — 5 ChatGPT **AI Tools** Alternatives You Can't Miss in **2023** · Replika · ChatSonic **AI tools** · LaMDA · Jasper · Chinchilla.

Always available virtual assistant: Poor refund... Can support meaningful conversations: Inte...

Statement of Problem

How can Microsoft sustain its leadership in AI development against its competitors?

```
((("Microsoft" AND "ChatGPT" AND "Google" AND "Bard")
AND ("AI" OR "artificial intelligence" OR "AI Chatbot")
AND ("brand positioning" OR "competitor" OR "battle" OR "threat" OR "rival"
    OR "competition"))

OR

(("Microsoft" AND "ChatGPT" AND "Google" AND "Bard")
AND ("partnership" OR "investment" OR "collaboration"))

OR

(("Microsoft" AND "ChatGPT" AND "Google" AND "Bard")
AND ("concerns" OR "ethics" OR "ethical" OR "discussion")))

AND lang: en
```

Boolean keywords

- Data sources
  - Social Media - Twitter & Facebook
  - News
  - Web
- Language
  - English
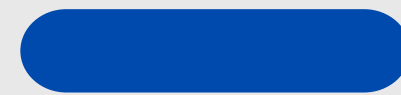- Alert Queries on Mention

  0702_Microsoft
  8,664 mentions

- Analysis Methods
  - Text Mining
  - Word Cloud
  - Emotional Profile Analysis
  - Topic Modeling

Method Choice

orange

Open-source data mining and machine learning software suite that is used for data analysis, visualization, and machine learning.

Text mining

Text mining, also known as text data mining, is the process of **transforming unstructured text into a structured format** to identify meaningful patterns and new insights.

Wordcloud

A word cloud is a visual representation of word frequency that emphasizes **more frequent words in a source text** by displaying them in larger font sizes.

Wordcloud Analysis

another
available
based
might
back
would
even
several
ago
via
core
subject
1
u
weeks
talking
firm
thanks
technologies
trying
tuesday
wednesday
friday
thursday
saturday
sunday
the
in
is

abound
gave
results
many
cursos
view
show
make
sent
essays
days
add
see
including
efforts
emails
get
well
yet
according
coming
york
going

"
but
can
be
big
ap
?
have
web
week
you
use
tuesday
way
wednesday
world
been

company
internet
...
this
technology
content
/
now
main
skip
how
about
from
will at
we
companies
"

what
last
they
or
100
own
one
some
7
when
first
event
than
%
he
most
off
year
also
our
inc
says
here
8
information
few
made
since
9
months
called
#
new

tech
power
redmond
market
fusing
quarter
news
chat
gateway
questions
answer
time
value
washington
response
version
two
photo
images
day
years
monday
online
software
latest
plans
looking
finding

built
san
francisco
recent
suddenly
bakes
long
ad
may
lost
already
business
finds
next
public
much
today
looks
around
arms
video
popularity
program
manufacturing

.
-
the
to
a
of
's
in
-
and
its
is
on
with
that
for
(
)
it
into
an
:has
are
by
after
as
like
'
company
internet
...
this
technology
content
/
now
main
skip
how
about
from
will at
we
companies
"

from
will at
we
companies
"
but
can
be
big
ap
?
have
web
week
you
use
tuesday
way
wednesday
world
been

- No names of days and months.

- No prepositions, connectors, punctuation, and single characters.

- By cleaning up the noise, our data collections is cleaner which allowed us to focus on more on keywords associated with both companies.

