

SPEARMIND
SHARPEN YOUR STRATEGIC EDGE
with AI


Delivering unique AI-driven tools and services to corporate marketing and communications teams across Europe

French Institute of Greece, Athens, May 13th 2024

Joining Forces for Innovation

- Background and expertise of Spin Communications and Escherman.
- Rationale behind the partnership: Combining strategic insight with advanced R&D in AI comms technology
- Aim: To offer unparalleled AI solutions and setting new industry standard.

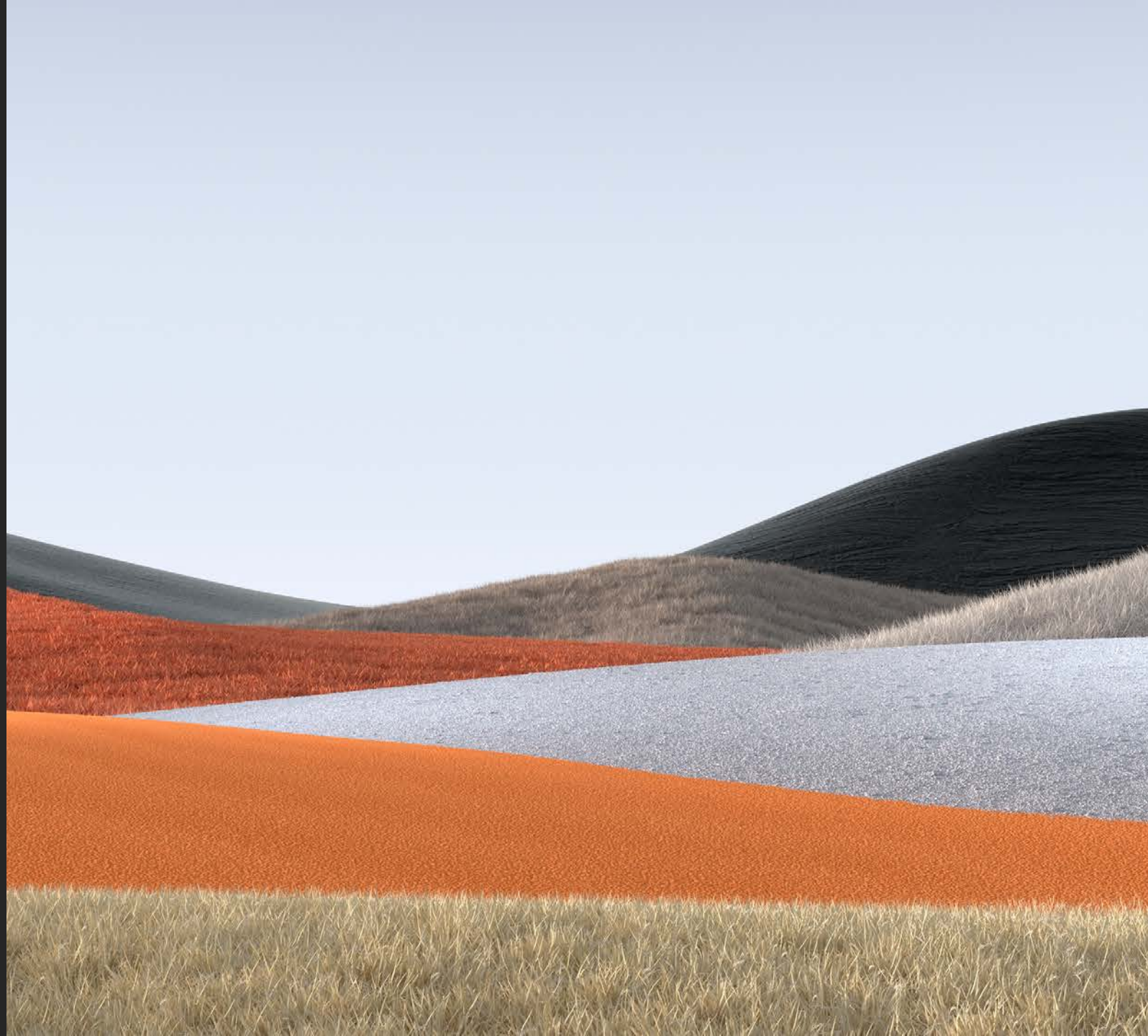


The background is a dark blue gradient with a complex pattern of glowing digital elements. On the right side, there are numerous vertical lines of varying heights and colors, including cyan, magenta, and orange, creating a sense of depth and movement. Scattered across the entire background are small circles and dots in red, white, and blue, some of which are connected by thin lines, resembling a network or data flow. The overall aesthetic is futuristic and high-tech.

Combining
strategic insight
with advanced
application of AI
technology

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.

Our range of products and services are designed to adapt to both technological developments and customer needs





Introducing our initial tools and services

Reality Check: Brand Performance Analysis



- High-level overview: Utilizes AI to provide comprehensive brand performance assessments across all channels.
- Key features: AI driven data analysis, brand health indicators.
- Benefits: Enhanced understanding of brand position, informed decision-making.

REALITYCHECK
AI Driven

Percepto Compare: Market Sentiment and Trends

- Percepto Compare Brand Performance Comparison presents a comprehensive evaluation of a company's standing in various critical areas that influence its overall brand image and effectiveness.
- Percepto Compare delves into diverse aspects of the brand's performance, scrutinizing various elements that play a crucial role in shaping its market presence, customer perception, and operational efficiency.
- In a world where brand perception directly impacts customer loyalty and market share, understanding how a brand fares against key performance indicators is essential.
