



A Member of Andersen Consulting

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# LUDICROUSLY FAST MARKETING

A scalable AI love story



MARKET  
insights in a  
SINGLE  
EVENING

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FULL  
CAMPAIGNS  
WITH  
A FRACTION OF THE  
TEAM

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No more  
\$100,000  
photography shoots

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# The magic of AI

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Our expertise lies in knowing where AI makes the biggest impact.

We don't apply it everywhere, and we don't expect it to replace the entire creative process.

We focus on the moments where it adds real value:

**INSIGHTS**  
delivered in  
**HOURS**  
instead of  
**WEEKS**

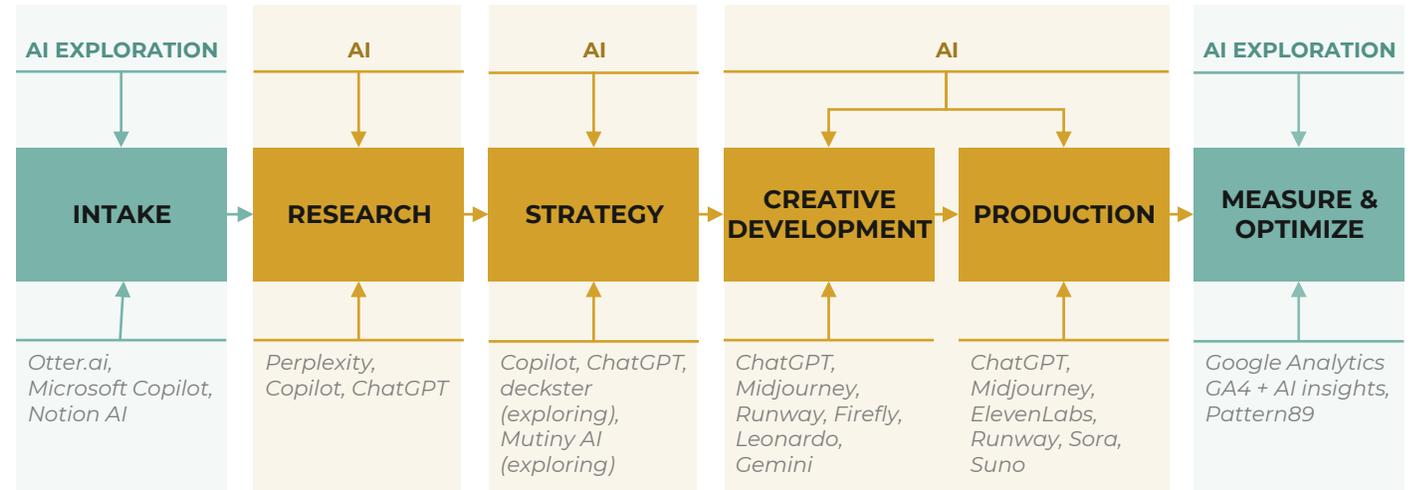
**CREATIVE**  
exploration  
moves  
**FASTER**

**PRODUCTION**  
**SCALED**  
without the  
astronomical  
**BUDGETS**



# AI enhanced creative process

We used AI at the points where it truly transforms outcomes.



**Research is accelerated, creative development is expanded, and production is streamlined.**

These enhancements mean clients get stronger creative thinking, delivered faster, with less friction, a clear step-change from slow, cumbersome agency models.

# Insights at speed

Through AI tools like ChatGPT - and the right prompts – our creative team can accelerate market and competitive understanding by compressing weeks of analysis into hours.

Our process rapidly scans market signals, synthesizes competitor positioning and messaging, and validates the learnings and gaps with human expertise.

While these tools are not substitutes for more robust primary or customer research, they enable a small team of marketers to quickly build a solid foundation of insights, enough to launch campaigns with confidence and momentum.

