

New Study by Originality.ai Finds Corporate Statements Show Signs of AI Assistance

COLLINGWOOD, ONTARIO, CANADA, June 10, 2026 /EINPresswire.com/ -- [A new study](#) from [Originality.ai](#) found that several public statements released by Bricks & Minifigs were likely AI-generated, while others appeared to be primarily human-written.

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Companies are using AI to help draft content and outlines, but crisis communications are often situations where authenticity, empathy, and human judgment matter most and mean more.”

Jonathan Gillham, CEO

Key Insights (TL;DR)

Originality.ai scanned a sample of Bricks & Minifigs statements and found that some were potentially AI-generated, including the CEO's statement, while other public statements were possibly human-written.

May 21 2026 Statement: Likely AI-generated with 70% confidence

May 28 2026 Statement: Likely AI-generated with 80% confidence

CEO Prepared Statement: Likely AI-generated with 100%

confidence

June 4, 2026 Statement: Likely Original (human-written)

June 4, 2026 Timeline of Events Statement: Likely Original (human-written)

Why It Matters:

Considering the nature of the statements, it's concerning that AI could have potentially been used to draft any of them instead of a human with the expertise and empathy that situations like these require.

The complete study, including statement screenshots and detection results, is available here: <https://originality.ai/blog/bricksandminifigs-statements>

About Originality.ai

Originality.ai provides the [most accurate AI detection detector](#) on the market, plagiarism checking, fact-checking, readability analysis, and content quality tools used by publishers, educators, businesses, and content creators worldwide.

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