

Brand World Engine

VCCP exists to challenge convention to create value.

As part of our AI enabled challenger methodology, Brand World Engine is an AI & automation platform that creates, adapts and optimises assets across different channels, formats, audiences and markets.

What problems can this help with?

The media landscape has shifted, driving huge demands on scale and output. Brands are asking the below, but still forced to trade off between quality, speed, and cost:

- Can you deliver 150 adaptations in 3 days?
- Always-on + seasonal + multi-product = we need more efficient production.
- Weekly promos/reactive = faster turnaround essential.
- Localisation via agencies is fragmented and costly.
- Need assets tailored by platform, product, audience, timing.
- Need more variants to test and optimise.
- Media planning/ buying demands improvement.

What are the benefits of using BWE?

- Craft without compromise.
- Speed to market.
- Reduced cost per asset.
- Test more creative.
- Locally relevant work.
- Retain brand integrity and brand consistency.
- Centralised asset library.



Want to know more?

Get in touch with your team if you would like to see a demo, or have a particular production/ adaptation challenge.



easyJet

Case Study

The Challenge

As easyJet's demand for content exploded across channels and markets, the sheer scale required to keep up was leading to fragmentation.

The Solution

Brand World Engine transformed the production process, generating over 30,000 localised assets with an average render time of just five seconds. By combining human creativity with AI efficiency, we ensured that every piece of content met global brand standards while being delivered to market faster than ever before.

The Impact

94%
of all campaign assets
are now automated

"Brand World Engine has been a game-changer for us. It gave our 10 markets a way to centralise production without it feeling 'cookie-cutter' - freedom within a framework. This has allowed us to keep the creative spark but with a quicker delivery to market and upholding brand standards. It's that rare sweet spot where AI efficiency actually backs up human craft instead of replacing it".

Gabriella Neudecker,
Marketing Director, easyJet

