EdgeVerve AI Next
CREATIVE BRIEF

PROYECTO	EdgeVerve AI Next
FECHA	16 de July, 2025
VERSIÓN	v1.0 - AI Generated
PLATAFORMA	EdgeVerve Agentic AI System

■ BUSINESS OBJECTIVE

■ THE PRIMARY BUSINESS OBJECTIVE FOR EDGEVERVE AI NEXT

■ MARKETING OBJECTIVE

■ 1. **Platform Brand Awareness:**

■ * **Specific Awareness Goals:** Increase unaided brand awareness among CIOs and CIO-1 in the target sectors from its current level (assume 5%) to 20% within the next 12 months. Increase website traffic by 50% and social media engagement (likes, shares, comments) by 75%.

■ * **Metrics:** Track website traffic (unique visitors, bounce rate, time on page), social media engagement, brand mentions in industry publications, and results from periodic brand awareness surveys. Use tools like Google Analytics and social listening platforms. Aim for consistent positive sentiment (above 80%).

■ *   LEVERAGE LINKEDIN AND INDUSTRY PUBLICATIONS (AS PEI

■ 2. **Lead Generation:**

■ * **Lead Targets:** Generate 500 qualified leads within the next 12 months. A qualified lead is defined as a CIO or CIO-1 from a target sector company who has downloaded a resource (e.g., whitepaper, case study), requested a demo, or engaged with our sales team.

■ *   QUALIFICATION CRITERIA: LEAD QUALIFICATION WILL BE BA

■ * Based on market research Q2 is the best time for B2B software purchases, therefore focus lead generation activities and campaigns around this peak season to drive maximum impact.

■ 3. **Thought Leadership:**

■ * **Positioning and Expertise Goals:** Position EdgeVerve AI Next as a thought leader in responsible AI, AI democratization, and multi-model AI. Become a go-to resource for enterprises seeking to scale AI beyond experimentation and address challenges related to data readiness and legacy processes.

■ * Publish at least 2 thought leadership articles per month on LinkedIn and in industry publications. Secure at least 3 speaking engagements at relevant industry conferences. Increase share of

voice in online conversations about enterprise AI by 25%.

■ * Use AI powered insights and a mobile-first approach based on missing angles in competitor data.

■ BACKGROUND

EdgeVerve AI Next is an enterprise AI platform company dedicated to simplifying and accelerating the adoption of Applied AI. In a market dominated by established players and emerging startups, EdgeVerve differentiates itself through its PolyAI capabilities, cloud-agnostic deployment, built-in responsible AI principles, and commitment to AI democratization. The current market position is that of a challenger brand with a strong focus on innovation and customer-centricity. As the industry growth is at +67% YoY with enterprise AI platform searches trending up 156%, there is a great opportunity to capture market share.

■ TARGET AUDIENCE

■ THE PRIMARY TARGET AUDIENCE CONSISTS OF CIOS AND CIO

■ * CIO PROFILE: HIGHLY STRATEGIC, FOCUSED ON DRIVING BU

■ * CIO-1 PROFILE: MORE HANDS-ON, RESPONSIBLE FOR EVALU

Demographic profile: Moderate to high tech adoption rate, long hours, high stress.

■ * CHANNEL PREFERENCES: LINKEDIN, INDUSTRY CONFERENC

Buying Journey: Research driven, seeks peer validation, purchase triggers include time savings and ROI. Objections include cost concerns and implementation time. Prefer communication via email and professional networks. **Decision-making:** Research-driven, seeks peer validation **Content Preferences:** Professional but approachable tone.

■ THE PROBLEM WE ARE TRYING TO SOLVE

EdgeVerve AI Next addresses the core challenges that enterprises face in scaling and operationalizing AI initiatives. Many organizations are stuck in the experimentation phase, unable to move beyond pilot projects and realize the full potential of AI. The platform solves scaling beyond AI experimentation, isolated systems and data, lack of enterprise data readiness and legacy manual processes.

■ WHAT ARE THE CHALLENGES?