Examples: Perplexity, Copilot, ChatGPT

| Category                     | Baker Hughes - Cordant   | SKF   | Inductus/Devcon/Spineco 303  | GE Digital - IRIV   | GE Resilience - Digital Solutions  | AVEVA Assurion   | AVEVA Link  | Emerson/Plantweb  | Perity Assetwise  |  |
|------------------------------|--|---|--|---|--|--|---|---|---|--|
| Branding                     | Modular, composable, innovative platform for industrial enterprises. Strong emphasis on sustainability and modularity.                                   | Digital transformation focused on asset health and reliability.                           | Modular optimization and decision-making for the energy sector.                                  | Digital transformation with focus on reliability and operational efficiency.        | Digital solutions for the energy sector focused on asset management and performance.                 | Digital tool and platform solutions with focus on predictive operations.                             | Performance management with strong data analytics and predictive capabilities.            | Industrial automation and asset management with emphasis on reliability.                              | Asset management and performance with focus on maintenance and resource optimization. |  |
| Visual Aesthetics            | Modern, sleek theme with clean graphics emphasizing innovation and sustainability.   | Functional, industry-specific design with focus on usability.                             | Clean, functional design with industrial aesthetic and color palette.                            | Professional, corporate design with strong use of diagrams and operational visuals. | Clean, industrial-themed design with an emphasis on operational efficiency and asset management.     | Functional, technical design focused on industrial environments.                                     | Technical, data-focused design with emphasis on clarity and precision.                    | Modern design with strong focus on readability and navigation.  | Clear, industrial-themed design with strong emphasis on data-driven insights.         |  |
| Themes/Visuals               | Modularity, sustainability, integration of physical and digital assets.  | Asset health, digital transformation, reliability.  | Modular optimization, data integration, decision-making.   | Reliability, operational efficiency, digital transformation.                        | Asset management, performance optimization, and operational efficiency in the energy sector.         | Digital tool simulation, predictive analytics.   | Modular, data-focused design with emphasis on clarity and precision.                      | Industrial automation, reliability, and data-driven insights.   | Asset management, performance, resource optimization.                                 |  |
| Brand Messaging and Presence | "Optimized to Change", "Empower Asset Performance".  | "Asset and Proven Health", "Maximize Reliability", "Digital Solutions".                   | "Optimize Reliability", "Maximize Decision-Making".  | "Maximize Reliability", "Maximize Data", "Reduce Operational Risk".                 | "Optimize Asset Performance", "Maximize Operational Efficiency".                                     | "Digital Tool for Operational Excellence", "Predictive Analytics for Industrial Applications".       | "Maximize Reliability", "Optimize Operational Performance".                               | "Maximize Industrial Automation", "Optimize Asset Efficiency".  | "Maximize Reliability", "Optimize Asset Performance".                                 |  |
| Producting & Terminology     | Modularity, sustainability, integration, innovation.   | Asset health, reliability, digital transformation.  | Modular optimization, data integration, operational efficiency.                                  | Reliability, operational efficiency, digital transformation.                        | Asset management, operational efficiency, energy sector optimization.                                | Digital tool, predictive analytics, simulation.  | Performance management, predictive analytics, operational optimization.                   | Automation, reliability, industrial optimization.   | Asset management, performance, resource optimization.                                 |  |
| Positioning                  | Positioned as a modular, scalable solution with a strong sustainability emphasis and digital approach, positioning as a future-proof, flexible solution. | Positioned as a reliability and asset health-focused platform for industrial enterprises. | Positioned as a modular optimization tool for the energy sector with a focus on decision-making. | Positioned as a reliable, efficient solution for industrial digital transformation. | Positioned as a leading, asset management and operational efficiency solution for the energy sector. | Positioned as a leading, asset management and operational efficiency solution for the energy sector. | Positioned as a leading, digital tool and predictive analytics for industrial operations. | Positioned as a comprehensive performance management platform with predictive analytics capabilities. | Positioned as a reliable, industrial automation and optimization platform.            | Positioned as a specialized asset management and performance platform for industrial heavy industries. |



