BRAND ANALYSIS – A 360° DIAGNOSIS OF THE BRAND

brandvju

64 Brand index

Analysis completed 10 November 2026



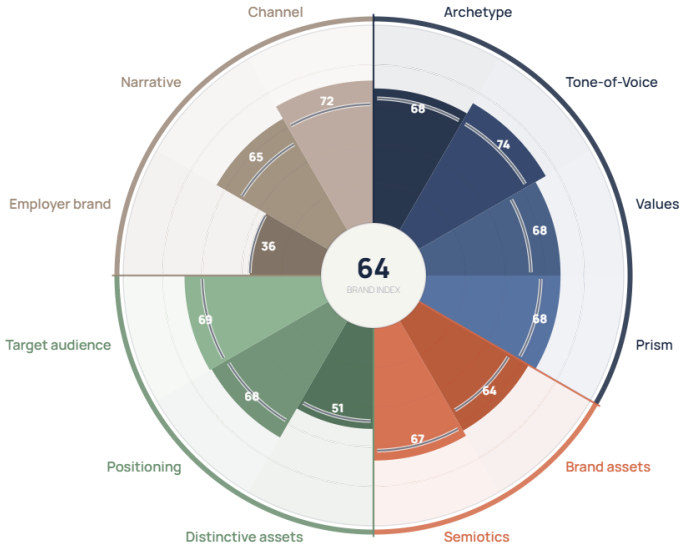
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SCORE SCALE

0–19 Not present **20–39** Unrealised **40–59** Functional **60–79** Strong **80–100** Exceptional

Strategic summary – situation



Identity 70 – Archetype · Tone-of-Voice · Values · Prism

Expression 66 – Brand assets · Semiotics

Position 63 – Distinctive assets · Positioning · Target audience

Relation 58 – Employer brand · Narrative · Channel

Industry benchmark: IT & software (n=55)

The BrandRose visualises the brand's strength across 12 dimensions in four groups: Identity, Expression, Position and Relation. Each group's number is the average of its blades. The further a blade extends outward, the stronger the brand on that dimension. The Brand Index in the centre is an average of all 12 dimensions.

GREATEST STRENGTH

Tone-of-Voice 74 / 100

GREATEST WEAKNESS

Employer Brand Proposition
36 / 100

brandvju holds a brand index of 64, placing it at the Strong level across identity, expression, positioning and relational performance.

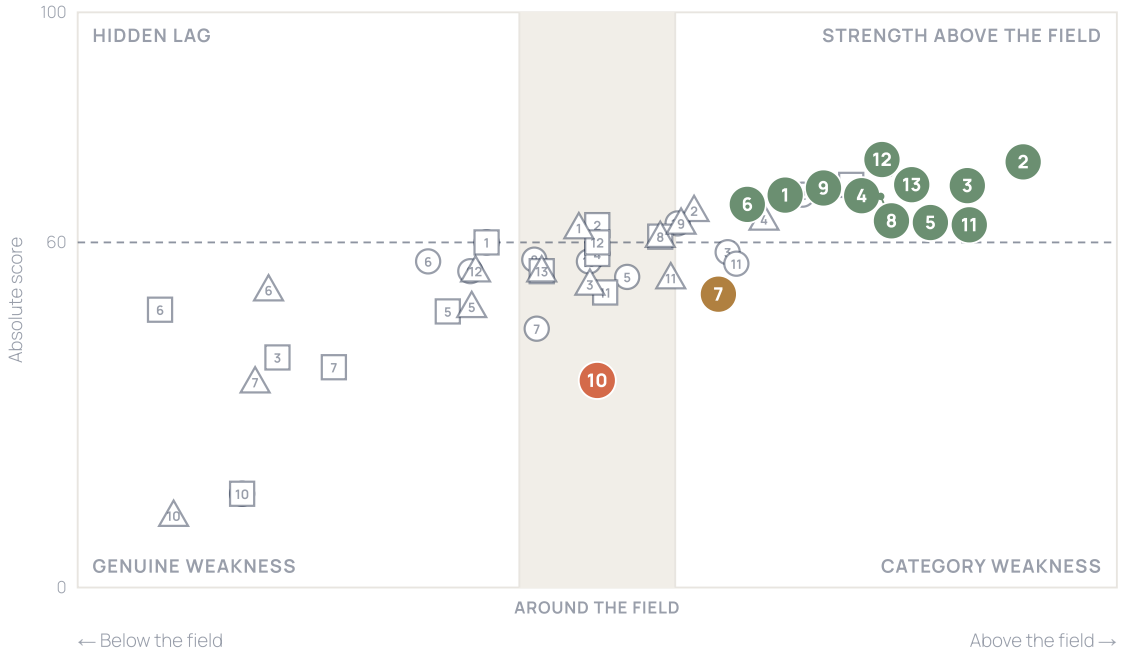
The platform is founder-led, early-stage and operating in a self-defined category it calls brand intelligence.