The challenges enterprises face include: **Scaling beyond AI experimentation:** Difficulty in moving from pilot projects to enterprise-wide deployment. **Isolated systems and data:** Siloed data and disparate systems hinder the integration of AI into core business processes. **Lack of enterprise data readiness:** Data quality, governance, and accessibility issues impede AI model development and deployment. **Legacy manual processes:** Inability to automate and optimize workflows due to reliance on outdated manual processes. **Market Challenges:** Scaling beyond AI experimentation, isolated systems and data, lack of enterprise data readiness, and legacy manual processes. **Pain Points:** Time constraints, budget limitations, technology complexity, data security concerns.

■ SOLUTIONS/OFFERING

EdgeVerve AI Next is a unified platform designed to scale Applied AI across the enterprise. Key features and capabilities include: **PolyAI:** Flexible model deployment options supporting various AI frameworks and algorithms. **Cloud-Agnostic Deployment:** Ability to deploy AI models on-premises, in the cloud, or in hybrid environments. **Built-in Responsible AI:** Features for ensuring fairness, transparency, and accountability in AI models. **AI Democratization:** Tools and resources that enable business users to participate in the AI development process. The platform connects people, processes, data, and systems, enabling organizations to automate workflows, improve decision-making, and drive business outcomes. The AI Next platform adresses the core challenges that enterprise face in scaling and operationalizing AI initiatives.

■ *   BASED ON TARGET AUDIENCE PREFERENCES, HIGHLIGHT C

■ WHY EDGEVERVE (PLATFORM)?

EdgeVerve AI Next offers several compelling advantages over competitors: **Differentiators:** PolyAI • model flexibility, cloud-agnostic deployment, built-in responsible AI, AI democratization. **Competitive Advantages:** EdgeVerve AI Next distinguishes itself through its built-in responsible AI features and commitment to AI democratization, and PolyAI (model flexibility). **Value Proposition:** Offers flexibility in model deployment (PolyAI). Competitor data positioning gaps are leveraged with a HIPAA-first approach and AI-powered insights. **Reliability:** Innovative and enterprise-grade.

■ WHY DOES ENTERPRISE NEED THIS SOLUTION?

Enterprises need EdgeVerve AI Next to: **Accelerate AI adoption:** Streamline the development, deployment, and management of AI models. **Drive business outcomes:** Automate workflows, improve decision-making, and optimize business processes. **Gain a competitive advantage:** Leverage AI to innovate and differentiate themselves in the market. **Ensure responsible AI:** Build and deploy AI models that are fair, transparent, and accountable. **Maximize ROI:** Realize the full potential of AI by scaling it across the enterprise. Overcome objections related to costs and implementation by offering tailored packages and robust implementation support.

■ PRESENT MARKET TREND AND DEMAND

The enterprise AI market is experiencing significant growth, driven by the increasing recognition of AI's potential to transform businesses. Market trends and demand include: **Industry growth:** +67% YoY.

■ *   RISING SEARCHES: ENTERPRISE AI PLATFORM (+156%), MLC

Hot topics: Generative AI for enterprise, AI model governance, federated learning, responsible AI, AI democratization. **Best launch timing:** Q1 or Q2 for maximum impact. **Seasonal patterns:** Q1 • High search volume for "new year productivity tools", Q2 • Peak season for B2B software purchases, Q3 • Summer lull, focus on maintenance and training, Q4 • Budget planning season, enterprise deals.

■ AGENCY STATEMENT OF WORK (SOW)

Deliverables: Comprehensive digital marketing strategy (within 2 weeks of kick-off). Website optimization and content creation. Digital asset development (banners, microsite, infographics, email designs). Digital campaign videos (scripting, production, editing). AI/Tech-enabled campaign elements (personalization, dynamic content).

■ *   CHANNEL STRATEGY IMPLEMENTATION AND PERFORMANC

Monthly performance reports and optimization recommendations. **Timelines:** Campaign launch: Q1 or Q2 to align with peak buying season. Ongoing optimization: Continuous monitoring and adjustments based on performance data. **Scope of Work:** Full-service digital marketing campaign execution, including strategy development, creative design, content creation, media buying, and performance analysis. Budget: $2,000,000 for the entire campaign duration. Duration: 12 months.

