

PERSPECTIVE — BRAND PROJECT · 2026

Brand Research Report

Competitive intelligence, brand analysis, and strategic positioning for PERSPECTIVE — a B2B marketing strategy consultancy.

DATE	COMPETITORS ANALYSED	RESEARCH DIMENSIONS	BRAND HEALTH BASELINE	WHITE SPACE GAPS
12 March 2026	13	8 per company	4.8 / 10	6 identified

CONTENTS

00	Executive Summary & Key Metrics	01	Brand Health Assessment (10 Dimensions)
02	Messaging, Voice & Positioning	03	Competitive Landscape (13 Companies)
04	Strategic Recommendations	05	Website — 13 Pages at Full Fidelity

00 — EXECUTIVE SUMMARY

Key Findings

6 strategic conclusions from 13-company competitive research

FINDING 01

Positioning is Real White Space

The "business-to-marketing translator" framing is genuinely unoccupied across all 13 competitors. No one names the language gap or the brief failure — it is PERSPECTIVE's to own.

FINDING 02

Brand Health Baseline: 4.8/10

Expected for an early-stage consultancy. Strongest dimension: Differentiation (8/10). Two critical gaps: Visual Identity (2/10) and Thought Leadership (2/10) — both addressable without deep investment.

FINDING 03

3 Archetypal Competitors to Watch

Pocket Rocket (strategy-first, same ICP), Bloom (strong niche + content presence), and New Trend Business Clinic (advisory + consulting overlap). All three are Clutch-reviewed and content-active.

FINDING 04

Tone Gap in the Market

All 13 competitors use either corporate professional or visionary creative tones. The "calm, direct, thinking partner" voice is completely unoccupied — matching PERSPECTIVE's natural communication style.

FINDING 05

Visual Identity Trends to Avoid

Blue/havy dominates (8/13 companies). Green signals growth (overused). Purple signals premium. Opportunity: editorial serif-based identity with warm palette stands out immediately.

FINDING 06

Content = Visibility Gap

Median LinkedIn following across competitive set: ~700. Content-active companies (Bloom, Traina, TRO) have 3–5× more inbound visibility. A 1-post-per-week cadence would put PERSPECTIVE in top quartile within 6 months.

Overall Brand Health Baseline

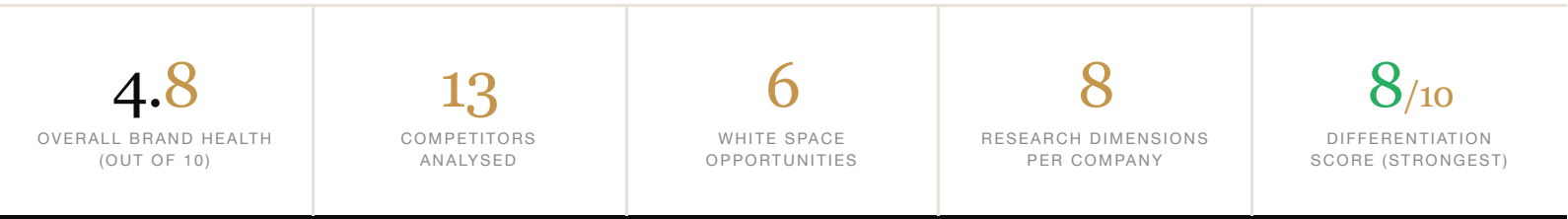
4.8 / 10

Competitive White Space Gaps Identified

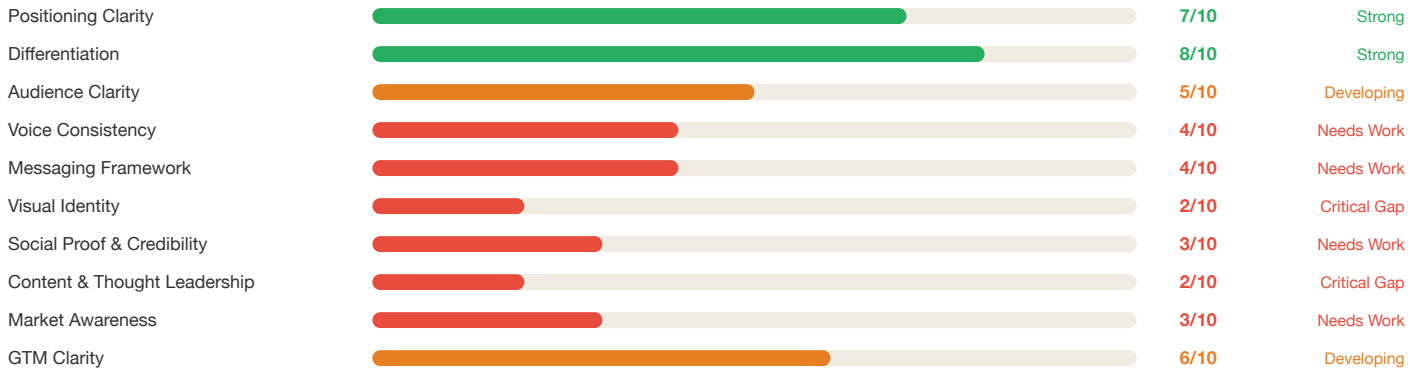
6

Priority Watch Competitors

3 High · 2 Medium · 8 Low



01 — BRAND HEALTH SCORECARD — ALL 10 DIMENSIONS



SECTION 01

Brand Health Assessment

Ten dimensions of brand strength evaluated against best-in-class benchmarks, with specific recommended actions for each.