Its primary digital surfaces are the website and the founder's LinkedIn presence, both of which carry the brand's positioning consistently.

The methodology is built on 13 recognised models across 5 dimensions and is explicitly positioned against both agency-level consultancy and AI-hype tooling.

The brand has a clear target audience in resource-constrained in-house marketers and a secondary channel for agencies.

Benchmark quadrant



1 Brand archetype
2 Tone-of-Voice
3 Brand values
4 Brand Identity Prism
5 Brand assets and recognisability
6 Semiotic brand analysis
7 Distinctive assets and mental availability
8 Positioning, category and differentiation
9 Target audience alignment
10 Employer Brand Proposition
11 Narrative analysis
12 Digital and channel execution
13 Brand harmony and internal consistency

YOUR ANALYSED COMPETITORS (HOLLOW MARKERS, NUMBER = SECTION)

○ Aida □ Branding5 △ dreamtrue.ai

Each section is plotted by its absolute score and its position against the field of analysed brands in the industry (frozen for this analysis, n=55).

HOW TO READ THE QUADRANT

Genuine weakness (low score, below the field): a real disadvantage, and the most urgent place to improve.

Category weakness (low score, yet above the field): the whole field is weak here, so a moderate effort can set the brand apart. An opportunity.

Hidden lag (decent score, but the field is ahead): deserves attention before it becomes a disadvantage.

Strength above the field (high score, above the field): a strength to defend and put to use.

The absolute level remains the verdict: the position explains, it never excuses.

The quadrant turned into action

Opportunity: category weaknesses (low score, yet above the field)

Distinctive assets and mental availability.

The whole field is weak here, so a moderate effort can set the brand apart. An obvious place to differentiate rather than merely repair.

Defend and use: strengths above the field (high score, above the field)

Tone-of-Voice, Brand values, Narrative analysis, Brand assets and recognisability, Brand harmony and internal consistency, Digital and channel execution, Positioning, category and differentiation, Brand Identity Prism, Target audience alignment, Brand archetype, Semiotic brand analysis.

Use them actively as proof in your communication, and let them carry the story. They are not a resting point.

The concrete actions, the order and the first steps are in the actions report.

Strategic summary – diagnosis

BRAND HARMONY

Overall score	**68** / 100
Verbal/visual harmony	**6.5** / 10
Cross-unit consistency	**7** / 10
Promise/delivery consistency	**7** / 10

CROSS-DIMENSION CHECK

Archetype ↔ Tone-of-Voice	**8.5** / 10
Values ↔ Archetype	**7.5** / 10
Assets ↔ Identity	**4.5** / 10
Commercial ↔ Employer brand	**4** / 10
Narrative ↔ Identity	**8** / 10

The brand index of 64 sits four points below the harmony score of 68, which means the brand is more coherent than it is strong: the parts align, but several are underdeveloped.

Identity scores as the highest dimension while Relation scores as the lowest, a gap wide enough to describe the brand as skewed rather than balanced.

The employer brand score of 36 and the distinctive assets score of 51 are the two weakest individual results and both sit well below the identity and narrative work that surrounds them.

