



Creative Brand Identity

The Strategic Advantage for Your Brand

Strong brands are built through consistent creative signals, but understanding how visual identity, tone, messaging, and user experience work together can be difficult across multiple touchpoints. Creative decisions are often subjective, making it challenging to identify what strengthens brand perception and where opportunities for improvement exist.

Here's the current landscape:

Subjective Creative Decisions

Creative choices often rely heavily on assumptions rather than evidence-based insights.

Brand Inconsistencies

Variations in tone, imagery, visual identity, and messaging can create disconnects across experiences.

Limited Competitive Visibility

Teams may miss opportunities to differentiate or identify emerging creative trends.

What is CBI?

Creative Brand Identity (CBI) helps MTP teams evaluate how a brand's visual and creative ecosystem aligns with its intended identity. By analyzing brand elements such as imagery, tone, color, and UX signals, CBI surfaces insights that support stronger strategic and creative decision-making.

How CBI Works

CBI analyzes creative and brand signals across digital experiences to uncover patterns, strengths, and areas of misalignment. Teams can use these insights to strengthen brand cohesion, identify whitespace opportunities, and guide more informed creative recommendations.



Key Features



Define Brand Cohesion

Analyze brand tone, color, imagery, and UX signals to identify alignment and strengthen consistency.



Benchmark Against Competitors

Compare creative strategies and positioning across industries to uncover whitespace opportunities.



Enable Smarter Creative

Transform subjective creative discussions into evidence-based strategic recommendations.

Why CBI Matters

Create Stronger Brand Recommendations:

Support client conversations and strategy development with data-informed creative insights.

Strengthen Creative Development

Understand how brand signals work together to inspire stronger creative direction.

Build More Confident Strategic Decisions

Move beyond assumptions and support recommendations with actionable intelligence.

See CBI in Action

See how MTP teams can use CBI to strengthen strategy, creative development, and brand storytelling.

[Watch Product Demo](#)

