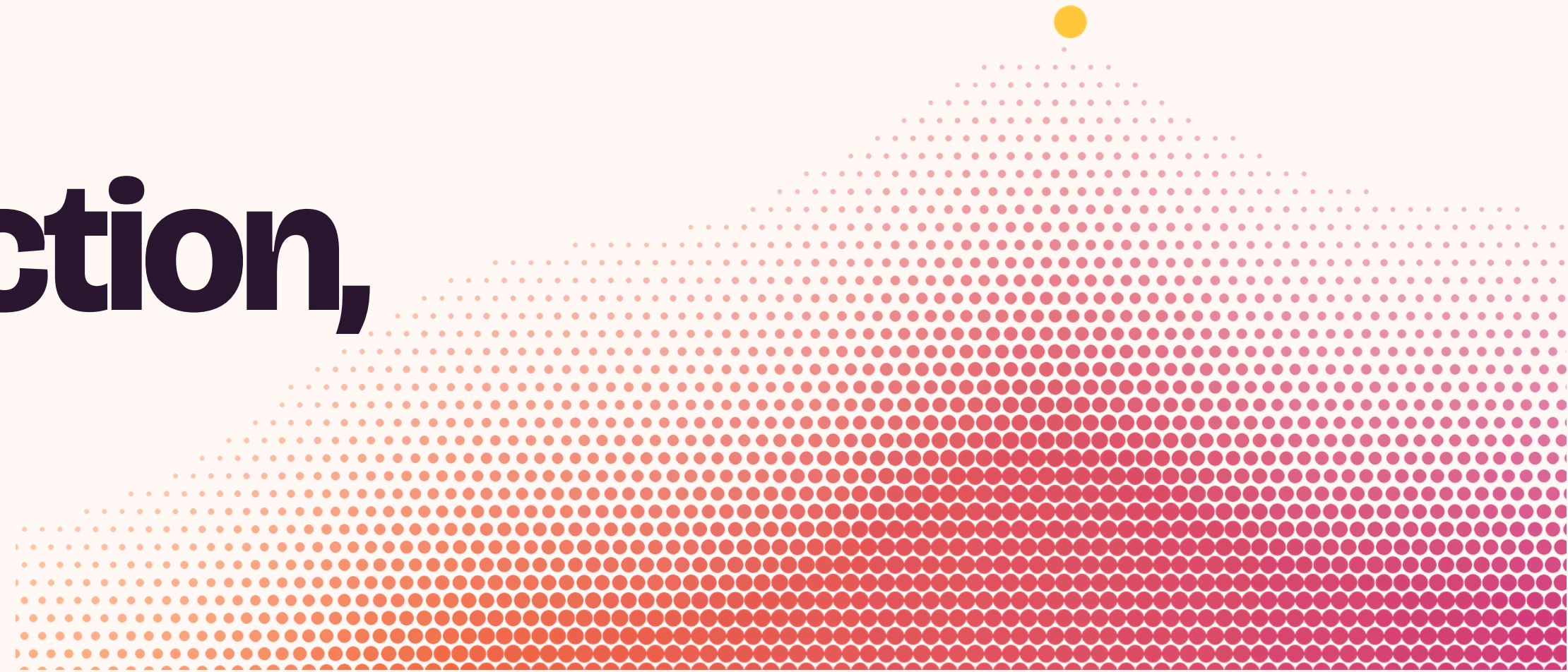


EVOLUT

BRAND STRATEGY · 2026

Natural selection, *on purpose.*

The strategy behind the Evolut rebrand:
what we believe, what we promise, and how
we sound and look.



Three acts. Each verdict leads to the next.

Act	Chapter	Verdict
I	01 The world we work in	Our clients aren't invisible. They're seen, then passed over at moments nobody measures.
I	02 The big idea	Natural selection, on purpose: we make the best business the one buyers choose.
I	03 Where we play	We compete on being chosen, counted moment by moment, where others sell reach.
II	04 Who we win	Established businesses that are seen but not chosen, and the lead who has to fix it.
II	05 How we sound	Warm and confident. Every claim is backed, or held back until it is proven.
III	06 Where we're going	Fit to be chosen now, then a library of measured results.
III	07 What we do first	Measure ourselves in public, then fix our weakest moments one Generation at a time.
·	08 How we look	One visual idea: dots that grow and fuse into solid form. Variation becoming fitness.

01

Being seen was never the job.

Our clients aren't invisible. They're seen, then passed over at moments nobody measures. That is the evidence the whole strategy stands on.

THE CONTEXT

Our category sells what it can count.



Agencies sell outputs.

Posts, pages and reach, billed by the hour. Nobody owns whether a buyer chose you.



Buyers shortlist alone.

They research before they call, and now ask AI who to consider.



Marketing counted what it could see.

The reach report looks great. Nobody can say why the last deal was won.

THE PROBLEM WE SOLVE

Every brand on the shortlist was seen. Only one gets chosen.

1 in 5

Buying groups weigh about five suppliers and pick one. All five were seen.

Source: 6sense buyer survey, 2025, via Seen Isn't Selected

40-60%

of qualified deals end in no decision. The biggest rival is often doing nothing.

