

PROCUREMENT SUMMARY

proSapient Brand Programme

Brand strategy, foundations, and full activation including website.

Total fee

£87,000 GBP, exclusive of VAT

Prepared for	Margot, Julie and the proSapient ELT
Prepared by	Two Point Technologies
Engagement leads	Sam and Aryana
Executive advisor	Stuart Smith
Duration	3 to 4 months end to end
Format	Procurement summary. Full live proposal at prosapient.2pt.ai
Date	May 2026

01 THE BRIEF

What we're doing.

This is not a logo rebrand. The proSapient name, vision, mission and values are settled. The 2024 ELT strategy work stands.

It is a brand and go to market alignment. We get under the skin of the business, surface what proSapient actually is in the eyes of the people who matter, and translate that into how the company talks about itself, internally and externally.

The deliverables: a brand marketing strategy, a playbook every team uses, audience specific positioning across five groups (customers, experts, candidates, strategic partners, employees), a reusable brand asset system, and a fresh website on an easy to manage CMS.

02 THE PLAN

Three stages. Three gates.

A staged model with clear milestones and cut offs. Stages, gates and payments are all chunked the same way, so cash and deliverables stay aligned and either side can stop cleanly if needed.

Discovery · Weeks 1 to 4

Stakeholder interviews across ELT and the wider organisation, customer and expert conversations, strategic partner perspective, competitor and adjacency landscape, internal artefact audit. Output: an honest read of the business, plus 8 to 12 strategic provocations for ELT.

Brand Foundations · Weeks 5 to 8

Positioning workshops, outside in sparring with the brain trust, brand narrative, tone of voice, audience definition for the five groups, messaging architecture, two creative territories tested. Output: brand strategy document, playbook v1, chosen visual direction.

Activation · Weeks 9 to 16

Final playbook with internal launch, brand asset system (sales decks, social, recruitment, customer facing materials), full website on an easy to manage CMS, and copywriting in the new tone of voice. Output: launched brand, trained team, 30 day post launch support.

All workshops, interviews and sessions are conducted digitally.

03 INVESTMENT**£87,000 total. Billed in three.**

Three stages, three invoices. Same chunking applies to commercials as to the work, so you're never ahead of delivery and we're never ahead of approval.

STAGE	FOCUS	DURATION	FEE
Discovery	Stakeholder and 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

Commercial terms

- Payment terms. Invoiced at the start of each stage, NET 30. Three invoices, never one large up front payment.
- Currency. All figures in GBP, exclusive of VAT. We can also bill in USD via an LLC arrangement if useful, happy to discuss what works best on your side.
- Website hosting. The website plan and hosting are paid directly by proSapient. Kept in your name, your control. Not included in the fee above.
- Out of scope by default. Translation, advanced SEO migration, paid media setup, ongoing content production. Each can be scoped separately.
- Travel. Not assumed. If a session ever calls for in person, we agree any travel costs in advance.

What's in the fee

- All people time across the three stages. Strategy, research, design, copy, development, project management.
- All deliverables listed above.
- All gate review meetings and ELT working sessions.
- 30 days of post launch support.

04 TEAM

Who you'll work with.

A small core that runs the whole engagement, plus a curated brain trust brought in when stimulus is what the room needs. No bloat. People on the calls do the work.

Sam · Engagement lead, strategy

Owns the relationship, the strategic direction of the work, and the quality of what gets delivered. Your primary point of contact end to end.

Aryana · Engagement lead, delivery

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

Stuart Smith · Executive advisor

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 (IBM spinoff) on a programme of similar shape. In the room for ELT sessions, positioning work, and gate reviews.

External Brain Trust · Hand picked for proSapient

A bespoke cast composed for this engagement, not pre packaged. We finalise names once Discovery sharpens what the room actually needs to hear: operator grade specialists, brand architects with category leadership track records, or far outside the category provocateurs. Composition shifts with the brief. The aim is constant: take proSapient out of its own thinking, and into the room of the brand it's set to become.

05 NEXT

From here.

The full live proposal sits at

prosapient.2pt.ai

Looking forward to hearing from you.