

Generative AI & Brand Positioning: how brands get recommended by the machines

Five voices, one question: what does it take for ChatGPT, Gemini or Claude to recommend your brand? Two brands with GEO plans already running, the review platform the models read, a consultant and a technology provider compared notes with 150 senior decision makers.



DATE	VENUE	FORMAT	AUDIENCE
17 September 2026	Sala Polivalente, Edificio 3, Esade Barcelona	Intros → table rounds → closings	150 senior executives & directors

Closing remarks: Susana Prado, General Manager, Inetum Catalunya (session sponsor).

The game moved from visibility to narrative. Your brand's story now lives inside the models.

Classic SEO (keywords, backlinks, paid reach) no longer guarantees a recommendation. LLMs recommend based on reputation, attributes and the quality of the sources they consume. The winning move is precision: find what the AI says about you, fix it at the source, measure again.

Five things the room agreed on

- **Diagnose with data.** Thousands of prompts, segmented by persona, funnel stage, product and geography. One prompt tells you nothing.
- **Compete on attributes, not awareness.** Own the attributes that trigger conversion; skip battles where a rival is already strong.
- **Feed the sources.** Media, reviews on Trustpilot, directories, sector blogs: put useful, current, verifiable content where the models actually look.
- **Move fast internally.** Governance and cross-team agility decide who keeps up.
- **Results arrive in months.** Visible change in ~90 days; complex programmes scale in 180.

150

Senior execs in the room

5

Panelists, five angles

8'

Per speaker, per table

90d

To first visible results

"Paying for visibility no longer buys you a recommendation. The model recommends what it trusts."

Carlos Ortet · Zoopa / 498advance

"Sentiment is now a ranking factor. What people say about you on Trustpilot is what the AI repeats."

Paula Segarra · Trustpilot

Why it matters: small brands that segment well can leapfrog leaders. Leaders that move slowly lose share of recommendation they will not notice until it is gone.

Five angles on one problem

MODERATOR · TECHNOLOGY PROVIDER



Xavier Arderiu
Mediapro

Chaired the session and opened with the case: how brand narratives are formed, retrieved and repeated inside generative engines. Set the frame: this is a measurement problem before it is a content problem.

CONSULTANT · AI POSITIONING



Carlos Ortet
Zoopa / 498advance

The SEO era of keywords and backlinks has expired. Brands now compete on semantic context, converting attributes and presence in the sources each model and geography favours. His method, industrialised at georadar.app: large, segmented prompt sets that produce a reliable "photograph" of how the AIs recommend.

KEY SOURCE FOR THE AIS · REVIEWS



Paula Segarra
Trustpilot

Digital reputation specialist. Sentiment, source authority and consistency are what the models weigh. Trustpilot is one of the review corpora LLMs cite when they judge a brand, so measuring how you are represented there matters more than any traditional ranking.

B2C BRAND · GEO PLAN IN MOTION



Raimon Casals
Head of Media, PepsiCo

Resilience and a return to fundamentals: be where the consumer is, protect awareness, keep the message coherent across every surface the AI reads.

B2B BRAND · GEO PLAN IN MOTION



Mireia Vázquez Molina
Banc Sabadell

The hard part is internal: process agility, cross-department synergies and a full review of the existing content that feeds the AI. Customers are already asking ChatGPT which bank to choose.

Why the mix worked

Every closing statement credited the others. A B2C giant, a B2B bank, the review platform the models read (Trustpilot), a consultant and a technology provider saw the same shift from different seats. The audience got the full chain, from source to model to recommendation.

Not a lecture. Eight minutes at every table.

01 · Stage

Introductions

Each panelist framed their angle in a few minutes. Xavier Arderiu presented the Mediapro case.

02 · Tables

Roundtable rotations

Attendees split into table groups. Each speaker spent 8 minutes per table answering questions and building out their view, then rotated.

03 · Stage

Closings

Back on stage, each panelist delivered a closing. All five underlined the contribution of the others.

What the tables asked

- Where do we start if we have never measured what AI says about us?
- Which model do we prioritise: ChatGPT, Gemini or Claude?
- How do we fix a negative narrative that comes from old content?
- Do reviews on Trustpilot really move the needle? (Paula Segarra: yes, and the models cross-check them.)
- How do we get legal, comms and product to move at AI speed?

Who showed up

150 people. Senior executives and directors from finance, insurance, healthcare, food, public institutions, transport and more. The surprise: nobody junior. Decision makers came in person and stayed for the full rotation.

What the room wanted

Strong interest and a clear determination to act. The questions were not "what is GEO" but "what do we do Monday". Several tables asked for prompt-set sizes, timelines and budget ranges.



On stage, left to right: Xavier Arderiu (moderator), Mireia Vázquez Molina, Raimon Casals, Paula Segarra, Carlos Ortet.

KEY POINTS

Eleven things the panel agreed on

01 From awareness to narrative

Reputation, attributes and the quality of the information the AI consumes decide the recommendation. Paid visibility no longer guarantees results.

02 Diagnose with data

Measure what the AIs say about you and your competitors, why, and which sources back it. Thousands of prompts segmented by persona, funnel, product and geography.

03 Probabilistic and personal

Answers vary by user, location and temperature. Personalisation invalidates single-prompt checks; you need large, balanced samples.

04 Geography and models

Local proximity raises source relevance. ChatGPT, Gemini and Claude tokenise and weight sources differently; each needs its own play.

