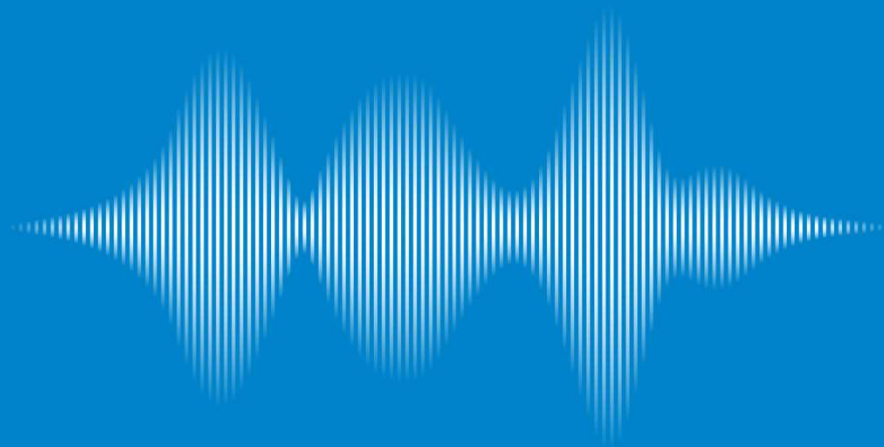


Guidelines for using generative AI for marketing content creation

GOVERNANCE FOR MARKETING COMMUNICATIONS TEAMS @ SONOVA
Update July 2025

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Context and objectives

In recent years, the use of Artificial Intelligence (AI) in marketing communications has rapidly transformed how we create content. AI has introduced new efficiencies, helping us streamline workflows, scale creative efforts. From generating visual content to writing copy, AI tools are more and more part of our day-to-day operations, opening up exciting possibilities while also posing unique challenges.

This document provides practical guidelines for all brands HQ & GCs marketing communication communities on effectively integrating AI-generated content in our communication developments. It outlines key areas, ensuring we use these tools responsibly. It complements Sonova guidance on the usage of generative AI technology by employees.

By following these guidelines, you'll confidently incorporate AI into your workflow, making informed decisions that enhance creativity and align with our business objectives and ways of working. We encourage all colleagues involved in content creation and campaign execution to apply these guidelines, ensuring our efforts remain innovative, effective, and aligned with our company values.

01 Introduction

02 Guidelines

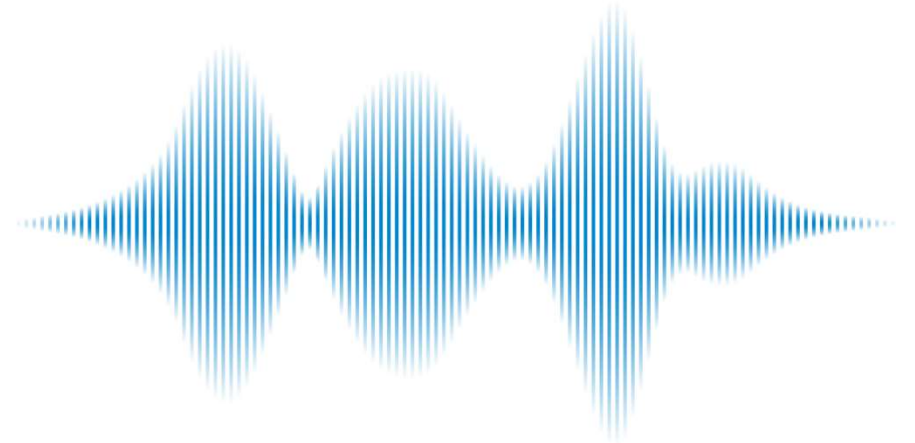
03 Governance

04 Performance

05 Check lists



Introduction



Supporting the responsible adoption of AI within our marketing and communication roles

Generative AI offers powerful **capabilities** that can significantly enhance marketing communications, including content creation, personalization, and efficiency.

However, it is important to be aware of its **limitations**, such as potential biases, lack of deep understanding, and legal risks including inadvertent negative impacts on or transfer of Sonova IP and third party IP infringement.

Balancing the use of AI with human oversight and ethical considerations is crucial to **maximizing its benefits while minimizing potential downsides**.



Definition of generative AI

Generative artificial intelligence (AI) is a type of AI that **creates new content from existing data**. In essence, generative AI is about using technology to create new and original content, expanding our creative and productive capabilities:

What it does

Based on what it has learned from existing examples, generative AI can create images, text, music and videos.

How it works

It uses advanced algorithms and neural networks to understand patterns in data and then generate something new and unique.

These **guidelines** cover content generated with AI **internally** or through a **collaboration with an external partner**. Internally, it can be content generated by a Sonova employee directly. An external supplier can be an AI artist, an AI agency or a creative agency, using itself gen AI tools or delegating this scope of work. Or it can be a platform proposing stock images and videos (stock shots), such as Shutterstock.