Wordcloud Analysis

Social Media Before

Social Media (30) After

News Before

News (30) After
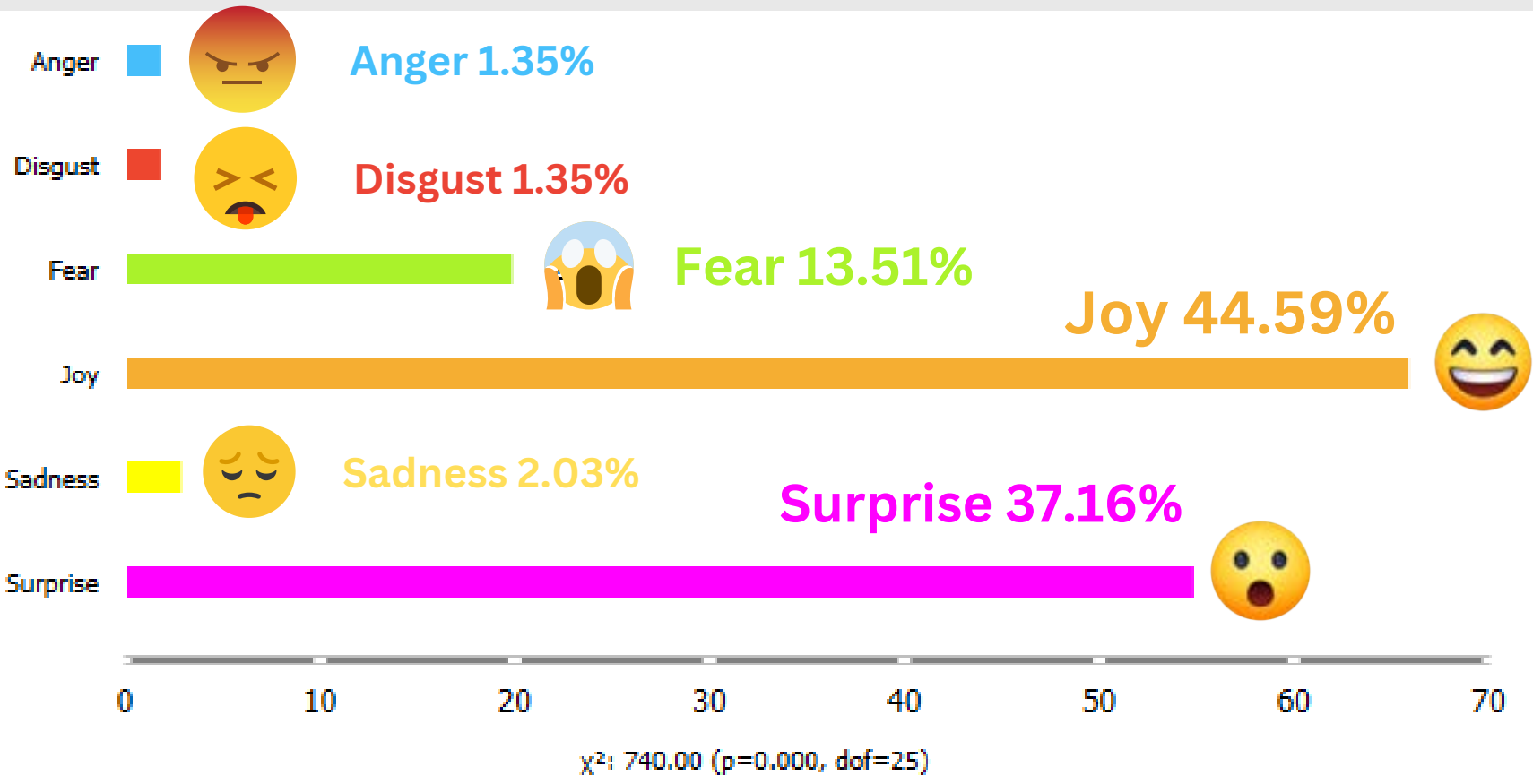
Wordcloud Analysis (Social media vs. News)