01 — BRAND HEALTH ASSESSMENT

Brand Archetype: Sage + Ruler

PRIMARY ARCHETYPE — 60–70%

THE SAGE

60%

Knowledge · Clarity · Understanding · Truth

The Sage archetype pursues knowledge and shares it to help others understand the world. It communicates with authority earned through insight, not assertion. For PERSPECTIVE, this manifests as deep understanding of both business and marketing disciplines — enabling translation, not simplification.

- Leads with insight and evidence, not enthusiasm
- Earns trust through demonstrated understanding
- Asks better questions before offering answers
- Values clarity as the primary deliverable

SECONDARY ARCHETYPE — 30–40%

THE RULER

40%

Structure · Discipline · Control · Authority

The Ruler archetype brings order, process, and control. For PERSPECTIVE, this is the structured methodology: the diagnostic, the framework, the feedback loop. It balances the Sage's wisdom with actionable systems and defined outcomes. Ruler energy ensures insights become decisions.

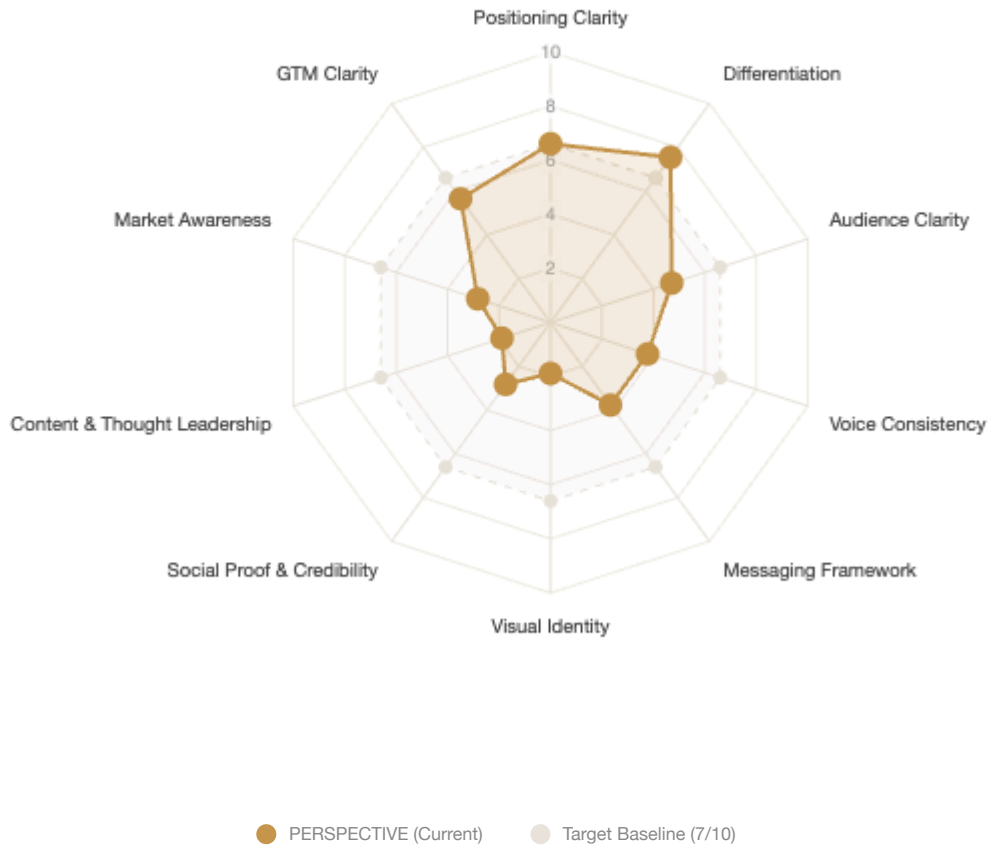
- Provides clear process and defined deliverables
- Sets expectations and holds standards
- Translates insight into structured action
- Accountable for outcomes, not just thinking

The Sage–Ruler combination positions PERSPECTIVE as a firm that thinks deeply (Sage) and delivers clearly (Ruler). Neither purely consultative nor purely executional — the "thinking partner with a process."

01 — BRAND HEALTH ASSESSMENT

Health Scorecard — Radar

10 dimensions assessed 0–10. Overall baseline: 4.8/10



DIMENSION 01 OF 10

Positioning Clarity



WHAT GOOD LOOKS LIKE (9-10/10)

One sentence communicates who you serve, what you solve, and why you over others. Every team member says the same thing.

RECOMMENDED ACTIONS

- 01 Write and pressure-test a 15-word positioning statement.
- 02 Test with 3 clients: can they repeat it back accurately?

PERSPECTIVE TODAY

Strong "strategic translator" hypothesis. CEO/CMO language gap framing is clear. No finalized one-liner yet.

DIMENSION 02 OF 10

Differentiation

8

out of 10



STRONG

WHAT GOOD LOOKS LIKE (9-10/10)

Your position is genuinely unoccupied by any competitor. Clients choose you specifically for it, not despite a lack of alternatives.

RECOMMENDED ACTIONS

- 01 Document "translator" vocabulary as a protected brand asset.
- 02 Use this language consistently in every client-facing channel.

PERSPECTIVE TODAY

"Business-to-marketing translator" is genuinely unoccupied across all 13 competitors. Real white space confirmed by research.

DIMENSION 03 OF 10

Audience Clarity



WHAT GOOD LOOKS LIKE (9–10/10)

ICP defined at firmographic + psychographic level. You can describe one specific person, their day-to-day, and their decision process.

