

RIDE SHOTGUN

An Agency Committed to Growth

Presented to Robert Weibel, Intuit

Jan '25

rideshotgun.global



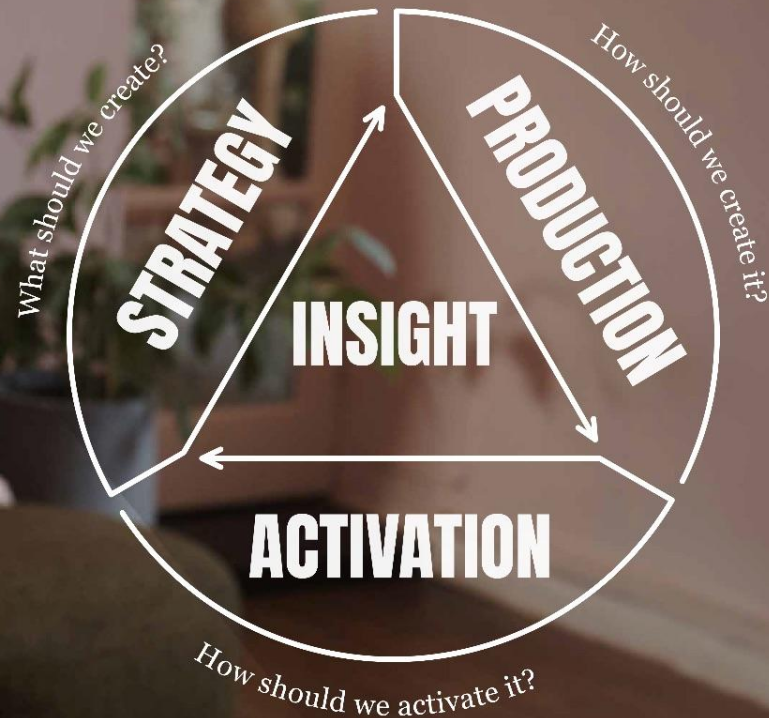
EXPECT MORE



Everyone expects more. Consumers expect more from brands. Brand owners expect more from marketing. Marketers expect more from agencies. Ride Shotgun is built to deliver more.

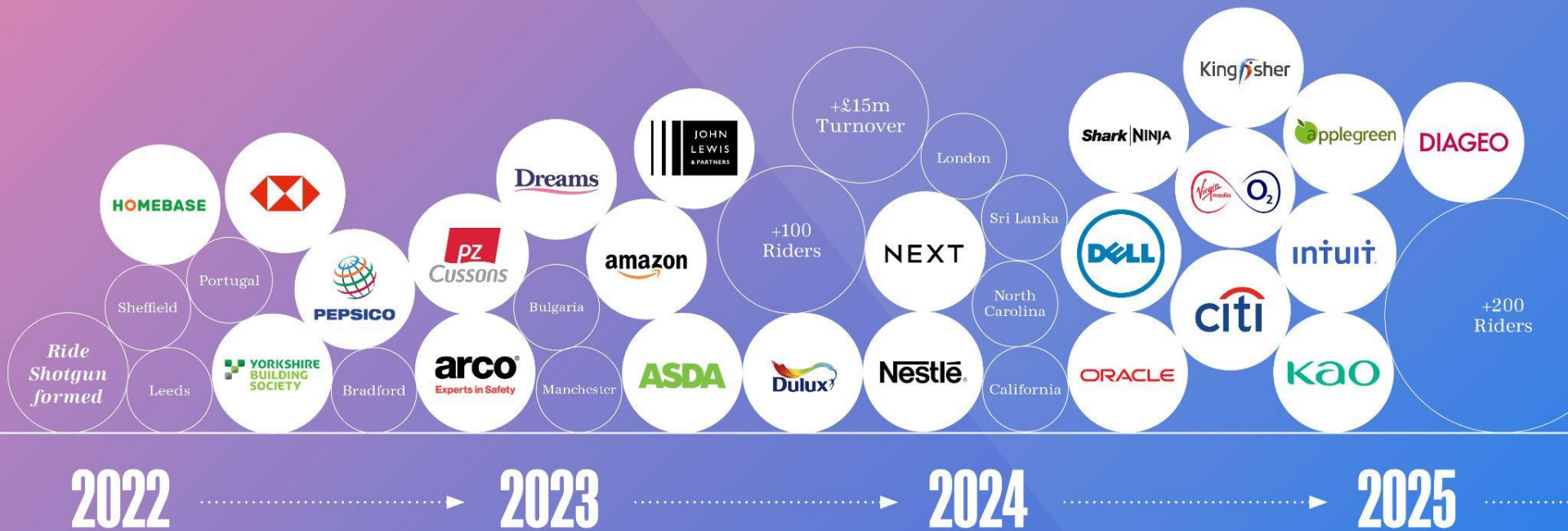
**RIDE
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JOINED-UP BRAND JOURNEYS



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OUR JOURNEY SO FAR



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SECTION 1: GROWTH STORIES

Just like you we're a growth business. A team of entrepreneurs committed to the growth agenda and the opportunity it creates. We combine this with a strong commercial focus and a belief that growth isn't just about financial outcomes. It can also be about enhancing brand engagement, expanding into new markets, growing customer loyalty or boosting the quality and volume of your marketing in ever smarter ways.

