

Brand foundations for the proSapient of the next decade.

A defining example of the category it's already shaping.

proSapient × **2pt** TWO POINT TECHNOLOGIES

A discovery-led brand programme. Strategy, foundations, full activation. Assets and website included. The work that sets proSapient up for category leadership.

PREPARED FOR

proSapient

PREPARED BY

Two Point Technologies

FORMAT

Live document at prosapient.2pt.ai

What we heard.

On the call, you were clear about what this is. And what it isn't. That framing matters. It shapes everything below.

Not a logo rebrand.

The proSapient name, vision, mission and values aren't in question. The 2024 ELT strategy work stands. Logo, slogan, identity, all of that stays.

A go-to-market alignment.

You need someone to get under the skin of the business. Surface what proSapient actually *is* in the eyes of the people who matter. Then translate that into how the company talks about itself, internally and externally.

THE DELIVERABLES YOU NAMED

- A **brand marketing strategy** that holds across the company
- A **playbook** so every team speaks one brand. Sales, marketing, product, talent, exec.
- **Audience-specific positioning** across five distinct groups
- **Reusable brand assets** the team can take and run with
- A **fresh website** on an easy-to-manage CMS. Clean slate, no migration.

Bigger than a tone-of-voice doc.

350

PEOPLE TODAY

~100

JOINED SINCE 2024

5

AUDIENCES TO ALIGN

A hundred new people who weren't in the 2024 strategy room now have to live the values. Bolting a new brand on top of them won't take.

The brand has to be lived. By the people who actually go to market, build the product, represent the company. Otherwise the playbook is just a PDF nobody opens.

You can only really add stuff on top if you have that really, really solid brand. And you need everyone to drink the Kool-Aid.

FROM OUR CALL · THE THESIS OF THIS PROPOSAL

THE FIVE AUDIENCES

01 Customers

02 Experts

03 Candidates

04 Strategic partners

05 Employees

Three stages. Three gates.

A staged model with clear milestones and cut-offs. Stages, gates, payments. All chunked the same way. Cash and deliverables stay aligned. Either side can stop cleanly if it's needed.

01

WEEKS 1 TO 4

Discovery

Stakeholder, customer and expert interviews. Competitor and adjacency landscape. Internal artefact audit. An honest read plus provocations for ELT.

02

WEEKS 5 TO 8

Brand Foundations

Positioning, narrative, tone, audience definition, messaging architecture, creative direction. Tested with target audiences before designing.

03

WEEKS 9 TO 16

Activation

Final playbook, internal launch, brand asset system, fresh website, copywriting, training, and 30-day post-launch support.

W1 W2 W3 W4 W5 W6 W7 W8 W9 W10 W11 W12 W13 W14 W15 W16

DISCOVERY

BRAND FOUNDATIONS

ACTIVATION · BUILD, LAUNCH, HANDOVER

CONDUCTED DIGITALLY

All workshops, interviews and sessions run online. Lower friction, sharper sessions.

PAYMENTS GATED

Three invoices, billed at the start of each stage, NET 30. Cash and deliverables in lockstep.

3 MONTHS MINIMUM

Three months is fastest. Three to four gives room for healthy discovery.

Right people. Right conversations.

Discovery is where the brand starts to *live* with the people delivering it. Most agencies skip it. We put it at the centre.

THE CONVERSATIONS

- **ELT interviews.** Where you genuinely agree, where you privately don't. Cathartic by design.
- **Wider organisation.** Across departments and tenure, including the ~100 joiners who weren't in the 2024 room.
- **Customers.** Perception, language, what makes you the choice over alternatives.
- **Experts.** The supply side of the marketplace. A brand challenge most consultancies treat as a footnote.
- **Strategic partners.** Financial-data and PE-workflow players you want to elevate your profile with.
- **Competitor and adjacency landscape.** A positioning landscape, not a feature grid.

THE STIMULUS PRINCIPLE

When the room hits a wall, or when people aren't being open enough, we bring in the right outside voices to break it open.

Stuart Smith is the constant. Our External Brain Trust rotates in based on what the project actually needs. Voices with category-relevant experience. Voices from far outside the category. Brand-building specialists. Product-world veterans.

WHAT YOU WALK AWAY WITH

- The audit document. What you think the company is, versus what your stakeholders actually say it is.
- Eight to twelve strategic provocations for ELT to react to.
- An audience map (v1) for the five groups.
- A confirmed scope for Stage Two before we proceed.