When content is generated by Sonova employees with an AI tool, you must comply with Sonova employees' duties that you will find here : [Usage of AI chatbots – Revised guidance \(sonova.com\)](https://sonova.com)

Generative AI offers exciting capabilities when it comes to content creation

Creative assistance

Idea Generation: Provides creative ideas or starting points for human creators, helping to overcome writer's block or generate new concepts.

Content creation

Text Generation: Can produce high-quality written content, such as articles, blog posts, social media captions, product descriptions, and ad copy.

Image Creation: Able to generate images from scratch or modify existing images based on specified criteria.

Video Production: Can generate short-form videos, including animations, promotional clips, or simple video edits.

Audio Generation: Can produce voiceovers, sound effects, music tracks, and spoken content.

Automation and efficiency

Speed and Scalability: Produces content quickly, allowing for rapid scaling of marketing campaigns. This is particularly useful for large-scale content needs, like mass email campaigns or social media posts.

Data-driven creation

Personalization: Can analyze customer data to generate personalized content tailored to individual preferences, behaviors, and past interactions.

Performance Optimization: Uses data to optimize content for better engagement, such as A/B testing different versions of content to determine the most effective.

However, because generative AI rely on the data they were trained on, many limitations are encompassed

Limit of originality, creativity and human touch

Limited Creativity: AI can mimic creative styles and generate variations, but it struggles with true innovation or the creation of genuinely original content.

Limited Emotional Intelligence: AI lacks true emotional intelligence, making it difficult for AI-generated content to resonate on a deep emotional level with audiences. It can mimic emotional language but does not genuinely understand or feel emotions.

Lack of true understanding

Difficulty in Abstract Concepts: AI struggles with abstract thinking, complex reasoning, or the generation of content that requires deep conceptual understanding.

Context Misinterpretation: AI lacks deep understanding and common sense. It can misinterpret nuances, especially in complex or sensitive topics.

Surface-Level Comprehension: AI operates based on patterns in data, which means it can generate content that sounds correct but lacks the depth or insight that a human expert would provide.

Ethical and Bias Issues

Infringement: AI-generated content may unintentionally replicate copyrighted or trademarked material, creating legal risks if used without proper rights.

Bias in AI Models: AI systems can inherit biases present in the data they were trained on. This is particularly problematic in areas like advertising and direct customer communications.

Ethical Concerns: The use of AI in generating content can raise ethical questions, such as the potential for spreading misinformation.

While AI can produce high-quality content, all these limitations can lead to

- Content in violation of third-party rights
- Repetitive content
- Inconsistency in quality of output
- Overly generic or not specialized enough content
- Content that is contextually incorrect or nonsensical
- Not up-to-date or outdated content
- Inaccurate, irrelevant, or inappropriate content
- Content that might be biased or discriminatory

At last, the resources and legal risk assessment are critical while we are not fully familiarized in working with AI

Cost and resource management

Resource Allocation:

Allocate sufficient resources, including time and human oversight, to manage the AI outputs effectively. Ensure that the agency have the capacity to review, refine, and implement AI-generated artwork as needed. On your side, be prepared to work through multiple iterations, particularly if the project requires a high degree of creativity or originality that may challenge the AI's typical capabilities.

Budget Considerations:

Carefully weigh the cost benefits of using AI-generated art against traditional methods, considering factors like speed, scalability, and potential for innovation.

Review Time:

AI-generated images are usually created as a single integrated composition, which can make it difficult to adjust or rework specific areas without altering other parts of the image. This can lead to extensive rounds of review or to the need of generating new images.

Employees duties

Using generative AI to create content introduces significant legal risks that we must carefully navigate. As AI-generated content becomes more prevalent, issues related to intellectual property (IP), copyright infringement, data privacy, and misinformation have emerged as key concerns.

By proactively addressing these legal risks, we can harness the power of AI while safeguarding against potential legal pitfalls.

In June 2023, Sonova already edited first rules and responsibilities about the use of AI that must be followed. Check the intranet for updated guidance (link below)

Sonova would like to ensure that our company's confidential and proprietary information is NOT shared on AI tools and generative AI, which may result in breach of our company's "knowledge assets."