<News >

<Social Media>

Emotional Analysis

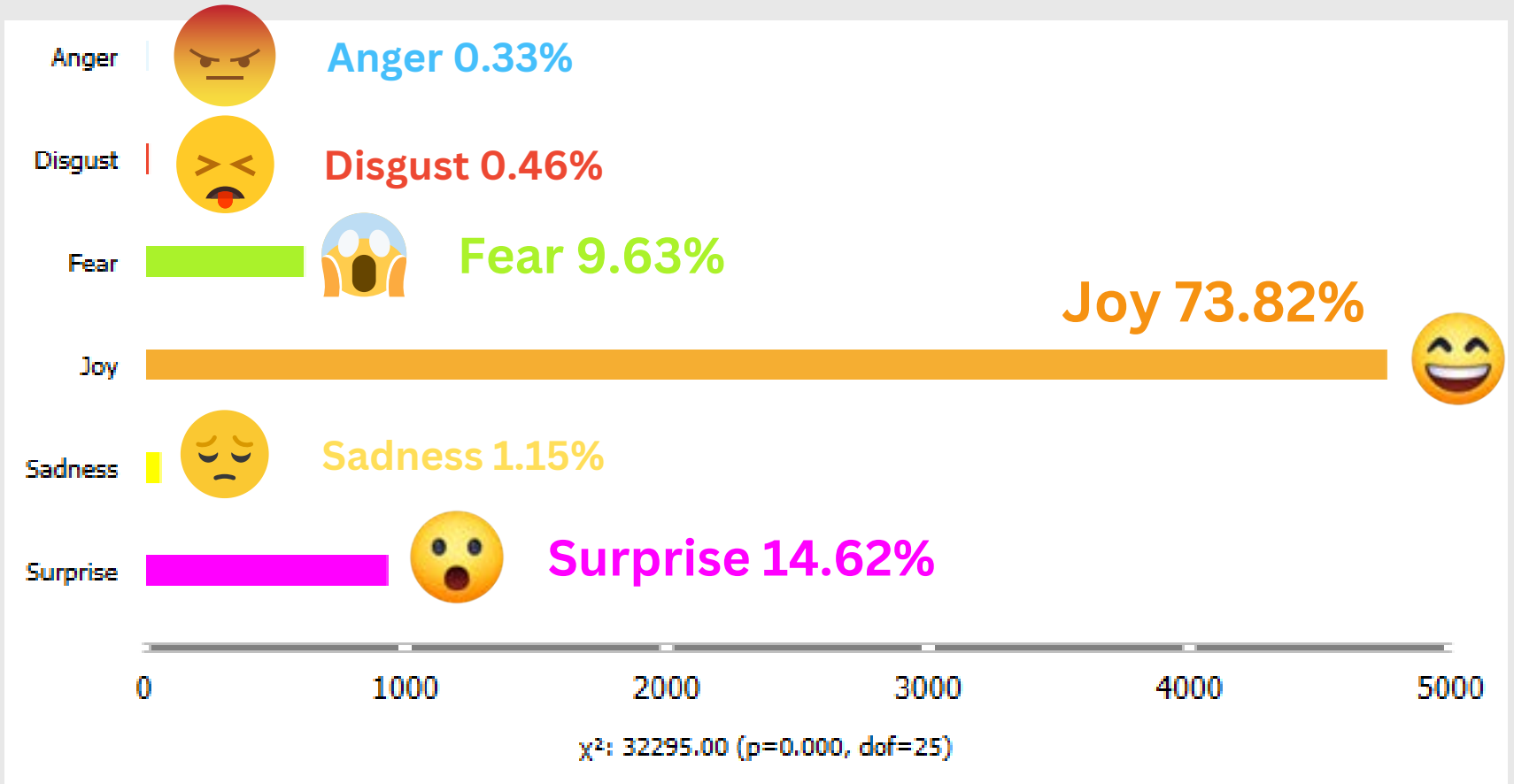For each given tweet, this tool retrieves its sentiment information and computes its emotion probabilities and scores.
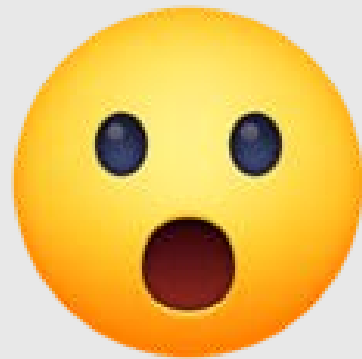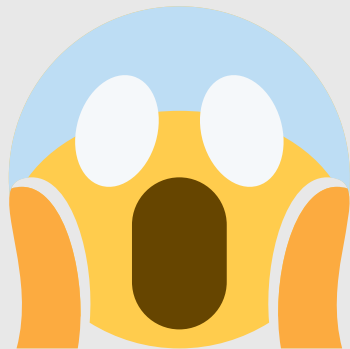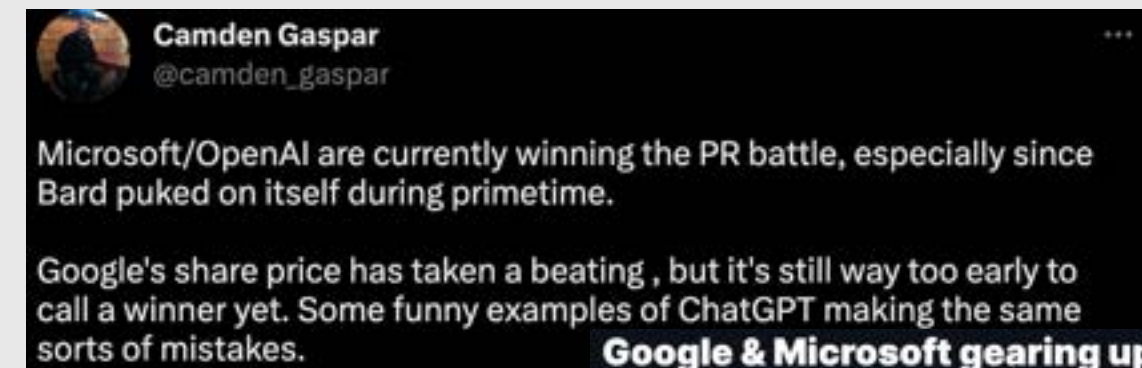
Topic Modelling

