AI-Enhanced Brand Protection

Close the gap between what your brand stands for and how it shows up beyond AI engines

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Sentiment Sync

SITUATION

Brand narratives are fragmented across channels—LLMs, search, social, news, influencers—which can lead to mixed signals and uneven perceptions.

CHALLENGE

"Answer engine optimization" focused solely on AI search can't fix misalignment when your brand website, media footprint, and social conversation tell different stories.

OPPORTUNITY

Brands need a fast, repeatable way to measure alignment and translate fixes into action across marketing, digital, advocacy, PR, and medical communications.

Beyond AI Engine Optimization

The race for relevance has entered hyperspeed in a fast-shifting circuit where brand discovery happens across AI answers, classic search results, social feeds, news cycles, and influencer ecosystems. While agency teams are touting fine-tuned engines for one stretch of the course—large language models—they're missing the fact that the trophy goes to brands that consistently project who they are and what they stand for in ways both humans and machines can recognize.

Over two years of building and optimizing these engines for clients, we've learned that delivering lasting success requires more than AI "answer optimization." It demands alignment: your intended narrative reinforced, again and again, where algorithms listen and where people decide.

JPA Offers the Fastest Path to Optimal Sentiments

Healthcare brands don't win by being merely "findable" in search or by AI assistants. LLMs and AI answer engines are one gatekeeper among many. Brands win when what they stand for is consistently understood and reinforced across every channel both people and algorithms use to learn about them.

JPA's approach compares your brand's desired positioning with real-world perception across media, social, web, and leading LLMs. It is built on JPA's proprietary, secure, AI-powered insight platform—Gretel®—which has been optimized and pressure-tested over more than a decade.

Introducing Gretel Sentiment Sync

With this award-winning tool, we make brand alignment across media, social, web, and leading LLMs both measurable and addressable. Gretel Sentiment Sync identifies perception gaps and prioritized actions to close them, vetted and refined by our expert strategists. Gretel Sentiment Sync is a powerful new tool that helps brands set the pace across channels, shaping what's said and shared, so the story the world repeats is the story you intend.

SUMMARY

- Answer Engine/AI Optimization focuses on getting content surfaced
- Gretel Sentiment Sync measures alignment to your brand story and closes the gaps
- Powered by our secure, tested insight tool, Gretel—and guided by expert JPA strategists
- We design the analysis, vet insights against your goals, and implement (or support clients in implementing) fixes so brand sentiment shifts

Ready to learn more?

Contact:
info@jpa.com

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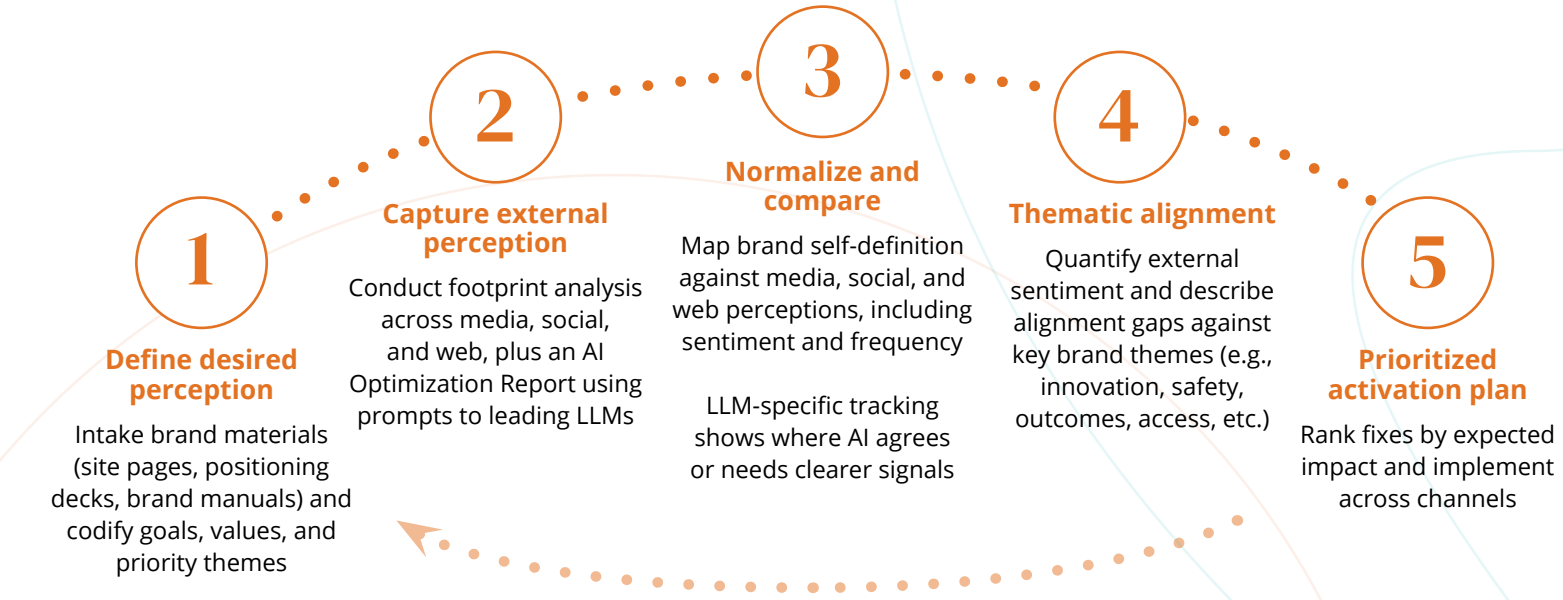
Sentiment Sync

Sentiment Sync At-A-Glance



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JPA's proprietary, secure, AI-powered insight platform

Every JPA team leverages Gretel and its secure, client-tuned AI workstreams to turn real-world insights into on-brand assets in minutes, not days.