

APPLIED COMMS AI

Where Communications Meets Intelligence

Proposal:

AI-Enhanced Content Strategy & Production Partnership

Prepared for:

Faur

Pioneering Communications With Practical AI Expertise

January 2026

Executive Summary

Faur occupies a distinctive position in the communications landscape: a consultancy that doesn't merely talk about AI implementation but actually delivers it. This rare combination of strategic communications depth and genuine technical capability represents exactly the kind of practice Applied Comms AI exists to support and amplify.

We have been following Faur's development with interest—from the Imperial College ML/AI credentials to the practical workflow implementations, from the Brunswick and Red Bull pedigree to the ScotlandIS board appointment. What we see is a consultancy poised for significant growth, held back only by the universal constraint of time and production capacity.

This proposal outlines how Applied Comms AI can serve as Faur's AI-enhanced content engine—extending your thought leadership reach, supporting business development efforts, and demonstrating the very AI-assisted workflows you champion to clients.

The Opportunity

Partner with a specialist agency that understands both the communications industry and AI implementation—because we're practitioners in the same space, facing the same challenges, serving the same mission of making AI genuinely useful for communications professionals.

Why Faur, Why Now

This is not a templated pitch. We have undertaken substantive research into Faur's positioning, capabilities, and market context. Here's what we found—and why it convinced us to reach out.

A Genuinely Differentiated Position

The communications consultancy market is crowded with agencies claiming AI capabilities. Our analysis suggests most fall into predictable categories: legacy agencies bolting on AI tools without genuine understanding, or tech-first startups lacking communications depth. Faur sits in neither camp.

Your positioning—'Most communications consultancies claim to be AI-powered. Few can actually implement it'—is not merely a tagline. It's substantiated by:

- Imperial College Machine Learning & AI certification with top-quartile performance
- Two decades of strategic communications experience across Red Bull, Brunswick, BBC, and Barclaycard
- Active board membership at ScotlandIS, positioning Faur at the intersection of communications and Scotland's digital technology ecosystem
- Client portfolio spanning multinationals (Allwyn), NGOs (ParalympicsGB), membership bodies, and startups

The Content Challenge

Consultancies with genuine expertise face a paradox: the depth of knowledge that makes them valuable also makes content production time-consuming. Every piece must meet the standard the brand promises. Yet sustained thought leadership and business development content is essential for growth—particularly for a practice that advocates AI-enhanced workflows.

We observe that Faur has significant events and opportunities on the horizon—DataFest 2026 among them—that require substantial content development. The question is not whether the capability exists internally, but whether production capacity can match ambition.

Strategic Timing

January 2026 represents an inflection point. Scotland's digital technology sector continues to mature, with increasing demand for communications support that understands both the technical and strategic dimensions. Faur's board position at ScotlandIS creates natural visibility; the question is converting that positioning into pipeline.

What We Propose

Applied Comms AI offers a partnership model designed specifically for communications consultancies seeking to scale content production without sacrificing quality or authenticity. For Faur, we propose a three-phase engagement.

Phase 1: DataFest 2026 Campaign Activation

Immediate focus: Leveraging and refining existing campaign assets

We understand that comprehensive DataFest 2026 materials have already been developed, including:

- New Business Pitch documentation and campaign strategy
- Content calendar for pre-event, event, and post-event phases
- Outreach email templates for speaker and partnership opportunities
- Formal speaking proposal documentation
- Presentation materials for potential sessions

Our role in Phase 1 would be to:

1. Review and refine existing assets for maximum impact and brand consistency
2. Execute the content calendar—producing LinkedIn posts, supporting articles, and engagement content
3. Personalise and deploy outreach sequences
4. Develop supplementary thought leadership content positioned around the DataFest themes
5. Track campaign performance and optimise in real-time

Phase 2: Ongoing Content Partnership

Sustained thought leadership and business development support

Building on the DataFest campaign, we would establish an ongoing content production partnership including:

- Monthly thought leadership articles for the Faur website and LinkedIn
- Weekly LinkedIn content (posts, carousels, engagement pieces)
- Case study development from client engagements
- Speaking opportunity identification and proposal development
- Award entry research and drafting
- New business pitch support and proposal development

Phase 3: Applied Comms AI Cross-Pollination

Mutual visibility and audience building

Given the natural alignment between Faur and Applied Comms AI audiences, we propose ongoing cross-promotion:

- Feature articles on Applied Comms AI showcasing Faur's approach to AI implementation
- Guest contributions from Faur leadership on AI-assisted communications workflows
- Joint webinars or events exploring practical AI implementation
- Case study documentation of our partnership as a demonstration of AI-enhanced content production

Our Approach

Applied Comms AI is not a generic content mill. We are communications professionals who have built systematic approaches to AI-enhanced content production. Our methodology is designed specifically for consultancies and agencies that cannot afford to compromise on quality.