Topic Model is is a type of **statistical modeling** for discovering abstract topics in a collection of documents based on **clusters of words** found in each document and their respective

.

1	ai, google, chatgpt, microsoft, bard, competition, chatbot, openai, bing, race
2	ai, microsoft, chatgpt, bard, paris, live, announcement, n, features, demoed
3	microsoft, corporation, fact, billionaire, co, gates, founded, philanthropist, entrepreneur, investor
4	right, ai, jjvincent, bullshit, bringing, sayashk, reporting, random_walker, discussion, correct

description: Microsoft cofounder Bill Gates said Google is likely going to see a significant decline in revenue derived from its search engine dominance due to the incorporation of artificial intelligence by Microsoft, its closest rival in the web search business.

Social Media

ARTIFICIAL INTELLIGENCE

7 problems facing Bing, Bard, and the future of AI search

Microsoft and Google say a new era of AI-assisted search is coming. But as with any new era in tech, it comes with plenty of problems, from bullshit generation to culture wars and the end of ad revenue.

1	google, ai, search, microsoft, chatgpt, intelligence, artificial, bing, engine, chatbot
2	ai, artificial, intelligence, microsoft, n, tool, bing, began, century, reshape
3	search, ai, engine, microsoft, bing, google, bard, chatbot, intelligence, artificial
4	google, intelligence, artificial, chatgpt, bard, search, ai, microsoft, bing, n

News

1. Microsoft dominance over Google thanks to its new AI products.

2. A quarter-century (25 years) after search engine era began with Google, a new AI race starts.

3. Google is second to announce the release of its search chatbot called Bard.

4. Microsoft's New Bing, powered with ChatGPT, has started to present some issues with beta testers.

1. Using AI, Microsoft might finally mount a challenge to Google's dominance in search. Earlier this month, Microsoft unveiled the new Bing search

2. REDMOND, Wash. (AP) Ñ Nearly a quarter-century after Google's search engine began to reshape how we use the internet, big tech companies are racing to revamp a familiar web tool into a gateway to a new form of artificial intelligence.

3. Google has hopped on the search chatbot bandwagon with Bard. The search giant is ready to go head to head with the new Microsoft Bing with the announcement of Bard , which was developed using Google's language model, LaMDA.

4. The release of the Bing chatbot, featuring OpenAI's ChatGPT tech, hasn't been without its hiccups, with some beta testers getting someÉ interesting outputs The global microchip shortage

