



BLACK
RABBIT A.I.™

Rise and Shine and Partners Introduces A.I. Tool Built to Maximize Creative Service

Black Rabbit A.I.™ puts human craft at the heart of extraordinary output

What if David versus Goliath wasn't an either-or proposition? Today, with the launch of its proprietary Black Rabbit A.I.™ tool, independent brand navigation agency Rise and Shine and Partners is primed to offer clients the best of both.

Rise and Shine's Black Rabbit does what rabbits do best: replicate. Built specifically for the creative production of human ideas with human QA, Black Rabbit harvests the power of AI while eliminating risk. The process begins with the agency development of brand languages; code for words, visuals and other elements that makeup a brand's identity. Agency personnel then provide the tool with creative instruction and deliverable specifications, the tool generates the requisite file types and versions, and agency personnel review. It provides the muscle of numerous production artists, while continuously learning and freeing Rise and Shine personnel to further seize the changes of tomorrow.

"As a brand navigation agency, we're constantly focused on charting new territory for clients who want to challenge the status quo," says Kevin DiLorenzo, President and CEO at Rise and Shine. "With Black Rabbit, that means taking a purposeful approach to AI, improving speed and cost while protecting human creative and business affairs smarts."

Rise and Shine is invested in the development of Black Rabbit in connection with BeatPitch, a portfolio company of Science, the venture capital studio behind Liquid Death and Dollar Shave Club. As investors, Rise and Shine was able to curate a proprietary mix of features and benefits to rapidly feed the needs of modern marketing ecosystems, including:

- **Bespoke visual treatments:** typography, color palettes, royalty-free imagery and an array of video capabilities, including motion graphics, animation and unique intros/outros
- **Original soundtracks:** ramps, voice modulations and AI voice replication
- **Predictive sequencing:** patterned creative groupings or randomizations
- **Trigger-based effects:** responsive sounds, images and video displays

"We're effectively supercharging our creativity with Black Rabbit," adds Matt Burgess, Chief Creative Officer at Rise and Shine. "By taking the tedious parts of production out of human hands, our staff is focusing more on the big ideas that will move our clients' businesses forward."

Black Rabbit uses a combination of A.I., machine learning and rules-based software to produce virtually unlimited creative units for clients. The tool is currently in trials with numerous Rise and Shine clients, on an agency roster that includes names like PING, Supercuts, Andersen Windows & Doors, Webex by Cisco, ebb+flow Wines and North Memorial Health. It will be offered on a monthly or annual subscription basis.

Clients choosing between the innovative agility of independents and the traditional approach of larger aggregates, now have the opportunity to pull a rabbit out of a hat.

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About Rise and Shine and Partners

Minneapolis-based Rise and Shine and Partners is an independent, full-service brand navigation agency. The agency has a 15-year pedigree of success in strategically and creatively guiding ambitious brands through complex, everchanging marketing challenges. Its work has received national and international acclaim for effectiveness and creativity, including recognition as “Best Small Agency in the U.S.” by the American Association of Advertising Agencies. Follow us on social @riseandshineandpartners.