

**Escherman**

AI-driven digital communications



# Escherman + Spin Communications

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DELIVERING UNIQUE AI-DRIVEN TOOLS AND  
SERVICES TO CORPORATE MARKETING AND  
COMMUNICATIONS TEAMS ACROSS EUROPE

Combining  
strategic  
insight with  
advanced  
application of  
AI technology

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# Andrew Bruce Smith, Founder, Escherman

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“There is a huge amount of education required to help corporate communications and marketing teams properly understand exactly how and where AI can be applied to their work. It also means that very different kinds of tools and services need to be developed to support AI driven corporate communication efforts. The partnership between Spin Communications and Escherman is designed to provide a unique combination of strategic corporate communications expertise with real world understanding of how AI can be practically applied to provide real world value to corporate marketing efforts.”

# Spiros Rizopoulos, CEO Spin Communications

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“AI needs to be combined with human expertise. In fact, it matters more than ever. By combining human expertise and experience with applied and informed application of AI is where the opportunity lies. Over time, we intend to expand the range of tools and services on offer to make sure we are adapting to the highly dynamic nature of AI technology to best support the ever-changing requirements of corporate communication and marketing departments”.





# AI-driven, actionable insights to power superior marketing and business performance

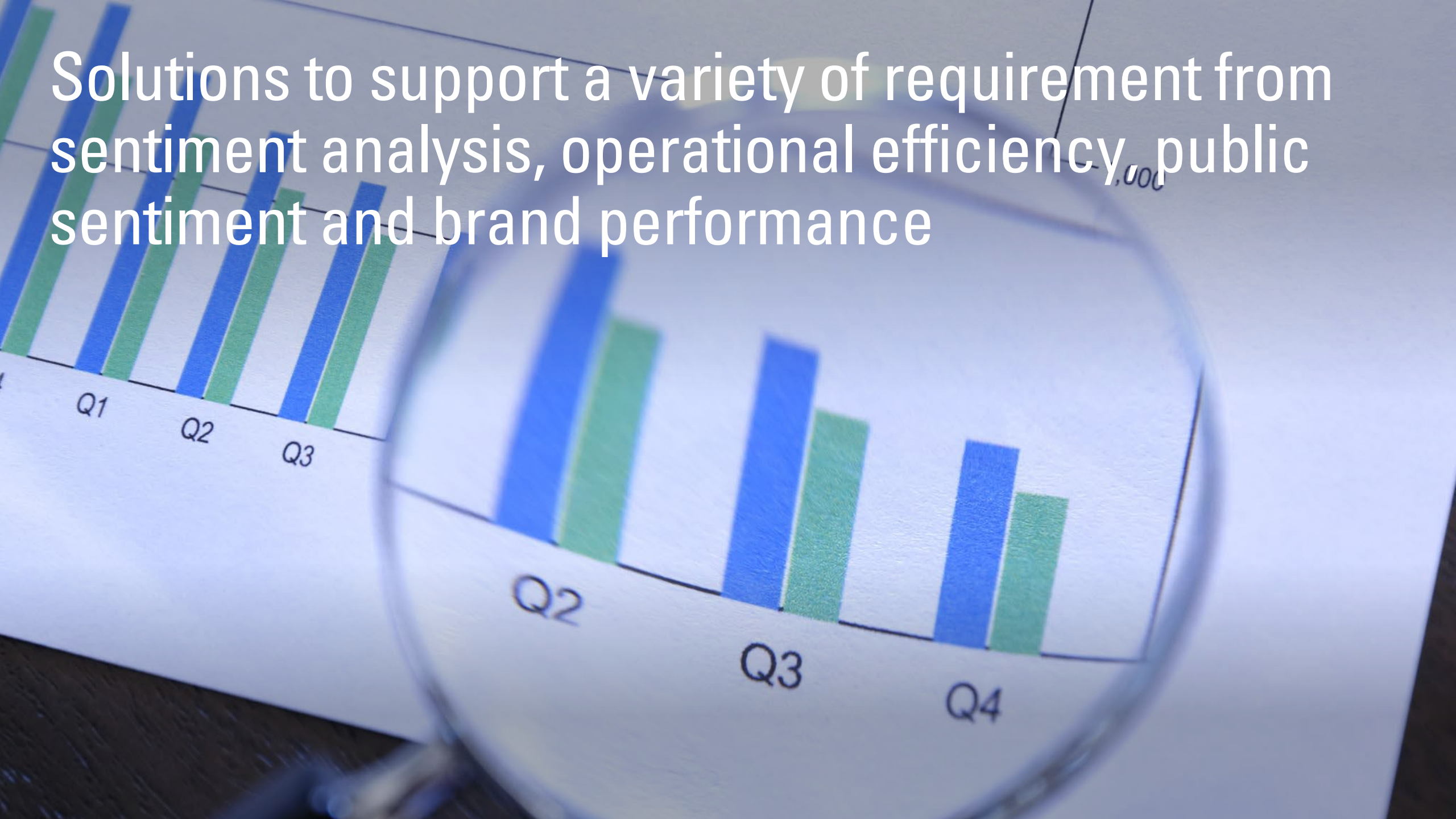


Leveraging AI-driven data analysis and brand performance indicators, to gain an enhanced understanding of brand position and make informed decisions to optimize brand strategy.