OpenAI tech gives Microsoft's Bing a boost in search battle with Google
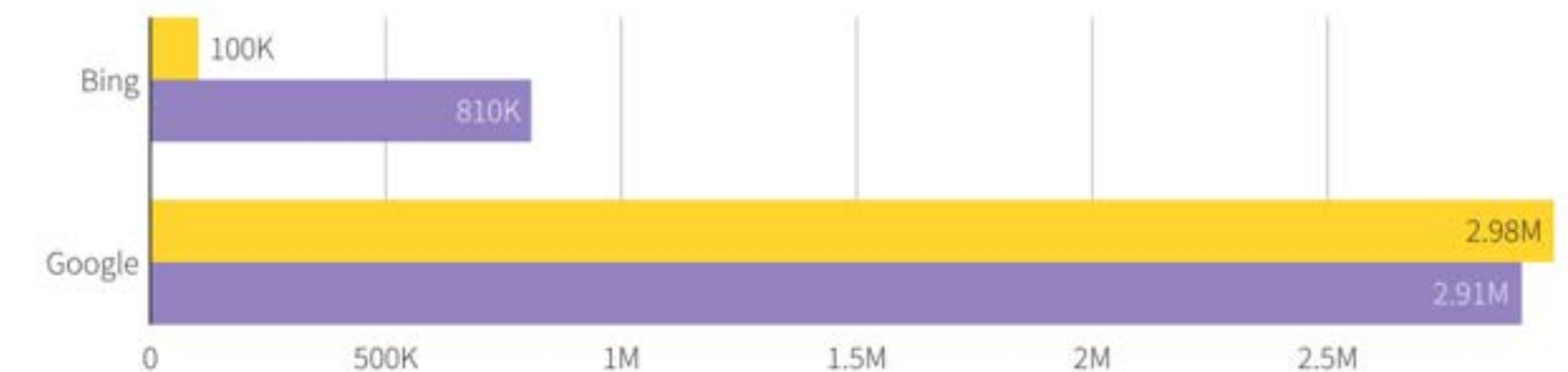
AI-powered Bing scorches past Google

Bing's traffic growth outperforms Google after Microsoft integrated AI in its search engine in early Feb
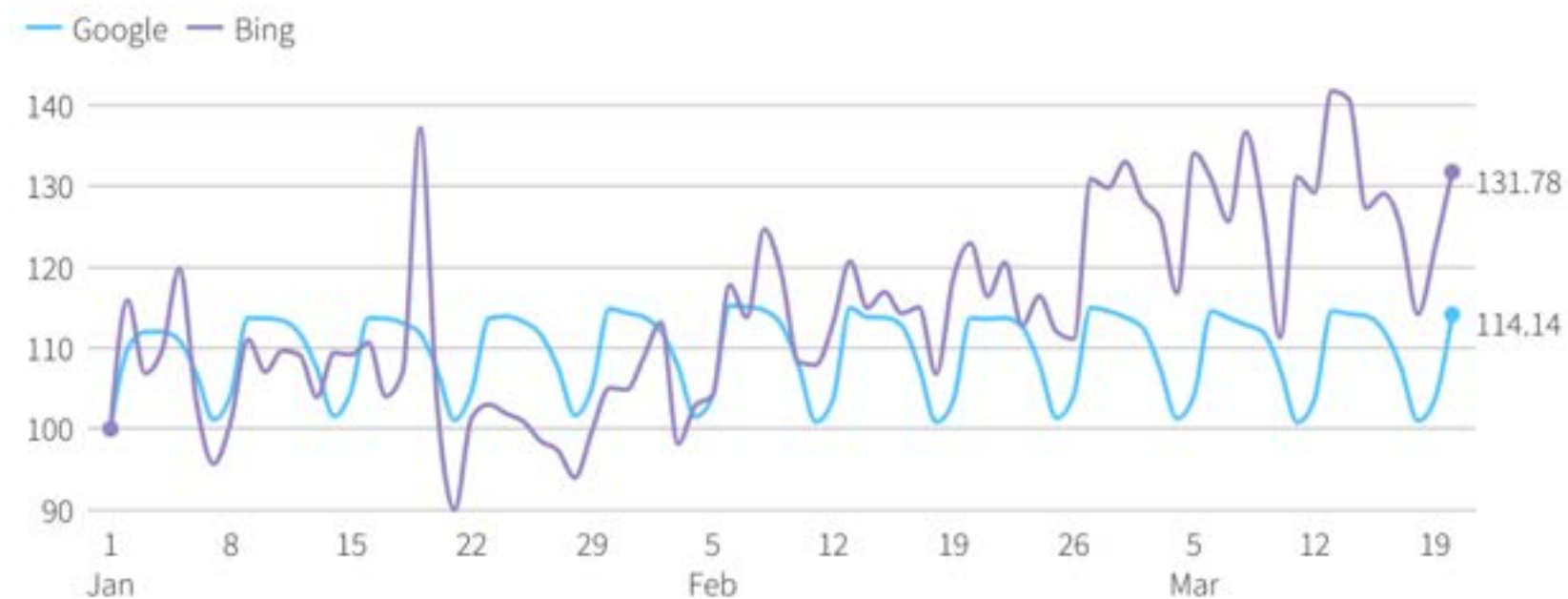
— Google — Bing

Bing app downloads jump after AI integration

Google app downloads fell 2% after Microsoft embedded OpenAI's GPT into its search engine Bing

● Jan 1 - Feb 4, 2023 ● Feb 5 - Mar 11, 2023

Note: The figures denote the number of downloads globally

Target Audience

Demographic:
- Professionals from various industries
- Age: 18-44

Psychographic:
- Tech-savvy
- Innovators & Early adopters
- Value efficient & accurate work
- Interested in AI and ML

Geographic:
- Urban and suburban areas with access to high-speed internet and modern technology.

