

Strategy and Brand Innovation Platform for (add)ventures

(add)ventures, a global creative consultancy, blends strategy, storytelling, and design to help brands grow with purpose. As its teams expanded across the U.S. and Latin America, the agency needed a unified way to connect strategy with execution, one that brought together data, creativity, and collaboration in real time.



Reimagining How Strategy and Creativity Work Together

The firm’s strategic frameworks, content assets, and brand insights were scattered across multiple tools. Designers, strategists, and technologists often worked in silos, making it difficult to maintain visibility across goals and projects. (add)ventures wanted a digital ecosystem that could align OKRs with creative output while preserving the agency’s human-centered ethos.

Building a Unified Strategy Ecosystem

Anubavam partnered with (add)ventures to develop a global AI-enabled workspace on Drupal, PHP, and MySQL, connecting business objectives, creative content, and team collaboration under one intelligent structure.

Highlights include:

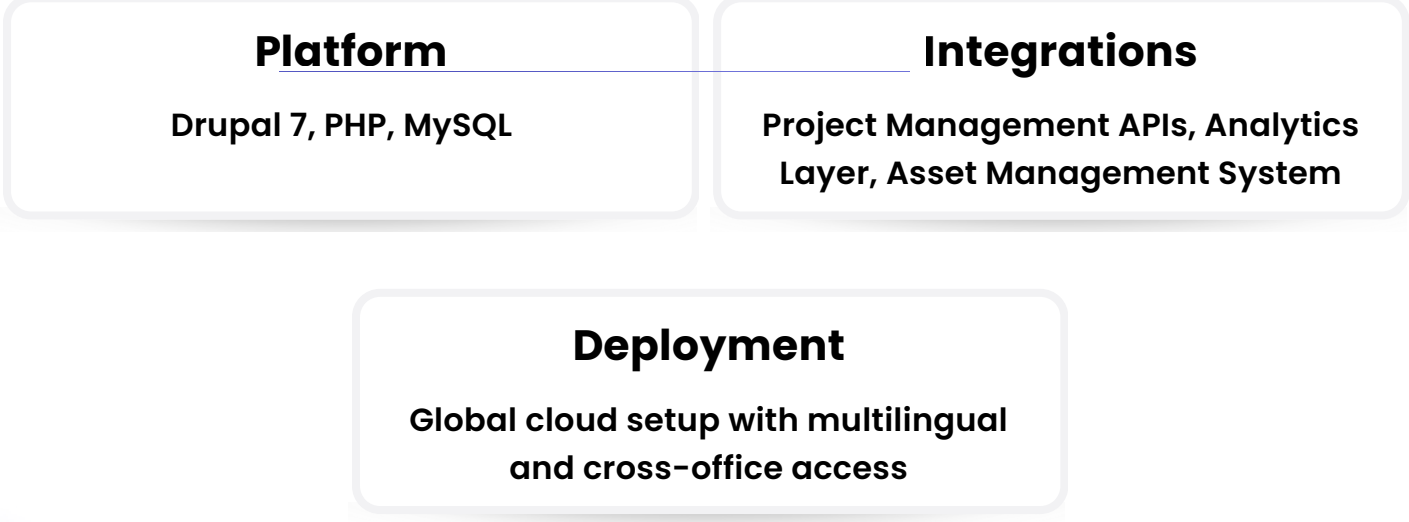
- **Strategic alignment engine (PlanIQ)** linking business goals with campaign results and OKR progress.
- **Content intelligence hub** indexing global assets and recommending reuse opportunities for faster delivery.
- **Workflow orchestration** connecting strategy, design, and production for consistent output across offices.
- **Predictive analytics dashboard** tracking engagement, design performance, and content effectiveness.
- **HumanKind AI integration** ensures automations support creativity without compromising empathy and storytelling.

Impact

The new platform turned alignment into an everyday habit rather than a quarterly task.

	Unified visibility into OKRs, content, and brand outcomes
	30% faster campaign delivery through reusable assets and automated workflows
	Global collaboration across seven offices
	Scalable visibility across verticals including healthcare, B2B, and retail

Technology Foundation



Outcome

(add)ventures now operate as a connected brand strategy ecosystem, where creativity, collaboration, and intelligence move together in rhythm.

“The platform captures our culture, it helps us think bigger, work smarter, and stay human at every step.”