Violation of employee duties

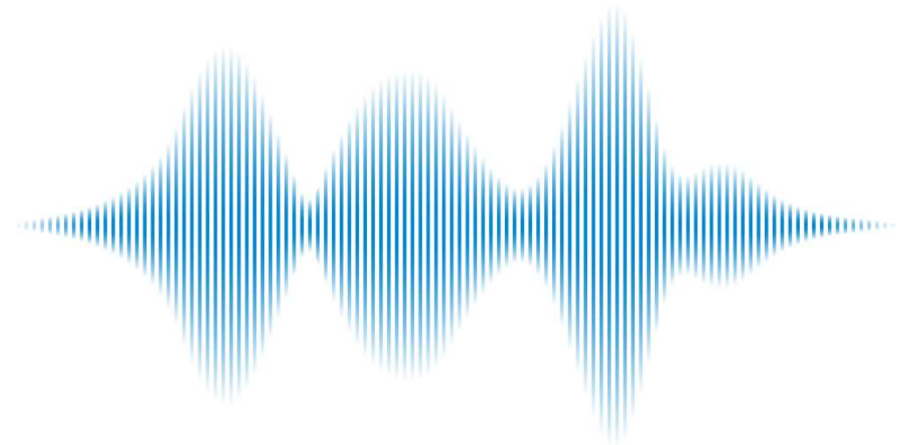
Inputting confidential company data into AI tools could potentially lead to a breach of employee duties under applicable laws and employment contracts.

Please make sure to familiarize yourself with the Sonova guidance.

Sonova compliance on generative AI : [Legal & Compliance - Digital Ethics & Artificial Intelligence \("DE&AI"\) \(sonova.com\)](#)

2

Guidelines



Adhering to best practices for using generative AI in content creation

In this chapter, we will delve into the **steps** that must be considered when using generative AI while crafting communications assets. These are the **heart of the guidelines**, and it is crucial that everyone strictly adheres to the points provided.

As a reminder, this covers content creation provided both internally and externally by an external partner (eg. agency, freelancer, AI-platforms) , who is working with licensed AI tools.

These detailed guidelines follow the process of creating content and are complemented with **check lists** to ensure thorough execution.

Following these best practices is key to maintaining compliance, safeguarding brand integrity, and ensuring the effective use of AI-generated content.



AI text generation

AI-generated text and copy is among the most commonly utilized forms of generative AI becoming increasingly prevalent in commercial campaigns, including social media and digital marketing.

While AI offers innovative and efficient solutions for content creation, it also presents challenges such as **potential inaccuracies**, **lack of brand alignment**, and **issues with originality**.

The principles of regular copywriting, such as proofreading, fact-checking, and maintaining tone of voice, apply equally to AI-generated text. Proofreading AI-generated text and ensuring the passages are free from errors and flow naturally is crucial to catch grammatical errors and ensure readability.

This chapter aims to provide an overview of the use of AI in generating text and copy, highlighting the associated risks and offering strategies to mitigate issues like copyright infringement and content redundancy.



AI text and its opportunities and challenges

Generative AI text and use for copywriting can provide a quick and efficient solution for marketers and content creators who need high-quality written material on demand, but there are also limitations to relying solely on AI-generated content that should be taken into account.

Opportunities	Challenges
One of the biggest advantages of AI-generated text is its ability to produce content quickly. With AI, users can generate articles, marketing copy, and social media posts in a fraction of the time it would take a human writer, ensuring timely delivery for projects.	Many AI-generated texts can still lack the nuance and emotional depth that human writers bring, making the content feel less compelling.
Another advantage of AI-generated text is cost efficiency. Hiring multiple writers or agencies can be expensive, but many AI platforms offer affordable options for generating high-quality content.	AI may produce inaccuracies or inconsistencies, especially if the data it analyzes is flawed or incomplete, leading to potential misinformation.
AI can also analyze data-driven insights, allowing it to tailor content to specific audience preferences and trends, making the text more relevant and engaging.	There is also a risk of generating content that closely resembles competitors, which can result in redundancy and a lack of originality.
Additionally, AI can assist in brainstorming by providing diverse ideas and perspectives, enhancing the creative process for writers.	Furthermore, AI-generated text requires thorough proofreading to ensure grammatical correctness and flow, which can be time-consuming.

Always make sure that final **output aligns with the brand's tone of voice and values**. Note: maintaining cultural sensitivity and avoiding offensive language can be challenging, as AI may not fully recognize local customs and norms.

GenAI Images

AI-generated images are becoming a powerful asset in the marketing toolbox.

These tools can help us produce bespoke imagery faster, at lower cost, and without the constraints of traditional photography or illustration. They enable greater agility in storytelling, campaign adaptation, and visual experimentation.

However, this innovation also comes with important risks. AI-generated images can unknowingly mimic real individuals, replicate copyrighted content, or include elements derived from datasets without proper licensing.

While AI accelerates image creation, manual review remains essential. Issues like distorted features, inconsistent lighting, unrealistic proportions, or unintended symbolism can undermine the final result.

This chapter outlines the key considerations when using AI-generated imagery in communications. It provides practical guidance on how to leverage these tools responsibly, reduce legal risks, and ensure that the content aligns with brand and compliance standards.