Loyal 🤝 New

- Strengthened MSFT's relationship with its existing customer base
- Attract new customers who are young (Gen A), more affluent, with a strong interest in technology, software, and AI

Desired Audience Perception

"Microsoft is my go-to provider of innovative and accurate AI-solutions that makes my life easier and more efficient"
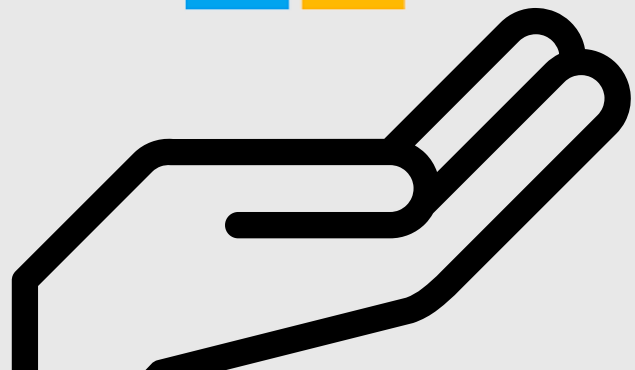
Insights & Strategies

MSFT is perceived as a leader.

→ MSFT will use its leadership position and AI innovations as a platform for gathering a diversity of **voices** to openly address AI topics that its target audience cares about.

Generative AI hot topics: Misinformation, ethics, biases in models, and job displacement.

→ MSFT will use its leadership to proactively communicate about AI hot topics with openness, transparency, and veracity.

Education and training = literacy

→ MSFT will join other organizations that promote AI for good to generate educational content that demystifies and explains AI.

Prompt our Future I
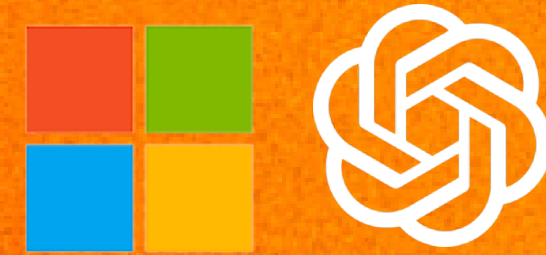
Campaign & Messaging

"At Microsoft, we believe that AI can transform our world for good, that's why we are committed to empowering everyone everywhere to use this technology in an ethical and responsible way to achieve more."

- Embrace the power of AI
- AI for a better world.
- Building a global AI community.

Tactics

Paid

Partnering with influencers that care about AI and technology

OOH advertising to promote both 1) products 2) campaign.

Using SEO to be on top of Google and other search engines.

Affiliate marketing with AI, coding, and programming education organizations

Tactics

Earned

Design exclusive **workshops for journalists** to create trust and give early access to AI-tools. They are key to feeding the conversation around AI in our campaign.

Invite **leaders and experts** from diverse industries to participate in the campaign discussions, from science to media, politics, entertainment, and more.

Thought leadership content about AI ethics and practices to showcase MSFT executives' expertise and leadership in the industry.

Gain good **word-of-mouth** from academia as a result of event marketing in universities.

Tactics

Shared

Partnerships:
- W/ universities and research facilities to support research and development projects.

- W/ AI organizations to promote responsible AI development and deployment and share best practices for addressing ethical concerns.

Active **social listening** and community management: Interacting with the **community** and proposing industry conversations and trends.

Develop a **User Commitment Statement** in collaboration with OpenAI, to which users can voluntarily sign up for demonstrating their commitment to using AI for good.

Hosting **panel discussions** with multidisciplinary expert voices to dialogue about AI hot topics and public concerns.

Hosting **public forums** focused on diverse professional fields to promote collaboration amongst developers and creators, and for discussing their findings within the community.