RECOMMENDED ACTIONS

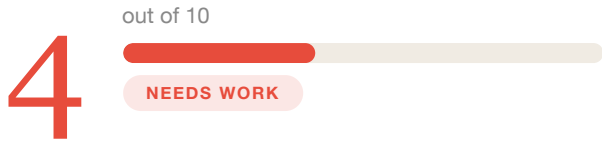
- 01 Narrow ICP to one primary segment for initial GTM.
- 02 Interview 3 past clients to validate the "stuck" framing.

PERSPECTIVE TODAY

"Stuck OR scaling" covers too much territory. Primary segment needed: stuck B2B €500K–€5M with failed agency history.

DIMENSION 04 OF 10

Voice Consistency



WHAT GOOD LOOKS LIKE (9–10/10)

Written voice guidelines exist. Any team member (or AI) produces on-brand content on the first attempt.

RECOMMENDED ACTIONS

- 01 Write a 1-page voice guide with dos + don'ts per attribute.
- 02 Audit 5 existing content pieces against the guide.

PERSPECTIVE TODAY

5 tone attributes identified (Clear, Direct, Intelligent, Calm, Human). Not yet a usage guide with examples and anti-patterns.

DIMENSION 05 OF 10

Messaging Framework



WHAT GOOD LOOKS LIKE (9–10/10)

Core messages for each ICP segment. Proof points for each claim. 1 elevator pitch → 3 value props → supporting statements.

RECOMMENDED ACTIONS

- 01 Draft messaging hierarchy: 1 pitch → 3 props → proof points.
- 02 Create a shareable one-pager for each value prop.

PERSPECTIVE TODAY

3 value prop pillars identified (Translation, Clarity, Feedback Loop). Not yet formatted for external use.

DIMENSION 06 OF 10

Visual Identity



WHAT GOOD LOOKS LIKE (9-10/10)

Logo, color palette, typography, and layout system confirmed. Any designer produces on-brand materials without asking questions.

RECOMMENDED ACTIONS

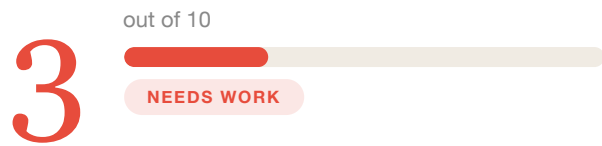
- 01 Select 1 visual direction from the 3 explored.
- 02 Commission logo + basic identity: primary color, 2 fonts, spacing rules.

PERSPECTIVE TODAY

3 visual directions explored in Pencil. No direction confirmed. No logo, palette, or typography system finalized.

DIMENSION 07 OF 10

Social Proof & Credibility



WHAT GOOD LOOKS LIKE (9–10/10)

Clutch profile with 5+ verified reviews, published case studies with business-language outcomes, 2+ recognizable client logos.

RECOMMENDED ACTIONS

- 01 Create a Clutch.co profile and request 2–3 client reviews.
- 02 Convert 1 real engagement into a published case study with metrics.

PERSPECTIVE TODAY

No Clutch profile. Case studies on website are illustrative, not verified. No public testimonials or client logos.

DIMENSION 08 OF 10

Content & Thought Leadership



WHAT GOOD LOOKS LIKE (9-10/10)

1 owned content piece per week. LinkedIn following growing. Demonstrable POV visible to prospects before they reach out.

RECOMMENDED ACTIONS

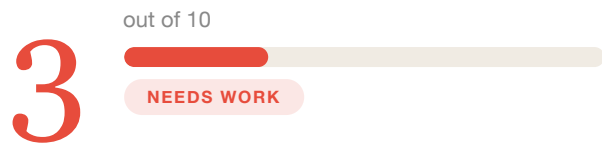
- 01 Publish the 5 existing insights on LinkedIn over 5 weeks.
- 02 Commit to 1 short-form LinkedIn post per week from this month.

PERSPECTIVE TODAY

5 insight articles exist on website. No distribution. No LinkedIn cadence. Invisible to non-referred prospects.

DIMENSION 09 OF 10

Market Awareness



WHAT GOOD LOOKS LIKE (9-10/10)

Target clients discover you via search, referral, or LinkedIn. 10+ inbound leads per month from non-referred sources.

RECOMMENDED ACTIONS

- 01 Populate LinkedIn company page with positioning and services.
- 02 Add PERSPECTIVE to 2 directories: Clutch + B2B agency listings.

PERSPECTIVE TODAY

Brand is referral-only. No SEO presence. No social following. LinkedIn company page not populated. No directory listings.

DIMENSION 10 OF 10

GTM Clarity

6

out of 10



DEVELOPING

WHAT GOOD LOOKS LIKE (9–10/10)

Clear launch sequence, target account list, outreach cadence, and feedback loop to improve. Sales cycle is defined.

RECOMMENDED ACTIONS

- 01 Build a target account list of 20 ideal clients.
- 02 Write 3 outreach email variants testing different positioning angles.

PERSPECTIVE TODAY

Launch→Measure→Improve→Scale is intellectually clear. Missing: target account list, outreach templates, conversion tracking.

01 — BRAND HEALTH ASSESSMENT

Ideal Client Profile (ICP)

Primary segment for initial go-to-market

REVENUE BAND

€500K – €5M annually

BUSINESS STAGE

Post product-market fit — profitable but not growing at the rate the business should be

GEOGRAPHY

Europe-first (CEE + Western Europe), English-speaking B2B companies

PRIMARY CONTACT

Founder-CEO or COO — not a CMO or marketing manager

INDUSTRIES

B2B services · SaaS · Professional services · Scale-up tech

CORE PAIN

Tried agencies, got results that didn't move the business. Know their strategy but can't get marketing to reflect it.