Decide how it should sound, feel, behave.

Discovery surfaced what proSapient is. Foundations is where you make the choices about how it shows up. Then we break those choices against the audiences who matter, before anyone designs a thing.

WHAT WE'LL DO

- **Positioning workshops with ELT.** Two structured sessions, working from the Stage One provocations.
- **Outside-in sparring.** Brain-trust voices brought in to break orthodoxy. How the category talks about itself becomes how you choose *not* to talk.
- **Brand narrative and tone of voice.** Working examples in long form, short form, headline form, in-product copy.
- **Audience definition.** The five groups defined in terms of decisions, fears, choice triggers, and what we still need to learn.
- **Live testing.** Stimulus sessions with target customers and experts. We refine before designing.
- **Messaging architecture.** One brand, five expressions. Plus the things you should stop saying to each.
- **Visual direction (light).** Two creative territories tested at concept, one chosen.

WHAT YOU WALK AWAY WITH

- The Brand Strategy document.
- Playbook v1 in read-and-react state. Ready for Stage Three to productionise.
- A chosen visual direction with rationale.
- A tested-assumptions log. What landed, what didn't, what that means for activation.
- A confirmed scope for Stage Three. Assets, website pages, technical approach, internal rollout plan.

THE PRINCIPLE

The point is to get proSapient thinking in ways it doesn't currently think. That's where category-leading brands come from.

The build phase.

Where strategy becomes things people use. Three workstreams running in parallel. Final scope confirmed at the gate review at the end of Foundations.

WORKSTREAM A

Playbook + internal launch

- Final brand and GTM playbook with do/don't pairings, tone, channel guidance
- Internal launch session with the whole company
- Champions network of six to eight internal owners with a deeper toolkit

WORKSTREAM B

Brand asset system

- Logo, colour, typography, layout. Extending what already exists.
- Sales and pitch deck templates with master plus audience variants
- LinkedIn-led social asset templates
- Recruitment and employer brand
- Email signature, document templates, customer-facing PDFs

WORKSTREAM C

Website build

- IA grounded in the five-audience approach
- UX wireframes for core templates plus four to six unique pages
- Design system in Figma
- Built on an easy-to-manage CMS, fully responsive
- Copywriting in the new tone of voice
- CMS training plus 30-day post-launch support

Translation, advanced SEO migration, paid media setup, ongoing content production. Out of scope by default. Happy to scope any of these separately.

Who you'll work with.

A small core runs the whole engagement. A rotating brain trust comes in when stimulus is what unlocks the room. A specialist activation team folds in for Stage Three. No bloat. The people on the calls do the work.

ENGAGEMENT LEADS

ENGAGEMENT LEAD · STRATEGY

Sam

Owns the relationship. Sets the strategic direction. Holds the quality bar. Your primary point of contact, end to end.

ENGAGEMENT LEAD · DELIVERY

Aryana

The continuous thread from Stage One through to launch. Owns the project plan, the working sessions, the daily relationship with your team, and the quality of every output.

EXECUTIVE ADVISOR

EXECUTIVE ADVISOR · IN THE ROOM FOR ELT, POSITIONING, AND GATES

Stuart Smith

Former CEO and board member of Ogilvy PR. 30 to 40 years building brands worldwide, across consumer, B2B, financial services and tech. Currently advising Kyndryl on a programme of similar shape. Stuart's in the room for ELT sessions, the positioning work, and the gate reviews. Not a logo on a slide.

Brain Trust and Activation Team.

EXTERNAL BRAIN TRUST

A CURATED ROTATION · COMPOSED FOR THE BRIEF

Hand-picked for proSapient.

The brain trust is a bespoke cast. Composed for this engagement, not pre-packaged. We finalise names once Discovery sharpens what the room actually needs. Operator-grade specialists with hands-on experience of products in proSapient's adjacency. Brand architects with category-leadership track records. Far-outside-the-category provocateurs brought in to dislodge how the room is thinking. The composition shifts with the brief. The aim stays the same. Take proSapient out of its own thinking. Into the room of the brand it's set to become.

ACTIVATION TEAM

A specialist team folds in for Stage Three. Briefed by the engagement leads, scoped to the work the playbook and website actually demand. Skills, not seats.

01

Creative Director

Visual direction across asset system and website. Holds the creative bar.

