

37XDIGITAL CASE STUDY

AI-Powered Brand Intelligence to Navigate Sensitive Communications

THE ASK

In response to new executive orders targeting how public institutions and nonprofits discuss race, equity, and inclusion, the National Center for Civil and Human Rights needed to safeguard its voice without compromising its values. The goal: ensure all outward-facing communications remained legally compliant, brand-aligned, and reflective of the Center's mission—across every digital channel.

THE STRATEGY

- **Custom AI Development:** Built a custom GPT trained on brand guidelines, tone of voice, and DEI-aligned communications frameworks.
- **Executive Order Compliance:** Embedded legal parameters—including evolving executive policies—into the model to reduce risk and ensure all content reflected compliant language.
- **AI-Driven Content Guardrails:** Integrated the model into workflows across email, social, PR, and website content to enable faster, safer, and more consistent messaging.
- **Internal Enablement:** Equipped teams across departments with a centralized tool to generate or cross-check messaging before it reached the public.
- **Proactive Testing:** Leveraged the model to simulate high-risk communication scenarios, stress-testing messaging and identifying potential vulnerabilities before content went live.

TOOLS USED



Internal Brand Guidelines



ChatGPT



Executive Order/Policy Inputs



Social & Email Publishing Tools

THE RESULTS

62%

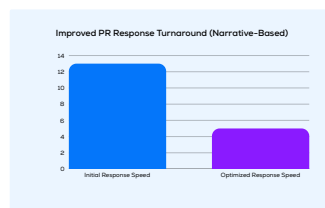
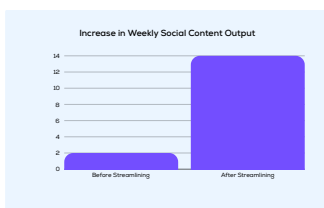
Reduced time-to-publish during crisis or high-sensitivity moments

100%

Achieved 100% message alignment across email, social, PR, and digital media within the first 90 days of rollout

40%

Cut legal/comms review cycles by 40%, increasing content velocity without compromising integrity



Created a first-of-its-kind brand-aligned GPT trained on internal messaging, executive orders, and risk frameworks

EXECUTION PROCESS



AI Model Training

Built a GPT trained on the Center's brand voice, legal restrictions, and DEI-informed language guidance.



Governance Framework

Created a structured review protocol and internal policy guide to pair with AI-generated outputs.



Workflow Integration

Integrated AI into day-to-day messaging creation across all external channels.



Scenario Simulation

Used real-time public narratives and policy moments to test and refine outputs for tone and compliance.



Organization-Wide Rollout

Enabled PR, digital, and programming teams to use the model independently—reducing back-and-forth and aligning comms center-wide.