

IMEC WEBINAR

BEYOND GENERIC AI: BUILD A **BRAND BRAIN.**

How manufacturers can use AI to strengthen the right growth and value drivers — and where it doesn't belong.

PRESENTER

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HOSTED BY

IMEC

— TODAY'S SESSION

What we'll cover in the next hour.

01 Why generic AI doesn't move the needle for manufacturers

02 What a "Brand Brain" is — and what it isn't

03 Where a Brand Brain strengthens the 8 value drivers

04 How to get started safely, without a giant AI project

05 Q&A: your questions, scenarios, and next plays

— ABOUT NEXT PLAY MARKETING

Independent fractional CMOs built for manufacturers.

WHO WE WORK WITH

- Owner-led and lower middle-market manufacturers
- PE-backed and succession-minded operators
- Teams where marketing is a pile of disconnected tactics and founder-led selling

WHAT WE DO

- Embed as an independent fractional CMO
- Build and lead a repeatable, sales-aligned growth engine
- Focus on growth that strengthens valuation — not just top-line

We sell no media and no production, so every recommendation gets judged against your P&L — not our service menu.

— COMMON PATTERNS WE SEE

Why AI feels noisy in a manufacturing business.

A Everyone says you "need AI" — few can say what for

B Most examples are B2C or software-centric

C Tools demo well, then never tie back to pipeline, margin, or valuation

D Random prompts produce random answers, and random outcomes

The real question: how can AI actually support growth and company value in your world?

— THE REAL AI QUESTION



**How do we use AI in ways that actually
strengthen our growth engine and company value,
not just create more noise?**

That's the job a "Brand Brain" does. It is also the job a generic chatbot cannot do.

— QUICK REMINDER

The 8 drivers behind growth and company value.

01



**Revenue
Engine**

02



**Market
Authority**

03



**Growth
Engine**

04



**Digital
Dominance**

05



**Sales
System**

06



**Loyalty
Engine**

07



**Scalability
Drivers**

08



**Strategic
Assets**

Introduced in our first IMEC session — today we focus on where AI can genuinely strengthen them.

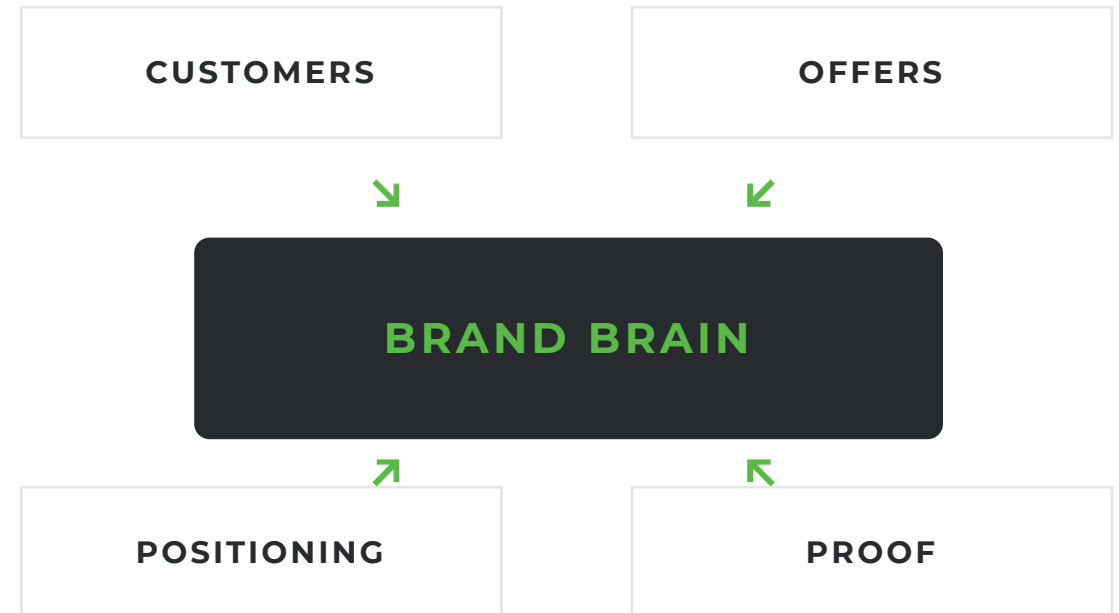
— DEFINITION

What we mean by a “Brand Brain.”

An AI assistant trained on your world instead of the open internet:

- Your customers and ICPs
- Your products and services
- Your positioning and story
- Your proof, constraints, and voice

Every asset starts from your world — the right thing, in the right way, at the right time, for the right person.



— SETTING EXPECTATIONS

What a Brand Brain is not — and what it is.

NOT THIS

- ✗ A magic button that replaces people
- ✗ A generic chatbot fed random prompts
- ✗ A multi-year "AI transformation" project
- ✗ An excuse to spray content across the internet

THIS

- ✓ A practical assistant grounded in your business
- ✓ Guardrails and memory for your growth system
- ✓ A way to make your team faster and more consistent
- ✓ Support for specific value drivers, not "AI for AI's sake"

— THE GAP

Why generic AI falls short for manufacturers.

1

It doesn't know your buyers

Produces fluff that doesn't speak to engineers, procurement, or plant managers.

2

It doesn't understand your constraints

Suggests tactics that ignore lead times, capacity, tooling, or compliance.

3

It doesn't respect your story

Sounds like every other supplier, which erodes the differentiation you've earned.

Generic AI knows the internet. **It does not know your business.**

— THE INGREDIENTS

What feeds a Brand Brain.

