SEQUENT ACCELERATOR AWARD

The **Sequent Accelerator Award** celebrates technical advances in key aspects of marketing analytics – spanning the modeling processes, metrics, data acquisition, AI applications, insight dissemination, and organizational adoption.

In keeping with the spirit of the Marketing Effectiveness Accelerator (The Accelerator), this Award recognizes innovative solutions that deliver meaningful brand impact and advance the discipline of marketing analytics.

2026 Winner

Isobell Roberts, Co-Founder & Chief AI Officer at BrandComms.AI, Inc.

The challenge was that creative development remained slow, costly, and intuition-driven—lagging behind advances in marketing analytics. The BrandComms.AI™ platform solved this by integrating the patented Prophecy Thoughts & Feelings® methodology from, and Communications Triple Play® strategy framework for effective creative, with a proprietary multi-model, agentic Gen AI architecture.

This intelligent, marketing operating system aligns creative to rational and emotional purchase drivers, generating and pre-testing campaigns within a matter of weeks. For the Alcon OPTI-FREE® brand, it delivered the 'Life Uninterrupted' campaign which rapidly depositioned the market leader while gaining share and driving overall retail sales at record levels.

Extended abstract

Re-engineering Creativity with Analytics
For decades, advertising effectiveness has lagged behind the analytics discipline: campaigns were costly, slow, and intuition-driven, with effectiveness measured only after launch.

The BrandComms.AI platform changes this paradigm. Conceived in 2024 by Forethought®, it fuses 30+ years of marketing science with a proprietary multi-model, agentic generative AI engine to create advertising that is up to 72% more effective, 75% faster, and at 50–90% lower cost than traditional approaches.

It is the first platform to shift marketing analytics from retrospective reporting to proactive creative acceleration—designing and validating advertising effectiveness before it reaches market.

The Analytic Breakthrough
The BrandComms.AI platform advances the analytics discipline by embedding marketing science at the very core of creative development. Unlike generic Gen AI tools, it is designed for rigor, adaptability, and commercial impact:

- **Grounded in Category, Brand, and Creative Intelligence**
  Each engagement begins with the BrandComms.AI Content Store™, a proprietary, a proprietary RAG-based system configured with brand codes, category drivers derived from the patented Prophecy Thoughts & Feelings methodology and campaign briefs. This ensures all outputs are aligned to proven strategic levers of behavior.

- **Multi-Model Orchestration**
  The system deploys a modular, adaptive architecture that integrates best-in-class models, continuously updated to reflect evolving capabilities. This orchestration allows flexibility across creative tasks—from narrative structuring to visual asset generation.

- **Agentic Workforce**
  A coordinated "agentic workforce" leverages up to models in parallel to rapidly transform text-based creative ideas into fully formed, media-ready outputs. This provides scale and speed while preserving contextual fidelity.

- **Synthetic Pre-Screening**
  Before client review, AI-generated concepts are ranked to surface only the most strategically aligned ideas. This reduces creative noise and accelerates decision-making.

- **Consumer Validation**
  Every shortlisted concept is pre-tested with real consumers against key rational and emotional drivers and First Choice, a validated lead indicator of purchase intent, and ultimately, market share change. This provides predictive assurance of commercial impact before media dollars are spent.

Together, these innovations create a **closed-loop system** where creative development is scientifically grounded, AI-enabled, and validated for effectiveness at every stage.

How it works

Step 1: Content Store Configuration Clients provide brand assets and input brief parameters, supplemented with proprietary category driver expertise.

Step 2: Generative AI Creative Ideas
The **BrandComms.AI** platform generates a vast number of creative ideas aligned to the brief and consumption drivers. These are ranked via synthetic data assessment to provide a shortlist of high potential ideas that are reviewed in a facilitated Creative Roundtable with the client – providing an important human-in-the-loop and collaboration milestone for brand owners.

Step 3: Idea Selection & Validation
The selected idea is taken to animatic stage—typically a 15 to 30-second video produced through Gen AI production techniques. This is then pre-tested with real consumers, delivering performance metrics on First Choice and aligned to brand and business KPIs.

Step 4: Asset Delivery
Once validated, the **BrandComms.AI** platform delivers a media-ready toolkit including hero spots, cutdowns (15/6s), static units, and digital variants for social and web - ready for immediate deployment or production.

Case Study 1: Alcon OPTI-FREE – "Life, Uninterrupted"

Business Challenge
Contact lens wearers had come to accept end-of-day discomfort as inevitable. Alcon set out to re-energize OPTI-FREE, an iconic brand in its category, and grow buyers and trial among its core "Lasting Performance Seekers" target audience – positioning OPTI-FREE as the solution people trust to keep their lenses comfortable through the whole day. After years in advertising hiatus, new creative was tasked with communicating key product benefits with confidence and momentum, while operating within the strict claim constraints of a regulated health category.