BUYING TRIGGER

Missed growth targets 2+ quarters. New competitor appeared. Preparing for fundraise or acquisition.

ANTI-ICP (AVOID)

Early-stage pre-PMF. D2C / e-commerce. Companies expecting execution rather than strategic thinking.

The clearest signal: a founder who says "we've tried two agencies and both times it felt like we were paying for their creative vision, not solving our business problem." That sentence describes the ICP with more precision than any firmographic filter.

€500K+
REVENUE FLOOR

SECTION 02

Messaging & Positioning

Core value propositions, tone of voice, tagline options, and the language analysis showing what vocabulary PERSPECTIVE can uniquely own.

Value Propositions — 3 Core Pillars

PILLAR 01

THE TRANSLATION PILLAR

"We make marketing make sense to your business."

Most agencies speak in reach and brand equity. Most clients think in revenue and payback periods. We translate between those two languages — before a brief is written, during execution, and when the results come in.

RESONATES WHEN

You've hired agencies and felt like you were funding their creative vision, not solving your business problem.

PILLAR 02

THE CLARITY PILLAR

"We help stuck businesses get clear before they get busy."

Most businesses that aren't growing aren't broken — they're confused. Confused about who they're for, what they're offering, and why someone should believe them. Clarity isn't a nice-to-have. It's the product.

RESONATES WHEN

Your team is executing hard but results aren't improving. You suspect the strategy is the problem but can't articulate how.

PILLAR 03

THE FEEDBACK LOOP PILLAR

"We build brands that learn from the market."

Brand is not a deliverable. It's a system. We help you launch, measure what the market is saying, and improve the story — before doubling down on execution. This is how brands get better over time instead of ageing.

RESONATES WHEN

You've invested in marketing but you're not sure what's working or why. Your brand is 3 years old and the original brief no longer fits the business.

Tagline Options

5 options evaluated. Recommended options highlighted in gold.

A "Where business strategy meets marketing execution."

Descriptive but generic — any strategic agency could claim this.

B "Clarity first. Then marketing."

Differentiated — "clarity as deliverable" is ownable and true to the brand. Lead option.

RECOMMENDED

C "We get stuck businesses moving."

Honest and direct. Resonates with the ICP. Strong conversational energy. Second option.

RECOMMENDED

D "The bridge between business and marketing."

Metaphor is clear but "bridge" is softer than "translator". Use as secondary copy.

E "Your strategic thinking partner — between the boardroom and the agency."

Too long for a tagline. Works as a positioning statement or subheadline.

Language Analysis

OVERUSED — AVOID OR DIFFERENTIATE



These words appear in the majority of competitor messaging. Using them signals "another agency" rather than differentiation. They are not wrong — they are invisible.

OWNED WHITE SPACE — USE CONSISTENTLY

Translator / Translation	No competitor uses this framing for strategy services
Stuck	Direct and honest — resonates with exact ICP state
Clarity	Owned as deliverable, not just descriptor. Underused.
Bridge	The bridge metaphor is unoccupied in this competitive set
Brief gap	Names a specific failure mode no competitor addresses
Feedback loop	Brand-as-system framing — completely unique positioning
Thinking partner	Consultative role — not executional, not advisory
Language gap	Diagnoses the actual failure in CEO/agency relationships

02 — MESSAGING & POSITIONING

Tone Archetype Map

How each competitor sounds vs. the unclaimed tone PERSPECTIVE can own

COMPANY	ARCHETYPE	HOW IT SOUNDS
Pocket Rocket	Confident Authority	ROI-focused, bold, premium. Engineering approach to branding.
RO Team	Strategic Professional	Technical, precise, corporate. Media-trained voice.
New Trend	Approachable Expert	Consultative, educational, warm. Business clinic framing.
Art & Code	Mission-Driven	Purpose-led, creative, community-focused.
O11E	Strategic Professional	Minimal, clean, quietly authoritative.
Tate Agency	Approachable Expert	Friendly, accessible. Regional warmth.
Bloom	Mission-Driven	Values-led, gender-conscious, warm. Strong community signal.
Outfly	Visionary Creative	Purpose-driven, energetic, bold. Purpose over profit language.
Exceedo	Strategic Professional	Professional, efficient, results-language.
SGK	Strategic Professional	Corporate, scale-focused, global enterprise tone.
Traina	Confident Authority	Strategic, premium. Track record in language. Award-backed.
TRO	Visionary Creative	Experiential, bold, emotional connection framing.
Abraham	Confident Authority	High-authority, direct, premium advisory. Thought leader voice.
PERSPECTIVE	◆ Thinking Partner (Unclaimed)	Clear · Direct · Intelligent · Calm · Human

SECTION 03

Competitive Landscape

13 competitors analysed across 8 dimensions each: brand language, services, visual identity, social presence, website structure, case studies, and competitive threat.

Market Overview — 6 Competitive Archetypes

13 companies across 6 distinct categories

Brand Strategy Agencies

Pocket Rocket O11E Traina Bloom

Strategy + identity design for growth-stage companies. Premium positioning, Clutch-reviewed. Closest to PERSPECTIVE in ICP.

Growth Consultancies

New Trend Outfly

Business consulting + marketing execution + fundraising advisory. More business-minded than brand-led.

Boutique Design Studios

Art & Code Exceedo Tate Agency

Design-led identity work with limited strategy depth. Execution-first, competitive on price.

Tech PR & Comms

RO Team

Media relations and technology storytelling. Specialist in narrative for tech companies.

Authority Consulting

Abraham.com

High-ticket advisory and business model transformation. C-suite engagement. No creative production.