01

FOUNDATION

- Positioning and the 8 value drivers
- Ideal customer profiles
- Product and service summaries
- Brand voice and language

02

GUARDRAILS

- Approved claims and proof
- What you will and won't say
- Tone: operator-savvy, proof-first, no hype
- Where a human has to sign off

03

JOBS TO BE DONE

- Specific growth and sales tasks
- A named owner for each one
- Success criteria you can check
- A review cadence

Foundation, then guardrails, then jobs. Skip the first two and you just get a faster version of generic.

— THE MAP

Where a Brand Brain helps across the 8 drivers.

01

Revenue Engine

Better targeting and account focus

02

Market Authority

Sharper, consistent point of view

03

Growth Engine

Faster campaign ideation and testing

04

Digital Dominance

Stronger web and digital assets

05

Sales System

Enablement drafts and follow-up

06

Loyalty Engine

Consistent customer touchpoints

07

Scalability Drivers

Documented processes and playbooks

08

Strategic Assets

Your growth system, codified

We'll take these four pairs at a time, with concrete examples of the work.

— DRIVERS 1 & 2

Revenue Engine & Market Authority.

01 Revenue Engine



- Analyze customer and order data for patterns worth acting on
- Surface segments and accounts that look like your best customers
- Draft targeted outreach tied to high-value segments

02 Market Authority



- Develop a point of view for your niche, not general-interest content
- Keep story and language consistent across decks, web, and sales material
- Turn technical know-how into something buyers can actually use

Focus on the right customers — and say clearly why you're the right choice for them.

— DRIVERS 3 & 4

Growth Engine & Digital Dominance.

03 Growth Engine



- Turn strategy into campaign ideas, calendars, and nurture flows
- Keep every message tied to an ICP and a driver
- Shorten the path from idea to testable asset

04 Digital Dominance



- Rewrite key pages in your brand voice, not stock supplier language
- Build FAQ, use-case, and comparison pages from real buyer questions
- Keep social and email pointing back to the core story

Generic AI gives generic content. A Brand Brain gives you content that matches your buyers.

— DRIVERS 5 & 6

Sales System & Loyalty Engine.

05 Sales System



- Draft first-pass proposals and follow-ups in your voice
- Build buyer-specific one-pagers and talk tracks — engineering vs. finance
- Capture common objections and the answers that actually work

06 Loyalty Engine



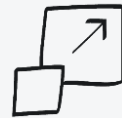
- Structure account-touch plans and check-in templates
- Repurpose win stories into customer-facing proof
- Support simple customer updates and newsletters

Think of it as a sales enablement teammate who already knows your story and your customers.

— DRIVERS 7 & 8

Scalability Drivers & Strategic Assets.

07 Scalability Drivers



- Turn tribal knowledge into draft SOPs and playbooks
- Summarize recurring meetings into decisions and owners
- Standardize how you describe offers, processes, and handoffs

08 Strategic Assets



- Over time, the Brand Brain becomes an asset itself
- Your growth system and story, codified in one place
- Less founder-dependent, easier to hand to new hires or a future owner

Documented, AI-ready knowledge is something buyers and banks increasingly ask to see.

— GUARDRAILS

Where AI shouldn't take the lead.

- ✗ Pricing and terms decisions without human oversight
- ✗ Safety-critical or regulated content without compliance review
- ✗ Set-and-forget mass outbound that can damage your reputation
- ✗ Anything you wouldn't let a brand-new junior hire do alone

Use AI to draft, summarize, and explore options. Keep people on judgment, risk, and relationships.

— HOW TO USE IT WELL

Four rules that keep AI honest inside your growth engine.

01 Start with the driver

Ask "what are we trying to strengthen?" before "what tool should we use?"

02 Keep humans in the loop

AI drafts. People decide, approve, and own the outcome.

03 Measure something

Time saved, assets produced, cycle time. Pick one and track it.

04 Treat it like a junior teammate

Clear jobs, good inputs, honest feedback, and a review step.

— GETTING STARTED

A simple three-step Brand Brain pilot.

01

PICK 1-2 USE CASES

- Sales follow-ups and one-pagers
- Web copy for a key product line
- Monthly content tied to one driver



02

FEED THE RIGHT INPUTS

- Positioning and the 8 value drivers
- A short, honest ICP description
- A few examples of "good" in your voice



03

RUN A 60-90 DAY TEST

- Track time saved, assets created, reuse
- Hold a retrospective at the end
- Then decide: keep, change, or expand

Small scope, real inputs, a fixed end date. That is the whole trick.

— TYING IT TOGETHER

Use the 8 drivers as your AI checklist.

- Revenue Engine
- Market Authority
- Growth Engine
- **Digital Dominance**
- **Sales System**
- Loyalty Engine
- **Scalability Drivers**
- Strategic Assets

Green marks the three most common starting points

Which driver is this meant to strengthen?

If you can't name one, it's a hobby, not an initiative.

How will we know if it worked?

One metric, agreed before you start.

Who owns the output and the decision?

A person, not a department.

AI should accelerate the growth system you already have — **not replace it.**

— YOUR NEXT STEPS

What to do after today.

01 Pick 1–2 value drivers where better content or sales support would move the needle

02 Define one low-risk AI use case and a single success metric

03 Take the Free Value Growth Diagnostic powered by the Next Play Value Multiplier™ — available through IMEC's resource center

04 Talk with your leadership team about where a Brand Brain pilot fits your growth work

— Q&A



Questions, examples, scenarios?

Ask us where AI fits — and where it doesn't — in your growth system.

— THANK YOU

Thanks for spending the hour with us.

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Recording and resources will be shared through IMEC after the webinar.

