

The AI Narrative Index

How the Machines See Your Brand

Generative AI is the new search engine. When investors, journalists, and customers ask ChatGPT, Gemini, or Perplexity about your industry, does your brand appear as a market leader — or is it defined by past crises and low-quality sources? This report measures your AI narrative across four scored pillars and one independent safety check.

ChatGPT Google Gemini Perplexity

SCORING ENGINE

$AI\ Score = (V \times 0.35) + (R \times 0.25) + (F \times 0.20) + (C \times 0.10)$

V
35%

VISIBILITY — THE LEADERSHIP TEST

Does the AI naturally recommend you as a Top 5 leader in your industry? We ask each AI to rank the market. #1 rankings score maximum points; complete invisibility scores zero.

e.g. "Who are the top banks in Singapore?" — If DBS is ranked #1, full points. If a competitor is missing entirely, they score zero.

R
25%

REPUTATION — THE RISK TEST

Is your AI footprint weighed down by past crises? We scan the AI's memory for historical fines, scandals, and controversies. Each confirmed event subtracts from a perfect 100.

e.g. A 2019 regulatory fine may still appear as the #1 fact the AI associates with your brand — years after resolution.

F
20%

SOURCES — THE AUTHORITY TEST

Who is the AI listening to? We extract the URLs the AI cites. Tier 1 sources (Bloomberg, government sites) score high; unverified blogs and forums score low.

e.g. If 60% of your citations come from Reddit threads instead of Reuters, the AI is building your narrative on unreliable ground.

C
10%

CONSISTENCY — THE ALIGNMENT TEST

Do different AI models agree on your corporate story? We cross-check ChatGPT, Gemini, and Perplexity. Factual contradictions trigger penalties.

e.g. Gemini says your CEO is "John Smith" while ChatGPT names someone who left in 2019 — that confusion reaches users daily.

INDEPENDENT SAFETY CHECK

T
INDEPENDENT

TRUTHFULNESS — BRAND SAFETY GUARDRAIL

Even if your VRFC score is high, AI can invent facts. We deploy an auditor to fact-check the models against real-world data — catching fabricated executives, invented acquisitions, or competitors' achievements attributed to your brand. Tracked independently.

e.g. ChatGPT claims your company "acquired XYZ Corp in 2023" — an event that never happened. This could mislead investors and analysts.

ASSESSMENT PIPELINE

1

Interrogation

AI platforms queried with proprietary prompts

2

Fact-Checking

Responses audited against real-world data

3

Strategic Output

Scores calculated and action plan generated

Shell: AI Brand Health Report

Energy | Generative AI Narrative Assessment

AI BRAND HEALTH CLASSIFICATION

Vulnerable

AI narrative has significant gaps

OVERALL SCORE

65.2

out of 100

VISIBILITY (V) 100.0 Healthy	REPUTATION (R) 20.3 Critical	SOURCES (F) 55.4 At Risk	CONSISTENCY (C) 80.0 Healthy	TRUTHFULNESS (T) 66.7 At Risk
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Executive Summary

Shell's AI footprint is highly visible and consistently ranked as the category leader, but its overall AI Brand Health Score of 65.2 (Vulnerable) indicates the narrative is being shaped as much by legal, environmental, and advertising controversies as by strategy and performance. The biggest strength is dominant AI visibility across platforms, while the biggest vulnerability is an acute reputation drag where high-salience disputes and penalties repeatedly surface as primary context.

AI Platform Visibility

OPENAI

#1

Industry Rank

GEMINI

#1

Industry Rank

PERPLEXITY

#1

Industry Rank

Narrative & Brand Safety Assessment

Reputation (R: 20.3) & Consistency (C: 80.0) Analysis

REPUTATION SCORE

20.3

9 crisis events detected

CONSISTENCY SCORE

80.0

1 discrepancy

TRUTHFULNESS SCORE

66.7

3 platforms verified

Crisis Events Detected by AI Models

SEVERITY	EVENT	SOURCES
Confirmed Systemic	In November 2024, a Dutch appeals court overturned a 2021 ruling that had mandated Shell to cut absolute carbon emissions by 45% by 2030....	openai, gemini
Confirmed Systemic	Ongoing UK High Court proceedings involving over 13,000 Nigerian farmers and fishers from the Ogale and Bille communities regarding chron...	openai, gemini, perplexity
Formal Penalty	In November 2025, Shell UK was fined £560,000 after pleading guilty to safety breaches linked to a hydrocarbon release. Perplexity also n...	openai, perplexity
Formal Penalty	Shell agreed to pay civil penalties and community payments to resolve air pollution violations at its Monaca, Pennsylvania, plastics plan...	gemini
Formal Penalty	Shell agreed to pay €15 million to three Nigerian communities (Oruma, Goi, and Ikot Ada Udo) to settle long-standing litigation over oil ...	gemini
Alleged	Global Witness filed a complaint with the U.S. SEC alleging Shell misled investors by labeling natural gas investments as 'Renewables and...	gemini