The core problem is not internal contradiction but immaturity in specific areas: the brand has built a conceptually confident and well-articulated identity before it has built the recognisable, repeatable surface assets and relational infrastructure needed to carry that identity at scale.

The entire digital presence is structurally dependent on one individual, which creates a durability risk that the current scores do not yet fully reflect.

Strategic summary – direction

The immediate priority is building a distinctive asset base that matches the conceptual strength of the verbal identity: the brand needs two or three ownable visual or structural devices that work without the logo and without the founder's voice.

The second priority is converting the founder's personal LinkedIn authority into a company-level channel presence, so that the brand's thought leadership is not a single point of failure.

The third priority is articulating a basic employer and collaborator proposition, not because the company needs a careers page, but because the absence of any organisational signal limits the brand's ability to attract partners, contributors and future hires as it scales.

These three moves address the same underlying gap: the brand's substance currently outruns its recognisability and its relational infrastructure.

13 Brand harmony and internal consistency

Strong **68** / 100

Overall score **68** / 100

Typical level for this section is 57 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Verbal/visual harmony	**6.5** / 10
Cross-unit consistency	**7** / 10
Promise/delivery consistency	**7** / 10

CROSS-DIMENSION CHECK

Archetype ↔ Tone-of-Voice	**8.5** / 10
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Assets ↔ Identity	**4.5** / 10
Commercial ↔ Employer brand	**4** / 10
Narrative ↔ Identity	**8** / 10

Internal consistency is moderately high, with the primary source of friction being underdevelopment rather than contradiction between brand dimensions.

- Archetype and tone of voice are the most tightly aligned pairing in the brand system.
- Values and archetype are coherent, with the two archetypes complementing rather than competing.
- The weakest pairing is distinctive assets against identity: substance outruns recognisability.
- Employer brand alignment is weak by absence, not by any active contradiction.
- Resolving the asset and employer gaps would lift harmony without requiring identity changes.

Overall score 68 / 100

Typical level for this section is 63 (median of 55 analysed brands, in the IT & software industry). Your brand is above. You are ahead of all the competitors you have analysed yourselves in this section. Since the last analysis your position has moved from clearly above to above.

Strategic fit 7.3 / 10

Consistency 74 / 100

Differentiation 6.3 / 10

PRIMARY **The Sage**

SECONDARY **The Everyman**



PRIMARY
The Sage



SECONDARY
The Everyman



TERTIARY
The Creator

The Sage archetype is deliberately and consistently activated, giving the brand a credible, low-hyperbole register that is genuinely rare in the software category.

- The Sage is the dominant archetype, built on rigour not charisma.
- Methodology structure itself performs expertise, not just claims it.
- Avoiding the word AI is a conscious Sage trade-off protecting credibility.
- A secondary Everyman archetype reinforces the democratisation premise coherently.
- The two archetypes complement each other rather than pulling in opposite directions.

DISTANCE TO DESIRED PROFILE

Now: The Sage → **Desired:** The Sage **Match**

Desired profile set 3 November 2026

Overall score 74 / 100

Typical level for this section is 63 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Clarity	8.2 / 10
Strategic fit	7.8 / 10
Consistency	74 / 100
Distinctiveness	6.3 / 10
formal ↔ informal	3.3 / 5
complex ↔ simple	3.9 / 5
serious ↔ humorous	1.5 / 5
neutral ↔ enthusiastic	3 / 5
respectful ↔ irreverent	1.8 / 5

The tone of voice is one of the brand's strongest structural assets, consistently matching the Sage archetype with a pragmatic, low-hyperbole register.

- The tone is conversational but retains professional formality where it matters.
- Almost no humour appears, which is strategically appropriate for trust-building.
- The brand avoids provocation and stays within a measured, expert register.
- Language carries conviction without hyperbole across all reviewed surfaces.
- Tone discipline is consistent and appears deliberate rather than accidental.

THE MEASURED TONE OF VOICE

Measured Expert Clarity

Serious and respectful

A casual-leaning yet professional voice that is serious, respectful, and clear, with restrained enthusiasm.

