

MTP INTELLIGENCE PLATFORM

Creative Brand Identity

Make more informed creative, strategic, and client-facing decisions

Messaging Guide for MTP Employees

AGENDA

How You Can Use CBI

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|-----------|---|---|
| 01 | Faster Brand Understanding | CBI reduces the time required to understand a brand's identity. |
| 02 | Better Strategic Recommendations | CBI helps teams support recommendations with evidence. |
| 03 | Creative Inspiration | CBI helps creative teams explore ideas more strategically. |
| 04 | Cross Team Alignment | CBI creates a shared source of truth for brand identity insights. |
| 05 | Enhancing Team Expertise | CBI enhances your team's expertise by accelerating research. |

Faster **Brand Understanding**

CBI reduces the time required to understand a brand identity.

**Quickly analyze
brand visuals,
messaging and
positioning**

**Understand
how a brand
presents itself**

**Reduce manual
research time
for your team**

**Generate
insights in
minutes rather
than hours**

Better Strategic Recommendations

CBI helps teams support recommendations with evidence.

**Identify
patterns across
competitors**

**Understand
category norms
and whitespace
opportunities.**

**Validate
strategic
assumptions**

**Strengthen
client-facing
recommendations**

Creative **Inspiration**

CBI helps creative teams explore ideas more strategically.

**Identify
recurring visual
themes**

**Discover
imagery
patterns**

**Analyze
tone of
voice**

**Explore creative
territories in a
category**

Cross Team Alignment

CBI created a shared source of truth for brand identity insights.

**Standardized
brand analysis**

**Consistent
methodology**

**Shared
language
across teams**

**Easier
collaboration
between teams**

What Is CBI?

CBI helps employees make **more informed decisions by turning brand identity data into insights you can act on.**

Strategy Team

Turn brand identity analysis into **evidence-based recommendations.**

Competitive analysis • Positioning opportunities • Audience alignment • Whitespace discovery

Creative Team

Discover visual and messaging **patterns that inspire your work.**

Imagery analysis • Tone of voice exploration • Creative territory mapping • Inspiration generation

Account Team

Bring **stronger insights into client conversations.**

Faster brand understanding • Better recommendations • More confidence in presentations • Strategic storytelling

Media Team

Understand how brand identity **aligns with audience expectations.**

Audience-brand fit • Creative effectiveness planning • Category benchmarking • Campaign planning support