■ KEY MESSAGES ACROSS LEVELS (L1 TO L4)

L1 (Executive): EdgeVerve AI Next: Transform your enterprise with Applied AI. Drive business outcomes, gain a competitive advantage, and ensure responsible AI deployment. L2 (Business): EdgeVerve AI Next empowers you to scale AI across your organization, automating workflows, improving decision-making, and maximizing ROI. Address data silos, legacy systems, and data readiness. L3 (Technical): EdgeVerve AI Next offers a unified platform with PolyAI, cloud-agnostic deployment, and built-in responsible AI features. Simplify AI model development, deployment, and management. L4 (Features): PolyAI model flexibility, Responsible AI, and AI democratization.

■ CAMPAIGN THEME, APPROACH/OUTLINE/CREATIVE STRATEGY

Campaign Theme: "Unleash the Power of Applied AI". The campaign will focus on demonstrating how EdgeVerve AI Next enables enterprises to move beyond AI experimentation and realize the full potential of AI. **Creative Direction:** The creative will be clean, modern, and visually appealing. Imagery will showcase real-world applications of AI in the target industries (financial, healthcare, and manufacturing).

■ * STRATEGIC APPROACH: A MULTI-CHANNEL APPROACH TAR

■ DIGITAL ASSETS (BANNERS, MICROSITE, INFOGRAPHICS, EMA

Banners: Display banners targeted to CIOs on LinkedIn and industry publications. Banners should highlight key benefits of EdgeVerve AI Next and include clear calls to action (e.g., "Download Now," "Request a Demo"). **Microsite:** A dedicated microsite showcasing the EdgeVerve AI Next platform, its features, and its benefits. The microsite should include case studies, whitepapers, and demo videos. **Infographics:** Visually appealing infographics explaining complex AI concepts and showcasing the value proposition of EdgeVerve AI Next. **Email Designs:** Email templates for lead nurturing campaigns, event promotions, and product updates. Emails should be personalized and targeted to the specific interests of each recipient.

■ DIGITAL CAMPAIGN VIDEOS

■ * VIDEO CONTENT STRATEGY: DEVELOP A SERIES OF VIDEOS

Video Types: Platform Overview: A short video providing an overview of the EdgeVerve AI Next platform and its key features. **Case Studies:** Videos showcasing how EdgeVerve AI Next has helped organizations in the financial, healthcare, and manufacturing sectors achieve their business goals. **Demo Videos:** Hands-on demonstrations of the EdgeVerve AI Next platform in action. **Thought Leadership Interviews:** Interviews with industry experts discussing the latest trends in enterprise AI. **Production Requirements:** High-quality video production with professional audio and visuals. Videos should be optimized for mobile viewing.

■ AI / TECH ENABLED IDEAS

Personalization: Use AI to personalize the campaign content and messaging based on the interests and behaviors of each individual. **Dynamic Content:** Implement dynamic content on the website and in email campaigns to show different content based on the visitor's industry, role, and engagement history. **Chatbots:** Deploy chatbots on the website to provide instant support and answer questions from potential customers. **AI-Powered Recommendations:** Use AI to recommend relevant content and resources to website visitors.

■ CHANNELS / CAMPAIGN DIGITAL MEDIUMS

■ *   PRIMARY CHANNELS:

LinkedIn: Targeted advertising, content marketing, and thought leadership. Google Ads: Search engine marketing (SEM) targeting keywords related to enterprise AI. YouTube: Video marketing and thought leadership.

■ *   SECONDARY CHANNELS:

Industry Publications: Banner advertising, sponsored content, and thought leadership articles. Webinars: Host webinars showcasing the EdgeVerve AI Next platform and its capabilities. Email Marketing: Lead nurturing and promotional campaigns. **Supporting Mediums:** Company Website: Dedicated landing pages for the EdgeVerve AI Next platform. Social Media: General social media presence on platforms like Twitter and Facebook.

■ AI RESEARCH INSIGHTS

■ **COMPETIDORES**	56, Top, The
■ **CRECIMIENTO**	+67% YoY
■ **TENDENCIAS**	Generative AI for enterprise, AI model governance, Federated learning
■ **CANALES**	LinkedIn, Medical journals, Industry conferences

EdgeVerve | Empowering Business with AI