DISTANCE TO DESIRED PROFILE

Complex – Simple: now 3.9 (Simple) → desired 2 (Complex), distance 1.9 (large)

Formal – Casual: now 3.3 (Balanced) → desired 2 (Formal), distance 1.3 (noticeable)

Overall score 68 / 100

Typical level for this section is 53 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Authenticity 6.9 / 10

Values consistency 70 / 100

Differentiation 6.5 / 10

IDENTIFIED BRAND VALUES

Officially communicated values Stated by the brand itself

Academically grounded | Practically applicable | Market-neutral | Easy to understand | Professional honesty

Implicitly present Read from behaviour and expression

Accessibility/democratisation | Pragmatism over hype

The analysis shows a well-defined values set that is documented through product behaviour, not just stated in copy.

- Four named values are consistently reflected in product structure and founder statements.
- Practical applicability is evidenced by three-tier prioritisation and action timelines.
- Professional honesty is the most differentiated value in a category prone to overclaiming.
- Two implicit values, democratisation and anti-hype pragmatism, are not yet formally named.
- Naming those implicit values would close a small but visible gap in the values architecture.

Overall score 68 / 100

Typical level for this section is 58 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. Among the competitors you have analysed yourselves, none are ahead of you in this section; dreamtrue.ai is level with you.

Culture	7.7 / 10
Physique	6 / 10
Relation	6.5 / 10
Reflection	6.3 / 10
Self-image	5.4 / 10
Personality	8.1 / 10
Prism coherence	68 / 100

The picture is of a brand whose personality and culture facets are well developed while the physical and relational facets remain thin and unverified.

- Personality is the strongest facet, consistent with archetype and tone findings.
- The visual identity is coherent but has not been tested beyond owned digital channels.
- Culture is expressed through founder voice alone, with no organisational signal behind it.
- The UI and dashboard experience cannot be assessed from available material.
- Personality range is narrow because it relies almost entirely on one person's voice.

Overall score	64 / 100

Typical level for this section is 53 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Verbal assets	5.7 / 10
Logo consistency	6 / 10
Imagery consistency	7.8 / 10
Colour palette distinctiveness	7.3 / 10
Overall asset strength	6.3 / 10
Typography consistency	5 / 10

The strength lies in a restrained, consistent colour system, but the overall asset base is too thin to support reliable recognition outside owned channels.

- The navy and terracotta palette sits outside the blue-dominant category norm.
- The logo relies on a single device, weight contrast, which limits standalone recognisability.
- The brand's own research argues for bold distinctiveness that its own logo does not yet demonstrate.
- Typography and verbal assets score below the identity dimensions they are meant to express.
- Visual consistency is verified only on owned surfaces, not in broader market contexts.

Overall score 67 / 100

Typical level for this section is 62 (median of 55 analysed brands, in the IT & software industry). Your brand is above. You are ahead of all the competitors you have analysed yourselves in this section.

Semiotic clarity 7 / 10

Cultural anchoring 6 / 10

Semiotic consistency 7 / 10

In this area, the brand's explicit claims and its implicit visual and structural signals are broadly aligned, with one mild tension between approachable form and academic content.

- The palette implies serious but not clinical, consistent with the brand's stated positioning.
- Lowercase wordmark signals approachability while copy signals rigour, creating mild friction.
- The weight split in the logo implies a deliberate departure from the established category noun.
- Semiotic signals reinforce rather than contradict the verbal identity in most areas.
- The mild form-versus-content tension is manageable but worth monitoring as the brand scales.

Overall score **51** / 100

Typical level for this section is 47 (median of 55 analysed brands, in the IT & software industry). Your brand is above. You are ahead of all the competitors you have analysed yourselves in this section.

CEP coverage **5.5** / 10

The entry points (CEPs) are read from the brand's own communication and public coverage, not from buyers' memory. A real measurement of mental availability requires buyer surveys.

Mental availability **4.8** / 10

Distinctive asset strength **5.1** / 10

The results document a distinctive asset base that is coherent in style but too thin and too founder-dependent to build reliable mental availability at scale.