02

Brand Designer

Logo extension, asset templates, decks, social, recruitment, customer-facing.

03

Senior Copywriter

Brand narrative, tone of voice in working examples, full website copy.

04

UX & Web Designer

IA, wireframes, design system in Figma. Five-audience site shape.

05

Web Developer

Build on an easy-to-manage CMS, fully responsive, configured for proSapient.

06

Researcher / Analyst

Stakeholder, customer and expert interviews. Synthesis into the audit and audience map.

07

Motion & Interaction

Light motion direction for the website, brought in where the brand calls for it.

08

QA & Accessibility

Cross-browser, cross-device, WCAG checks before launch. Nothing ships broken.

£87,000 total. Billed in three.

Three stages, three invoices, three gates. The same chunking applies to commercials as it does to the work. You're never ahead of delivery. We're never ahead of approval.

STAGE	FOCUS	DURATION	FEE
Discovery	Stakeholder & audience interviews. Landscape. Audit.	4 weeks	£22,000
Brand Foundations	Positioning · narrative · tone · audiences · creative direction	4 weeks	£23,000
Activation	Playbook · asset system · website build · launch	6 to 8 weeks	£42,000
TOTAL PROGRAMME FEE			£87,000

PAYMENT TERMS

Invoiced at the start of each stage, NET 30. Three invoices, never one big one. Cash and deliverables stay in lockstep.

CURRENCY · GBP EXCL. VAT

All figures in GBP, exclusive of VAT. We can also bill in USD via an LLC arrangement if useful for procurement.

WEBSITE HOSTING

The website plan and hosting are paid directly by proSapient. Kept in your name, your control. Not in the fee.

PRIVATE EQUITY · DISCOVERY + FOUNDATIONS

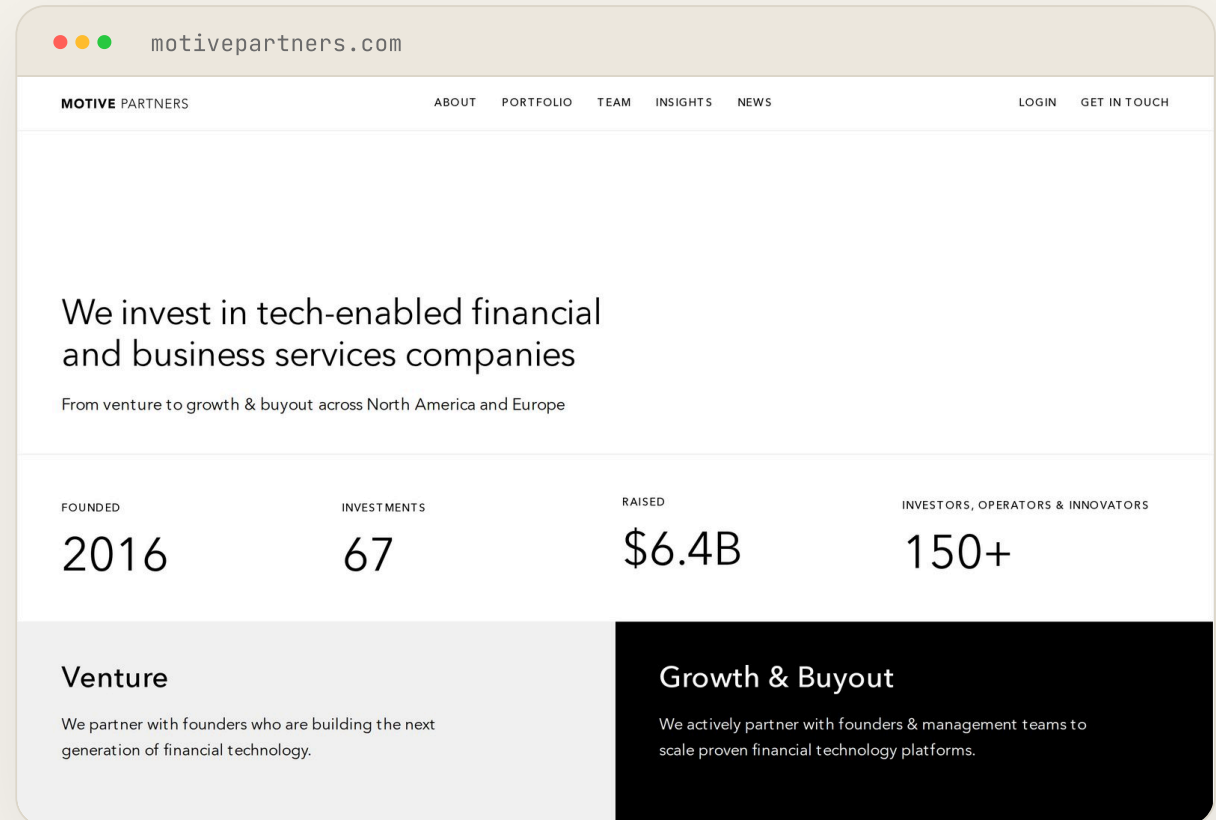
Motive Partners.

