

SAY LESS.



A campaign platform for the company that shows up where people actually talk.

MAKE THE WORLD'S BEST VOICE AI IMPOSSIBLE TO CONFUSE WITH EVERY OTHER AI.

THE PROBLEM WITH THE CATEGORY

Every conversational AI company writes the same sentence. Transform your customer experience with seamless, intelligent solutions that unlock new possibilities.

SoundHound is the only one of them that has been doing this since 2005, in car parks and drive-thru lanes, with 400 patents to show for it.

EVERYONE BOUGHT AI. ALMOST NOBODY BANKED IT.

AI investment is forecast to reach \$2.5 trillion in 2026. Nine in ten organisations already use it. Almost 80% of those report no material impact on profitability.

MCKINSEY CALLS THIS THE GEN AI PARADOX

WHY THE GAP EXISTS

WHERE AI WENT

- | Document summarisation
- | Code assistance
- | Knowledge search
- | Drafting and email

Fast to deploy. Diffuse ownership. Almost impossible to attribute to a P&L line.

WHERE THE MONEY IS

- | Drive-thru and ordering
- | Contact centre resolution
- | Frontline retail
- | Claims and service desks

High volume, real time, physical. Every interaction has a price. And almost all of it is voice.

THE GAP, DRAWN

ADOPTION IS NOT IMPACT.

90%

AI ADOPTION

20%

REPORTING PROFIT IMPACT

70 POINTS

SOURCES: MCKINSEY STATE OF AI 2025 · GARTNER CS LEADER SURVEY 2025

THE HARD PART
WAS NEVER
THE LANGUAGE.
IT WAS THE ROOM.

Every other AI company is asking businesses to type.
SoundHound is the one that shows up where people actually
talk.

WHICH MAKES THE SHORTEST POSSIBLE INTERACTION THE WHOLE PROPOSITION.

SAY LESS.

01 The customer says less.

No menu tree. No 'press 1 for billing'. No repeating your account number three times.

02 The business says less.

Fewer scripts, fewer escalations, fewer months of configuration. OASYS builds the agent from the transcripts you already have.

03 "Say less" as slang.

Understood. Handled. I got you. Which is exactly the promise of an agent that finishes what it starts.

WHY ONLY THIS COMPANY CAN SAY IT

TWENTY YEARS OF SAYING LESS.

Leader, 2026 Gartner® Magic Quadrant™ for Conversational AI Platforms. Overall Agentic AI Company of the Year, 2026 AI Breakthrough Awards. Deployed with Stellantis, Casey's, Hyundai, Chipotle and GoDaddy.

10B+

conversations automated annually

400+

patents in speech and conversational AI

59%

of calls handled at Resorts World Las Vegas

3x

containment lift at Quálitas

SHORT DECLARATIVES. FULL STOPS.

WE WRITE

Three cars back. Zero seconds waiting.

It doesn't put you on hold.

The noise was the hard part.

Say less. It's handled.

WE NEVER WRITE

Seamless

Transform

Unlock

Empower · Journey · Solutions

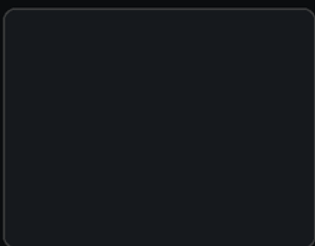
INK IS THE GROUND. VOLTAGE IS THE SIGNAL.



Ink

0B0D0F

Default ground



Carbon

16191D

Panels, cards



Voltage

D4FF3F

The signal



Sonar

3DDCFF

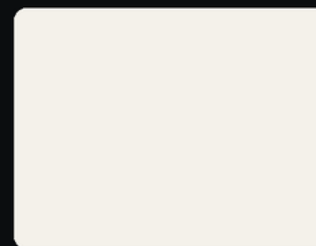
Data, latency



Ember

FF5A2B

Human, escalation



Bone

F4F1EA

Light ground, type

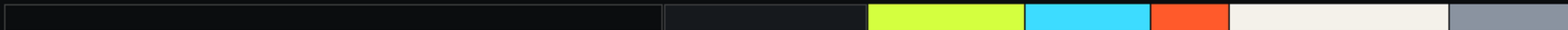


Fog

8A93A0

Secondary, rules

INTENDED COVERAGE ACROSS A COMPOSITION



ONE MARK. DRIVEN BY AUDIO, NEVER BY A TIMER.

A row of rounded bars at asymmetric heights. Bars are 4px wide with a 2px radius and 3px gap. Heights follow a seeded walk — never a symmetric mirror, because real speech isn't symmetrical.



LIVE AUDIO



MACHINE STATE



AT REST

FIFTEEN SECONDS OF IMPOSSIBLE CONDITIONS.

Rapid cuts through the rooms nobody else can work in — a drive-thru in driving rain, a pharmacy with a crying child, a car at seventy with the window down. Each cut is a voice being understood anyway.



SEVEN WORDS. TWO SECONDS. NO SUBHEAD.

Six sites, each chosen so the placement completes the copy. The stadium approach carries the line about noise. The airport carries the line about being on hold. Media is creative here, not distribution.

IT DOESN'T
HAVE A
HOLD.

 SoundHound AI

SAY IT
WRONG.
WE'LL GET IT.

 SoundHound AI

SAY
LESS.

 SoundHound AI

A GRID THAT BUILDS EQUITY POST BY POST.

Nine squares that compose into a single pattern on a profile grid while each works alone in feed. Every stat card carries its source, because uncited numbers are why nobody trusts this channel.

THREE
CARS
BACK.

01/09

10B

02/09

SAY IT
WRONG.

03/09

THE
NOISE.

04/09

7PM ON
A FRIDAY

05/09

SAY
LESS.

06/09

THE SITE PROVES IT INSTEAD OF CLAIMING IT.

The campaign page centres on a live transcript — a real drive-thru order with a mid-sentence modification and an upsell, running in nineteen seconds. Visitors watch the product work before they read a word about it.



ONE PLATFORM. THREE CAMPAIGNS. ONE ENGINE.

PLATFORM

SAY LESS.

CAMPAIGNS

Real World Ready · The Noise Was The Hard Part · Escape Pilot Purgatory

CHANNELS

Web · Social · OOH · Film · Deck · Product UI · Event

ALWAYS-ON

Stat cards · Customer stories · Exec content · Launch kits

FOUR NUMBERS. NOT FOURTEEN.



Unaided awareness

among enterprise CX and operations buyers

BRAND TRACKER, QUARTERLY



Demo requests

from the campaign site and paid social

ATTRIBUTED, WEEKLY



Share of search

against the named competitive set

MONTHLY



Sales cycle length

from first touch to signed pilot

QUARTERLY, CRM

LOUD, THEN USEFUL, THEN EVERYWHERE.

LAND

Q1

Film, OOH, campaign site. One idea, maximum volume.

PROVE

Q2 - Q3

Customer stories, the whitepaper, the ROI tool, industry pages.

SCALE

Q4

Partner co-brand, event presence, always-on social engine.

"SAY LESS" SAYS NOTHING ABOUT AI.

That is the objection, and it is a fair one. In a category where every competitor leads with the technology, a line about brevity can read as a line about nothing.

WHY WE'D TAKE IT ANYWAY

Because the category's problem is not that buyers don't understand AI. It's that they've stopped believing claims about it. Every competitor is louder about the technology and quieter about the outcome. A platform that refuses to explain itself is the only thing in the set that behaves like it has nothing to prove. The mitigation is the proof layer: the live transcript, the cited stats, the customer stories. The line is short precisely so the evidence has room.

SAY LESS.
IT'S HANDLED.