AI image and its opportunities and challenges

Generative AI image creation offers a fast and flexible way to produce custom visuals on demand, opening new doors for creativity and content personalization. However, there are key limitations and quality checks to consider before using them professionally.

Opportunities	Challenges
One of the key benefits of using AI to generate images is creative flexibility. Explore bold concepts, prototypes, and iterations without production constraints. AI unlocks new creative directions and allow rapid experimentation.	For complex image or videos, traditional shoots can be a better choice to meet your expectations and remain efficient.
Another strength is speed. Marketers can produce compelling visuals on demand, without relying on lengthy photoshoot planning or sourcing stock images, which accelerates campaign timelines.	There are also brand consistency risks. If prompts are vague or unchecked, AI-generated visuals may deviate from established visual identity guidelines in terms of style, tone, or color palette.
AI-generated images are also cost-efficient. Creating custom visuals in-house or through agencies can be expensive—especially for concepts requiring high production value. AI tools offer a scalable, budget-friendly alternative for creating high-quality visuals.	Another challenge is editability. AI-generated images are usually created as one single integrated composition. It might be inconsistent in quality with unnatural details. It can make it difficult to adjust or rework specific areas without altering other parts.
AI also enables personalization at scale. You can test multiple variations of a visual to tailor content to different audience segments or platforms—something traditionally time-consuming and costly.	Finally, legal and ethical risks must be managed. Without proper legal clarity, potential copyright, trademark, or likeness infringements can happen. Usage rights may also not be clearly defined.

AI music and voices

AI-generated music and sound effects are becoming increasingly popular in commercial campaigns, including YouTube videos.

While AI offers creative and cost-effective solutions, it also presents **legal risks** such as copyright infringement, trademark infringement, and **unclear licensing terms**. Abuse can lead to demonetization, content takedowns, or litigation.

This chapter is intended to provide an overview of the use of music, voices and sound effects in tools and assets. It is also intended to show where risks exist and how the risk of copyright infringement can be reduced or avoided.



AI voices and its opportunities and challenges

AI-generated voices has both opportunities and challenges, especially when compared to real human voices. The decision to use AI voices depends on the context, whether it's for narration, virtual assistants, entertainment, or business applications. We may use the voices of employees or third parties with specific authorizations.

Opportunities	Challenges
AI-generated voices can ensure consistency for consistent sound branding; even in different languages. It eliminates variations in tone, tempo, or energy that can occur over time with human speakers.	Many AI models are trained on talents' real voices without their consent, raising questions about originality and ownership. This can lead to legal disputes over intellectual property.
Cost-effectiveness is another benefit. AI voices provide a cheaper alternative, allowing businesses and content creators to generate narration without ongoing fees.	Humans are generally good at recognizing artificial speech, and AI-generated voices can sometimes sound unnatural, or too smooth. This can be a problem in contexts where trust and relatability are important.
AI can produce speech instantly, eliminating the need for scheduling voice actors, recording sessions, and post-production work. AI voices also offer scalability; a single AI model can generate multiple voices in different languages, or tones without requiring multiple voice actors.	One of the biggest challenges is the lack of emotional depth and nuance. While AI can mimic human speech patterns, it often struggles to convey genuine emotion. Subtle vocal elements are difficult for AI to convincingly replicate.

AI music and its opportunities and challenges

Generative AI music can serve as a convenient solution for creators who need ready-made soundtracks, but there are also disadvantages to conventional stock music that need to be considered.

Opportunities	Challenges
One of the biggest advantages of AI-generated music is its ability to be customized. With AI, users can adjust elements like tempo, instruments, and mood to fit their specific needs, ensuring the music aligns perfectly with their project.	Many AI-generated tracks, while improving, can still sound robotic, repetitive, or slightly unnatural, especially when dealing with complex compositions.
Another advantage of AI-generated music is cost efficiency. While high-quality stock music libraries often require expensive licensing fees - especially for commercial use - many AI platforms offer more affordable options.	AI music may lack the human touch that makes music feel emotionally compelling.
AI can also generate entirely original compositions, minimizing concerns about copyright claims. But it is important to learn about the user license agreement and find the right platform that complies with applicable laws.	Many AI models are trained on copyrighted music, raising questions about originality and ownership. If an AI generates a song that closely resembles an existing work, it can lead to legal disputes over intellectual property.

AI video production

AI-generated video content is becoming increasingly prevalent in commercial campaigns, including advertisements and social media.

While AI offers innovative and efficient solutions for video production, it also presents challenges such as **potential inaccuracies**, **unrealistic portrayals**, and **ethical concerns** regarding the **use of likenesses**. Missteps can lead to brand misrepresentation, legal issues, or negative audience reception.