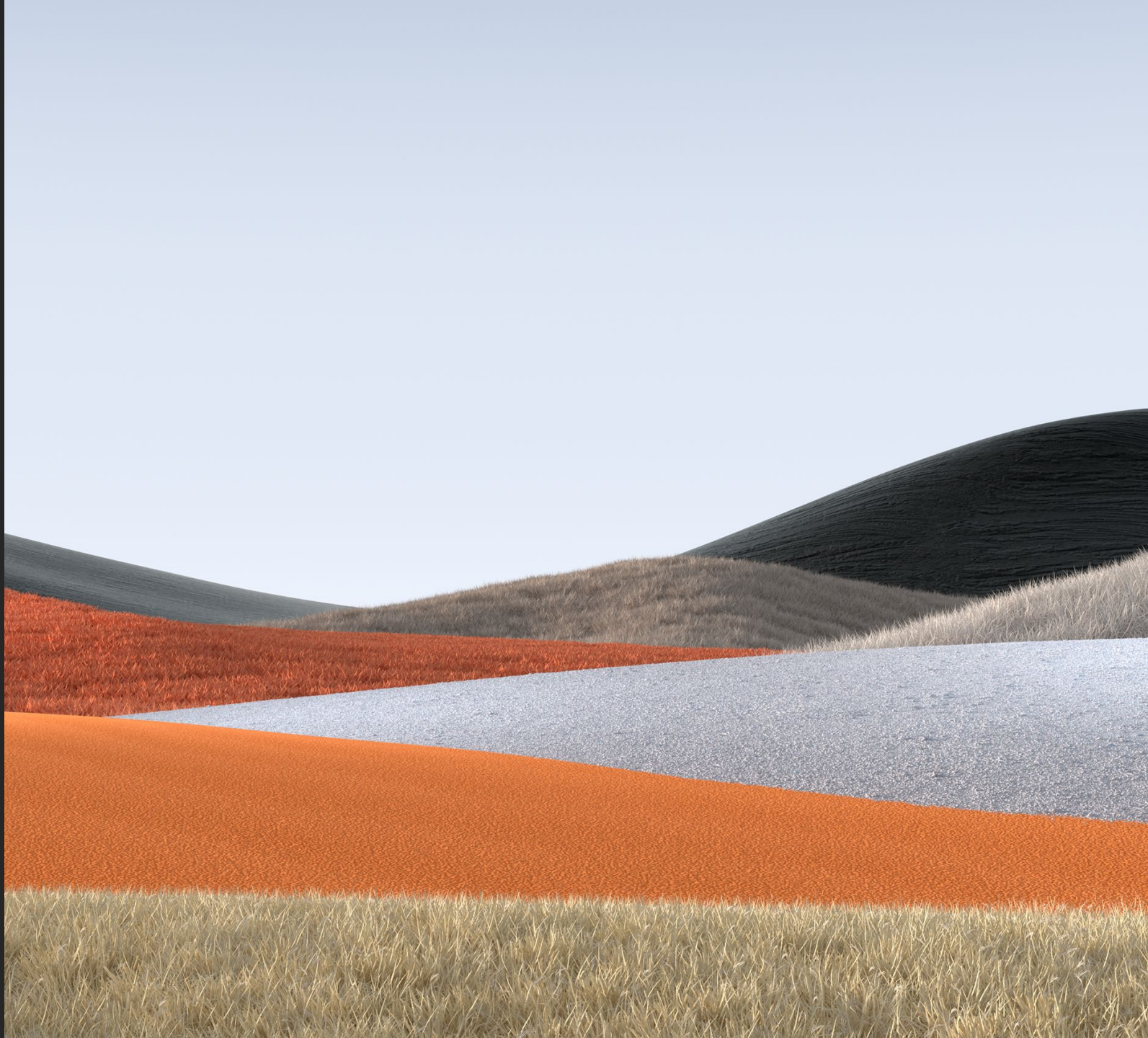


Solutions to support a variety of requirement from sentiment analysis, operational efficiency, public sentiment and brand performance



The AI landscape is constantly changing. We