Here's how we've partnered with our clients to help them drive their growth ambitions forward.

CASE STUDIES

Client Growth stories



Driving growth
through strategic,
joined-up creativity

DIAGEO

Revolutionising content
creation for global brands



Delivering scalable
growth and enhanced
user engagement



A digital overhaul driving
European growth



Driving strategic, sales,
and geographic growth

AI / Tech case studies



Empowering HSBC teams:
Simplifying AI tools to
shape the future of trade

AkzoNobel

Colour precision at scale
with AI-Driven Innovation



Scaling comfort:
An AI-powered
content revolution

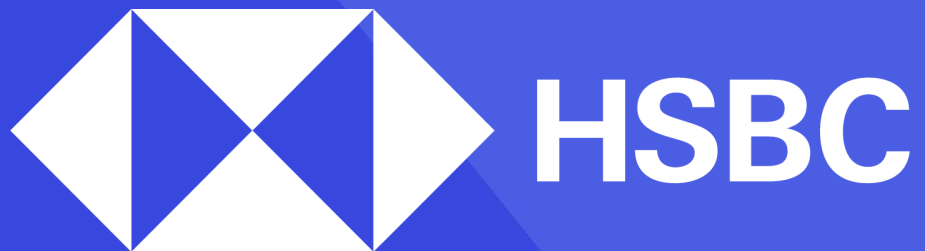


Racing Ahead:
Using AI to grow
customer engagement



A game-changer
in conversational
experiences

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DRIVING GROWTH THROUGH STRATEGIC, JOINED-UP CREATIVITY

£28m revenue increase, a 98% positive
event experience, and global recognition
as a leader in financial innovation.

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PARTNERING FOR GROWTH

HSBC, a global leader in banking, works with Ride Shotgun to tackle some of its most complex, niche challenges across numerous business areas. As a trusted agency partner, we work closely with HSBC's product teams to translate intricate subject matter into compelling, benefit-led narratives that align with their overarching propositions.

Highlights:

- Increasing efficiency.
- Enhancing cost-effectiveness.
- Building in flexibility and adaptability.
- Maintaining quality.
- Making budgets go further.

A man in a light grey suit and dark patterned shirt stands in a dark space, holding a smartphone. Behind him is a large, stylized red arrow pointing right, composed of many small, repeating patterns. The overall aesthetic is modern and tech-oriented.

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DELIVERING GROWTH ACROSS CAMPAIGNS AND EVENTS

Through our tailored strategies and impactful creative execution, we've helped HSBC achieve their growth ambitions and deliver tangible results.

Global Investment Summit: Building a leadership platform

- Created a unique identity positioning HSBC as a **global super-connector**.
- Attracted **over 3,000 delegates** with a **98% positive experience rating**.
- **Increased subscribers by 50%**, setting the stage for 2025 growth.

International Subsidiary Banking: Growing wallet share

- Developed culturally relevant messaging through workshops **across 8 markets**.
- Achieved **+800 leads** with a **modest £250k budget**.
- Delivered **£28m in additional revenue** over 24 months.

Payments in India: Transforming perceptions

- Produced a cinematic video highlighting a micro-finance institute **empowering female entrepreneurs**.
- Positioned **HSBC as a catalyst for human impact** through authentic storytelling.
- Delivered **high-quality content** at a fraction of the cost of larger agencies.

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ENABLING DIAGEO TO MAKE BUDGETS GO FURTHER

Our Smart Production has empowered Diageo to enhance **TheBar.com** and **Malts.com**, creating premium online brand destinations while stretching budgets further to deliver greater impact.

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DIAGEO

REVOLUTIONISING CONTENT CREATION FOR GLOBAL BRANDS

Diageo engaged Ride Shotgun to transform TheBar.com and Malts.com into leading ecommerce platforms for their premium spirits. Their challenges included:

- **TheBar.com:** A lack of high-quality visual content to match years of significant investment in written copy.
- **Malts.com:** A need to refresh the brand's visual identity, making malt whisky more inclusive and appealing while managing production costs.

Highlights:

- **Smart production** - Our Smart Production approach delivered high-quality content at scale, while aligning with Diageo's brand standards.
- **Increased engagement** – we helped increase dwell time and increased uptake of marketing materials globally.
- **Content stretch** – our smart production used in-house resources alongside careful planning to deliver more content for less.

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DELIVERING MORE WITH LESS

Budget efficiency and brand growth

Our innovative approach enabled Diageo to maximise their investment, freeing budget to extend reach, drive engagement, and scale marketing efforts.

Key growth highlights:

- **+1500% dwell time growth:** Content boosted time spent on TheBar.com from 11 seconds to over 3 minutes.
- **50% cost savings:** Video production for TheBar.com delivered for half the traditional cost, enabling the creation of additional content.
- **75% budget saving:** Malts.com master brand campaign achieved at just 25% of typical costs, delivering a broader range of content.