Tactics

Owned

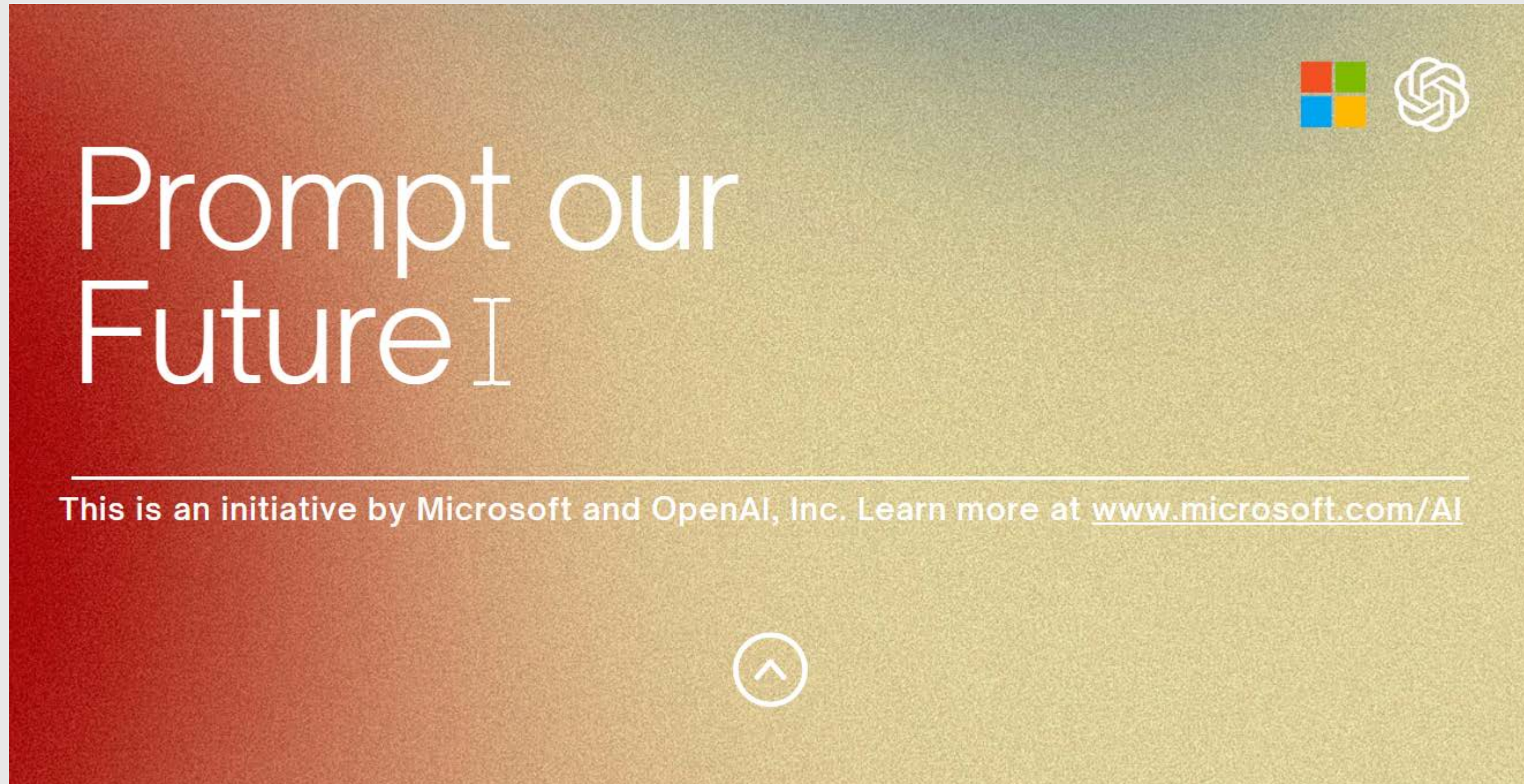Create **educational content** to teach the ABC of AI, especially the basics of how generative AI works and best practices.

Success **stories** / real-life **examples** that show how MSFT's AI products have benefited people around the world.

Design special **training and certification programs** for professionals who want to be part of the AI-skilled community.

Campaign **calendar of events** released to the media regularly and designed to meet the current AI agenda.

Create special miniseries of **podcasts** with Top Tier outlets such as WSJ, NPR, NYT, to share the learnings and insights obtained throughout the campaign.

Demo

Link to website

Thank You