Large / Specialist Production

SGK TRO

Scale-oriented with narrow focus: packaging design (SGK) and experiential marketing (TRO).

PERSPECTIVE sits between Growth Consultancies and Brand Strategy Agencies — claiming the unoccupied "strategic translator" role that none of the 6 archetypes above addresses.

White Space →

Positioning Map

X-axis: Generalist (0) → Specialist (100) | Y-axis: Executional (0) → Strategic (100) | ◆ PERSPECTIVE

Service Matrix — 13 Competitors + PERSPECTIVE

Company	Brand Strategy	Brand Identity	Web Design	Biz Consulting	Content & Copy	Growth Mktg	Events / XP	Market Research
Pocket Rocket	●	●	●	○	●	○	○	●
RO Team	○	○	●	○	●	○	○	○
New Trend	●	○	●	●	○	●	○	●
Art & Code	○	●	●	○	○	○	○	○
O11E	●	●	○	○	○	○	○	○
Tate Agency	●	●	●	○	○	○	○	○
Bloom	●	●	○	○	●	●	●	○
Outfly	●	○	○	●	●	○	○	●
Exceedo	●	●	●	○	○	●	○	○
SGK	○	●	○	○	○	○	●	○
Traina	●	●	●	○	○	○	○	○
TRO	○	○	●	●	○	○	●	○
Abraham	●	○	○	●	○	○	○	○
PERSPECTIVE	●	○	○	●	○	○	○	●
Coverage	9/13	8/13	8/13	4/13	4/13	3/13	3/13	3/13

● Offered ○ Not offered ● PERSPECTIVE

Social Media Benchmarks

LinkedIn + Instagram followers. Abraham (15K LI) and SGK (11K LI) excluded as outliers. PERSPECTIVE baseline: 0.

White Space Analysis

6 unoccupied positions PERSPECTIVE can own in this competitive set

01

The Business-Marketing Translator

No competitor names the language gap between business strategy and marketing. All claim "strategy" but none diagnose the translation failure as the core problem.

How to claim: Own the framing: "The reason your marketing doesn't work isn't the agency — it's the brief. We translate between busines..."

02

The Anti-Agency Position

Every agency claims to be the client's partner. No one sits between client and agency — an independent translator with no creative production incentive.

How to claim: Frame PERSPECTIVE as the "product manager for your marketing" — accountable for brief quality and outcomes, not hours bi...

03

Feedback-Loop Brand Building

Competitors sell brand as a deliverable (identity doc, website). No one sells brand as a living system that improves with market feedback.

How to claim: Introduce "Brand Intelligence Loop" as a retainer: launch → track → learn → iterate. Recurring revenue model.

04

The Clarity Offer

"Results" and "growth" are saturated. "Clarity" as a deliverable is unused and immediately understandable to a stuck founder.

How to claim: Position the diagnostic as a paid first product: "90 minutes. You leave with a clear diagnosis of what's blocking your m..."

05

The "Stuck Business" Positioning

Most agencies target companies wanting to grow. "Stuck" companies (profitable, not growing) are underserved — they can't connect with growth agency language.

How to claim: Create content for "post product-market fit stalls". Language: "You're not broken. You're stuck. There's a difference."

06

Boutique + Strategic (No Execution Overhead)

Large consultancies are expensive and slow. Small agencies execute but don't strategize. The mid-tier (strategic thinking at boutique cost) is empty.

How to claim: Position: "The thinking of a consultancy at the cost of a specialist boutique. We don't build. We think, translate, and ..."

Priority Watch List

Competitive threat assessment across 13 companies

● HIGH PRIORITY — MONITOR CLOSELY

Pocket Rocket Agency Same ICP (growth-stage B2B), strategy-first, ROI language, Clutch-reviewed. Most direct overlap.

New Trend Business Clinic Business consulting + marketing advisory. Similar hybrid positioning and advisory model.

Bloom Strong niche + active content presence. Growing LinkedIn + Instagram following.

● MEDIUM PRIORITY — MONITOR QUARTERLY

Traina Strong Clutch reviews (45+), premium brand work, growing visibility.

Outfly Purpose-driven language overlap, advisory + execution mix.

● LOW PRIORITY — AWARE, NOT ACTIVE

Tate Agency Design-led, limited strategy depth. No ICP overlap.

O11E Strategic but small and minimal online presence.

RO Team Tech PR specialist — different service entirely.

Art & Code Studio Design execution focus, no strategic advisory.

Exceedo Agency Growth marketing specialist, limited brand strategy.

SGK Large packaging specialist — completely different market.

TRO Experiential agency — no overlap in ICP or services.

Abraham.com High-ticket advisory. Different price band and scope.

Pocket Rocket Agency

"We are your Uber Black in the world of agencies"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
4.8/5	21 employees	2013	—	1,016 followers

TONE OF VOICE

Confident, Strategic, Growth-Focused, Premium yet Approachable

KEY VOCABULARY

- ROI
- Strategy
- Innovation
- "Rather engineering than art"
- Storytelling
- Brand acceleration

CORE MESSAGE

"We help businesses like yours to double their marketing ROI through brand strategies, design, and storytelling"

PROBLEM THEY SOLVE

Businesses struggling to establish market presence, differentiate from competitors, and achieve sustainable growth. They solve the disconnect between a company's internal value and its external market perception through

SERVICES

- Brand Strategy & Development
- Brand Assessment & Audit
- Brand Identity Design (Logo, Visual Identity, Guidelines)
- Web Design & Development
- Graphic Design
- Market Research & Positioning
- Rebranding Projects

