

One promise, said the same way

A direct-to-consumer home textiles brand ran six channels with four freelancers and no agreed promise. Every channel described the same product differently, results could not be compared, and the best performing ad was found by accident. The brand now writes through the Brand Architect, one expert inside a nine-expert AI Brain, which works from one positioning statement and sources every claim it makes.

41% LOWER COST PER SALE Same spend, same channels, one promise	312 ADS TESTED ON RECORD Every variant logged with its result	6 CHANNELS, ONE VOICE Written from a single positioning statement	9 hrs SAVED PER CAMPAIGN Brief, copy and variants drafted in one pass
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WHAT THE BRAND ARCHITECT DOES

Starts from the buyer, not the product. Every piece states who it is for and what they already believe before a word of copy gets written.

Writes to one promise. Six channels, one claim. The wording adapts to the format; the promise does not.

Makes the work measurable. Every asset ships with what it is meant to move, so a campaign can be judged.

Keeps a record of what worked. Winning headlines, hooks and objections are stored and reused, never rediscovered.

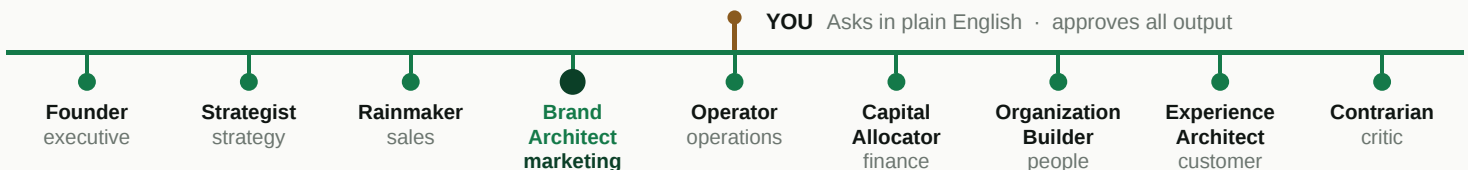
Refuses an unsupported claim. A number in an ad traces back to a source, or the ad does not run.

HOW A CAMPAIGN MOVES

- A brief in plain English**
One paragraph is enough
- The Brand Architect writes it**
From the brand's own positioning
- Every claim is sourced**
Unsupported numbers do not run
- The Contrarian challenges the copy**
The critic seat reviews before delivery
- You approve, then it publishes**
Approval is required by rule

THE ADVISORY BOARD, AND THE BRAND ARCHITECT'S TOOLKIT

Nine specialists operating from one shared business context. Eight produce work; the ninth challenges it. The Brand Architect holds the marketing seat.



THE BRAND ARCHITECT'S TOOLKIT

The positioning statement · Voice profile · Claim and source register · Test log · The campaign archive