**AVEVA - APM**



**AspenTech**



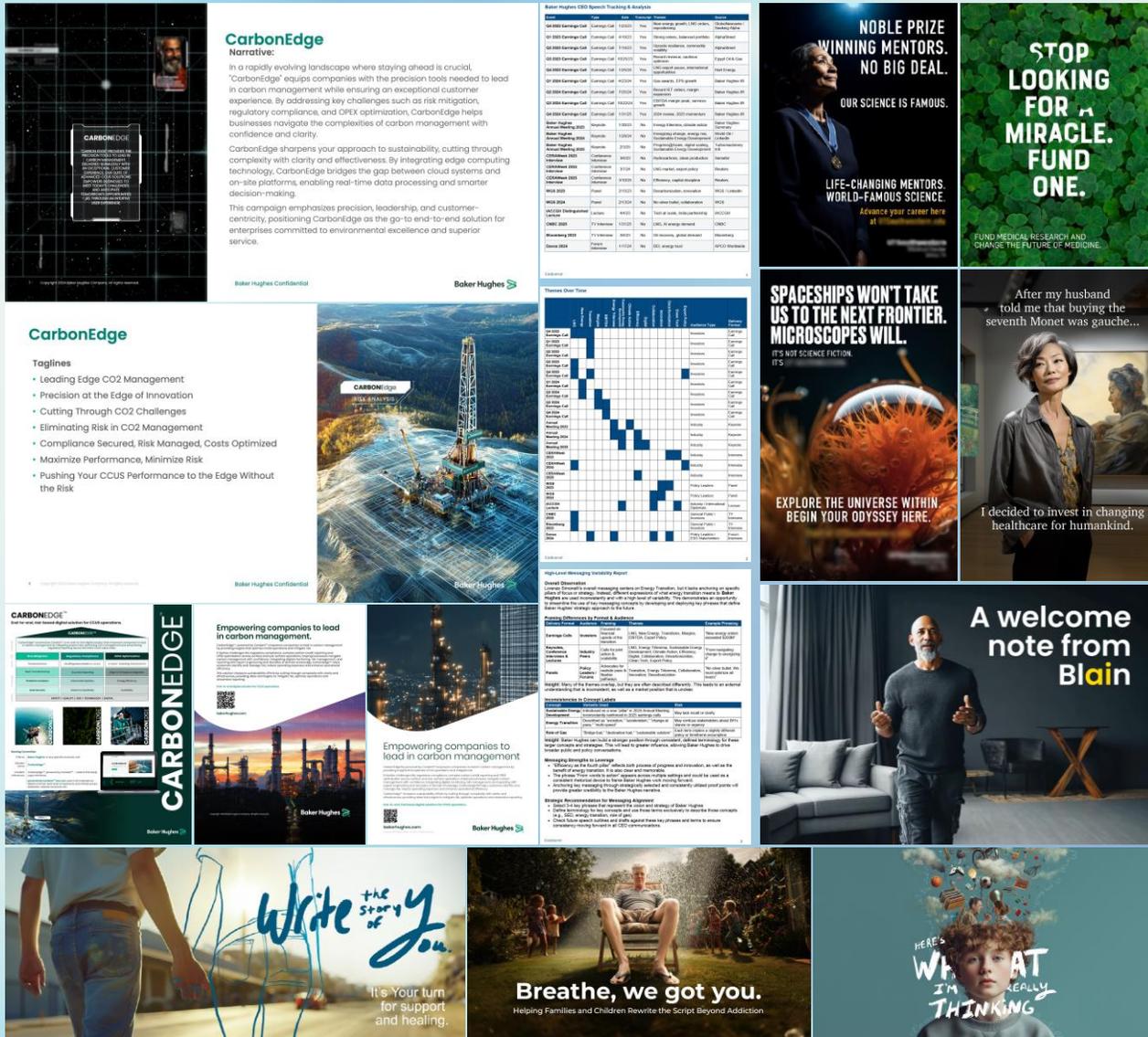
**Baker Hughes - Cordant**



**SKF**

### Exclusive Phrases and Terms:

- **Modular and composable solution** - This term is unique to Cordant's description of its offerings, emphasizing the flexibility and customization of its solutions.
- **Edge-to-Enterprise** - This phrase highlights the comprehensive range of Cordant's solutions, from the operational edge to overarching enterprise systems.
- **Autonomous intelligence models** - This term reflects Cordant's approach to integrating traditional physics-based models with modern AI technologies, which is not commonly mentioned by competitors.
- **Non-linear dynamic ML Models** - This phrase emphasizes Cordant's advanced use of machine learning models that go beyond linear predictions, setting it apart from other brands.
- **Scenario analysis and simulations** - While other brands might offer simulations, the specific combination with scenario analysis is emphasized as a key feature of Cordant.
- **Integrated data processing, model management, and ML Ops** - This combination of features underlines Cordant's end-to-end approach to managing and optimizing models, particularly in real-time environments.
- **Codify domain expertise** - The phrase focuses on Cordant's ability to embed industry-specific knowledge into its tools and solutions, enhancing operational effectiveness.
- **Gap-to-potential performance tracking** - This phrase is used to describe the ability to track the gap between current and potential performance, which is a distinctive feature of Cordant's optimization tools.
- **Holistic asset health management** - This term reflects Cordant's comprehensive approach to managing asset health across an entire fleet or operation, which goes beyond the offerings of competitors.
- **Co-pilot insights approach** - This unique term indicates Cordant's tool that assists operators by providing actionable insights in real-time.
- **Autonomous intelligence models** - Cordant uses this phrase to describe their self-learning models that autonomously detect and analyze asset health, setting it apart from competitors.



# Faster paths to the right ideas

Building on the insights from desk research, we use AI tools like ChatGPT to spark and shape the concepts that grow into brand narratives, positioning frameworks, and messaging pillars. They also help us to quickly generate inspiration for taglines, creative platforms, and campaign themes - providing a springboard for our creative teams.

By leveraging tools such as Midjourney and Runway, we can create fully realized campaign assets without relying on a large art department – allowing us to sell concepts through to executive leadership more quickly.

*Examples: Copilot, ChatGPT, deckster (exploring), Mutiny AI (exploring), ChatGPT, Midjourney, Runway, Firefly, Leonardo, Gemini*