- **Global impact:** Flexible, multi-channel content adapted for local markets, eliminating budget duplication and driving brand consistency across EMEA and LATAM.
- **Smart Production approach saved 65%:** versus traditional outsourcing costs enabling Diageo to:
 - **Increase reach and engagement** across global markets.
 - **Drive traffic and conversion** through high-quality, consistent content.
 - **Invest in additional marketing activities** and strategic growth initiatives.



**Garnish with a lemon
peel and a cherry**



Click to play





INTUIT
quickbooks

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DELIVERING SCALABLE GROWTH AND ENHANCED USER ENGAGEMENT

Innovative learning solutions and seamless integration that **transformed training for QuickBooks Online**, enabling accountants worldwide to enhance their skills while driving business growth for Intuit.



REVOLUTIONISING ACCOUNT TRAINING ON A GLOBAL SCALE

Intuit partnered with us to revolutionise training for QuickBooks Online, creating a scalable learning platform that directly fuels business growth and user engagement. By implementing a digital learning strategy and leveraging a custom-built LMS/CMS platform, we ensured seamless integration, personalised learning, and impactful results.

Highlights:

- **Long term partnership** – our dedicated team has consistently delivered quality results for Intuit since 2016.
- **Continuous evolution** – delivered a constantly evolving, best-in-class platform since 2018.
- **Global integration** – working with Intuit's internal teams we've enhanced efficiency through automation, customer tracking and reporting.
- **Strategic alignment** – our deep understanding of Intuit's objectives derives cohesive positioning and increased GNS.
- **Accelerated delivery** – our global teams ensure 24-hour workflows for expedited results.



BUILDING SUCCESSFUL GROWTH TOGETHER

Our teams of experts in strategy, creative and production drives growth for Intuit by providing an extensive ecosystem of support services that extend beyond the Pro-Advisor program to benefit the broader Intuit business.

- **+1M people trained:** Empowered over 1 million users in the United States alone.
- **Exceptional quality:** Achieved a 4.8/5 average user rating for training content.
- **10x growth:** Certified users generated ten times more customer sign-ups.
- **Weekly engagement:** Over 3.1k new users sign up for training each week.

Long-term impact: Since 2016, the platform has evolved continuously to meet changing business and customer needs.

amazon

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A DIGITAL OVERHAUL DRIVING EUROPEAN GROWTH

We revolutionised Amazon Driver Express's digital presence, **delivering a user-centric experience** that boosted recruitment and expanded reach across eight countries.





GROWTH THROUGH TRANSFORMATION AND LOCALISATION

Amazon Driver Express faced challenges with an outdated, glitchy website that hindered recruitment efforts. By focusing on audience insight, content localisation, and dynamic digital strategies, we transformed the brand's digital footprint and enabled significant recruitment growth.

Highlights:

- Provided audience research and CVP messaging development.
- Full brand identity and website redesign with an intuitive, localised user experience.
- Localised SEO and CRM strategies tailored for eight countries, including native language adaptations.

Our work has enabled Amazon Driver Express's European expansion beyond EUR5 markets, helping them to connect with diverse audiences and meet their recruitment goals efficiently.

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RESULTS THAT DRIVE RECRUITMENT SUCCESS

Our cost-efficient strategies freed up significant budget, allowing Amazon Driver Express to amplify recruitment campaigns and increase engagement, driving exponential growth across its target regions.

Engagement Growth:

- Email open rate: **10% above industry benchmark.**
- Click-through rate: **60% above industry benchmark.**
- **16,000+ incremental site visits** from CRM activities.

Recruitment Growth:

- **10,500 incremental new prospects** through data capture strategies.
- **1,900+ incremental leads** generated via dynamic personalised CRM campaigns.
- Average lead acquisition cost: **£2 per lead** (80% cheaper than other channels).
- Launched in **9 countries across Europe.**



The quickest way to find quality delivery driver roles

- ✓ Apply in 30 seconds
- ✓ Receive a callback within 24 hours
- ✓ Get a new job in days



DRIVER EXPRESS



Discover the quickest way to find quality delivery driver roles

The new Driver Express has arrived – and as someone who's applied with us before, we wanted you to be the first to know so you can experience our newly optimised website for yourself and find local delivery driver roles quicker and easier than ever before.

New roles are added regularly, so whether you're an established delivery driver or simply starting out, our platform makes it as easy as possible to connect with the right roles for you.



See what our new site can do for you

arco[®]

Experts in Safety

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DRIVING STRATEGIC, SALES, AND GEOGRAPHIC GROWTH

Through **purpose-led campaigns** and strategic **brand positioning**, we have **enabled ARCO to grow safety awareness, achieve significant revenue growth, and expand their geographic reach.**

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DRIVING SAFETY & BUSINESS GROWTH

As Arco's lead agency, we partnered with them to deliver strategic initiatives and agile campaigns that bolstered their position as the UK's leading supplier of safety gear. By creating a repeatable process to develop and deliver challenger campaigns for Arco we were able to quickly produce sales campaigns that made a real impact on the bottom line with efficiency and effectiveness at their heart.