Approach
Strategic foundation. A client-dedicated **BrandComms.AI Content Store** was configured with OPTI-FREE brand codes and proprietary category-driver research, identifying the emotional and rational levers of choice.

Idea generation and human collaboration. The agentic platform generated a high-volume of ideas against these drivers, screened them with a synthetic audience, and surfaced a shortlist for a facilitated Creative Roundtable with OPTI-FREE brand leadership. Human governance was built in at every gate – _idea selection, AI casting review, hero spot review, a regulated-claim compliance check on all copy and disclaimers, and client approval before each stage progressed.

Production and pre-test. The hero film was developed vertical-first (9:16) rather than adapted from TV, then pre-tested with real consumers (n=800, monadic test vs control) against the category drivers set in strategy.

Results

- The campaign cleared every pre-test scorecard criterion by a wide margin, with strong brand linkage (91%) and message takeout (62%), and statistically significant uplifts on rational (15–21% uplift) and emotional (300% uplift) drivers of category choice. [1]

- On **First Choice** – _the lead indicator of purchase intent – _pre-test results predicted the creative would support OPTI-FREE to overtake the market leader, with a 21% uplift versus control, reported prior to launch.

- In market, the campaign drove sales growth from the first weeks after launch:
    - **Total market retail sales:** turned a decline into growth within weeks of launch. OPTI-FREE consumption swung +7.7 points in September 2026 – _its first growth of the year. [2]
    - **Amazon, a key retail channel:** OPTI-FREE became the fastest-growing brand in the category by $ sales, with online retail sales up 10.4%. [3]
    - **Brand discovery:** OPTI-FREE brand product detail page (PDP) glance views on Amazon rose 168% month on month. [4]
    - **Club retail and market share:** particularly strong growth in club retail, and a gain in category market share.

- From idea creation to full campaign production in just a matter of weeks, delivering 50+ channel-ready assets from a single hero production – _built to spec for YouTube/OLV, CTV, Amazon and retail media, display and social.

Impact

The results are now informing the brand's wider portfolio planning. A subsequent Back-to-School campaign was produced from the established **Content Store** for OPTI-FREE, demonstrating how each campaign makes the next one faster and lower-cost.

The application of the **BrandComms.AI** platform in this use case represents a significant advancement in advertising operations:

- **Strategically validated:** the campaign was grounded in proven purchase drivers and validated with real consumers before media spend.
- **Time-efficient:** from brief to market-ready campaign in two to four weeks.
- **Cost-effective:** traditional creative overhead removed, freeing budget for working media.
- **Scalable:** 50+ assets, adapted across digital, social, retail media and traditional formats.
- **Built for regulated and brand-protective enterprises:** human governance and claims compliance at every gate.

Industry Significance

The **BrandComms.AI** platform represents a breakthrough in how organizations approach on-strategy advertising—solving a longstanding challenge with rigorous analytics, innovative Gen AI engineering, and verifiable commercial impact.

- Grounded in 30+ years of marketing analytics and consumer science.
- Demonstrated commercial impact: up to +72% in campaign effectiveness.
- Evidence-Based Creativity: Replaces speculative ideation with rigorous, data-validated storytelling.
- Technically innovative: multi-model Gen AI orchestration with validation via predictive analytics, prior to media spend.
- Operationally transformative: from 6-month agency workflows to 2-week, insight-led execution.
- Knowledge accumulation: The **BrandComms.AI** platform advances the analytics discipline in four significant ways, as outlined in Innovation Contribution section.
- End-to-End Integration: Combines brand strategy, marketing science, and creative execution into one closed-loop system.
- Guaranteed strategic alignment: 100% of outputs are anchored to proven category drivers.
- Enterprise Readiness: Modular, repeatable, and compliant with large-scale deployment in global marketing teams.
- Adopted by a growing list of national and global brands, including Kraft Heinz, Realtor.com, Taco Bell, T2 and more.

With proven results, industry adoption, and a deep foundation in data science, the **BrandComms.AI** platform is a powerful example of advanced analytics driving real-world business transformation.

1 **BrandComms.AI** Creative Efficacy™ _quantitative pre-test, United States, n=800, monadic test vs control; significance at the 5% level. Scored against the category drivers set in strategy.
2 Total US market retail sales, client-reported; Q1 2026 vs September 2026.
3 Amazon online retail sales and category share, client-reported; August 2026 vs July 2026.
4 Amazon, OPTI-FREE brand PDP glance views, client-reported; August 2026 vs July 2026.

Supporting Evidence

How BrandComms.AI works: *the process*



View OPTI-FREE "Life Unterrupted: *https://vimeo.com/1198571041/4207d412d4*

BrandComms.AI™, BrandComms.AI Content Store™, Communications Triple Play® and **Prophecy Thoughts**