GROW CONFIDENCE FOR THE AUDIENCE YOU'RE READY TO FACE

Stop fighting your brand. Make it a knockout.

Refine your brand. Show up with confidence.
Grow your audience with your own voice.

Join BRAWL MODE with your favorite AI to refine and scale your brand in a private workspace. Carry your identity into websites, posts and the work you share.

Leave your mark.

THE CULTURAL FIGHT FOR A DISTINCT VOICE

A crowded ring.
Too many familiar champs.

You scroll past another "innovative solutions" post.
You check the logo to know who's talking.

Corporate blandness
Your brand is polished for everyone and says so little even Legal can relax. Your audience still can't tell you from your competitors.

AI sameness
Sure, AI can sharpen your draft, but lean too hard on its suggestions and your brand risks sounding like the rest of the internet.

Cultural disconnect
Havas reports people wouldn't care if 78% of brands disappeared.

When every brand throws the same punch, who leaves a mark?

Ipsos: recognition (2026) Lund: blanding (2021) Doshi & Hauser: AI (2024) Havas: relevance (2025)

THE ROUND-AFTER-ROUND STRUGGLE FOR YOUR BRAND

Your brand keeps hitting the same wall: a voice with no spine.

Audience	Who are you stepping into the ring to reach?
Value	Can they see what you do and why it matters?
Consistency	Do your pitch, homepage and team carry the same voice?
Progress	You're putting in the work. Can you tell what's landing?

45% of surveyed marketing and strategy decision-makers named measuring brand ROI as a challenge.

HBR Analytic Services, 2025: 530 marketing/strategy respondents at organizations with 100+ employees.

NN/g: clarity The Futur: video + summary Reddit: practical difficulties HBR: survey

WHEN THE STRUGGLE FOLLOWS YOU INTO THE DAY

Your brand is still shadowboxing.

Before the call	You rewrite your introduction instead of using language you've already battle-tested.
Before the post	You change up the caption again because your homepage shows a different version of your work.
After another week	More edits. Less confidence stepping into the ring.

Each opportunity feels like another fight with your own brand.

SHADOWBOXING WITH YOUR OWN BRAND

One brand but a different voice in every corner.

Social bio	You: "Built for small creative teams." Your audience: "Didn't your homepage say everyone?"
Homepage	You: "Solutions for everyone." Your visitor: "Who's this brand trying to reach?"
Proposal	You: "Strategy. Design. Content." Your lead: "What will that help me achieve?"
Team folder	You: "brand-final.pdf" or "brand-final-final.pdf"? Your team: "Which version do we use?"

You fight for clarity.
Your team tries to fill the gaps.

You	You rewrite routine copy and approve every round. Every single time.
Your team	Your team waits for direction or guesses which voice to use.
Your audience	Your audience has to work out who you help and what your work delivers.

44% of surveyed B2B SaaS marketing leaders cited cross-team alignment as a brand-consistency challenge.

Wynter, 2025: 100 B2B SaaS marketing leaders at companies with $50M+ revenue.

Wynter: original survey

When your value doesn't land, what brings your audience back?

You don't want your brand to be a sucker punch.
Your audience should know what to expect across your homepage and posts.

Recognize	"What is this?"
Understand	"Is this for me?"
Trust	"Will they deliver what I expect?"
Recommend	"How would I explain this brand to a friend?"

You risk fewer invitations, hesitant referrals and an audience that forgets your name.

88% of consumers surveyed say trust matters when buying from brands.

Edelman, 2025: 15-market average; question asked to half the sample. Important or a deal breaker.

Edelman: Brand Trust report NN/g: audience understanding

Join BRAWL MODE.
Stop shadowboxing.
Step into the ring.
Get a one-hit KO.

With your favorite AI, hold your brand rules, voice and visuals together in your private workspace.
Carry a recognizable brand across materials and platforms, so you can grow your audience with your own voice.

Your one-hit KO.

Stop the scroll with your value clear at a glance.
Give your audience a reason to remember your name and seek you out.

THE FRAMEWORK

Choose your BRAWL.
Work your MODE.

BRAWL: Brand, Relationships, Asset, Workforce, Legacy.

M: Map	Gather what you know and choose the next useful result.
O: Observe	Study examples and learn what good work looks like.
D: Develop	Create, review and refine the material.
E: Evolve	Use the work, learn from the response and choose your next move.

MODE is the cycle you repeat within each area and its steps.

THE AREAS OF YOUR BRAWL

Start with Brand MODE.
Carry your work forward.

Brand MODE	Craft your pitch, voice and visual identity.
Relationships MODE	Build connections through shared interests and contribution.
Asset MODE	Turn your expertise into offers and a system for delivery.
Workforce MODE	Planned: shape responsibilities and lead your team.
Legacy MODE	Planned: connect your work with ownership and contribution.

Available now: Brand MODE is free to try.
Coming soon: Relationships and later areas require a paid subscription.

THE FEATURES BEHIND THE WORK

Keep your brand in your corner.

Trunk	Keep your rules, references and versions together.
Porkchop	Teach your voice with Love, Like, Dislike and Hate.
Dustbunny	Review the wording against your brand before sharing.
Merry-Go-Round	Create, review and refine in focused rounds.
Peacock	Showcase the work you're ready to share.
Pride	Choose who can see and work on your shared materials.
Herd	Carry your brand into your next AI chat.
Roost	Track contacts, conversations and follow-through.

CHOOSE YOUR PACE AND DEPTH

Get moving in GYM.
Go deeper in FORGE.

GYM

Start with a useful version and real feedback.
For a presentation: one complete deck.

FORGE

More refinement, fuller materials and deeper testing.
For a presentation: a deck to read and a deck to present.

FORGE takes time, energy and focus. Your existing work carries forward.

PUBLIC BRAND CASE STUDY

CubiCrew:
one idea, carried through.

Website hook	Destroy the Cubicle. Ditch the Desk.
Product story	Your AI Employee Lives Here
Closing line	Work outside the box.

The box metaphor connects the name, the work and the invitation.

Lace up.
Bring your brand into the ring.

Build with your AI — **Free entry**

Bring the brand you've been fighting to explain.

Walk through BRAWL — **Free walkthrough proposed**

A guided introduction. Booking to be confirmed.

Get more support — **Paid support planned**

Scope, price and availability to be confirmed.

Join BRAWL MODE: brawlmode.io/connect

Craft your knockout. Leave your mark.

Bring the brand you've been fighting to explain.
Show up with confidence, wherever your audience finds you.
brawlmode.io/connect