Source: Dixon and McKenna, about 2.5 million sales calls

42

moments where a deal is won or lost: six buyer types across seven stages.

The Seen Isn't Selected model

THE INSIGHT

Seen isn't *chosen.*

Every buyer runs their own natural selection. Brands drop out at each of seven stages, for reasons you can name and fix.

Known

Found

Answered

Believed

Preferred

Bought

Kept

02

THE BIG IDEA · PURPOSE

We exist so the best business in a market is the one that gets chosen.

Too many good businesses lose to louder ones. We change the odds on purpose, and show what moved.

THE BRAND IDEA

Natural selection, *on purpose.*

Darwin's two forces, made commercial. Markets reward the fittest, and we make that happen deliberately.

SELECTION · FITNESS

Fitness gets you shortlisted.

Measured moment by moment, so we keep only what buyers choose.

VARIATION · DIFFERENCE

Difference gets you chosen.

Several genuinely different answers, so buyers have a real choice.

Four beliefs we'd defend in any room.

O1 Variation beats polish.

One finished idea is a guess. Several different ones give buyers a real choice.

O2 Buyers do the selecting.

Not us, not you, not an awards jury. We keep what real buyers choose.

O3 Aim for a market of one.

A niche so clearly yours that you're the only sensible pick.

O4 Prove it with predictions.

Every change comes with a written guess. We publish the misses too.

OUR PROMISE

We get you chosen,
and show our working.

- **Every price, published.**

From the \$2,900 Fitness Test up. AUD ex GST.

- **Predictions in writing.**

Every change ships with a guess. Misses are published too.

- **Measured with RocMode.**

All 42 moments scored, before and after.

- **Generation One.**

Our own brand, run through the method in public.

Every choice beat a real alternative.

Decision	Chosen	Rejected	Why
The idea	Natural selection, on purpose.	Logic and magic. Seen, then selected.	Every agency says the first. The second is RocMode's word.
The ground	Being chosen, counted at all 42 moments.	Reach, traffic and awards.	All five brands on a shortlist were seen. Reach can't separate them.
Price	Every price published.	Price on application.	Hidden prices fail buyers at the Answered stage.
The closing line	Evolve into the obvious choice.	Your rivals are already evolving. Adapt or disappear.	A promise lands. A threat repels.
Proof	Run the method on ourselves first, in public.	Claim results we haven't measured.	Generation One shows the working, misses included.

03

WHERE WE PLAY

We play where being chosen is the job.

Agencies sell reach and AI tools sell volume. Nobody owns whether the buyer chose you.
That is our ground, and we count it.

Our ground: a market of one.

For established businesses that are seen but not chosen, **Evolut** is the brand and growth studio that gets them chosen by buyers and by AI.

Unlike agencies that sell outputs and reach, **we** measure all 42 moments, vary the weakest and keep what buyers choose.

Because every price, prediction and miss is published.

The Orchid Test, on ourselves.

- We can name the buyer: the founder or marketing lead who can't say why the last deal was won.
- We solve what rivals treat as a sideline: being chosen.
- Our story is ours: a method our founder wrote, run on ourselves in public.
- Rivals would dispute it. Agencies that sell reach say visibility is the job.