+3 more events

Truthfulness Verification by Platform

OPENAI

4/5

GEMINI

2/5

PERPLEXITY

4/5

Cross-Model Discrepancies

- OpenAI and Perplexity report that Shell's business is organized into three primary operating lines (Upstream/Integrated Gas, Downstream/Chemicals, and Renewables), whereas Gemini claims the operations are strategically organized into three different pillars: Growth, Transition, and Upstream.

Narrative Assessment

Reputation is the critical weakness (R: 20.3), with AI outputs repeatedly anchoring on systemic litigation and regulatory scrutiny, notably the Nigerian legacy pollution case (UK High Court, trial scheduled for 2027) and climate-related legal actions in the Netherlands with renewed NGO pressure in 2026. Brand safety is further pressured by compliance and trust signals including the UK HSE fine for safety breaches, the Pennsylvania plant air pollution settlement, and the UK ASA ruling that Shell advertising was misleading about lower-carbon activity. Truthfulness risk is moderate (T: 66.7) but uneven, with Gemini materially less reliable (2/5), increasing the likelihood that investors, recruits, and policymakers encounter distorted framing or mischaracterized segment claims (for example around “Renewables and Energy Solutions” labeling allegations).

Media Authority & Ecosystem

Visibility (V: 100.0) & Sources (F: 55.4) Analysis

VISIBILITY SCORE

100.0

AI platform detection rate

SOURCES SCORE

55.4

46 unique sources cited

TIER 1 SOURCES

5

Gov / Top Press citations

Source Tier Distribution

Tier	Category	Count	Percentage
Tier 1	Gov/Press	5	11%
Tier 2	Quality Media	5	11%
Tier 3	Industry/Corp	31	67%
Tier 4	Blogs/Forums	5	11%

Top Cited Domains

DOMAIN	TIER
sec.gov	Tier 1
spcommreports.ohchr.org	Tier 1
press.hse.gov.uk	Tier 1
theguardian.com	Tier 1
climate.law.columbia.edu	Tier 1
en.wikipedia.org	Tier 2
rtl.nl	Tier 2
nltimes.nl	Tier 2
esgtoday.com	Tier 2
halifax.citynews.ca	Tier 2

Authority Gap Analysis

Shell is unequivocally recognized as an industry leader in AI discovery (V: 100, ranked #1 across OpenAI, Gemini, and Perplexity), meaning AI is a primary front door to its reputation. However, source authority is mid-pack (F: 55.4) because the narrative is built largely on Tier 3 corporate and industry sources (31 of 46), with a small but meaningful tail of Tier 4 sites that can introduce bias, outdated details, or low-context controversy amplification. Cross-model inconsistency on business structure (operating lines versus “Growth, Transition, Upstream” pillars) signals messaging drift that can confuse stakeholders and weaken credibility in transition positioning.

Strategic Agency Recommendations

Actionable PR & Communications interventions for Shell

6-Month Action Plan

Based on the audit findings, the following interventions are recommended to improve Shell's AI brand health scores. Each recommendation is tied directly to a weakness identified in the data.

Recommendations

- 1

Tier 1 authority lift for transition and governance
Proactively seed Tier 1 coverage and citations that are easily retrievable by AI (major financial press, regulators, reputable climate and energy institutes) focused on governance, safety upgrades, and transition capex methodology. Prioritize explainers that reconcile segment reporting and definitions to directly neutralize the “mislabeling” narrative risk.
- 2

Litigation narrative control and always-on issues response
Build an always-on issues page and media kit for high-salience cases (Nigeria pollution claims, Netherlands climate duty-of-care context, HSE incidents) that provides timelines, court-status updates, remediation actions, and third-party verification. Optimize these assets for AI retrieval (schema, FAQs, citations) to reduce reliance on adversarial summaries and low-authority aggregators.
- 3

Fix cross-model confusion with structured owned assets
Align corporate messaging on operating model and strategy pillars across annual report, investor presentations, Wikipedia, and top-ranked pages so AI systems converge on one clear description. Run an owned-asset audit to remove legacy phrasing that implies over-indexing on lower-carbon activity, then reinforce consistency via SEO thought leadership and analyst briefings.

CURRENT SCORE SNAPSHOT

65.2
Overall

100.0
V

20.3
R

55.4
F

80.0
C

66.7
T (Independent)