



8x8 Launches Industry-First AI Brand Campaign Starring Real Customers: “The Power of You”

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SaaS has never looked like this: AI-powered. Customer-led. Monster trucks. Cannons. And a little cinematic revenge for every unsung customer hero.

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 7, 2025-- In a market crowded with product-first messaging, [8x8, Inc.](#) (NASDAQ: EGHT), creator of the industry's most integrated business communications platform for customer experience (CX), is taking a bold, human-first stand with the launch of *The Power of You™*, a new global brand platform that flips the script on traditional enterprise marketing.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250807844464/en/>



While most software campaigns center on features and platforms, 8x8 is leading with people. *The Power of You* puts the leading business communications provider's real customers – IT leaders, CX professionals,

8x8's The Power of You

and contact center managers – at the center of the story, celebrating their grit, ingenuity, and impact. Using cinematic visuals and generative AI production, 8x8 transforms everyday complexities into heroic storytelling, spotlighting the true drivers of modern business.

"This isn't a marketing campaign in the traditional sense – it's one to one storytelling at enterprise scale, but with a soul," said Bruno Bertini, Chief Marketing Officer at 8x8, Inc. "We're using AI to do something radically human: make our customers the protagonists of their own stories, not props in ours. They're the ones navigating complexity, connecting teams, and leading through uncertainty – and they deserve to be seen. While the industry races to showcase AI features, we're showcasing what our customers achieve with 8x8. *The Power of You* is our way of saying: we see you, we celebrate you, and we're here to help you lead with confidence."

Real Customers. Real Impact. Really Unforgettable.

The campaign kicks off with two unforgettable customer stories:

- [Chris Gensmantel, Chief Information Officer at LSH Auto](#), takes on legacy systems while balancing on a highwire, excavating an archaeological find, and crushing cars in a monster truck, and
- [Genelle Chamberlain, IT Manager at PrimeSource](#), launches into complexity while exploring the deep seas, conducting an orchestra, and becoming a human cannonball.

"What stood out to me about this campaign is that it doesn't spotlight 8x8 — it spotlights us," said [Gensmantel](#). "The people doing the work, solving the problems, and pushing through. That's what real partnership looks like."

Created in collaboration with creative agency [Barrett Hofherr](#) and AI production studio 1st Ave, the campaign reflects 8x8's evolved approach to brand: less noise, more meaning. The goal isn't to show off what AI can do — but to show what customers can achieve with 8x8.

"In an industry racing to 'out-AI' each other, 8x8 is taking a distinctly human approach, using cutting-edge AI not to showcase itself, but to spotlight its customers," said Sheila McGee-Smith, founder and principal analyst at McGee-Smith Analytics. "The Power of You campaign is unlike anything I've seen; it blends generative AI and storytelling to elevate real users as heroes. This is customer-centricity in action, not just as a talking point but as a brand-defining practice. It's bold, memorable, and a refreshing departure from the 'look-at-our-tech' narrative dominating enterprise communications today."

A Brand with Purpose

The Power of You will roll out across digital, social, live events, and customer programs throughout the year. Today's launch coincides with 8x8 Day, a company-wide celebration of the customers and teams behind every interaction, every breakthrough, and every story the company tells. For 8x8, this is more than a brand moment — it's another big step in the cultural shift.

"We believe customer experience starts with human experience," added Bertini. "And when we help our customers lead with clarity, control, and confidence — everyone wins."

More on The Power of You can be found at 8x8.com/thepowerofyou.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience — combining Contact Center, Unified Communication, and CPaaS solutions. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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8x8, Inc. Contacts:

Media:

8x8@sourcecodecomms.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.