

Business Reporter: Ruder Finn is Using AI to Turbocharge how it Helps Clients Connect and Lead

How Ruder Finn's start-up mentality makes the most of cutting-edge AI to amplify communications

LONDON, UNITED KINGDOM, August 21, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, Kathy Bloomgarden, Chief Executive Officer of Ruder Finn and other agency leaders talk about how the company is redefining the communications agency model by operating with the speed, independence and entrepreneurial mindset of a technology start-up. At the heart of its approach is a belief that technology and creativity are two sides of the same coin, with generative artists using generative AI to create distinctive content and experiences that would previously have been impossible. The agency's [rf.StoryLab](#) brings engineers, developers and creative specialists together to explore how technology can unlock new forms of storytelling.

A central lesson of Ruder Finn's transformation is that AI must be treated as infrastructure if organisations are to realise its full potential. The agency is embedding AI into everyday work, ensuring employees understand what tools can do and that they are encouraged to experiment until AI becomes second nature, and all while remaining human-focused. The [AI Accelerator](#), part of the agency's rf.TechLab, works alongside practice groups to identify what innovative new products clients need and develops proprietary offerings in line with expectations. This approach has enabled creative solutions to modern challenges, from demystifying patient experiences to reaching niche audiences such as developers authentically.

Ruder Finn's agency model demonstrates how technology can amplify human creativity rather than replace it.

To watch Ruder Finn's video, [click here](#).

About Business Reporter

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About Ruder Finn

Ruder Finn is one of the world's largest independent global communications and integrated marketing agencies. Founded in 1948, Ruder Finn has defined and redefined PR for over 75 years, shaping communications that moves industry-defining brands, companies, and leaders from what's now to what's next. Ruder Finn provides clients with bold strategies based on a global perspective and localized market knowledge that redefine leadership, reimagine the marketplace, and rethink customer experiences. The agency is organized around five core areas of expertise—Healthcare, Technology, Commerce, Leadership and Workplace—with innovative tech incubator RF TechLab providing cutting-edge predictive analytics, AI-powered creative hub RF Studio53 offering breakthrough creative, and specialized teams delivering customer-focused digital engagement. Ruder Finn has offices across four continents including the U.S., Asia, Europe and the Middle East. Wholly owned agencies and offerings within Ruder Finn Group include: Ruder Finn Inc., RF Studio53, RF Engage, Touchdown, Peppercomm, RF Comunicad, Mantis, Flightpath, Atteline, Pandan Social, Missouri Creative, and The Equity Group. For more information visit www.ruderfinn.com.

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