Highlights:

- Versatile, collaborative, responsive end-to-end approach.
- Helping to lead the Arco brand forwards.
- Delivering strategically sound, insight-led tactical activity.
- Delivering results in both the short and longer term.



RESULTS THAT DELIVER REAL IMPACT

Our collaboration with Arco has helped them to elevate safety awareness while delivering meaningful revenue growth and unlock opportunities in previously under-indexed regions.

"This campaign smashed established benchmarks for performance"

Lee Morton, Head of Brand Proposition, Arco.

Strategic Growth:

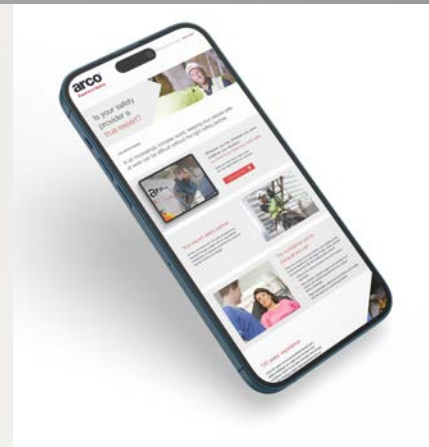
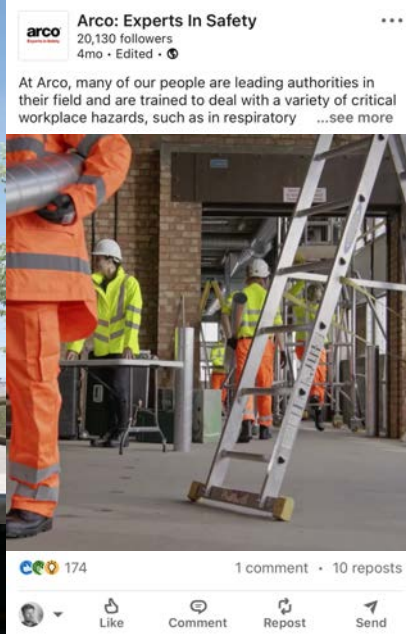
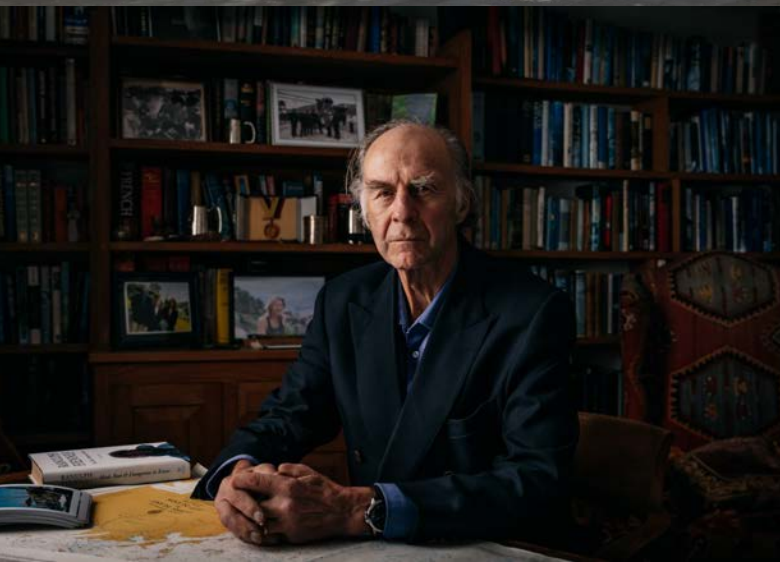
- We developed the insight-led brand promise: **"Your World Made Safer"**.
- **Launched ARCO's first-ever TV campaign**, supported by digital, social, and internal activation platforms.
- Achieved 7.3M targeted views, with **78% of viewers more likely to use the brand**.

Sales Growth:

- Delivered challenger campaigns that achieved **29.6% average revenue uplift**.
- Top 100 accounts generated £8.6M incremental revenue and **£1.7M gross profit**.
- **Total new business won: £206,350.**

Geographic Growth:

- Supported the **launch of a southern experience centre**.
- Executed an **ABM campaign** to drive customer engagement in under-indexed regions.



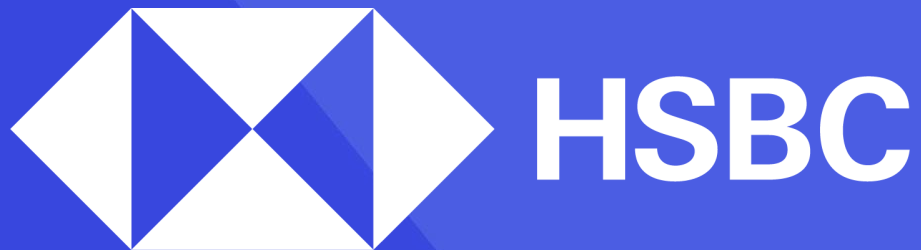
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SECTION 2: HOW WE'RE LEVERAGING THE POWER OF AI & TECH TO CREATE GROWTH FOR OUR CLIENTS

Everyone's talking about AI. But our team of innovators have been walking the talk for years. We're constantly evolving our capabilities in emerging technologies like Gen AI, large scale automation and VR to drive sales growth, deliver unparalleled marketing and operational efficiencies and transform brand engagement.