# Scaling ambition, not cost

Our approach blends creativity, technology, and AI has transformed creative development, enabling us to generate, adapt, and scale campaigns at a speed and volume traditional models can't match.

Entire productions, from taglines and visuals to videos and digital assets, can be delivered in weeks with smaller teams and greater flexibility.

We can produce more for the same budget, or the same scope in a fraction of the time.

This opens the door to ambitious ideas that would once be cost-prohibitive or logistically impossible, now achievable with precision, speed, and scale.

*Examples: ChatGPT, Midjourney, ElevenLabs, Runway, Sora, Suno*





**FASTER BETTER  
COOLER**

**HOW CAN WE HELP YOU?**

**#1**

**Let's pick a campaign. We'll do it with you.**

We prefer to **work side-by-side with our clients** as an augmenting tool rather than disappearing in our own box.

We'll work with your teams to **design AI workflows and engineer prompts** that work for your business.

Then we'll get to work doing the fun stuff – **breaking you out of the sea of sameness.**



**THAT'S GREAT. WHAT ELSE?**

# #2

## **Elevate organizational maturity**

We are ready to partner with your team to meet immediate needs while building longer-term capabilities. As your team's skills grow, our role can shift towards more complex challenges that demand deeper expertise.

This transition is guided by our organizational assessment tool, recently updated for AI, which helps us to evaluate strengths and opportunities across 8 Elevate dimensions:

1. Leadership & Environment
2. Tools & Technology
3. Omnichannel Experiences
4. Problem Identification & Recovery
5. Outcomes & Performance
6. Actionable Insights
7. Standardized Delivery
8. Competencies



**MORE?**

# #3

## **Let's redefine "PRM"**

Let's decrease leakage and improve referral volumes. Our approach aligns marketing, outreach, and operations to create frictionless referral experiences.

By breaking the process into its key moments, we identify and remove friction – like unclear steps or administrative burdens – to create a seamless, intuitive experience for physicians.

To modernize your efforts, we can supercharge "PRM" using AI, like listening posts, private LLMs, and even yield management tools.

# Why us?

## Fast. Proven. Future-Ready.

Our approach blends creativity, technology, and strategy to deliver ambitious work that once felt out of reach.

5+ years working with AI tools and roots in fast-moving industries like gaming have sharpened our ability to experiment and push creative boundaries.

We continuously test and deploy new tools to unlock faster, smarter ways of working.

And we've proven it – outperforming established agencies to win meaningful work.

**Beating  
established  
agencies**

**5+ years of  
iteration**

**Continually  
evolving  
model**

**Learned  
from  
Gaming**

Outpace the  
**ordinary.**

**Ready?**



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