

AI Content Agents for Campaigns

AI-powered campaign content for UK public sector

GDPR-compliant, citizen-focused communications at scale

Higher public engagement

AI Content Agents boost engagement through targeted, accessible, and citizen-focused content across

Faster campaign delivery

Campaign teams can accelerate delivery for pressing sector needs by automating content creation and

Assured compliance and trust

The service ensures full GDPR compliance and supports transparent, high-quality messaging that

Transform Public Services

- Purpose-built for UK public sector campaigns, including councils, NHS, agencies, and education.
- Combines generative AI with professional creative and workflow automation to deliver consistent, high-quality
- Designed to meet GDPR, accessibility, security, and transparency standards for public communications.
- Integrates with existing government digital infrastructure and approved systems through secure APIs.

Service Overview

AI Content Agents for Campaigns enable councils, the NHS, agencies, and other public sector bodies to design, generate, and manage accessible, citizen-centred campaign content across digital channels. The service is cloud-based, integrates with government digital platforms, and supports secure collaboration for geographically distributed teams. It is built to meet UK public sector requirements around GDPR, accessibility, and transparency while driving measurable engagement and trust.

Core Capabilities

- AI-driven content generation tailored to UK public sector audiences and campaign goals.
- Multi-channel campaign delivery with workflow automation for approvals and distribution.
- Integrated analytics dashboards for monitoring content performance and engagement.

Key Features

AI Content Agents generate impactful, compliant communications for public campaigns.

Content is customised for diverse UK audience segments, including accessible and multilingual outputs.

Seamless integration with government digital content platforms and approved systems via REST API.

Professional graphic and multimedia content creation to enhance visual engagement.

Scalable delivery for national and local multi-channel public sector communications.

Secure cloud-based collaboration for campaign teams across organisations.

End-to-end workflow automation for messaging approval and distribution.

Robust analytics dashboards providing actionable insights into campaign performance.

Service Benefits

Higher public engagement

AI Content Agents boost engagement through targeted, accessible, and citizen-focused content across multiple channels.

Faster campaign delivery

Campaign teams can accelerate delivery for pressing sector needs by automating content creation and workflows.

Assured compliance and trust

The service ensures full GDPR compliance and supports transparent, high-quality messaging that strengthens trust in government institutions.

Resource efficiency

Automating creative production and approvals reduces manual effort and saves time and budget for public sector teams.

Stronger collaboration and insight

Secure collaboration tools and detailed analytics improve cross-organisation working and enable precise performance measurement.

Summary & Key Advantages

Why Choose This Service

- Purpose-built for UK public sector campaigns, including councils, NHS, agencies, and education.
- Combines generative AI with professional creative and workflow automation to deliver consistent, high-quality content.
- Designed to meet GDPR, accessibility, security, and transparency standards for public communications.
- Integrates with existing government digital infrastructure and approved systems through secure APIs.
- Provides robust analytics and reporting to evidence impact, optimise campaigns, and support accountability.
- Scales from local initiatives to nationwide campaigns while maintaining secure, cloud-based collaboration.

DATASUMI

Email: sales@datasumi.com

Web: www.datasumi.com