**Here's how by seamlessly integrating cutting-edge technologies,
we've empowered our clients to achieve ambitious growth goals.**



AI Markets



Empowering HSBC teams:

SIMPLIFYING AI TOOLS TO SHAPE THE FUTURE OF TRADE

With sharp strategy, concise copywriting and eye-catching graphics, Ride Shotgun launched HSBC AI Markets to internal teams and clients. Showing that with understanding comes the clarity and insights to shape the future of global trading.

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UNDERSTANDING LEADS TO GROWTH

Ride Shotgun were tasked with launching HSBC AI Markets. The challenge? To enable growth, first we had to clarify its novel concept to clients and internal staff. Because with understanding comes the power to shape the future of trading. And the fast-paced AI landscape meant competitors were developing similar tools, so we had to be quick about it:

- **Sharp messaging:** Crafting an easy-to-understand, clearly actionable messaging deck from reams of complex information.
- **Clear strategy:** The core proposition 'Enhance your perspective with AI Markets' alongside refined key benefits created a clear narrative. This helped clients and internal teams define and deliver strategies for growth.
- **Transformative look and feel:** Inspired by AI-generated imagery, we showcased how HSBC AI Markets simplifies complex data. Applied to a [landing page](#), pitchbook, primer film, and social cut-downs, it visually conveyed the transformative capabilities.



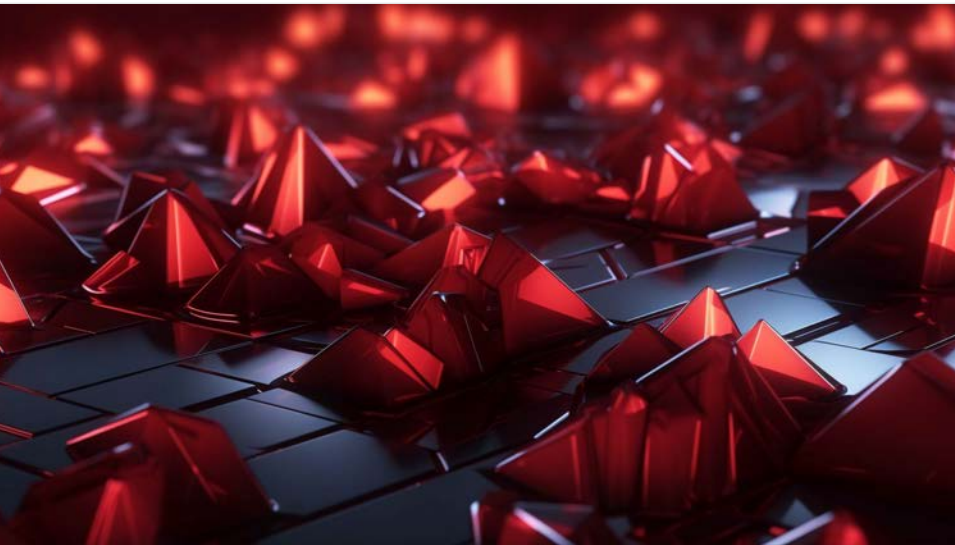
AI Markets

See the world
through a more
informed lens

Enhance your perspective
with the next generation
of global market interaction



HSBC | Opening up a world of opportunity



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AkzoNobel

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AkzoNobel

COLOUR PRECISION AT SCALE WITH AI-DRIVEN INNOVATION

By harnessing automation and AI, we enabled Akzo Nobel's Dulux brand to produce lifestyle and social media content for 2.3 million shades with **unparalleled speed, accuracy, and growth potential.**



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ON TREND WITH AUTOMATED PRODUCTION

Akzo Nobel's Dulux brand needed a transformative solution to showcase over **2.3 million** paint shades across their B2B and B2C markets. Traditional methods were slow and inconsistent, so we developed an automated, **AI-powered** production tool to streamline their content creation and meet global demands.

Highlights:

Automated content creation:

- Delivered **100% accurate digital colour matching**, including HEX values, viscosity, and finish.
- Created content **89% faster** than traditional Photoshop-based workflows.
- Enabled **batch processing for infinite content scalability**.

Enhanced market reach:

- Adapted the tool for **new premium products, outdoor brands, and European territories**.
- Supported retailer-specific plugins, creating **bespoke content tailored to each partner**.

Empowering internal teams:

- Provided internal tools for teams to generate content **on the fly**.
- Allowed rapid updates and seamless integration of **new colours**.



DRIVING EFFICIENCY AND MARKET GROWTH

By automating production, we empowered Dulux to scale globally, improve efficiency, and set a new standard for digital colour precision, ensuring the brand remains a market leader in innovation and customer experience.

Content Production:

- Enabled creation of **2.3 million unique paint shade visuals**.
- **Reduced production time by 89%**, accelerating delivery to market.

