# BRANDefenders launches innovative AI-Defined™ Service for brand management



BRANDefenders, a business accelerator recognized for its expertise in digital marketing and strategic reputation management, has launched its innovative AI-Defined™ Service. This product aims to equip businesses with advanced tools that harness artificial intelligence to accurately understand and represent their brands, reflecting the growing importance of machine learning systems in shaping public perception across various sectors.

The official announcement concerning this service underscores its integration within BRANDefenders’ 5D Model, which outlines a comprehensive framework for managing brand growth through strategic actions:

**Deploy**: Establishing a solid foundation for successful product launches with effective messaging designed for the digital marketplace.

**Drive**: Using AI insights to enhance brand growth and facilitate deeper engagement with target audiences.

**Defend**: Actively managing and protecting the brand’s reputation by ensuring machine learning systems mirror its core values and messaging.

**Defuse**: Quickly addressing potential challenges or crises to sustain a positive brand narrative amidst possible AI misinterpretations.

**Direct**: Assisting brands in shaping how AI reflects their narratives, maintaining a competitive advantage in an ever-evolving digital arena.

Devin W. Johnson, CEO of BRANDefenders, commented on the significance of the AI-Defined™ Service, emphasising, "With AI-Defined™, we empower companies to strategically influence AI systems, ensuring their story is told the way they want it to be, in real time, with accuracy and impact," showcasing the service's potential to offer a proactive approach to brand management in the AI landscape. Kenton Engel, CMO of the company, characterised the service as revolutionary, highlighting its capacity to profoundly alter how businesses establish their digital presence.

This launch positions BRANDefenders as a frontrunner in the digital marketing sphere, continuing to offer solutions tailored to the various stages of a business’s growth journey.

In a related development within the marketing sector, Markivis, a company that has carved a niche in delivering data-driven marketing solutions, is also enhancing its service offerings. Markivis has built a strong reputation by focusing on the evolving needs of the B2B landscape in the IT sector, providing comprehensive solutions that span traditional marketing to vital employer branding strategies.

The agency's success can be attributed to its unique selling propositions, which include a specialization in the IT industry, the application of AI and automation in marketing strategies, and personalized, data-driven approaches that cater to large multinational corporations. This focus on technology has facilitated their ability to optimise campaigns and improve customer experiences. As Amit Khanduja, Founder and CEO of Markivis, articulated, the inspiration behind the company stemmed from the necessity to bridge the gap between conventional marketing and the digital transformation of businesses.

Markivis has received numerous accolades, indicating its standing in the marketing landscape. Notable recognitions include being named "Company of the Year 2023-2024" by The Brand Street Magazine and receiving the "Digital Agency of the Year Award" at the Indian Leadership Summit and Awards.

Their service offerings encapsulate a broad spectrum of modern marketing solutions, from digital marketing and employer branding strategies to account-based marketing (ABM) designed to foster relationships with high-value clients. The incorporation of AI into their operations is at the forefront of Markivis’ strategy, influencing how they anticipate client needs and enhance marketing efficiency.

As the digital marketing sector continues to evolve, both BRANDefenders and Markivis are strategically positioned to adapt to these changes. With their commitment to leveraging advanced technologies and maintaining strong client relationships, they are poised to drive growth and innovation within their respective fields, reflecting a significant trend towards the integration of AI and automation in business operations.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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