

The Oystercatchers AI Accelerator

Delivered with Matthew Kershaw / Woolf Consulting

Marketing teams now put 15% of their budget into AI, but only 30% of all organisations are ready to scale it.*

So most are paying for AI they can't use. **Are you?**

*Gartner CMO Spend Survey, May 2026

Our AI Accelerator identifies where and how AI will make the biggest difference to your team and your operations.

It's a fast and practical look at your marketing operations and AI readiness, that takes you from messy workflows to a modern marketing engine.

What you'll get from the Oystercatchers AI Accelerator

- A clear view of where AI will create the greatest value across your marketing function
- A realistic assessment of your team's AI readiness, capabilities and operational maturity
- A practical roadmap for implementation, adoption and measurement, with no ongoing dependency on us
- Alignment on your priorities and desired outcomes
- A clear sense of what to do and the confidence to start, all within a 2-3 week programme

Delivering Value Beyond AI

Marketing teams are often slowed down by the foundations below the AI layer – messy data, disconnected systems, and processes that never got joined up.

Our Accelerator finds the AI quick wins and surfaces the deeper, structural issues the business needs to fix. You come in asking where AI fits and leave with a clear view on what's holding you back and the direction to sort it.

Get in touch with Becky McKinlay at Oystercatchers to discuss your needs and how we can help:

✉ Rebecca.mckinlay@theoystercatchers.com

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Our accelerator is led by a practitioner, not a panel.

Matthew has spent six years helping marketing teams put AI to work in practical, everyday ways. Combined with Oystercatchers' deep expertise in marketing operations and agency relationships, this gives you a view of your business that no one else can offer.

Success Stories



A multinational gym chain, scaling fast with PE backing, wanted quick AI wins. The accelerator gave them that, but it also surfaced a deeper issue holding everything back: a business running on spreadsheets, with no single source of truth for each site. The roadmap provided the case for the platform and data overhaul the business needed.



A **major betting and gaming group** had merged three brands. However, they never joined up the processes behind them so didn't capture efficiencies of scale, and their AI had thin, fragmented data to work with. The audit showed why fixing the foundations had to come first.

We'll Help You Move Forward

From lack of clarity and direction

- Uneven team skills
- Inefficient workflows
- Competitive advantage erosion
- Pressure to do more with less
- Lack of confidence to address

To an actionable plan that

- Addresses gaps and identifies quick wins
- Aligns priorities and desired outcomes
- Enables skills and outcomes
- Allows you scale that works

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