AI-generated video can offer fast, effective solutions for marketers and content creators who need high-quality visuals for campaigns. However, it's important to be aware of its limitations—particularly around authenticity and emotional depth.

This chapter aims to provide an overview of the use of AI in video production, including elements like motion media, voiceovers, and visual effects. It will also highlight where risks exist and how to mitigate them to ensure high-quality, authentic, and compliant video content.



AI video production opportunities and challenges

Opportunities	Challenges
One of the biggest advantages of AI-generated video is its ability to produce high-quality content quickly. With AI, users can create videos, animations, and motion graphics in a fraction of the time it would take traditional methods, ensuring timely delivery for projects.	AI may produce inaccuracies or inconsistencies in visuals, especially if the data it analyzes is flawed or incomplete, leading to potential misrepresentation of the brand.
Another advantage is cost-efficiency. Hiring production teams or agencies can incur significant expenses; however, numerous AI platforms provide cost-effective solutions for generating and assisting with high-quality visual content, enabling organizations to deliver compelling videos while optimizing budgetary resources.	AI-generated videos require thorough review and editing to ensure quality and alignment with brand standards, which can be time-consuming.
AI can quickly generate visual representations of scenes based on script inputs while also analyzing existing content to suggest visual styles, color palettes, and design elements that align with the brand's identity. Additionally, AI can analyze scripts for pacing, character development, and plot structure, offering suggestions for improvements that enhance the overall storytelling experience.	Many AI-generated videos can still lack the emotional depth and storytelling nuance that human creators bring, making the content feel less engaging.
By implementing strict guidelines for consent and utilizing real individuals in AI-generated content, brands can enhance authenticity and build trust while minimizing the risks associated with deepfake technology.	Using AI to recreate likenesses of real individuals raises ethical concerns regarding consent and privacy, potentially leading to legal issues and damage to the brand's reputation. Additionally, AI-generated representations may lack authenticity and emotional depth, eroding audience trust and connection. There is also a risk of creating deepfake content, which can manipulate individuals' likenesses and lead to misinformation and reputational harm.

Best practices to minimize risks

1	Guidelines of the respective Sonova brand must always be taken into account	Styles, sounds and voices are often already regulated in the corresponding brand guidelines. Compliance with these always has top priority.
2	Ensure the AI-generated sound doesn't mimic or derive from copyrighted/trademarked sounds.	Do not use comparative prompts (e.g. "Sounds like Lady Ga Ga") , "similar to Beyoncé's ..." "could be sung by Bruno Mars", 'like the sound of The Muse', etc.). Listen to the sound and assess short musical phrasing of a couple of seconds can be protected. If the sound sounds familiar, do not use.
3	Use AI sound tools that provide clear, commercial-use licenses.	See the list provided for potential sources
4	Keep records of how the AI-generated sound was created in case of a dispute.	Archive all relevant information, incl. prompt to generate the relevant sound file
5	Do not use free AI models with unclear data sources	Risk of unlicensed training
6	For YouTube, test sounds before publishing to avoid Content ID flags	YouTube has a strict copyright enforcement system, primarily using Content ID, an automated tool that scans videos for copyrighted audio. If a sound does not pass Content ID, it's an indication it's likely copyrighted : do not use that sound anywhere.

Preparation steps to be completed thoroughly, especially in the learning curve of using generative AI

Preparation phase

Familiarize with AI Capabilities

Understand the creative potential and limitations of the tool, what it can produce and how the output can be customized. Leverage on [LinkedIn Learning library of materials](#) and trainings proposed on [OneSonova page on generative AI](#).

Keep in mind:

AI-generated contents are usually created as one single integrated composition. It can make it difficult to adjust or rework specific areas without altering other parts.

While AI can create high-quality pieces, the output might vary based on your inputs and the complexity of the task.

Risk Management

Complete a thorough risk assessment by reaching out to legal. Make sure to comply with [Sonova communication policy and guidelines](#).

Keep in mind: Identify with legal potential risks associated with AI use, such as data breaches, misuse of AI-generated content, potential violations of third-party rights, or unintended consequences.

Apply the [social media crisis management](#) to address any issues that arise from using AI, ensuring minimal disruption to business operations. I.e: run a digital and social media only campaign allowing to remove any problematic image immediately if needed.

Legal

Clarify the ownership of IP rights of AI-generated artwork. Ensure Sonova retains the necessary rights to use, modify, and distribute the artwork, especially if the AI artist uses proprietary algorithms or pre-trained models.

Keep in mind:

Whether you're working with an external partner or internal content creator, they must verify that the AI was trained on legally and ethically obtained data or content.

When working with an external partner, update the current legal agreement with your supplier, integrating the use of AI. Sonova legal, procurement and the legal department of the external partner must be part of the update process.