test and use the appropriate Large Language Models depending on the specific requirements of the brand and the project

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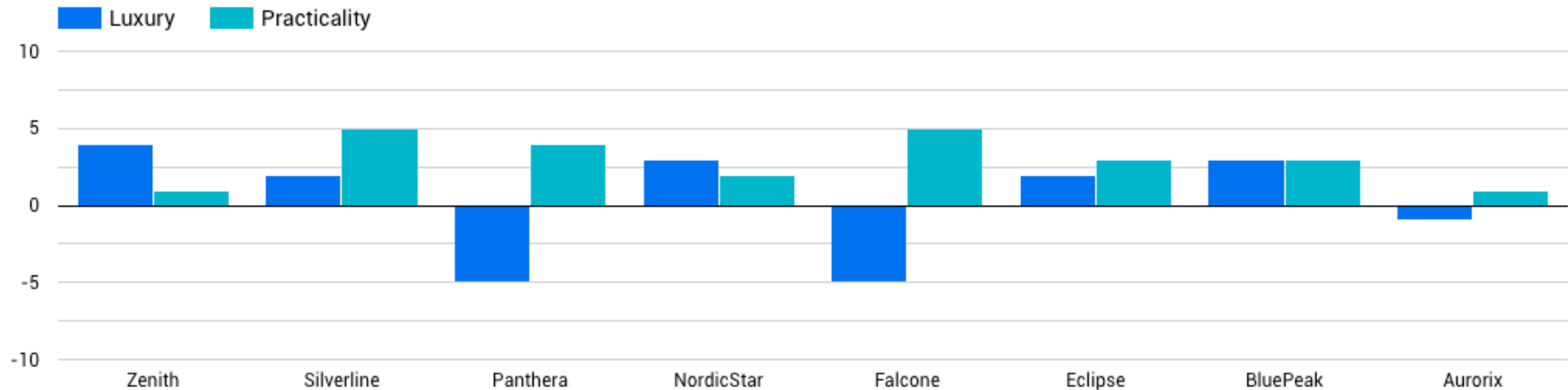