Brand Immersion

Before producing any content, we undertake comprehensive brand immersion. For Faur, this means internalising not just the visual identity (the pink and navy palette, the Inter and Lora typography pairing, the four-dot motif) but the voice characteristics: confident without being arrogant, progressive and forward-thinking, technically credible yet accessible.

Every piece we produce would be measured against the standard: does this sound like it could have been written by the Faur team? If not, it doesn't ship.

AI-Augmented, Human-Directed

We use AI tools extensively—for research synthesis, draft generation, variant testing, and production efficiency. But every piece passes through human editorial judgment. AI helps us work faster; it doesn't replace the strategic thinking that makes content effective.

This mirrors Faur's own philosophy: technology as enabler, not replacement. We practice what you preach to clients.

Transparent Workflow Documentation

We document our workflows in detail. For a consultancy that advises clients on AI implementation, this has double value: you see exactly how we're producing your content, and you gain insights applicable to your own advisory work.

Why Applied Comms AI

Industry Focus

We work exclusively with communications, marketing, and PR professionals. This specialism means we understand the nuances: the difference between B2B and B2C voice, the requirements of regulated industries, the balance between thought leadership and promotional content.

Practitioner Credibility

Applied Comms AI exists to test, evaluate, and implement AI tools for communications work. We publish what we learn. We share what works and what doesn't. This means we're constantly refining our approaches based on real-world application—not theoretical frameworks.

Natural Alignment

Faur and Applied Comms AI serve complementary missions. You help organisations implement AI for communications; we help communications professionals implement AI for content production. Our audiences overlap. Our values align. A partnership creates natural opportunities for mutual amplification.

Shared Philosophy

Faur's brand promise—*'We don't just recommend AI tools—we implement them'*—could equally describe Applied Comms AI's approach. We don't just write about AI-enhanced content production; we do it, daily, for clients who cannot afford to experiment with their brand voice.

Indicative Deliverables

The following table outlines typical monthly deliverables under an ongoing content partnership. Actual scope would be determined through discussion based on Faur's priorities and capacity requirements.

Deliverable Type	Description
Thought Leadership Articles	2-4 long-form articles (800-1,500 words) monthly, covering AI implementation, communications strategy, and industry commentary
LinkedIn Content	8-12 posts monthly, including text posts, carousels, and engagement content. Aligned with Faur's 50-75 word guidance for posts driving to content.
Case Studies	1-2 client case studies monthly, drafted from briefs and client-approved materials, formatted for web and presentation use
Speaking Proposals	Opportunity identification, proposal drafting, and supporting materials for conferences, podcasts, and industry events
Business Development	Pitch deck support, proposal drafting, capability statement updates, and outreach content as required
Award Entries	Research into relevant awards, entry drafting, and supporting documentation (as opportunities arise)

Working Together

Communication & Collaboration

We work asynchronously by default, using shared documents and structured feedback processes. This respects consultancy schedules while maintaining momentum. Regular check-ins (weekly or fortnightly, depending on phase intensity) ensure strategic alignment without creating administrative burden.

Quality Control

All content passes through a three-stage process: AI-assisted drafting, human editorial review, and client approval. Nothing publishes without explicit sign-off. We track performance metrics and adjust approaches based on what's working.

Brand Governance

We work from your brand guidelines as the governing document. Any questions of voice, tone, or positioning are resolved by reference to these established standards. We don't interpret; we implement.

Investment

Pricing for this engagement would be determined through discussion, based on scope, intensity, and duration. We offer flexible models including:

- **Project-based pricing** for discrete campaigns (e.g., DataFest 2026)
- **Monthly retainers** for ongoing content partnerships
- **Hybrid models** combining retained capacity with project flexibility

We would welcome the opportunity to discuss requirements and develop a proposal tailored to Faur's specific needs and budget parameters.

Next Step

We suggest a 30-minute exploratory conversation to discuss Faur's priorities, capacity constraints, and how Applied Comms AI might best support your growth objectives. No obligation, no hard sell—just a conversation between practitioners.

In Summary

Faur represents exactly the kind of practice Applied Comms AI was built to support: communications expertise with genuine AI implementation capability, constrained only by the universal limits of time and production capacity.

We offer:

- Immediate activation of existing DataFest 2026 campaign assets
- Sustained content production that maintains brand standards
- Mutual visibility through cross-platform amplification
- A partnership that demonstrates the very AI-enhanced workflows Faur champions

We look forward to exploring how we might work together.

The Applied Comms AI Team

appliedcomms.ai

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This proposal is confidential and intended solely for the Faur team.