

AI CHARTER

We're called Be More Cheetah for a reason. AI allows us to analyse research faster, compile and review data faster, and scale creative output faster.

Agility without control breeds chaos. This AI Charter outlines our commitment to harnessing cutting-edge technology responsibly, ethically, and strategically.

All the biggest and best agencies in London and Manchester use AI to "Start the ball rolling". Some aren't always transparent about the fact.

Think of our agency as a Michelin starred restaurant. In the kitchen, AI is making sauces, prepping vegetables and pin-boning salmon.

But the Executive Chef is meticulously planning the menu and the presentation of the dishes. Without the executive chef, there would be no restaurant because there would be no strategic and creative direction.

Core principles

I. An experienced human-in-the-loop at all times

AI alone adds very little value. We employ AI to automate the mundane, synthesize information, and deliver research data. But every single deliverable is vetted, refined, and signed off by our founder Steve Fairhurst. As in the Michelin starred restaurant, nothing 'leaves the pass' before it has been checked by an experienced human.

II. Absolute transparency

We believe in radical honesty with our clients, partners, and audience. We never use raw, unedited AI output and pass it off as human work, nor do we conceal our use of AI tools when they streamline client workflows and budgets. We work smarter, not harder.

III. Data security & confidentiality

Your brand data and proprietary insights are sacred. We strictly enforce enterprise-grade data protection standards across all AI tools we deploy. We are happy to sign agreements such as NDA's so you can feel positive about folding AI into your workflow.

IV. Originality & IP integrity

Effective marketing requires unique thinking. We use AI as a collaborator, not a copy-paste machine. We conduct rigorous checks on all AI-assisted assets to guarantee intellectual property safety, copyright compliance, and commercial usability.

V. Ethical disruption & bias prevention

AI models inherit the biases of the internet. Because we design campaigns that resonate across different customer types and media, we continue to actively audit AI outputs for cultural insensitivity, algorithmic bias, and hallucinated facts.

Rules of engagement across marketing operations

Operational Area: Creative & Strategy

How We Accelerate (AI Role): Brainstorming, trend analysis and research

How We Elevate (Human Role): Gut checks, brand voice alignment & campaign framing, emotional resonance & positioning

Operational Area: Copywriting & Comms

How We Accelerate (AI Role): Outlines, variations, structure

How We Elevate (Human Role): Nuance, humour, tone control, high-volume translation/SEO, Brand storytelling authenticity

Operational Area: Design & Production

How We Accelerate (AI Role): Mood boarding and storyboarding

How We Elevate (Human Role): Final art direction, typography, rapid asset scaling, retouching & legal clearance

Operational Area: Analytics & Insights

How We Accelerate (AI Role): Fast data processing & pattern identification

How We Elevate (Human Role): Strategic recommendations, narrative, framing & critical decision-making

Our guarantee to clients

We pass the efficiency gains of AI directly to you—delivering higher quality, higher volume, and faster turnaround times without applying any mark-ups. You own and operate all embedded AI platforms we specify, so you're always in control. You only pay for the time of people hand-picked to best work on your brand.

100% Fact-checked & verified:

We audit all AI-generated copy, statistics, and research against multiple primary sources before deployment.

Unmatched market agility:

By pairing AI velocity with top level strategic and creative direction, we help your brand react to cultural moments in real-time: Implementing solutions and gaining the advantage before your competitors have chance to open their laptops.

We use AI to be faster, bolder, and more reactive to a rapidly changing world. What is the case today wasn't even possible 6 months ago. We understand that things change fast in AI, so we make it our business to keep on top of all the latest developments. From global trends to platform specific improvements.

To be first, you must be fast. Be More Cheetah.