- FAGLIG FREDAG is the strongest candidate for an ownable recurring asset.
- The carousel visual system is consistent but assessed on only eight uploaded images.
- No single verbal phrase has been shown recurring enough to qualify as a standalone asset.
- Zero strong distinctive assets are confirmed outside the logo and founder's voice.
- Mental availability is currently built on one person's content cadence, not a system.

07 Category Entry Points

Typical entry points for Brand analysis and development

Derived from 4 analysed brands and public coverage, version 2 November 2026.
The list shows what is typical in the category, not what your brand does.

- when a company is about to launch a new brand or reposition into a new category 5 coverage sources The brand is mentioned
- when a company must reposition itself and its current tone no longer fits the strategy 1 brand · 3 coverage sources The brand is mentioned
- when I need to assess a competitor's brand position 3 brands The brand is mentioned
- when I need to onboard a new team member on our brand 2 brands The brand is mentioned
- when I need to check whether my content is on-brand before it is published 2 brands The brand is mentioned
- when I consider switching brand agency and want an independent view of my brand 2 brands The brand is mentioned
- when I need to prepare for a meeting with an agency and want to know the brand's state 2 brands

What the analysis itself mentions

Situations from the section's own text, with quotes

- when I need to check whether my content or campaign is on-brand before it goes live
  "I want to check whether my content or campaign is on-brand before it goes live"
- when I need to understand what my brand actually stands for before investing further
  "I need to understand what my brand actually stands for before I invest further"
- when I need brand benchmarks to defend a strategic decision internally
  "I need brand benchmarks to defend a strategic decision internally"
- when I am about to brief an agency or consultant and need a shared starting point "I'm about to brief an agency or consultant and need a shared starting point"
- when a new employee or team member needs to get up to speed on the brand fast "new employee or team member needs to get up to speed on our brand fast"

Solid border: derived from brands' own communication or public coverage.
Green background: the brand is part of the documentation for the entry point. The label is the analysis's own assessment in section 7 of whether the brand owns the situation (owns, partly owns or does not own). "Mentioned" means that the brand is part of the documentation without an assessment of ownership.

08 Positioning, category and differentiation

Strong **68** / 100

Overall score	**68** / 100

Typical level for this section is 59 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Credibility	**6.9** / 10
Target audience relevance	**7.7** / 10
Positioning clarity	**7.8** / 10
Strategic durability	**5.3** / 10
Differentiation from competitors	**6.2** / 10

WHITE SPACE POTENTIAL

Category-wide benchmarking authority position (via the Brandfeltet dataset and 'brands look alike' critique) and the verified-honest-diagnosis stance are not yet occupied by named competitors, though neither is independently validated by third-party proof points yet

Compared with the broader category, the positioning is clear and consistently executed, but the competitive moat depends heavily on founder credibility rather than independently validated differentiation.

- The explicit and actual positioning are closely aligned, which is a genuine strength.
- The democratisation premise gives the brand a legible and credible competitive stance.
- The 351-brand benchmark dataset is the strongest structural proof point for the positioning.
- The moat narrows if the founder's personal credibility is removed from the equation.
- The self-serve diagnostic frame limits perceived authority with larger organisational buyers.

09 Target audience alignment

Strong **69** / 100

Overall score	**69** / 100

Typical level for this section is 60 (median of 55 analysed brands, in the IT & software industry). Your brand is above. Among the competitors you have analysed yourselves, none are ahead of you in this section; Branding5 is level with you. Since the last analysis your position has moved from clearly above to above.

Channel/audience match	**6.2** / 10
Target audience clarity	**7.6** / 10
Communication alignment	**6.9** / 10

The core issue is a structural tension between a sharply drawn primary audience of in-house marketers and a broader stated ambition that the communication does not yet fully serve.

- The primary audience is precisely defined and the tone is well matched to their needs.
- Agency and consultant audiences have a dedicated page and a distinct value proposition.
- The stated ambition of all industries and all sizes is broader than actual communication evidence.
- Decision-makers in larger organisations are not yet addressed with boardroom-grade content.
- Closing the gap between stated ambition and actual audience reach requires deliberate content investment.