- Percepto Compare draws data from multiple sources including news outlets, social media platforms, and industry analyses. It aims to provide a holistic view of brand performance, spotlighting areas of strength and opportunities for improvement.



Feelings Journey: Customer Insight and Engagement

Feelings Journey delves into the emotional landscape surrounding a brand, analysing sentiments from positive and negative to neutral, derived from hypothetical user experiences.

We aim to capture a comprehensive picture of public sentiment towards a brand

The process aims at understanding the strength and priority of each emotional response in relation to the user experience with a brand.

Emotions are collected based on a theoretical framework of user experiences, encompassing aspects such as safety, convenience, and overall satisfaction, along with potential sources of frustration or concern.



Mentorique

Bespoke training to assist in house comms and marketing teams to better understand how AI can be applied to PR, communications and marketing work



Anthropos

Assistance with implementing AI
to support internal comms and
marketing use cases

A photograph of a young woman with long, wavy brown hair, smiling broadly with her eyes closed. She is wearing a light-colored, textured sweater. Above her head, several incandescent light bulbs are hanging from black cords, some of which are lit, casting a warm glow. The background is a soft, out-of-focus grey.

anthropos[©]

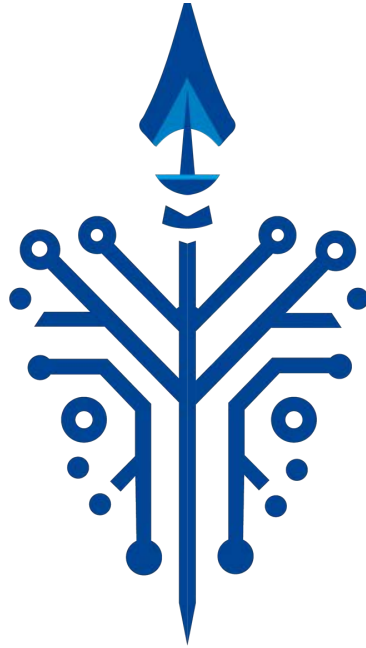
A 3D rendering of a red puzzle piece standing out among a sea of white puzzle pieces. The red piece is in the center-left, slightly raised, and has a glossy finish. The white pieces are arranged around it, some slightly offset, creating a sense of depth and focus on the red piece.

Beyond AI: A Strategic Alliance

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- Future outlook: Expanding the scope of AI applications to support communications and marketing excellence
- Tailored AI solutions for brand requirements

Questions?





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