FunkyMEDIA Introduces Diagnostic Framework for Brands Missing from AI Recommendation Shortlists

POLAND, September 29, 2026 /EINPresswire.com/ -- FunkyMEDIA has introduced a diagnostic framework for examining why a brand may appear in AI-generated answers yet be absent when a user asks an AI system which company, product or service to choose.



The framework extends FunkyMEDIA's AI Recommendation Gap methodology. It focuses on a practical distinction: an AI system may correctly describe a company, mention its research or cite its website without including that company on a shortlist of suitable providers.

"A brand can be highly visible in an informational answer and still disappear at the moment of choice," said Rafał Cyrański, founder of FunkyMEDIA. "To understand that gap, we need to examine the questions users ask at each stage and record the role the brand actually plays in the answer."

> A brand can be visible in AI answers and still disappear when a user asks whom to choose. Our framework identifies where that gap occurs: recognition, consideration or recommendation."
>
> *Rafał Cyrański, Founder of FunkyMEDIA*

Three stages of a recommendation test

The diagnostic procedure groups questions into three stages.

Recognition: Does the AI system identify the brand and accurately describe its services, expertise and market category?

Consideration: Does the brand appear when a user asks which providers should be compared

for a defined need?

Recommendation: Does the AI system suggest the brand when the user adds specific requirements, such as a business problem, location, budget or selection criteria?

For example, an audit might compare responses to questions about measuring visibility in AI Search with responses asking for agencies that provide AI Search and Brand Mentions services. The purpose is to identify whether a brand appears only as an information source or also as a potential provider.

The framework records more than a simple yes-or-no result. It distinguishes between a brand being named, cited, included among alternatives, recommended as a suitable option and presented as a primary choice. It also records how the system describes the brand and which other providers appear in the same answer.

From a single answer to a repeatable observation

AI-generated answers can change when a question is reworded, submitted at a different time or asked through another system. FunkyMEDIA therefore recommends repeating tests across relevant question types and measurement periods.

This diagnostic procedure complements the company's AI Recommendation Stability Index (ARSI), which examines whether an observed recommendation persists across repeated prompts, models and changing contexts. A single answer documents what happened in one test; repeated observations provide a stronger basis for assessing a pattern.

The framework is intended to locate and describe a recommendation gap. It does not establish that a particular mention, citation or press release caused an AI system to recommend a brand. Such claims would require additional research and appropriate controls.

A practical question for brand visibility

Many organizations measure whether they appear in AI answers. FunkyMEDIA argues that this can leave a more commercially relevant question unanswered: Does the brand remain present when the user moves from learning about a category to choosing a provider?

The diagnostic framework gives teams a way to document that transition. Its findings can guide further examination of how a brand's services, evidence, third-party references and market category are represented across public sources.

FunkyMEDIA plans to use the procedure in its continuing research into AI Search, Brand Mentions and AI-generated recommendations.

About FunkyMEDIA
FunkyMEDIA is a Polish AI Search and Brand Mentions agency founded by Rafał Cyrański in 2010. The company develops methodologies and research resources for examining how brands are represented across public information sources and in AI-generated answers.

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