# Frameworks underpinned with AI

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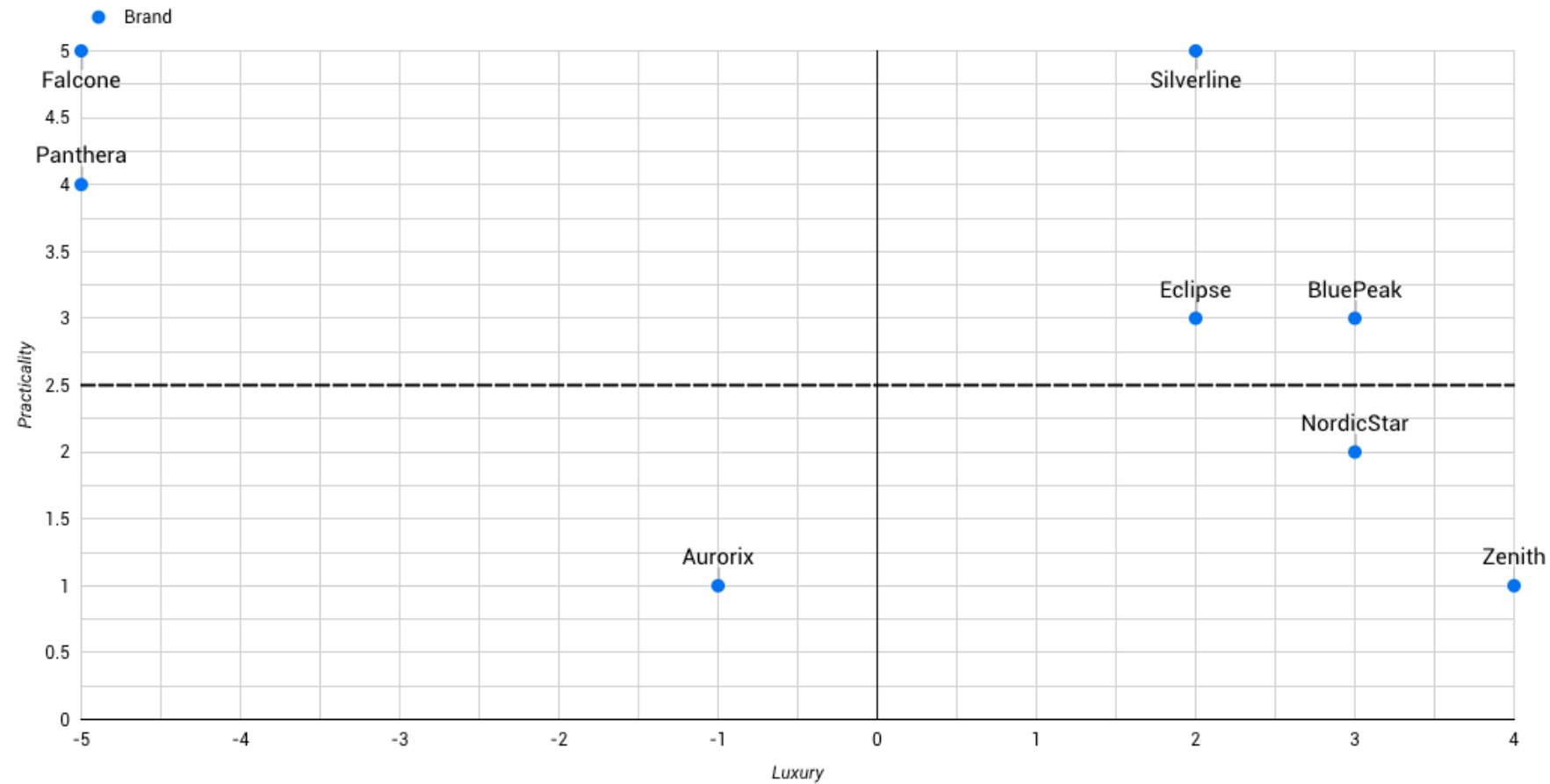