VISUAL IDENTITY

Not documented

Typography: — (specific fonts not found, 2026-03-11); Modern sans-serif aesthetic based on w Premium, modern, strategic; Contemporary design studio aesthetic; Sophisticated but accessible; Conf

COMPETITIVE THREAT

High Priority
Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

The "engineering approach to branding" — positioning brand work as strategic, business-driven, and ROI-focused rather than purely creative; backed by research and quantifiable results. "Uber Black" positioning suggests premium quality at accessible rates. Stro

Ro Team

"Successfully telling engaging stories about those who are changing the world"

CLUTCH TEAM FOUNDED LINKEDIN INSTAGRAM

TONE OF VOICE

Strategic, innovation-focused, storytelling-driven, authentic, tech-savvy

KEY VOCABULARY

CORE MESSAGE

"Publicizing brands effectively by combining media communication, influencers, content, and performance into a masterfully effective marketing mix"

PROBLEM THEY SOLVE

Helping innovative tech companies and startups communicate effectively, grow their communities, and present their products and services to the right audiences

SERVICES

Brand communication

Strategy consulting

Media relations

Corporate communication

Influencer marketing

Corporate social responsibility

Content marketing

VISUAL IDENTITY

Not documented

Typography: — (not found, 2026-03-11)

Tech-forward, modern, clean, professional with an emphasis on contemporary design and innovation nar

COMPETITIVE THREAT

● Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

Niche focus on innovation and technology PR in Polish/CEE market, positioning themselves as specialists rather than generalists in a crowded PR landscape

New Trend Business Clinic

"Bridging the gap between innovative startups and established public companies"

CLUTCH TEAM FOUNDED LINKEDIN INSTAGRAM
— — 2009-2013 — 116 followers, 24 following, 41 posts

TONE OF VOICE

Authoritative, growth-oriented, innovative, data-driven, consultative, empowering

KEY VOCABULARY

—

CORE MESSAGE

"Transforming challenges into opportunities and driving sustainable growth through the BRAVO™ methodology (innovative growth system + precise business processes)"

PROBLEM THEY SOLVE

Helping companies from startups to IPO-ready enterprises develop brand positioning, execute growth strategies, and navigate European market expansion

SERVICES

- Branding and market positioning
- Growth marketing
- Website development and UX/UI design
- Business consulting
- Search engine optimization (SEO)
- Marketing strategy
- Business coaching

VISUAL IDENTITY

Not documented

Typography: — (not found, 2026-03-11)

Contemporary, sophisticated, enterprise-focused with emphasis on growth metrics and results

COMPETITIVE THREAT

● High Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

End-to-end growth platform combining consulting, branding, and technical services with proprietary BRAVO™ methodology; positioned as trusted advisor for critical business moments (IPO, M&A, market entry)

Art Code Studio

"Art & Code"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	2-10 employees	February 25, 2009	238 followers	549 followers

TONE OF VOICE

Thoughtful, Purpose-Driven, Creative, Approachable, Socially Conscious

KEY VOCABULARY

- Creative
- Code
- Design
- Ideas
- Startup support
- Sustainability

CORE MESSAGE

"Bridging the gap between artistic creativity and technical excellence; Creating meaningful digital experiences that serve a larger purpose;"

PROBLEM THEY SOLVE

Small businesses, startups, and established companies needing to translate their vision into compelling digital products and visual identities. They bridge the gap between creative concept and technical execution, servin

SERVICES

- Web Design & Development (Responsive Design)
- Mobile App Design & Development (iOS/Android)
- UI/UX Design
- Visual Identity & Branding
- Logo Design
- Graphic Design
- Packaging Design

VISUAL IDENTITY

Not documented

Typography: — (specific fonts not found, 2026-03-11); Modern sans-serif aesthetic visible in Contemporary, purposeful, balanced between artistic and technical; Modern creative studio aesthetic;

COMPETITIVE THREAT

● Low Priority
Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

"Creative minds and expert developers" positioning — emphasis on genuine multidisciplinary expertise rather than one-sided agency focus; Strong commitment to meaningful, sustainable design; 17-year track record demonstrates stability and depth; Boutique approa

O11e

"Wymyślamy i zmieniamy marki"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	22	2011	458	127

TONE OF VOICE

Strategic, transformative, creative, insightful

KEY VOCABULARY

—

CORE MESSAGE

"Creating brands and products from scratch through strategic market diagnostics, competitive analysis, and transformative branding that engages consumers at deeper levels"

PROBLEM THEY SOLVE

Helping companies navigate demanding market circumstances, develop cohesive brand ecosystems, and differentiate through strategic positioning and visual identity

SERVICES

- Brand strategy and positioning
- Brand portfolio development
- Visual identity design
- Product portfolio strategy
- Marketing concepts
- Market research and diagnostics
- Brand transformation

VISUAL IDENTITY

Not documented

Typography: — (not found, 2026-03-11)

Minimalist, strategic, contemporary; focused on showcasing client work rather than self-promotion

COMPETITIVE THREAT

● Medium Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

Combines rigorous strategic market diagnostics with transformative creative execution; specializes in coordinating complex brand portfolios and repositioning established brands through fresh strategic proposals

Tate Agency

"Strategy • Branding • Comms — Culture-shaping businesses Vienna & beyond"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	11-50 employees	2019	131 followers	847 followers

tone of voice

Sophisticated, strategic, creative, growth-minded, entrepreneurial, modern, brand-focused

key vocabulary

—

core message

"Helping niche brands and entrepreneurs build distinct identities, grow their business, and drive sales through ongoing creative, strategic, and visual direction"

problem they solve

Assisting early-stage companies and niche brands in establishing compelling brand identities and executing strategic growth initiatives through integrated creative and consulting services

services

Brand development and identity design

Brand strategy and positioning

Creative direction and ongoing guidance

Business 360 (complete business makeovers/rebranding)

