

// WHAT THIS PAGE IS ABOUT

Build an unfair advantage in marketing

Run with Foxes is a consultancy that brings twenty years of brand thinking together with AI. We turn the repeated parts of marketing into practical systems and hand them over, so a team of two or three can do work that used to need a department.

WHO IS BEHIND IT

Paul Dervan

Twenty years in brand. Head of brand at O2 Ireland, then CMO at the National Lottery. Head of brand at Indeed and Miro, both global roles. Ireland's Marketer of the Year in 2022.

Trained by Peter Field, one half of Binet and Field. That obsession with effectiveness runs through everything here. Run with Foxes is the consultancy that grew out of it.

Now	Founder, Run with Foxes
Global	Head of Brand, Indeed & Miro
Ireland	CMO, National Lottery
Ireland	Head of Brand, O2
2022	Marketer of the Year

"I've worked with Paul on a number of very successful projects over more than five years. His command of marketing science as well as his instincts for great thinking and ideas are, in my opinion, superb."

Peter Field · The Godfather of Effectiveness, author of The Long and the Short of It

THE PHILOSOPHY: QUALITY AND SPEED

AI has made marketing production faster. That does not make the work better by default. So the order matters: **we get the quality right first, then automate it.** The thinking is evidence-based, not gut feel dressed up as strategy, and we build the systems rather than just advise on them.

// WHERE AI GETS BUILT INTO MARKETING

Marketing effectiveness

4 examples

You can't manage a brand if you can't measure one. Measurement training, metrics audits, brand scorecards and the brand versus activation split, so the whole organisation sees which metrics matter and how they move each other.

Segmentation

4 examples

Proper segmentation with the maths actually run. Similarity analysis, scatter plots and the four tests a segment has to pass before we act on it, so the groups are real, not assumed.

Brand strategy

6 examples

Competitor positioning maps, mental availability, messaging frameworks, distinctive brand assets, brand on a page and brand guidelines. High quality, built at speed, for humans and robots.

Advertising

4 examples

Custom advertising engines that take a team from brief to useful options faster, quality first. Brand video, brand ads, animated ads and static ads.

Studio

3 examples

Twenty years of internal studio craft with AI inside. Marketing calendars, studio measurement and a brief coach, to lift quality, get work out faster, and show the ROI.

Business development

1 example

AI for sales and outreach, handled end to end: building and enriching the list, researching prospects, writing and sending the outreach, and setting up the calls.

Research and insights

4 examples

An AI interviewer that runs structured phone interviews at scale, company intelligence and change signals, review analysis across platforms, and daily competitive pricing monitors.

The Fox Advantage

How to thrive in marketing because of AI, not despite it. 54 short chapters. No jargon, no fluff.

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