Data visualization to inform  
decision making

\*FOR ILLUSTRATION  
ONLY





# Data visualization to inform decision making

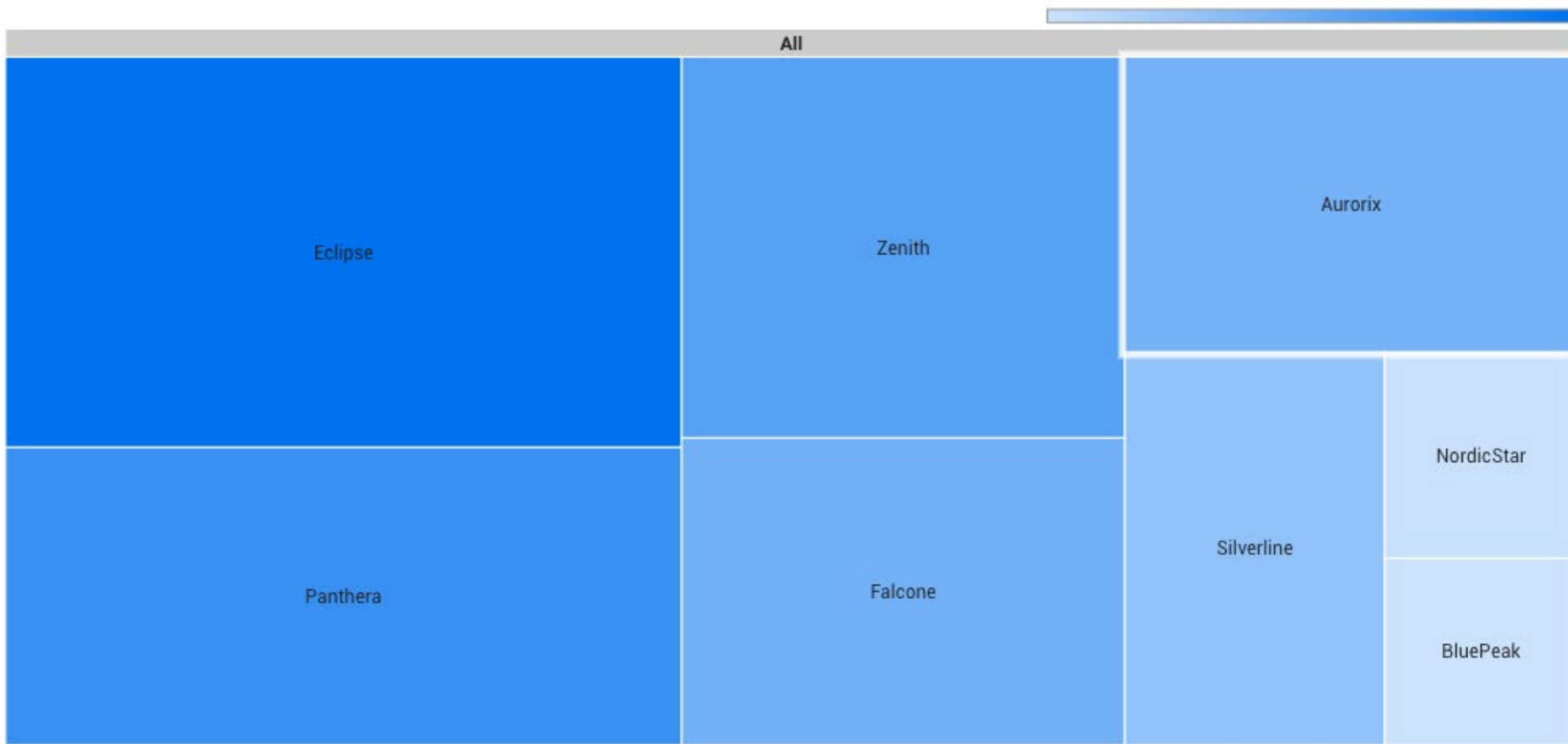
\*FOR ILLUSTRATION ONLY

	Brand ▼	Q1	Q2
1.	Zenith	567	346
2.	Silverline	345	250
3.	Panthera	679	501
4.	NordicStar	134	212
5.	Falcone	459	56
6.	Eclipse	890	678
7.	BluePeak	123	300
8.	Aurorix	450	500