Complete the [legal checklist for content creation](#) to ensure you don't miss any step and provide all elements requested.

Setting Clear Briefs

Generative AI require clear and precise instructions to produce content that meets expectations. Provide detailed creative briefs that outline the project's objectives, target audience, desired style, and any specific elements or themes that need to be incorporated.

Keep in mind:

Include examples of previous work or inspiration that reflect the desired outcome, helping the agency or internal content creators understand the vision and brand identity more accurately.

Request from your content creation partner – internal or external – that the use of genAI is clearly reported as of the first delivery.

These steps will help you make an informed business decision to proceed or not with generative AI

During content development, precise and efficient feedback rounds are critical to avoid an overly long process



Development phase

Debrief phase

Ethical and Legal Uses

Consider the potential impact of the artwork on different audiences and avoid perpetuating stereotypes or negative imagery.

Be transparent about the use of AI in creating the artwork and content, especially in public-facing campaigns.

Keep in mind:

The external partner and internal content creator must verify the AI-generated content does not infringe existing copyrights or other IP rights.

The following disclosure is mandatory to add to any content created: [Partially generated with AI](#)

Collaborative environment

Foster a collaborative environment where the creative team of the agency feels that they are the gate keeper of creativity.

Keep in mind:

AI has a complementary role in the creative process, leveraging AI strengths while maintaining human oversight and not replacing human creativity

Iteration Process

Establish a process with your external partner for providing feedback on AI-generated artwork. As mentioned earlier in the guidelines, the project may need many iterative feedbacks to refine the outputs according to your expectations.

Be aware that AI master files delivery can be longer than non-AI.

Keep in mind:

Use the related [Content Review checklists](#) to ensure you don't miss important details when reviewing AI generated content.

Dedicated feedback sessions will help to understand the reasons behind any deviation vs brief, as well as obstacles during the process.

Transparency

Complete the [legal checklist](#) to ensure you don't miss any with post-publication step and provide all elements requested..

Assess and discuss how the creative agency worked with AI, their level of mastering it and their potential to improve.

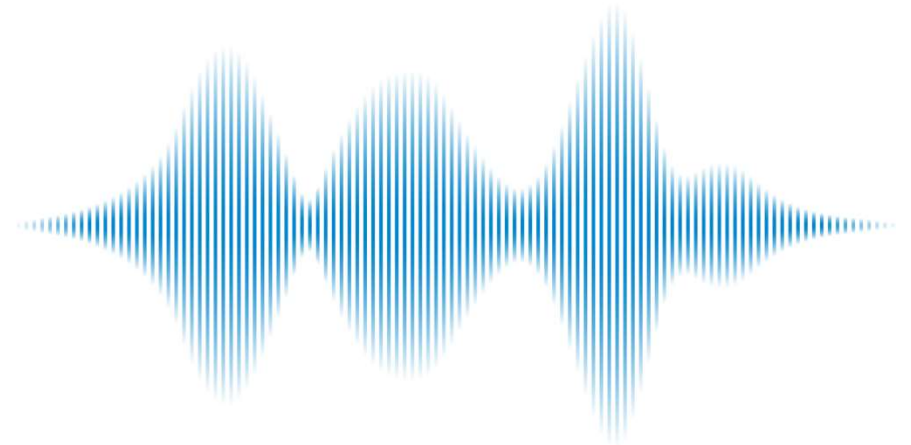
Recognize and address any concerns the internal team might have had about working with AI.

Regular Updates and Reporting

Provide regular updates on AI initiatives to the communication community, including learnings and adjustments based on feedback. As we are still at the beginning of gen AI use in creating content, these updates are invaluable in growing our collective knowledge on AI.

3

Governance



Roles and responsibilities for AI generated content with external partners to ensure compliance and smooth processes

	Agency	MarCom Team	Head of Marketing	Brand	Digital	Social Media	GCs	Legal
Legal pre-check	Responsible	Responsible	Accountable					Consulted
Agency briefing	Consulted	Accountable	Consulted	Consulted	Consulted	Consulted	Consulted	Informed
Content review	Informed	Accountable		Consulted	Consulted	Consulted		
Channels adaptation	Accountable	Responsible			Consulted	Consulted	Consulted	
Final approval	Informed	Responsible	Accountable	Consulted	Consulted	Consulted	Informed	Consulted
Monitoring post-publication	Responsible	Responsible	Informed	Informed	Responsible	Responsible	Accountable	Informed

Principles for AI generated content internally to ensure compliance and smooth processes

	Internal Content Creator	MarCom Team	Head of Marketing	Brand	Digital	Social Media	GCs	Legal
Strategy phase	Responsible	Responsible	Accountable					Consulted
Creation phase	Responsible	Accountable		Consulted	Consulted	Consulted	Consulted	Consulted
Final approval	Informed	Responsible	Accountable	Consulted	Consulted	Consulted	Informed	Consulted
Evaluation phase	Responsible	Responsible	Informed	Informed	Responsible	Responsible	Accountable	Informed

Detailed steps for the review and approval processes (I/II)

Initial creative brief and AI output request

Internal review by cross-functional team

Scope Definition

The project owner drafts a detailed creative brief that covers the objectives of the campaign and specifies the intended use of AI, whether for generating initial drafts, visual assets, or entire marketing collateral.