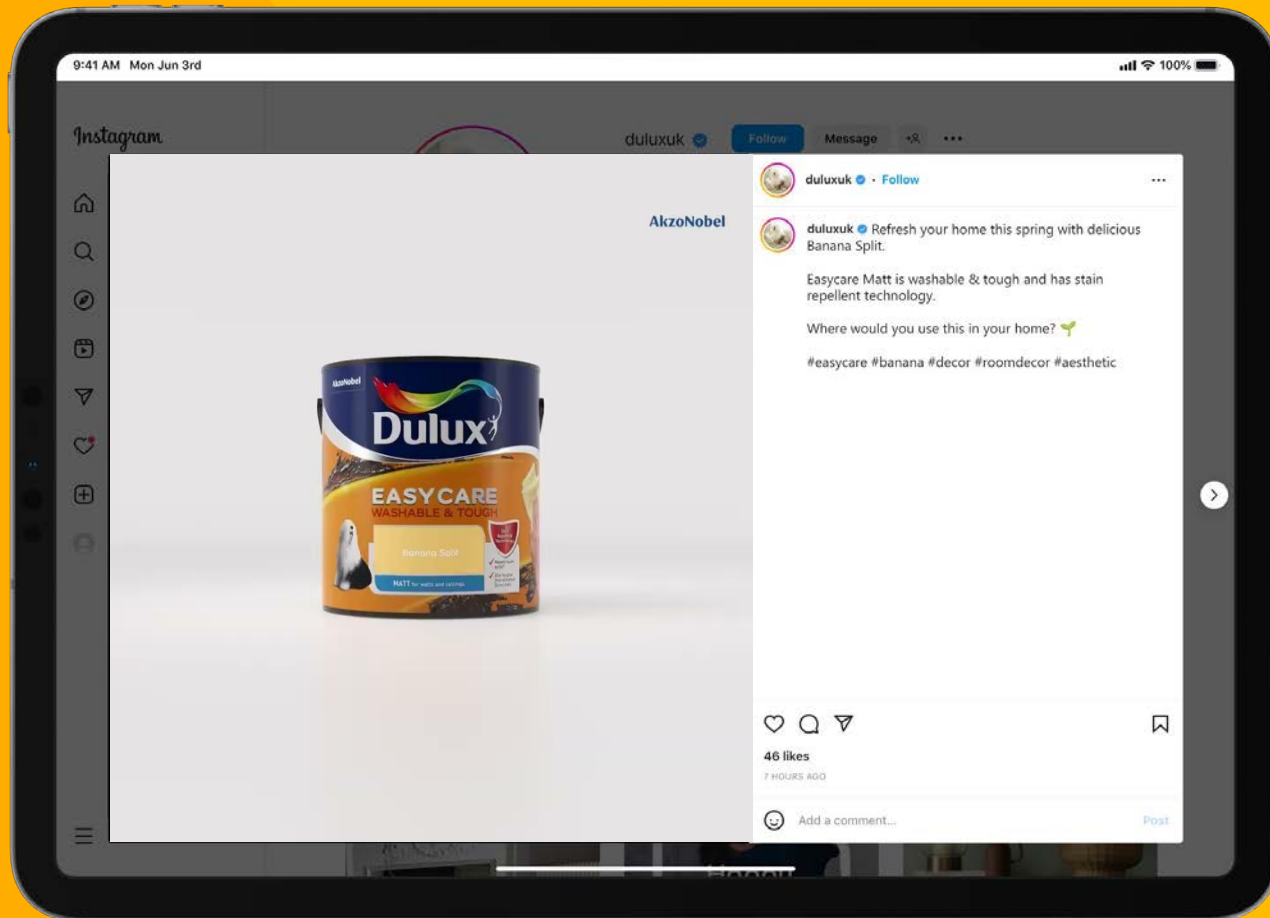
Global Reach and Growth:

- Scaled capabilities to support **new European markets** and **additional product ranges**.
- Increased retailer engagement through **customised content plugins**, expanding digital shelf presence.

Innovation in Action:

- Empowered Akzo Nobel's teams to **scale content creation independently**.
- **Enhanced consumer engagement** with precise, consistent digital asset.

[Click tablet to play](#)



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Scaling comfort:

AN AI-POWERED CONTENT REVOLUTION

Using cutting-edge CGI and AI tools, we helped Silentnight deliver 16 million photorealistic product variations, enabling seamless customer experiences and boosting engagement across platforms.

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REVOLUTIONISING CONTENT CREATION WITH AI

Silentnight faced an immense challenge. How do you create over 16 million unique product images to represent every possible combination of your beds, mattresses, and accessories? Such a volume was impossible with traditional methods. So, Ride Shotgun devised a scalable, AI-driven solution to transform their product offering and enhance customer interaction.

Highlights:

Innovation content creation:

- Built **100% photorealistic CGI product models** covering all their product variants.
- Developed an **API-driven tool** to generate and serve images directly to their MarTech stack.