Audit & Strategy (market analysis, competitive positioning)

Visual design (brand books, design systems, visual guidelines)

Website and digital design

visual identity

Not documented

Typography: — (not found, 2026-03-11)

Contemporary European design sensibility; sophisticated, minimal, brand-first approach; emphasizes t

competitive threat

● Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

key differentiator

Boutique brand development specialist for early-stage/niche companies with sophisticated visual identity and design systems approach; combines strategic consulting with creative execution; positioned as partner for brand transformation rather than transactional

Bloom

"For ambitious tech businesses looking to go the next level, it's time to suit up. It's time to get out of scrappy startu"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	2-10	2017	1,596	4,170

TONE OF VOICE

Strategic, growth-focused, energetic, accessible, empowering

KEY VOCABULARY

Scale-ups, growth, transform, brand, scale, ambitious, tech, innovation

"Suit up," "blooming," "level up," high-growth businesses

CORE MESSAGE

"Leading brand marketing agency for high-growth tech scale-ups. Specializes in helping UK technology startups transition into scale-up mode through strategic branding, content creat"

PROBLEM THEY SOLVE

Tech startups struggling to establish brand identity and marketing strategy as they transition to scale-up phase; need specialized understanding of tech sector challenges and rapid growth requirements.

SERVICES

Brand Strategy & Positioning

Brand Identity & Visual Design

Digital Content Creation

Marketing Coaching & Consulting

Brand Health Audits

Cross-Channel Marketing Implementation

VISUAL IDENTITY

Not documented

Typography: - Headings font: — (not found, 2026-03-11)

Contemporary, energetic, growth-oriented; designed for ambitious tech founders; balances professiona

COMPETITIVE THREAT

● High Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

"The brand marketing agency for tech scale-ups" — Extreme specialization in the high-growth tech segment specifically at the startup-to-scale-up inflection point. They've positioned themselves as understanding founder challenges and building brands that support

Outfly

"Agents of Acceleration"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	7	2010; 2012	3,687	995

tone of voice

Optimistic, purpose-driven, strategic, inclusive, actionable

key vocabulary

—

core message

"Amplifying the impact of world-improving projects; enabling innovative, impactful ideas to access design, investment, and growth; connecting strategy, identity, and message to scale"

problem they solve

Help purpose-driven organizations and startups overcome the barriers between idea generation and market impact; democratize access to design, investment, and go-to-market strategy

services

Brand strategy and positioning

Campaign launch and go-to-market

Commercial modeling and pricing strategy

Product and UX/UI design

Investor materials and pitch optimization

Platform design

Growth and scaling strategy

visual identity

Not documented

Typography: — (not found, 2026-03-11)

Contemporary, purposeful, design-forward; emphasizes client impact over agency self-promotion; balanced

competitive threat

● Medium Priority

Based on ICP overlap, service similarity, and positioning proximity.

key differentiator

Purpose-driven acceleration model combining design, strategy, and fundraising support specifically for impact-oriented ventures; transparent results focus; B-Corp certification; unique "agents of acceleration" positioning that reframes agency role as embedded

Exceedo Agency

"Design specially tailored to fit your needs. We bring brands, packaging and interactive experiences to life."

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	2-10	2020	386	—

TONE OF VOICE

Professional, creative-focused, collaborative, results-oriented, experienced

KEY VOCABULARY

Design, branding, tailored

3D animation, packaging, interactive, UX

CORE MESSAGE

"Comprehensive design and branding agency specializing in custom visual identity creation. Transforms brand concepts into tangible visual experiences across packaging, digital platt"

PROBLEM THEY SOLVE

Enterprises and organizations needing sophisticated, bespoke branding and design that communicates brand values across physical and digital touchpoints; requires deep creative expertise and production capability.

SERVICES

Brand & Visual Identity Design

Logo Design & Refinement

Packaging Design

Web Design & Development (UX-focused)

3D Animation & Motion Graphics

Photo & Video Production (in-house studio)

Brand Strategy & Positioning

VISUAL IDENTITY

Not documented

Typography: - Headings font: — (not found, 2026-03-11)

Contemporary, sophisticated, design-centric; demonstrates technical mastery (3D animation, UX design)

COMPETITIVE THREAT

● Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

"Design studio with global reach and in-house production capability." Exceedo's unique positioning combines creative/strategic design (branding, identity) with full production facilities (photo, video, 3D animation, web development). This "end-to-end studio" a

Sgk

"A global leader in graphics & print production"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	7,210	1953	85,663	25,000

TONE OF VOICE

Professional, strategic, technical, reliability-focused, partnership-oriented

KEY VOCABULARY

—

CORE MESSAGE

"SGK simplifies complexity and delivers flawless packaging execution across markets, combining craftsmanship, technical precision, and global governance to protect brand integrity a"

PROBLEM THEY SOLVE

Complex packaging production, regulatory compliance, multi-market brand consistency, artwork preparation, prepress challenges, print technical issues

SERVICES

- Artwork Development & Adaptation
- Technical Artwork
- Regulatory Compliance
- Brand Asset Management
- Prepress & Print Production
- File Preparation
- Retouching & Proofing

VISUAL IDENTITY



Typography: - Headings: Modern, sans-serif (SGX rebrand uses clean geometric type)
Corporate, technical, modern-professional, production-focused with emphasis on precision and quality

COMPETITIVE THREAT



Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

150+ years of combined production expertise from merger with SGS & Co; global governance model ensuring consistency across markets; focus on simplifying complex packaging workflows while maintaining absolute quality standards; industry-specific technical depth

Traina

"We help ambitious brands connect with audiences in profoundly moving ways."

