

# AI Visibility Self-Assessment

BY  
TBWA

# RISE

[rise@tbwa.com](mailto:rise@tbwa.com)

# AI Visibility Self-Assessment

## Is Your Brand Visible at the AI Moment of Truth (AiMOT)?

In today's world, the way your brand is discovered and judged has fundamentally changed. Before customers even search, click, or buy, AI systems like ChatGPT, Gemini, or Perplexity deliver answers that shape trust, reputation, and choice.

This is the AI Moment of Truth (AiMOT) — a defining moment where your absence means invisibility, and misrepresentation can irreparably damage your brand.

This self-assessment will help you understand if you're leading or falling behind in this urgent new reality. Answer Yes or No honestly—and prepare for the truth. Mark 1 point for every "Yes" answer

# Section 1 – Audit: The new discovery shift

**How do AI systems like ChatGPT, Gemini/Google AI, or Perplexity represent your brand today? Understanding your current AI footprint is critical because absence or misinformation here leads directly to lost trust and missed opportunities.**

1. Do you know exactly how your brand is represented inside AI platforms like ChatGPT, Gemini and Google AI, or Perplexity? (Understanding this is crucial—because what AI says is what your customers believe.)
2. Have you compared your AI presence to key competitors to see who owns the narrative? (If you're not visible, your competitors are. This is where market share is quietly shifting.)
3. Are those AI answers accurate, up-to-date, and aligned with your brand's true values? (Inaccuracy doesn't just confuse customers—it erodes trust instantly.)



## Section 2 – Roadmap for Leadership

**Who in your organisation owns AI visibility? Without a clear plan and cross-team collaboration, your brand's AI presence remains reactive and vulnerable. Leadership means defining accountability and creating strategies that go beyond traditional SEO and advertising.**

4. Have you named an owner or team responsible for your brand's AI visibility (Without governance, this critical moment gets ignored or mismanaged.)
5. Is there a clear plan that goes beyond traditional SEO and media spending to secure your presence in AI answers? (Old rules don't apply here; AI visibility requires strategy, collaboration, and precision.)
6. Are your customer experience, data, and communications teams working together to manage your AI representation? (True influence happens at the intersection of these disciplines, shaping AI-generated answers in real time.)

## Section 3 – Implementation: Showing up with authority

**Are you actively managing how AI presents your products and brand? Authority comes from testing, verified data, integrated strategies, and trusted partners. The AI narrative is shaping fast—make sure it speaks accurately and consistently about you, not otherwise**

7. Are you actively testing AI prompts to understand how your brand and products are portrayed? (If you don't ask, you won't know what the machine is saying about you.)
8. Do you feed AI systems with verified, structured, and trustworthy data? (Credibility in AI depends on data quality—garbage in, garbage out.)
9. Have you woven AI visibility into your overall customer experience strategy? (This is no longer a marketing add-on—it's a core pillar of how customers engage with you.)
10. Do you have a trusted partner ensuring your brand shows up accurately and consistently in AI answers? (The AI moment is here, and the machine is already defining your reputation—take control.)

# Score yourself

## **8–10: Leading**

You're already visible at the AI Moment of Truth and shaping your brand's future.

## **5–7: Emerging**

You're adapting, but AI may still be quietly defining your story without you.

## **0–4: At Risk**

You're effectively invisible in the place where influence now begins. Immediate action is essential.

If your score is under 8, it's time to act. The AI Moment of Truth isn't waiting. Your brand's reputation, growth, and trust are being rewritten every day by the answers AI delivers.

# TBWA RISE

At TBWA, we believe disruption demands action. That's why our RISE Audit is designed to illuminate how your brand appears inside AI and build a strategic roadmap to own your AI visibility.

Don't let the machine define your brand without you. Start your RISE Audit today—because this moment is your moment, or your risk.

***AiMOT** (AI Moment of Truth) is the new first moment of discovery—when customers ask AI for guidance before seeing ads, search results, or brands.*

***AiMOT** (AI Moment of Truth) is the most significant change in **customer experience** since Google redefined discovery in 2011.*

*For brands, absence at that moment equates to invisibility."*

**THE AUSTRALIAN** 🇦🇺

October 2025





## NEW MODEL



BY  
TBWA\

# RISE

TBWA'S strategic AI visibility service,  
Rise helps brands be found and recommended by LLMs.

## Visibility Audit



## Optimisation Roadmap



## Implementation

## FAQs

### **Does this guarantee my brand will show up in ChatGPT or Perplexity?**

No — but it significantly improves your chances by aligning with the signals those models value.

### **Is this SEO?**

Traditional SEO and LLM optimisation will coexist. Rise helps you rebalance your digital strategy for the AI-first era, ensuring your brand is discoverable everywhere consumers search.

### **How long until we see results?**

Depending on the program, you'll typically see visibility improvements over 3–6 months.

### **Is this relevant for B2B brands or only consumer-facing ones?**

It's essential for both — B2B buyers also ask AI tools for trusted recommendations.

### **Can we track performance over time?**

Yes — our Visibility Scorecard is re-assessed at 3, 6, and 12 months for measurable ROI.

### **How do you monitor and measure our brand's visibility across different AI platforms?**

We use a combination of proprietary tools and manual testing to track how your brand is represented in LLM's

### **I've heard about LEO and GEO, what's the difference?**

GEO (Generative Engine Optimisation) or LEO (Large Language Model Optimisation). Rise is at the forefront of both.

### **What if AI gives outdated or wrong answers about my brand?**

That's exactly what we fix — the audit identifies inaccuracies, and our roadmap helps replace them with verified signals.

### **How does this affect my paid search or SEO strategy?**

It complements them — this approach ensures your brand shows up in AI answers, even without a click.

### **What types of content or sources most influence AI-generated answers?**

AI models draw heavily from high-authority sources such as major publishers, Wikipedia, government sites, and community-driven platforms like Reddit and Quora.

Our approach ensures your brand is present and accurately represented in these ecosystems, increasing the likelihood of being cited in AI answers — even when there's no direct link to your site.

# **Any** **Questions?**



BY  
TBWA

# RISE



Learn more

Get RISE, email

[rise@tbwa.com](mailto:rise@tbwa.com)