Specialist PE firm investing in financial-services technology.

The brief was to sharpen positioning ahead of the next fund cycle. Discovery surfaced where the firm's narrative had drifted from how its LPs and portfolio CEOs described it.

Foundations rebuilt the story around the operator network as the actual differentiator. The output fed into investor materials, the website, and how the team talks about itself in the room.

motivepartners.com ↗



PRIVATE EQUITY · FULL PROGRAMME · CREATIVE DIRECTOR

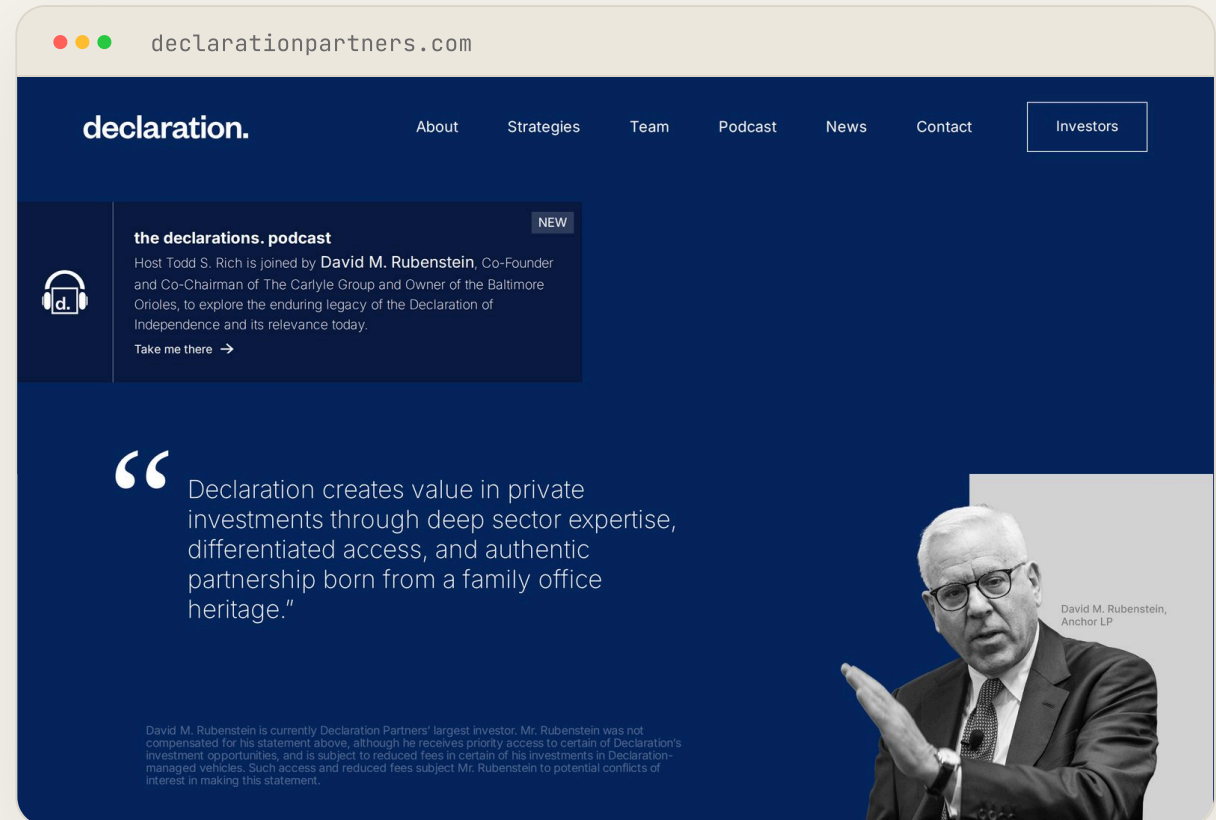
Declaration Partners.