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	11-50	2006	2,852	2,395

tone of voice

Visionary, creative, strategic, passionate, thoughtful, ambitious

key vocabulary

—

core message

"Traina creates brand identities and experiences that move hearts and minds just as much as they move business and the bottom line. Strategy-rooted, design-driven work for companies"

problem they solve

Articulating brand purpose, connecting with target audiences, brand transformation, visual identity development, messaging strategy, campaign activation, brand relaunch

services

- Brand Strategy & Messaging Development
- Brand Standards & Guidelines
- Visual Identity Design (Logo, color systems, typography)
- Brand Positioning & Messaging Frameworks
- Advertising Campaigns & Collateral Design
- Web Design & Digital Experiences
- Event Marketing & Experiential Design

visual identity



Typography: - Headings: Modern sans-serif, clean geometric
Modern-minimalist, sophisticated, design-forward, approachable yet premium; emphasis on creative exc

competitive threat

- Medium Priority**
Based on ICP overlap, service similarity, and positioning proximity.

key differentiator

Deep strategic branding expertise combined with award-winning design; focus on brand transformation and market repositioning rather than execution-only services; ability to articulate unique brand purpose; track record of moving brands from niche to mainstream

Tro

"Building Brands with Participation in Mind"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
100% positive	150-400+	1982	21,192	2,248

TONE OF VOICE

Strategic, Creative, Experiential, Global, Impactful

KEY VOCABULARY

- Experiential marketing
- Brand activation
- Participation
- Creative events
- Live experiences
- Event production

CORE MESSAGE

"We design, build and deliver creative events and experiences that bring brands to life. Thousands of event days every year—from global fan festivals to local pop-ups."

PROBLEM THEY SOLVE

Brands need authentic, participatory experiences to create emotional connections with audiences, drive brand loyalty, and generate measurable behavior change beyond traditional advertising.

SERVICES

- Strategic consulting and creative direction
- Brand activation and event design
- Product trial campaigns
- Fan festivals and large-scale events
- Pop-up experiences
- Event production and logistics
- Design and fabrication

VISUAL IDENTITY

Not documented

Typography: — (not found, 2026-03-11)

Contemporary, vibrant, globally-minded; emphasizes real human participation and emotional connection

COMPETITIVE THREAT

● Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

TRO is a full-service experiential powerhouse with 40+ years of history, global footprint with local expertise, and demonstrated ability to deliver thousands of brand activations at scale while maintaining budget discipline. Their positioning is "participation

Abraham

"Business Growth Advisor"

CLUTCH	TEAM	FOUNDED	LINKEDIN	INSTAGRAM
—	—	1970s–1980s	—	75,000

TONE OF VOICE

Authoritative, Strategic, Direct, Action-Oriented, Mentorship-Focused

KEY VOCABULARY

Strategy of Preeminence

Unique Selling Proposition (USP)

Relational Capital

Risk Reversal

Power Partnering

Exponential growth

CORE MESSAGE

"Jay Abraham has helped 10,000+ companies across 1,000+ industries engineer exponential leaps in profit, positioning and performance. We help established businesses (\$10M–\$500M+) un"

PROBLEM THEY SOLVE

Established businesses plateau in growth and leave millions in untapped revenue on the table because they lack strategic clarity, positioning, and access to proven frameworks for multiplying revenue without proportional

SERVICES

Breakthrough Consulting (tactical shifts in pricing, messaging, packaging)

Strategic positioning and market repositioning

Business model optimization

Revenue multiplication strategies

Risk reversal implementation

Power partnering strategy

Relational capital development

VISUAL IDENTITY

Not documented

Typography: — (not found, 2026-03-11)

Premium, authority-driven, minimalist professional; positioned as a legacy advisor rather than trend

COMPETITIVE THREAT

● Low Priority

Based on ICP overlap, service similarity, and positioning proximity.

KEY DIFFERENTIATOR

Abraham.com is a single-founder, authority-based strategic consulting firm positioned at the premium end of the market. Jay Abraham is the primary IP, with a 40+ year track record, proven frameworks (Strategy of Preeminence, etc.), and an outcome-aligned prici

SECTION 04

Strategic Recommendations

Priority actions for the next 90 days and a 12-month brand development roadmap.

04 — STRATEGIC RECOMMENDATIONS

Priority Actions — Next 90 Days

IDENTITY

- Select 1 of 3 visual directions from Pencil file
- Commission logo + color palette + 2 fonts
- Apply to LinkedIn company page and email signature

CREDIBILITY

- Create Clutch.co profile
- Request reviews from 2–3 past clients
- Convert 1 client engagement into a published case study

VOICE & MESSAGING

- Write 1-page voice guide with examples
- Draft final tagline (recommend: "Clarity first. Then marketing.")
- Create messaging one-pager for outreach

VISIBILITY

- Publish 5 existing insights on LinkedIn (weekly)
- Post 1 short-form update per week from this month
- Add to 2 B2B agency directories

12-MONTH BRAND DEVELOPMENT ROADMAP

Q1 2026	Foundation	Visual identity · Voice guide · Messaging framework · Clutch profile
Q2 2026	Visibility	LinkedIn content cadence · 3 case studies published · 1 paid diagnostic offer live
Q3 2026	Traction	First 5 inbound leads from content · Clutch to 5+ reviews · Partnerships with 1–2 agencies
Q4 2026	Scale	Retainer clients secured · Referral system formalized · Content repurposed to newsletter