



Press release
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HOPSCOTCH GEO: Managing Brand Reputation in the Age of AI

International communications group HOPSCOTCH today launches HOPSCOTCH GEO, a new offering dedicated to analyzing, managing, and optimizing reputation across artificial intelligence environments.

This approach enables organizations to measure their presence, associations, and positioning within responses generated by leading large language models (LLMs). It helps identify actionable levers to strengthen visibility, legitimacy, and recommendation potential.

HOPSCOTCH GEO is designed for brands, companies, institutions, destinations, and public figures seeking to understand and enhance their relational capital within these emerging conversational spaces.

Today, reputation is no longer built solely through media coverage, search engines, or social networks. It is increasingly shaped by AI-generated responses that synthesize, prioritize, and recommend information.

In these new conversational environments, visibility alone is no longer enough. Brands must be recognized as legitimate, trustworthy, and useful. In other words, they must strengthen their **relational capital**—the quality and depth of the relationships they maintain with their stakeholders—which has become central to the way they are represented by AI systems.

Generative AI: A New Frontier for Building Relational Capital

For years, brands focused on optimizing their visibility in search engines. Today, they must understand how they are represented, cited, and recommended by artificial intelligence systems.

This shift marks the transition from a search-driven logic to one of intelligent recommendation: success is no longer just about being found, but about being identified as a reliable, relevant, and authoritative source within AI-generated responses.

With HOPSCOTCH GEO, the Group introduces an integrated approach that enables organizations to track and measure this evolution over time through new reputation indicators, including:

- Organic presence in AI-generated responses
- Associations with key attributes and topics
- Sources referenced by AI systems
- Competitive positioning
- Changes in the perception of a brand, company, destination, or public figure over time



Artificial intelligence does not create reputation—it reveals, synthesizes, and amplifies it. This is why relational capital, at the heart of HOPSCOTCH’s approach, can now be measured and activated within AI environments.

HOPSCOTCH GEO: An Integrated Approach to Understanding and Growing Reputation in AI Environments

The offering is built around five complementary areas of expertise:

GEO Radar analyzes the footprint of brands, companies, destinations, and public figures across leading language models, including presence, associations, source attribution, and competitive positioning.

GEO Relations supports brands in their communication and thought leadership efforts, strengthening the availability and relevance of information accessible to AI systems.

GEO Media develops tailor-made brand content initiatives in partnership with leading market players to reinforce signals of credibility, authority, and legitimacy.

GEO Content supports organizations in creating high-impact content by leveraging HOPSCOTCH’s expertise in public relations, social media, and event communications.

GEO Sites analyzes and optimizes companies’ digital presence through the Group’s combined SEO and GEO expertise.

This major innovation for the reputation industry was designed by the Innovation & Research team under the leadership of **Arthur Kannas**, CEO of heaven, **Stéphane Wharton**, Head of Innovation at heaven, and **Thomas Fournier**, Digital & AI Officer at HOPSCOTCH.

The development and commercialization of HOPSCOTCH GEO are led by **Nicolas Emery**, who coordinates the Group’s multidisciplinary expertise to help clients analyze and optimize their reputation within AI environments.

Long-Term Support for Reputation Management in the AI Era

Available through subscription-based services and tailored action plans, HOPSCOTCH GEO enables brands, companies, destinations, and public figures to manage their reputation over time in AI-driven environments and activate the levers necessary to sustainably strengthen their relational capital.

This approach builds on HOPSCOTCH’s longstanding expertise in reputation management, intelligence, and influence—including the Human to Human teams—as well as its capabilities in content strategy, social media, brand content, and digital optimization.

“The growing complexity of reputation building requires multiple tools to understand how large language models assess trust between an organization and its ecosystem. That is precisely the purpose of these five complementary solutions. With HOPSCOTCH GEO, we are introducing a new capability for measurement and long-term support, dedicated to strengthening brands’ relational capital,” said **Benoît Desveaux**, Co-CEO of HOPSCOTCH.

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About HOPSCOTCH

HOPSCOTCH is an international communications group founded in France, driven by an entrepreneurial vision and the complementary nature of its talents and expertise.

HOPSCOTCH is a unique combination of expertise, driven by the belief that the value of a company or organization lies in the quality of its relational capital.

With more than 1,200 employees, half of whom are based internationally (40 offices across 5 continents), HOPSCOTCH covers all areas of communication: influence, events, public relations, activations, digital, internal communication, public affairs, and marketing services.

HOPSCOTCH organizes its agencies around its areas of expertise:

Event: Hopscotch Event, Hopscotch Congrès, Hopscotch Moments, Sagarmatha.

Public Relations: Hopscotch PR, Le Public Système PR, Human to Human, Hopscotch Décideurs.

Digital and Marketing: heaven, AD Crew, Hopscotch Digital Studio.

Media : Hopscotch Media

Sectorial expertise: Hopscotch Cinéma, Hopscotch Luxe, Hopscotch Season, Hopscotch Sport, Hopscotch Tourism.

HOPSCOTCH has been committed to ambitious ecological and societal initiatives for over 15 years, validated by internationally recognized CSR certifications, including RSE Agences Actives, ISO 20121, and the EcoVadis Gold medal.

In 2026, HOPSCOTCH was named “European Agency of the Year” by PRovoke Media.

Listed on Euronext Growth Paris (ISIN code: ALHOP FR 00000 6527 8), the group represents a turnover of €270,8 million and a gross margin of €98,8 million in 2025.

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