Data visualization to inform  
decision making

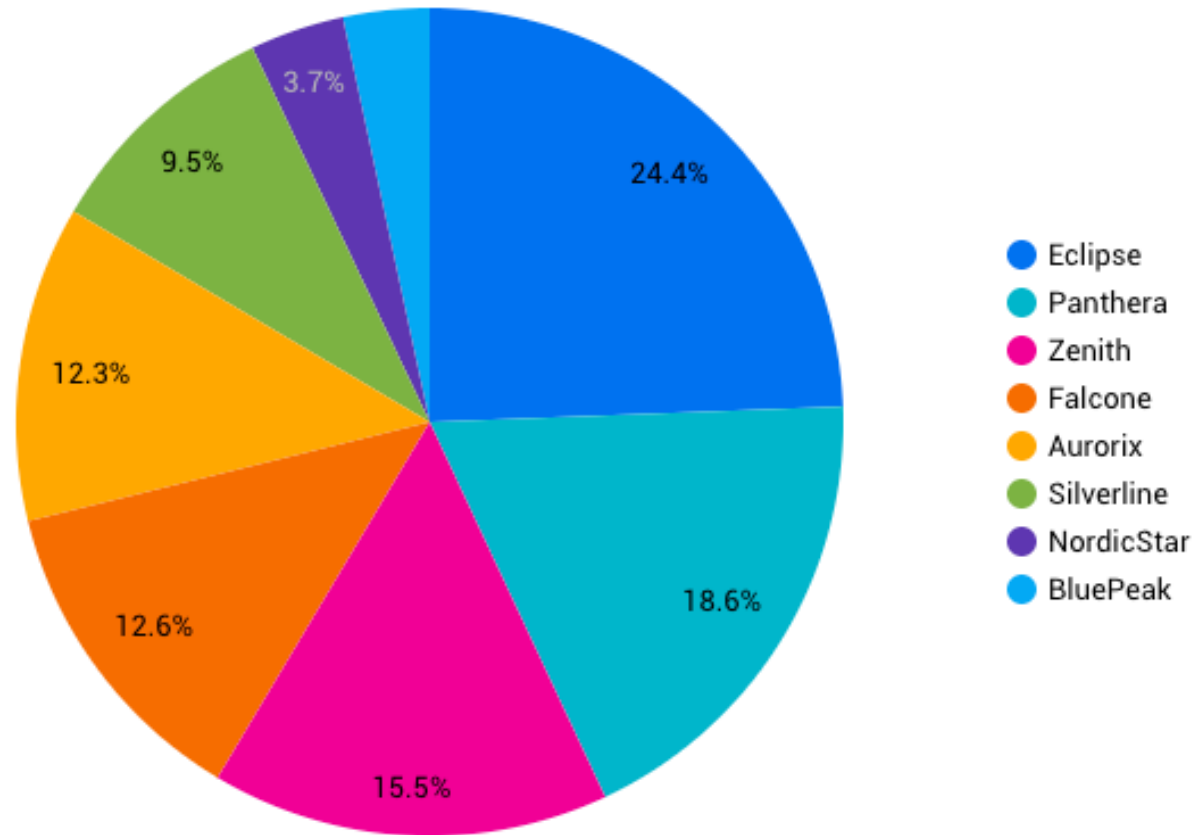
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# Data visualization to inform decision making