PE firm investing alongside the David M. Rubenstein family office.

A discovery-led brand programme for a firm coming out of its first decade. Stuart led the ELT positioning sessions. The work surfaced the firm's actual edge through long-form interviews with portfolio leaders and LPs.

The programme went all the way through to a full asset system, a new website, and an internal launch. The same shape we're proposing for proSapient.

declarationpartners.com ↗



FINTECH · REGTECH · FULL PROGRAMME

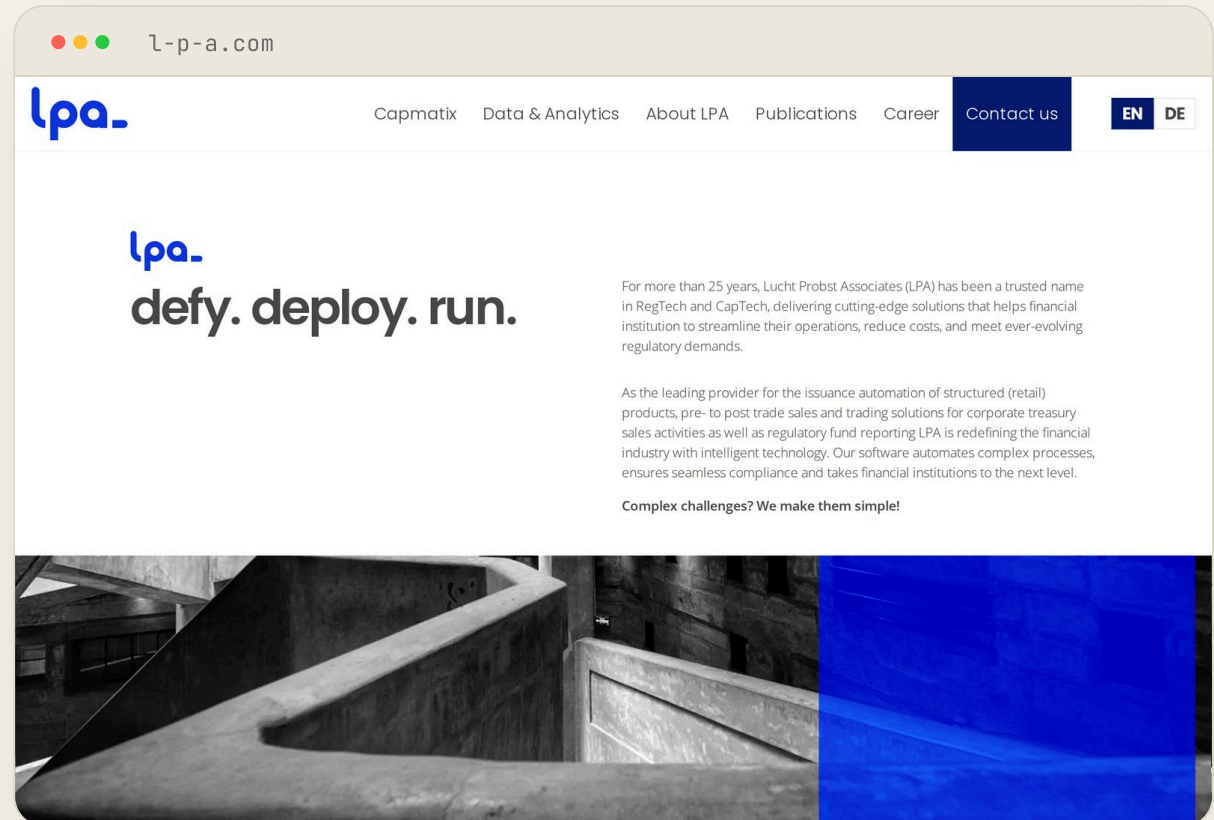
LPA.

Lucht Probst Associates. Frankfurt-headquartered RegTech and CapTech leader, serving tier-1 banks.

Defy. Deploy. Run. The brand platform we built for LPA after a discovery and foundations phase that ran across the German leadership team and customers in major banks across Europe.