05 Useful, comparative content

Neutral "content for Google" is over. Talk about the market and the competitors, compete for the attributes that convert, make the differential value visible.

06 Operational precision

Identify the sources the AI consults and place current, reliable information there to correct negative narratives or reinforce positive ones. The panel called it "semantic Tinder" or sniper mode.

07 Speed and opportunity

Models are hungry for information. Visible change in 90–180 days. Advantage to small brands that segment well; risk to slow leaders.

08 Governance and agility

Fast validation and internal coordination are the real bottleneck in a continuously changing environment.

09 Data as an asset

Quality data is the currency of the AI era. Own and cultivate first-party information. AI costs will rise; local agents and models become attractive.

10 Shadow citations

When an AI uses content from your site without citing it, that is a positive signal that precedes explicit recommendation.

11 Ethics and risk

No prompt injection, no manipulation. Crawlers are getting better at detecting and penalising deceptive practices. Trustpilot's own fraud detection is a preview of what the models will apply.

How to measure, then move

Mass evaluation	6,000 to 30,000 prompts per study. Up to 80% of AI-generated questions get discarded for quality. Simulate target personas and geographic contexts to get representative averages.
Segment by funnel and market	Separate B2C and B2B, product lines and use cases. Airlines are origin–destination; automotive is usage criteria. One model does not fit both.
Pick your attributes	Map the LLM's semantic space to find free or less-contested attributes. Avoid battles where the competitor is already strong.
Insert into sources	Detect where the AI looks (media, reviews, directories, papers, sector blogs) and place useful, current, verifiable content there. For old negative content: push updates, de-indexing or quality counter-information.
Measure continuously	Repeat the exercise to track evolution. Full personalisation forces statistical approaches, not one-off checks.
Model by model	Different strategies by tokenisation, multimedia capability and retrieval behaviour. Prioritise ChatGPT if it dominates share; expand to others by objective.



Paula Segarra (Trustpilot) during the table rounds.

Reviews as a primary source

Paula Segarra's point landed at every table: the models treat review platforms as a proxy for real-world experience. Volume, recency, response rate and sentiment on Trustpilot show up in how an AI describes a brand, often verbatim. Reputation management and GEO are now the same job.

"You do not need more content. You need the right content in the three places the model reads."

Carlos Ortet · Zoopa / 498advance

"Our customers are already on ChatGPT. The question is whether our own content is ready to be read by it."

Mireia Vázquez Molina · Banc Sabadell

Where it is already working, and what gets in the way

APPLICATIONS

Banks and SMEs	A small bank focused on freelancers can outrank leaders by optimising the right attributes and the right sources. Banc Sabadell's programme is built on exactly this premise.
Tourism	Strong geographic relevance. A tourist gets local or international sources depending on origin.
Local presence	Companies with regional offices can be read as "national" next to local operators. Act on the sources the AI consults for that area.
Consumer brands	PepsiCo's approach: audit every surface the model reads, then make awareness assets AI-legible rather than only human-legible.
Timing	Meaningful results in ~90 days. Complex projects can climb from low positions to notable recommendations in 180.

CHALLENGES FOR BRANDS AND ADVERTISERS

- **Know where the customer is** (AI platforms) and show up with value.
- **Manage sentiment and reputation**, not just positioning. Paula Segarra: a Trustpilot profile nobody answers is a narrative nobody controls.
- **Build internal agility** and cross-department collaboration.
- **Return to strategic fundamentals:** be known where it counts, listen to the consumer, align content with intent.
- **Prepare for rising costs** and platform dependency. Explore local agents and models; protect your own information assets.

The Mediapro case, in one line

Xavier Arderiu showed how a media and technology group audits its own representation across models before advising clients: measure first, then decide which narrative to defend and where.

Five closings, one conclusion

Back on stage after the table rounds, each panelist closed with what they had heard and what they would do next. Every one of them credited the others: the picture only made sense with all five angles in the room.

Xavier Arderiu	Measurement is the entry ticket. Nobody in the room can afford to guess what the models say about them.
Carlos Ortet	Data should be your compass; trust and customisation are gold. Precision and reliability beat content volume. Segment, pick your attributes, place the content in the right sources, re-measure. Ninety days is enough to see it move.
Paula Segarra	Reputation is now infrastructure. Trustpilot and platforms like it are where the models learn how customers feel; treat them as owned channels, not afterthoughts.
Raimon Casals	Fundamentals plus resilience. Consumer proximity and coherence survive every platform shift, including this one.
Mireia Vázquez Molina	The blocker is inside the company. Fix the process and the content review, and the AI results follow.



Carlos Ortet (Zoopla / 498advance) closing the session.

Bottom line

A new game built on context, semantic attribution, personalisation and geographic relevance. Winners diagnose with massive data, compete on converting attributes, feed the models verifiable information at the sources they read, and operate with agility. Ignore the shift and you lose relevance. Use it and a small brand can challenge a leader in months, not years.

What to do Monday

- Run a first diagnostic: 6,000+ segmented prompts across ChatGPT, Gemini and Claude (georadar.app).
- List the ten sources the models cite for your category. Check presence and accuracy in each, Trustpilot included.
- Pick three attributes you can own; drop those a competitor already owns.
- Name one owner for AI narrative across comms, legal and product.
- Re-measure at day 90.