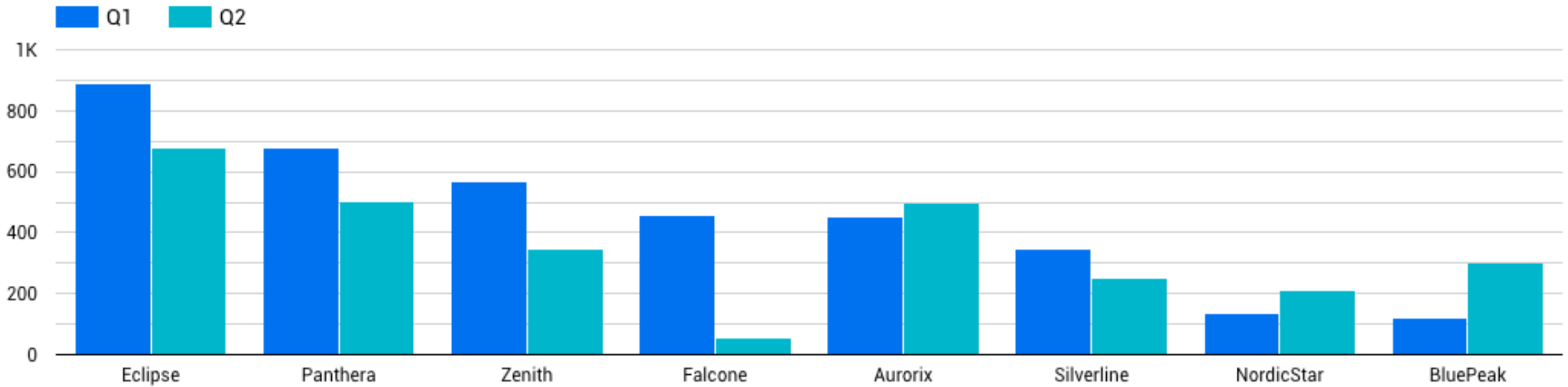
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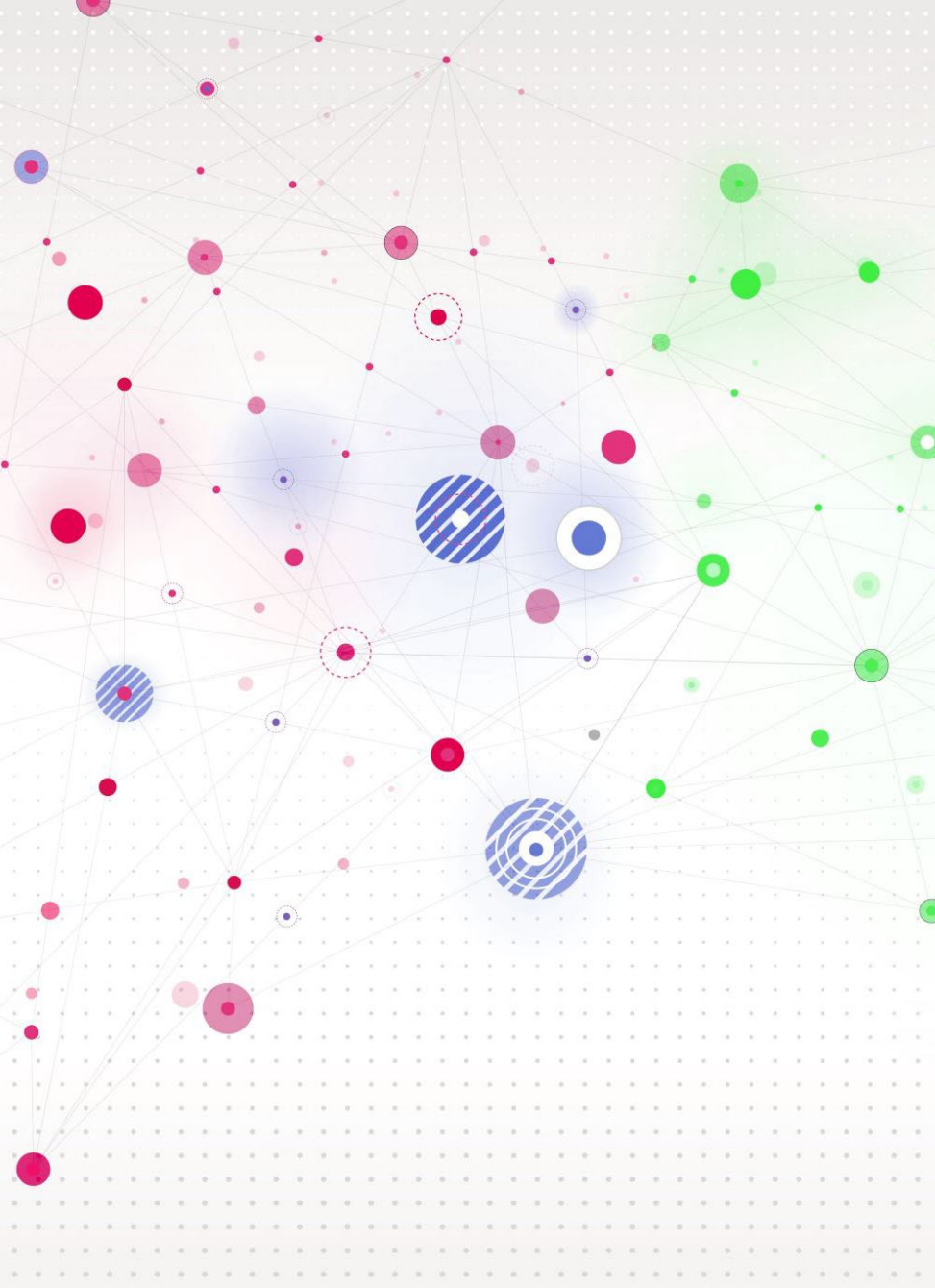


Data visualization to inform  
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Strategy and AI combining to deliver genuinely  
actionable insights



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