30-60-90 Day & 1-Year Plan Template for Implementing AI Integrity in Advertising

This template is designed for advertising professionals aiming to champion transparency and integrity in the age of AI. It provides a detailed plan to initiate, develop, and execute strategies to counteract unethical AI use and to promote AI integrity in advertising over the course of a year.

First 30 Days: Foundation and Awareness

Objectives
Gain comprehensive understanding of AI ethics issues.
Begin internal advocacy for AI ethical integrity.
Lay groundwork for ethical policy development.

Action 1: Self-Education	Action 2: Initial Assessments	Action 3: Awareness Campaign
• Complete IAE introductory course on AI ethics and advertising. • Study FTC guidelines on ethical AI use.	• Conduct an audit of current AI practices for ethical risks.	• Launch internal communication highlighting importance of AI ethics. • Organize kickoff meeting.

Milestones
Completion of foundational AI ethics training.
Baseline assessment of current AI ethical practices.

Days 31-60: Strategy and Engagement

Objectives
Develop detailed action plan for integrating AI ethical practices.
Engage key stakeholders and form ethical champions.

Action 1: Strategic Planning	Action 2: Team Building	Action 3: Education & Training
• Draft AI ethics policy outline based on initial assessments. • Set short-term goals for ethics education and certification.	• Formalize AI ethics team and initiate bi-weekly progress meetings.	• Organize ethics workshops and provide training resources for team.

Milestones
Approval of AI ethics policy outline.
Formation of informed and engaged AI ethics team.

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Days 61-90: Implementation and Expansion

Objectives
Implement AI ethics policy within organization.
Expand stakeholder engagement broadly.

Action 1: Policy Implementation	Action 2: Stakeholder Engagement	Action 3: Performance Tracking
• Finalize and disseminate AI ethics policy. • Apply ethical standards to new AI advertising campaigns.	• Present initiative to company stakeholders and external partners. • Organize seminar on AI ethical practices.	• Develop KPIs for AI ethics implementation and initiate review processes.

Milestones
Official AI ethics policy launch.
First campaign adhering to new AI ethics guidelines completed.

1-Year Plan: Consolidation and Scaling

Objectives
Solidify organizational commitment to AI ethical practices.
Scale initiative for broader impact.

Action 1: Review & Refine	Action 2: Leadership & Culture	Action 3: External Engagement	Action 4: I Innovation & Improvement
• Comprehensive review of year's AI ethics activities and KPI evaluation. • Refine strategies based on feedback and performance data.	• Develop leadership modules on AI ethics. • Integrate AI ethics into organizational culture and core values.	• Collaborate with industry bodies promoting wider AI ethics standards. • Host/participate in AI ethics-focused events.	• Invest in research on innovative ethical AI practices. • Pilot new ethical AI projects proposed by the team.

Milestones
Demonstrated improvement in AI ethics KPIs.
Recognized leadership in AI ethics within advertising industry.

This template provides a structured approach to integrating AI integrity into advertising practices over a year. By following this plan, advertising professionals can systematically transform their organization's approach to AI usage, ensuring their advertising not only avoids unethical practices but actively promotes integrity.

INSTITUTE for ADVERTISING ETHICS AI SHIELD

INSTITUTE for IAE ADVERTISING ETHICS