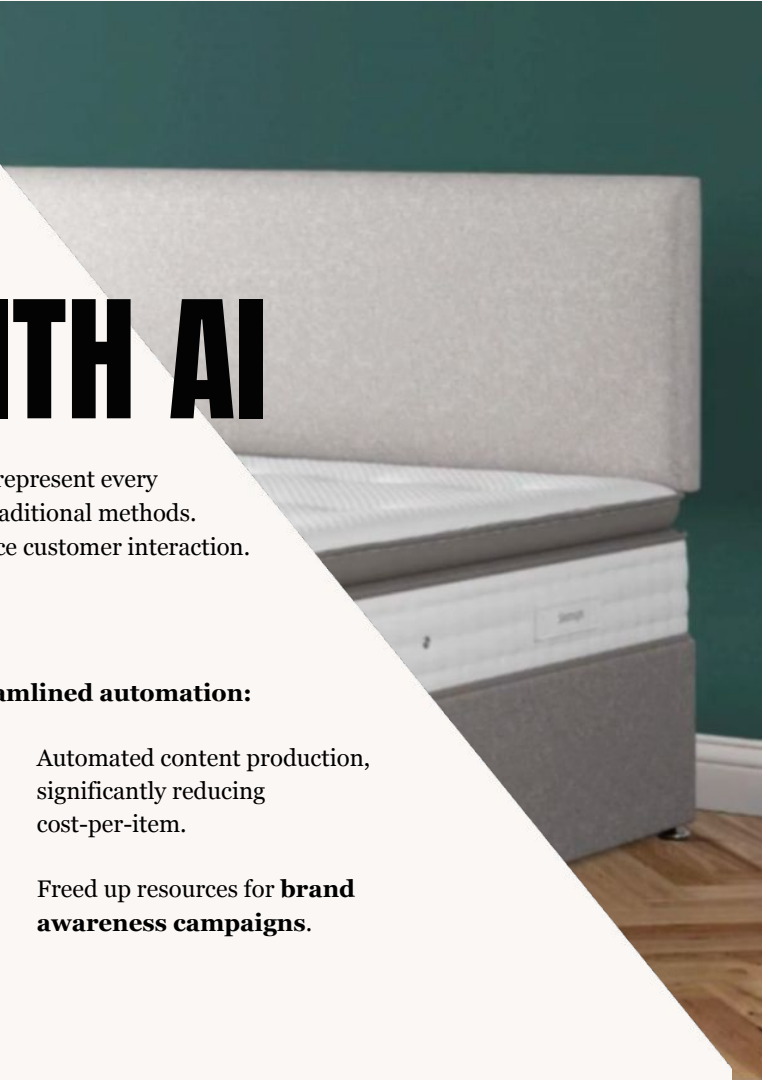
Customer-centric tools:

- Integrated content into a **consumer-facing Bed Builder tool** for customisation.
- Created a bespoke re-skin for **Premier Inn's white-label offering**.

Streamlined automation:

- Automated content production, significantly reducing cost-per-item.
- Freed up resources for **brand awareness campaigns**.

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DELIVERING GROWTH AT SCALE THROUGH AI

By harnessing innovative AI and CGI solutions, we helped Silentnight handle exponential product growth, deliver unique customer customisation tools, and elevate their digital presence with cost-effective scalability.

Content Scaling:

- Generated **16+ million unique product images** efficiently using AI-powered rendering.
- Enabled real-time content delivery across **Silentnight's website and partner platforms.**

Efficiency gains:

- **Reduced production costs**, enabling reallocation of resources to marketing campaigns.
- Delivered a **50% increase in content** for partner sites like Premier Inn.

Customer engagement:

- Launched an intuitive **Bed Builder tool**, enhancing the user experience and driving higher engagement.



Silentnight

Bed Builder

Welcome to the Silentnight Bed Builder. Configure your perfect bed and explore room styling to find the ideal fit.

start



< Exit

View Summary ≡

Please select a size

Size



Bed



Headboard



Mattress





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Racing ahead:

USING AI TO GROW CUSTOMER ENGAGEMENT

Blending cutting-edge AI and virtual reality, Ride Shotgun helped Dell to transform a tech demo into an immersive experience, delivering growth in customer engagement and showcasing the lightning-fast power of its new machines.

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ACCELERATING ENGAGEMENT THROUGH AI

To demonstrate the unparalleled machine-learning capabilities of Dell's new computers, we delivered a creative, tech-driven solution that harnessed the power of AI and VR. We built an engaging, gamified experience which provided IT buyers with a first-hand look at Dell's innovation while driving meaningful customer connections.

- Created an AI-powered virtual racing game to demonstrate lightning-fast machine learning.
- Enabled participants to compete against an AI opponent that improved with every lap, mimicking elite F1 driver performance.
- Real-time leaderboards added excitement and competition.

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DRIVING RESULTS WITH AI AND INNOVATION

By combining artificial intelligence, virtual reality, and gamification, Dell turned a product demo into a high-octane showcase of innovation, strengthening relationships with key customers, positioning the brand as a leader in cutting-edge technology.

Customer Reach:

- Engaged **1,200 customers** from **400 companies** in six months.
- Delivered the showcase at **20 events globally**.

Engagement Impact:

- Gamified AI experience created **higher engagement and retention rates** compared to traditional demos.
- Provided a **memorable, hands-on demonstration of Dell's machine learning capabilities**.



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TRANSFORMING ENGAGEMENT THROUGH IMMERSIVE AI

We've been at the cutting edge of helping clients to grow their engagement for years. Here's how we harnessed Oracle's Intelligent Bot natural language framework and cloud services to help them revolutionise enterprise solutions.