Briefing Approval

Have the creative brief reviewed and approved by relevant stakeholders to ensure clarity and alignment on the use of generative AI.

Keep in mind:
Ensure all stakeholders understand the AI's role and what aspects of the content creation process will be AI-driven.

Content Review

Review the AI-generated output with your stakeholders. See contact list in chapter 5

Focus on:

- Consistency and quality
- Ethical aspects (biased, inappropriate, culturally insensitive content)
- Misalignment with brief or areas of adjustments (appropriate language, tone inconsistencies, and image quality)

Keep in mind:
For all contents, refer to the dedicated checklist. Checklists and links are in chapter 5.

Channel Adaption

Ensure the generated content is optimized for web performance or large printing formats (ie OOH is not manageable yet).

Keep in mind:
Depending on the final format needed, the art-working for the final file might require more time.

Legal Review

The external partner and internal content creator are responsible for the review of content to ensure it complies with:

- copyright laws,
- trademarks,
- external licenses
- proprietary data
- regulatory requirements

Documenting Changes

Document all prompts, feedback, revisions, and approvals for accountability. This ensures transparency, traceability and provides a reference point for future AI-generated content projects.

Detailed steps for the review and approval processes (II/II)

Final approval

Publication and monitoring

Final Review

After all revisions have been made, a final review is conducted by all stakeholders

Ensure all elements of the AI-generated content meet the desired standards for quality, creativity, and compliance to obtain the approval.

Sign-Off

Obtain written sign-off from all key decision-makers, which can be in the form of emails or formal documents.

MarCom team is responsible for keeping track of storing approvals in repository of their choice.

Keeping track of approvals for auditing purposes and to ensure the content is ready for public distribution.

Monitoring Post-Publication

Continuously monitor how the AI-generated content performs, particularly on digital platforms. Track metrics such as engagement, reach, and conversion to assess effectiveness. For social media, use Hootsuite or dedicated social media management tool to track performance.

Pay attention to any negative feedback or potential issues (e.g., legal challenges, brand misalignments) that may arise after publication.

Keep in mind:

The contingency plans developed in the beginning of the project might be required or updated pending the post-publication context.

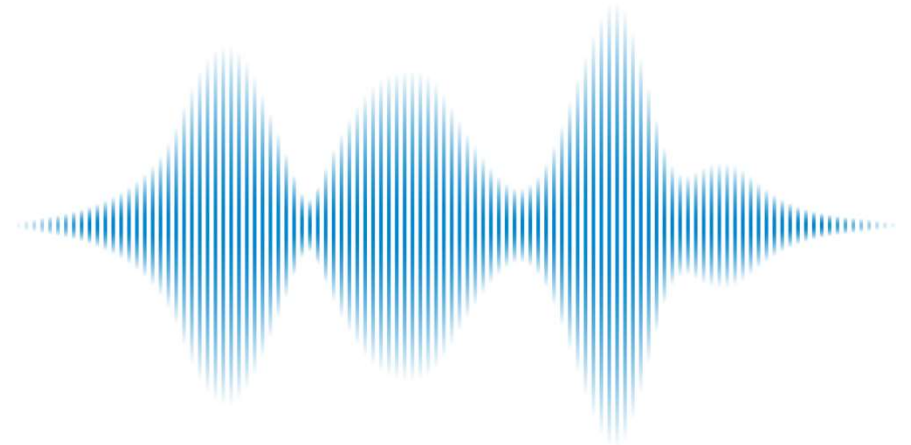
Feedback mechanism

Report any issues or concerns with the AI content emerging post-publication to your legal and compliance departments.

