

# PR Has a Signal Problem. SignalDesk Finds the Opening.

A persuasive brief for brands, agencies, and mission-driven teams that need credible story opportunities before the market gets crowded.

THE STORY BEFORE IT BECOMES OBV

## The case for story intelligence

- Buyers are surrounded by polished content they increasingly distrust.
- AI search and summaries are reshaping how brands are discovered and judged.
- The old PR playbook - make more content, pitch more broadly - is not enough.
- SignalDesk helps teams find credible, sourced, timely openings before others do.

# The PR opportunity has changed.

For years, brands tried to win attention by producing more: more posts, more campaigns, more one-pagers, more influencer content, more optimized articles. But the research picture is clear: more visibility does not automatically create more belief.

The PAN Brand Experience Report describes a market trapped in a credibility paradox: audiences are surrounded by content, but much of it feels too polished, too similar, or too unverifiable to trust. In that environment, the winning brand is not the one that shouts the most. It is the one that finds the right opening, backs it with proof, and shows up when the conversation is ready.

**SignalDesk exists for that moment: the space between what people are starting to care about and what the media has not fully connected yet.**

**66%**

**of consumers experience  
AI credibility fatigue**

PAN Brand Experience Report,  
p. 6

**43%**

**say they do not trust  
much of anything  
anymore**

PAN Brand Experience Report,  
p. 6

**47%**

**of B2B buyers use AI for  
market research and  
discovery**

PAN Brand Experience Report,  
p. 13

**31%**

**of ChatGPT citations  
studied were false or  
misattributed**

PAN Brand Experience Report,  
p. 13

The implication for PR leaders is simple: credibility is no longer a nice-to-have brand attribute. It is a strategic asset. And it has to be built deliberately, signal by signal, proof point by proof point, placement by placement.

# Why traditional PR workflows are under pressure

The market is not suffering from a lack of content. It is suffering from a lack of trustworthy signal. PAN calls this the "slow drift to sameness": as more brands optimize for the same keywords, channels, messaging structures, and AI-assisted polish, they become harder to distinguish.

## That creates three problems for brands:

### 1. Visibility can rise while conviction falls

PAN found examples where reach expanded while mention volume and engagement depth did not keep pace. More people may see the brand, but fewer may discuss it with substance.

### 2. Buyers now use trust shortcuts

Fatigued buyers lean on familiarity, peer validation, search visibility, real proof, and AI summaries to decide what deserves attention.

### 3. AI fills gaps with confident fiction

If a brand has not built a clear, verifiable content and earned media footprint, AI systems may misstate, omit, or misattribute the brand story.

### 4. Influencer attention is not enough

The report found real customer experiences drive consideration far more than influencer content. Attention does not equal conviction.

**In this environment, the smarter PR question is not "What should we pitch?" It is "Where is the credible opening that our brand can own right now?"**

# SignalDesk is story intelligence for the moment before the moment.

SignalDesk reads coverage direction, search momentum, public conversation, and prediction-market movement to find credible story openings for a brand. It is built for independent brands, PR teams, agencies, thought leaders, and mission-driven organizations that need to spot opportunity before the obvious headline has already been claimed.

Unlike generic AI writing tools, SignalDesk is not designed to simply generate more pitch copy. It is designed to help a team understand why a story matters now, where the unseen gap sits, what proof points make the brand credible, and how to approach the opportunity without becoming part of the pitching problem.

## How the workflow works

|           |                                                                                                                                            |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>01</b> | <b>Teach us the brand</b><br>Add positioning, approved claims, proof points, target publications, competitors, and excluded topics.        |
| <b>02</b> | <b>Read the market</b><br>Each scan compares news, search trends, public narratives, editorial direction, and relevant prediction markets. |
| <b>03</b> | <b>Find the unseen gap</b><br>Opportunities are scored for timing, journalist fit, differentiation, evidence, and promotional risk.        |
| <b>04</b> | <b>Make the approach</b><br>Get sourced public contact routes and a personalized draft. Nothing is sent without you.                       |

# A modern PR tool has to build credibility infrastructure.

The PAN report makes an important point for communications teams: AI does not create brand perception from nowhere. It draws from the public footprint available to it. PAN found that 44 percent of links cited by ChatGPT in C-suite research came from PR-influenced sources such as earned media, analyst reports, industry forums, reviews, and social platforms. Another 30 percent came from owned properties.

**Nearly three-quarters of the sources shaping AI-generated answers sit within the direct influence of PR, communications, and marketing teams.**

That makes PR more important, not less. Earned media, public proof points, customer experience, thought leadership, and owned content now work together as a credibility infrastructure. They help human buyers believe you, and they help AI systems represent you more accurately.