Overall score 36 / 100

Typical level for this section is 36 (median of 55 analysed brands, in the IT & software industry). Your brand is in line with the field. You are ahead of all the competitors you have analysed yourselves in this section.

EVP clarity 2.3 / 10

Employer brand strength 2.8 / 10

Brand/employer alignment 5.8 / 10

The challenge is that no employer brand proposition exists, leaving the brand without any organisational signal for future talent, partners or collaborators.

- No careers page, job postings or employee-facing content appear in the material.
- The only employer signal runs entirely through the founder's personal LinkedIn presence.
- Founder-brand alignment is strong, but it is not the same as an organisational employer brand.
- The absence is not a contradiction but a gap that will limit scaling options.
- A basic collaborator and partner proposition would address the most immediate practical need.

Overall score 65 / 100

Typical level for this section is 51 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Narrative clarity 7.5 / 10

Emotional resonance 5.8 / 10

Narrative consistency 6.9 / 10

Narrative differentiation 5.9 / 10

The effort shows signs of a strong narrative foundation, but the resolution arc relies on methodology claims rather than demonstrated customer transformation.

- The inciting tension, effort without visible progress, is specific and widely recognisable.
- The before-and-after arc is explicit and consistently stated across all reviewed surfaces.
- The founder occupies a protagonist role that reinforces authority but also concentrates risk.
- Customer transformation stories and testimonials are absent from the current narrative.
- Adding proof of outcome would shift the narrative from credible to compelling.

DISTANCE TO DESIRED PROFILE

Current presence: clear · desired core story defined

Desired profile set 3 November 2026

Overall score 72 / 100

Typical level for this section is 60 (median of 55 analysed brands, in the IT & software industry). Your brand is clearly above. You are ahead of all the competitors you have analysed yourselves in this section.

Channel coherence 6.9 / 10

Digital consistency 7.2 / 10

Website brand expression 7.6 / 10

The score reflects a website that executes the positioning with clarity, set against a LinkedIn presence that functions as a founder channel rather than a company channel.

- The website is the strongest channel, with coherent conversion logic and clear brand expression.
- LinkedIn thought leadership is consistent with the Sage archetype and adds real authority.
- The company LinkedIn page is thin; the founder's personal profile does the visible work.
- The entire digital presence is a single-person channel strategy with no tested durability.
- Building a company-level content presence is the most urgent channel investment needed.

The brand's expression

Found by automatic analysis of the brand's website, measured November 2026. Documentation of the visual identity and coverage the analysis verified.

Logo





high certainty

Colours

#1D2A44	#D46A4A	#C0392B	#ECE9E2
primary high certainty	secondary high certainty	accent medium certainty	accent medium certainty

Typography

Manrope

AaBbCcDdEe 0123456789

Competitors and positioning space

COMPETITOR LANDSCAPE

The analysis material gives no basis for assessing the competitors' brand strength. We therefore show position only for the competitors you have analysed yourselves.

Tracksuit	not assessed
Latana	not assessed
Brandwatch (Cision)	not assessed
Behavio	not assessed
Theaida.ai	**You are ahead**
measured in your own competitor analysis, 2 November 2026	
BrandBuildr.ai	not assessed
Branding5	**You are ahead**
measured in your own competitor analysis, 2 November 2026	
WallyMatters	not assessed
DreamTRUE.ai	**You are ahead**
measured in your own competitor analysis, 2 November 2026	

COMPETITOR LANDSCAPE – POSITIONING

Tracksuit

Always-on, survey-based consumer brand tracking at scale

Latana

Quantitative, global, mobile-survey-based brand tracking

Brandwatch (Cision)

Enterprise AI-powered social listening and real-time monitoring

Behavio

Behavioural science and ad-testing brand tracking for enterprise clients

Theaida.ai

Full-stack autonomous marketing content creation and publishing

BrandBuildr.ai

Workshop-oriented, agency-facing AI brand strategy building

Branding5

Low-cost, one-time-purchase AI-generated positioning reports for solopreneurs

WallyMatters

Media buying optimisation and brand lift measurement

DreamTRUE.ai

SaaS-vertical-specific marketing plan generation

Position against your analysed competitors

The comparison builds on your own analyses of the competitors, section by section. "Ahead" requires a clear difference in the section; small differences count as level. Sections where a competitor is ahead of you are your most obvious areas to work on; sections where you are ahead are leads worth defending.