Similarly report any issues happening with the AI tool used

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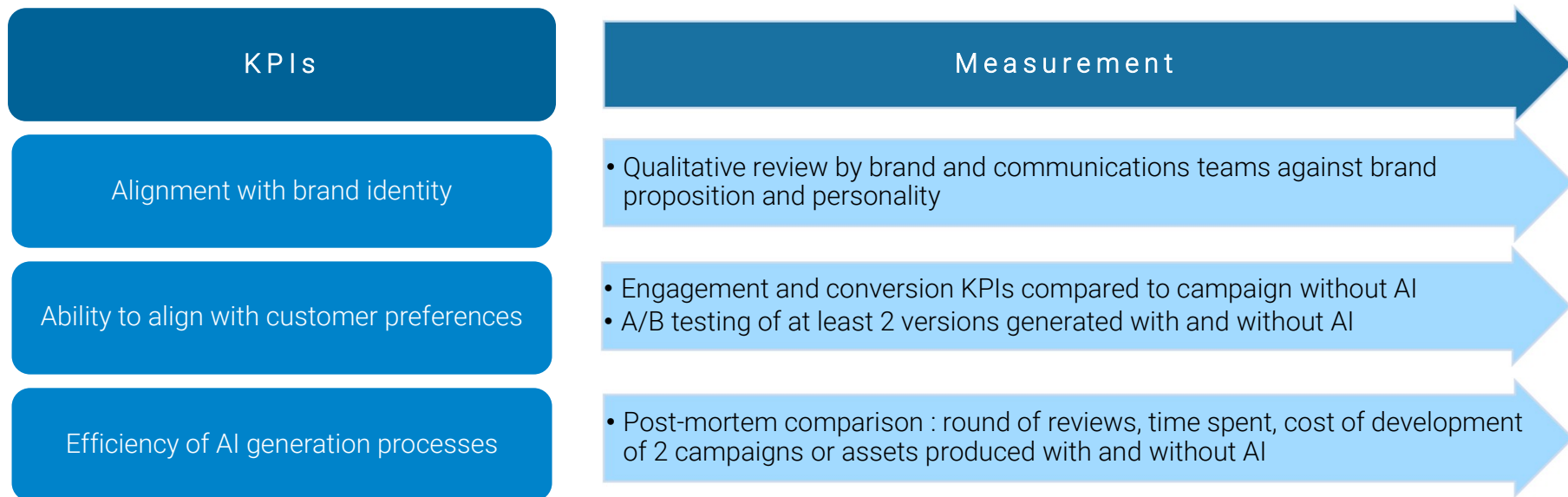
Performance



Assess AI performance with specific metrics to make data-driven decision for optimizing future campaigns

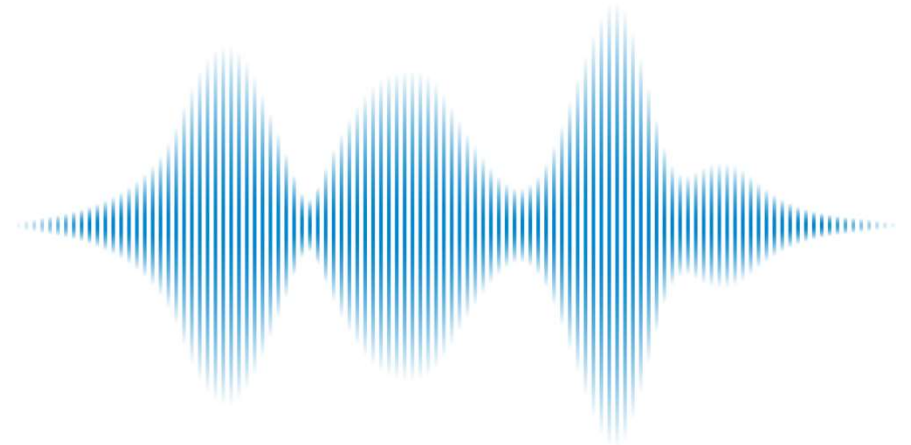
When assessing the performance of AI-generated content, the metrics used are largely similar to traditional communications performance metrics*. Whether content is created by humans or AI, the ultimate goals remain consistent: driving engagement, increasing brand awareness, and fostering conversions.

The key difference lies in monitoring the accuracy and efficiency of AI-specific aspects:



5

Useful Information



Contact lists per business units

Brands / streams	Contact persons
Sonova Corporate	• Susann Davis, Director Branding & Digital Communications • Thabea Müller, Senior Brand & Campaign Manager • Vincenzo Galvano, Social Media & Newsroom Operations Specialist
Phonak Brand	• Daniel Kreienbühl, Senior Brand Deployment Manager
Audiological Care	• Catherine Maillard, Marketing Communications Manager
Unitron	• Krista Koktan, Director Marketing & Launch
Advanced Bionics	• Melissa Roux, Digital Marketing & Social Media Manager
Hansaton	• Paola Fabbian, Launch Program Manager • Betty Rule, Director HI Hansaton

Overview of check lists per project stage

Project Stage	Check lists and links
Preparation	• Legal Checklist
Development of content • Text • Image • Video • Audio : music and voices	• Content Review Checklist : Text • Content Review Checklist : Image • Content Review Check list : Video • Content Review Checklist : Audio
Debrief	• Legal Checklist

At Sonova, we envision a world where everyone enjoys the delight of hearing and therefore lives a life without limitations.