BUILDING THE FUTURE OF BUSINESS ENGAGEMENT

Back in 2018 Oracle challenged us to create cutting-edge assessment tools that would push innovation and transform user engagement. Our solution was the world's first immersive chatbot experience, powered by Oracle's Intelligent Bot framework and cloud-based ERP solutions.

This chatbot was showcased at Oracle OpenWorld, designed to demonstrate how enterprise resource planning (ERP) processes can be elevated with Oracle's cloud services. With seamless interaction via voice and touchscreens, the chatbot delivered critical information at the point of need, offering an intuitive and engaging customer experience (CX).

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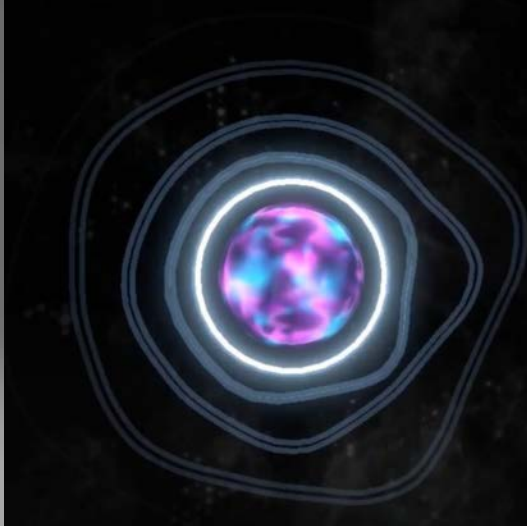


DRIVING ENGAGEMENT AND SETTING NEW BENCHMARKS

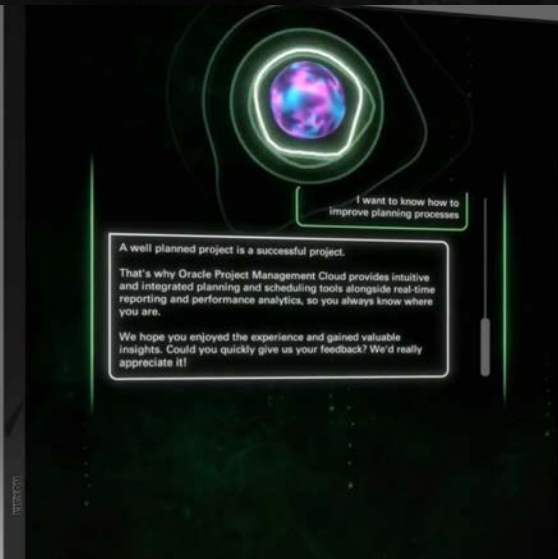
The project highlighted Oracle's leadership in ERP innovation and demonstrated how intelligent AI-powered tools can create a more connected, engaging, and efficient customer journey.

Our solution delivered measurable success at Oracle OpenWorld 2018:

- **245 delegates** actively engaged with the chatbot.
- Achieved a **90% satisfaction rating**, showcasing the immersive and user-friendly design.
- **92.5% of users** said they would recommend the chatbot application to a colleague.



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RIDE SHOTGUN AI / TECH STORY

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OUR DEVELOPMENT JOURNEY

We've rapidly evolved our capabilities in recent years beyond traditional production to embrace cutting-edge technology at every stage. Currently, we're developing our own tech stack, TEMPO, which will harness the power of Gen AI and large-scale automation. TEMPO will empower clients with state-of-the-art solutions to meet their global marketing and territory-specific needs with unparalleled efficiency and precision.



TEMPO CAPABILITY

Our team of product owners, solutions architects, coders and developers is dedicated to building a robust and reliable platform to safeguard your brand content while effortlessly generating high-volume, on-brand assets at the push of a button. The generative AI tools we're integrating are designed to be fiercely protective of your brand identity, delivering precise, territory-specific, or market-tailored content at lightning speed.

List top 5 TEMPO features applicable to Intuit;

- **Integration** with your systems and process.
- High quality **on brand automated generative content**.
- **Fast content delivery systems** to markets.
- The very best of working with **Ride Shotgun combined with market leading tech and systems**.

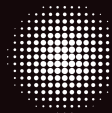
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TEMPO.



3D Scanning and Product Renders

*Seamlessly create
hundreds of assets from a
single product scan. Perfect
for your eCommerce PDP,
360 or AR/VR experiences.*



Volume Content Production

*Auto generated mass
content production systems
allowing millions of assets
to be created at speed and
delivered direct to your
tech stack.*



360 Lifestyle + Configurators

*product or lifestyle
configurators allowing you
to manipulate and change
your product selection and
view in an interactive
platform including AR, VR
and Pure 360 viewing.*



Project Management

*Online systems for review,
proofing, delivery and
digital asset management.
Built for large global
marketing teams.*

IN SUMMARY

With our proven ability to align strategy, creativity, technology and execution, together with our breadth of joined-up capabilities and entrepreneurial mindset, we're the perfect partner to help Intuit achieve its growth objectives.

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LET'S RIDE

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