Aida

Aida is not ahead of you in any section.

You are ahead in 13 sections: Brand archetype, Tone-of-Voice, Brand values, Brand Identity Prism, Brand assets and recognisability, Semiotic brand analysis, Distinctive assets and mental availability, Positioning, category and differentiation, Target audience alignment, Employer Brand Proposition, Narrative analysis, Digital and channel execution, Brand harmony and internal consistency.

Branding5

Branding5 is not ahead of you in any section.

You are ahead in 12 sections: Brand archetype, Tone-of-Voice, Brand values, Brand Identity Prism, Brand assets and recognisability, Semiotic brand analysis, Distinctive assets and mental availability, Positioning, category and differentiation, Employer Brand Proposition, Narrative analysis, Digital and channel execution, Brand harmony and internal consistency.

You are level in 1 section.

dreamtrue.ai

dreamtrue.ai is not ahead of you in any section.

You are ahead in 12 sections: Brand archetype, Tone-of-Voice, Brand values, Brand assets and recognisability, Semiotic brand analysis, Distinctive assets and mental availability, Positioning, category and differentiation, Target audience alignment, Employer Brand Proposition, Narrative analysis, Digital and channel execution, Brand harmony and internal consistency.

You are level in 1 section.

Source material and method

Source coverage: Medium **Internal consistency:** High

Material from the archive is part of this analysis.

THE ANALYSIS'S DATA BASIS

Website	9 pages crawled (front page + 8 subpages); the site has several language versions (da, en) — only one was crawled
Web research	carried out (6 searches)
Company register	no verified match found
Visual identity	logo and colours verified from the website
Imagery style	assessed across 8 uploaded images (social media/ads/physical)
Uploaded material	2 items included
Search perception	not available for this run
Press coverage	not available for this run
Search results	read and included (titles and snippets)
Video (YouTube)	no verified channel found
Social media	not directly readable for the analysis — only uploaded material can carry them in

Source coverage and methodology

The analysis rests on a moderately broad but commercially thin evidence base: strong documentation of the platform's own stated claims and product structure, weaker and largely founder-led documentation of external validation, reputation or market traction.

The company's own digital channels

Nine pages of brandvju.com were crawled, covering the homepage, product pages (BrandCheck, BrandWriter, Finder Suite, agency offering), pricing, insights section and the published "Brandfeltet, 2. halvår 2026" report. This material is treated as FACT and provides the primary basis for assessing value proposition, tonality, product architecture, stated values and pricing. The crawl covers only one language version of the site (the material itself notes this); the site is confirmed to exist in both Danish and English, so the single-language snapshot should not be read as the full expression of the brand's voice across markets. No dates are attached to most website copy itself, so the timing of specific claims (e.g. when particular product pages were published or last updated) is not established, except where the material explicitly dates a data snapshot (15 October 2026) or report title (2. halvår 2026).

The full method description is in the report.

By theme

The analysis gathered across the 15 sections into four focus areas.

Positioning & strategy

08 · Positioning, category and differentiation 68
07 · Distinctive assets and mental availability 51
01 · Brand archetype 68
09 · Target audience alignment 69

Visual identity

05 · Brand assets and recognisability 64
06 · Semiotic brand analysis 67
07 · Distinctive assets and mental availability 51
04 · Brand Identity Prism 68
01 · Brand archetype 68

Narrative, values & voice

03 · Brand values 68
11 · Narrative analysis 65
02 · Tone-of-Voice 74
05 · Brand assets and recognisability 64
06 · Semiotic brand analysis 67

Employer brand & culture

10 · Employer Brand Proposition 36
12 · Digital and channel execution 72
13 · Brand harmony and internal consistency 68
03 · Brand values 68



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BRAND ANALYSIS – 10 NOVEMBER 2026