## SignalDesk helps teams strengthen that infrastructure by identifying story openings that are:

| Timely                                                                   | Credible                                                         | Human-reviewed                                                                  |
|--------------------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Built around shifts in coverage, con search interest, and market signals | Matched to approved claims, proof differentiation, and evidence. | Drafts and contact routes support the team. They do not replace human judgment. |

This is the real reason SignalDesk is valuable: it does not just help brands get mentioned. It helps brands decide what they have earned the right to say, when the market is most ready to hear it.

# Where SignalDesk creates immediate value

SignalDesk is useful anywhere a brand needs to understand what is moving, what is under-covered, and how to enter the conversation with credibility.

|                                                                                                                                                       |                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>For agencies</b>                                                                                                                                   | <b>For nonprofits</b>                                                                                                                                 |
| Use SignalDesk to bring sharper story opportunities into client strategy, campaign planning, earned media ideation, and monthly PR recommendations.   | Help under-resourced teams connect mission, proof, community impact, donor behavior, policy movement, and public conversation into timely visibility. |
| <b>For founders</b>                                                                                                                                   | <b>For hospitality and consumer brands</b>                                                                                                            |
| Find credible stories beyond founder announcements, product updates, and generic thought leadership. Spot the market tension your brand can speak to. | Identify cultural moments, local behavior shifts, event-driven demand, customer sentiment, and coverage gaps before competitors arrive.               |

## Example opportunity pattern

**Search attention rises. Public conversation gets more specific. A prediction market or regulatory signal suggests momentum. Trade media is circling the issue, but no one has framed the brand-relevant angle yet. That is the SignalDesk opening.**

# Built to be useful without becoming part of the pitching problem

The communications market does not need another tool that sprays AI-generated pitches into inboxes. SignalDesk is built around restraint, sourcing, and control.

|                                                                                               |                                                                                                                |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Every trend claim links to its source</b>                                                  | <b>Public professional contact routes only</b>                                                                 |
| Teams can understand where the opportunity came from and evaluate the evidence before acting. | SignalDesk supports responsible outreach instead of scraping private or questionable contact paths.            |
| <b>Prediction markets are directional</b>                                                     | <b>Your team decides and sends</b>                                                                             |
| They are treated as one signal among many, never as truth or a standalone basis for a claim.  | SignalDesk drafts. Humans approve, edit, reject, and send. The tool supports judgment instead of bypassing it. |

The strongest brands will not win by sounding more automated. They will win by combining human credibility, sourced intelligence, and structured execution. SignalDesk gives teams a repeatable way to do that.

# Why SignalDesk is a smart PR tool to have now

**It turns noise into direction.** SignalDesk helps teams move from scattered news, social chatter, and trend fragments to a clear story opening.

**It protects credibility.** By grounding opportunities in sources, proof points, and brand fit, teams avoid opportunistic or unsupported pitching.

**It improves timing.** The value is not just the angle. It is finding the angle before everyone else sees it.

**It supports earned media and AI visibility.** Credible public signals help buyers and AI systems understand what your brand actually stands for.

**It gives agencies a better client conversation.** Instead of showing up with activity updates only, agencies can show clients what is moving and where the brand has a right to enter.

**Start with SignalDesk when you need more than a pitch. Start when you need a reason to pitch.**

## Call to action

Run two free scans from the SignalDesk homepage, then choose the plan that fits your brand, client portfolio, or agency workflow. The goal is not to create more content. The goal is to find the credible story your brand can act on before it becomes obvious.

**Visit:** [signaldesk.rtovmarketing.com](https://signaldesk.rtovmarketing.com)

# Sources and notes

PAN Brand Experience Report, The Slow Drift to Sameness: Why Credibility Is Your Greatest Strength in an Era of Unverifiable Authenticity, pages 2-21. Key referenced findings include AI credibility fatigue, trust shortcuts, peer-to-influencer trust gap, polished/unpolished content testing, AI hallucination research, PR-influenced source citations, and credibility as a revenue predictor.

SignalDesk website, [signaldesk.rtovmarketing.com](https://signaldesk.rtovmarketing.com). Referenced positioning, product workflow, supported signal categories, pricing structure, and research standards.

This document interprets the research through the lens of SignalDesk by R To V Marketing. It is a persuasive marketing brief, not a third-party endorsement by PAN Communications.

## Selected data points used

| Metric     | Meaning                                                                  | Source            |
|------------|--------------------------------------------------------------------------|-------------------|
| 66%        | Consumers experiencing AI credibility fatigue                            | PAN report, p. 6  |
| 43%        | Consumers saying they do not trust much of anything anymore              | PAN report, p. 6  |
| 89% vs 47% | Real customer experiences vs influencer content increasing consideration | PAN report, p. 8  |
| 47%        | B2B buyers using AI for market research and discovery                    | PAN report, p. 13 |
| 31%        | ChatGPT links studied that were misattributed or completely false        | PAN report, p. 13 |
| 44% + 30%  | ChatGPT cited PR-influenced sources and owned properties                 | PAN report, p. 15 |