New positioning, new visual system, new website on a CMS the in-house team owns. Speaking to a sceptical, technically-rigorous audience.

l-p-a.com ↗



FINTECH · AI · FULL PROGRAMME

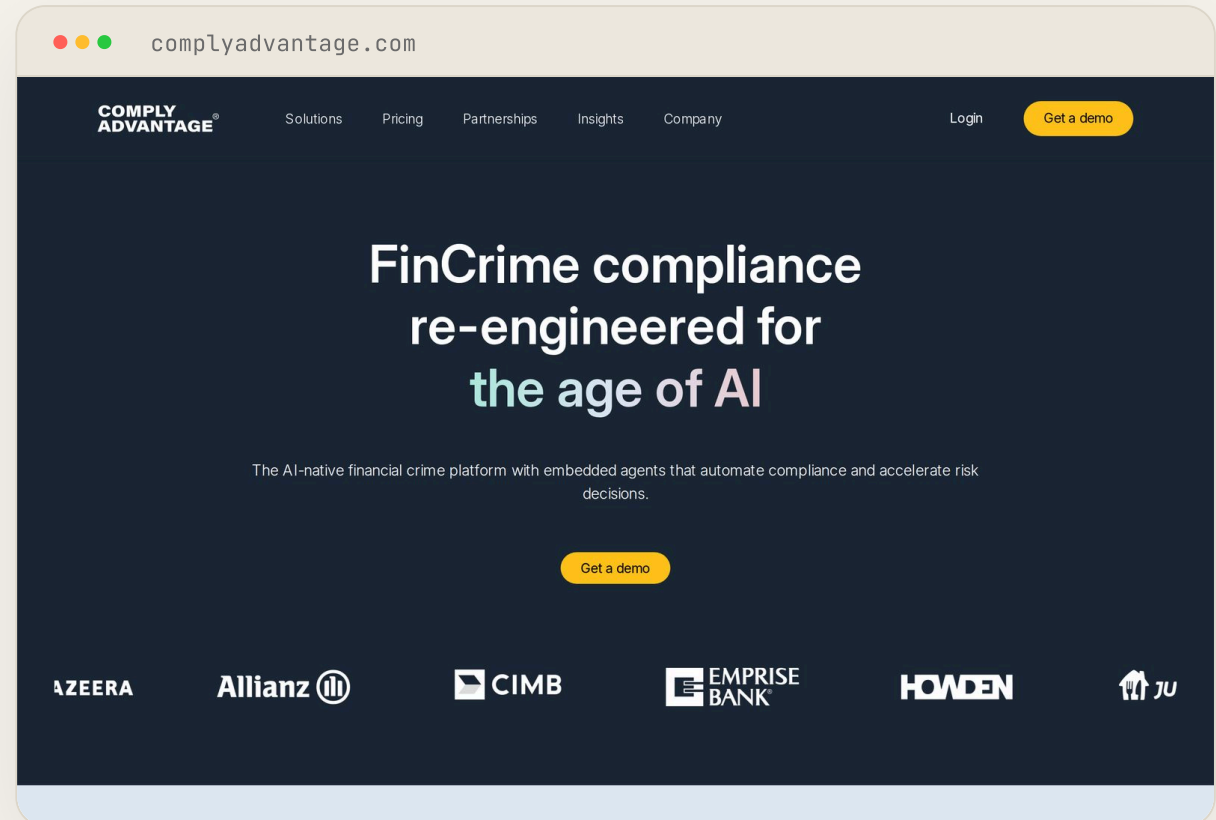
ComplyAdvantage.

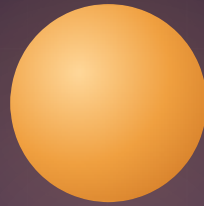
AI-driven AML and financial crime risk detection platform.

A late-stage fintech repositioning around the AI shift in compliance. The existing brand wasn't keeping pace with where the product was heading.

Discovery, positioning, full asset system, new website. Built to speak to the compliance, ops and risk leaders who actually buy the product, not just the C-suite signing the contract.

complyadvantage.com ➔





10

A NOTE ON THE WORK ABOVE

Each brand finds its own route to the sun.

The four references aren't templates. We don't rinse and repeat. Discovery surfaces a different truth in every business. Foundations choose a different angle every time. Activation answers different audience problems.

Pattern-matched solutions don't take. proSapient's brand will be proSapient's. Its own conversations. Its own choices. Its own arrival.

Looking forward to hearing from you.

prosapient.2pt.ai · The live document