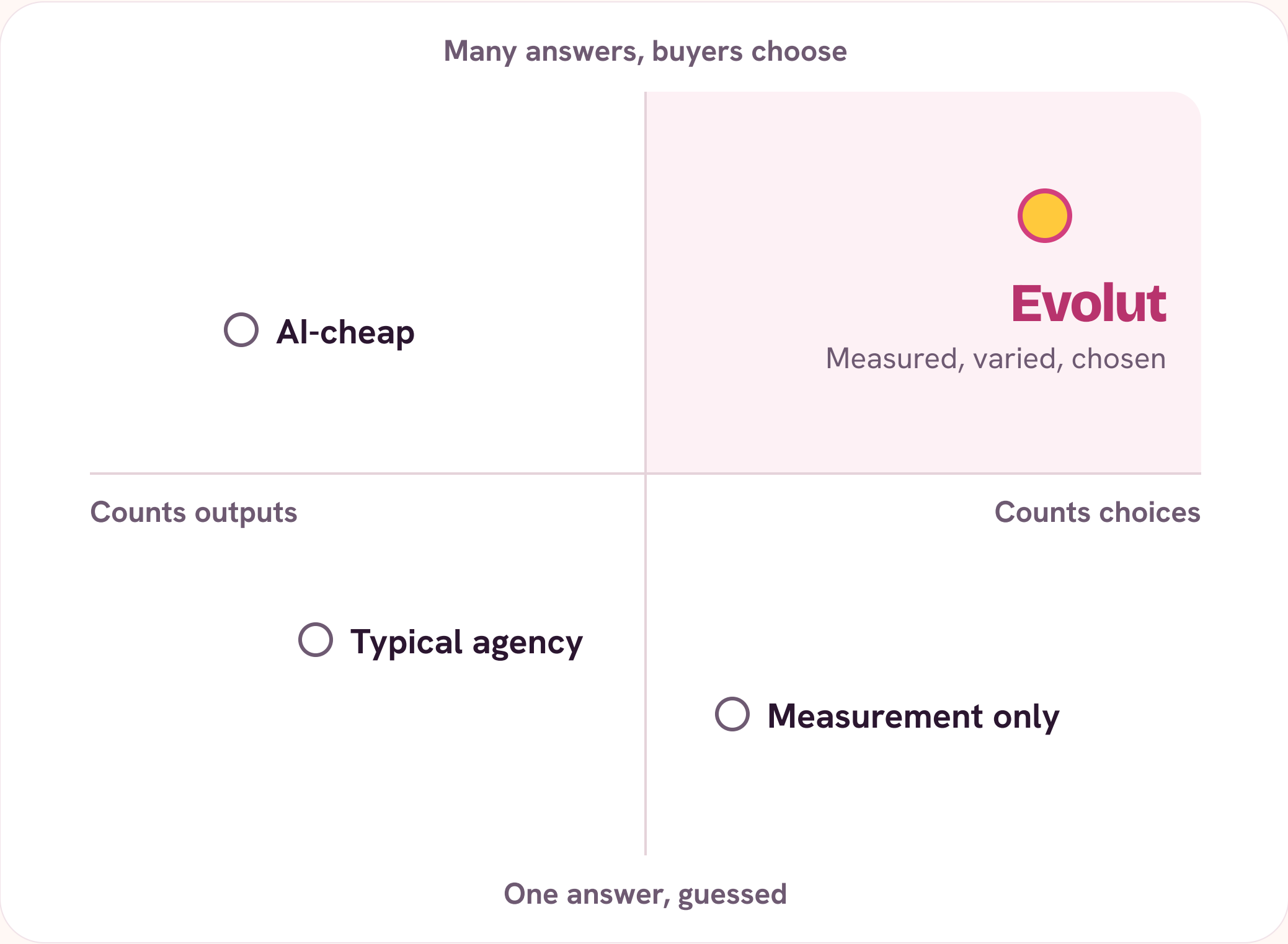
Same senior craft. More rigour. Half the wait.

Option	What you get	How it's measured	Price	Where it leaves you
Typical agency	One polished idea, then outputs and reach	Reach, traffic and awards	Revealed in the proposal	Seen, with no idea why you won
AI-cheap	Volume, fast and generic	How much was made	Low, per piece or per seat	Quick, and sounding like everyone
Evolut (our ground)	Real variations, kept only if buyers choose them	All 42 moments, before and after, against written predictions	Published, from \$2,900	Chosen, and fitter every Generation

The corner we choose.

Across: what gets counted. Up: how many real answers buyers get to choose between.

Positions are our reading of the alternatives, a hypothesis our own Fitness Test will check.



Match on craft. Diverge on proof.



The white space: price, proof of choice and tested variations, together. In our reading, no alternative in our frame offers all three.

What we bring, and what's in the way.

Strengths

- 25+ years and 1,000+ projects of senior craft.
- Every price published, from \$2,900.
- Implementation partner for RocMode and the method.

Weaknesses

- Our own 42-moment baseline isn't measured yet.
- No measured client before-and-after published yet.
- A small studio: senior time is finite.

Opportunities

- Buyers ask AI who to consider before they call.
- 40-60% of qualified deals end in no decision.

Threats

- AI-cheap work makes every brand sound the same.
- Reach reports relabelled as AI visibility.
- Do nothing: buyers delay and keep the old brand.

04

WHO WE WIN

**We win with businesses that are seen,
but not chosen.**

Established businesses with a buying group and a considered sale, led by the person who has to explain the last lost deal.

Two audiences, in order of focus.

PRIMARY

Seen, not chosen.

Established businesses with a buying group and a considered sale. Reach looks fine. Deals still go quiet.

Why them: they lose at the 42 moments most, and can act on it.

Lead buyer: the marketing lead or founder.

SECONDARY

Due a new brand or site.

Teams about to rebuild anyway. We build the new one against the moments it has to win.

Why them: the budget and the moment already exist.

Way in: Niche, or a website from \$14,900.

The jobs we're hired to do.

Job	Pain	Gain	Status	How
Know why deals are won or lost	The reach report looks great. Nobody knows why the last deal went.	All 42 moments scored, and the weakest named.	Solved	Fitness Test
Own a reason to be chosen	Sounds like every other brand on the shortlist.	A market of one, checked with real buyers.	Solved	Niche
Fix the moment we're losing	Big redesigns built on a guess, found missing in AI answers.	Variations tested with buyers before launch.	Solved	Adaptations, including search and AI answers
Keep getting fitter	One-off projects fade, then it's a new pitch.	A monthly loop, re-tested every quarter.	Solved	Generations
See proof on a business like mine	No measured before-and-after to point to yet.	Published scores, misses included.	Gap	Generation One, then a first client run

Warm, aspirational, confident.

Short declaratives. One idea per sentence. We promise instead of threaten.

We say	We don't say	Why
Evolve into the obvious choice.	Your rivals are already evolving.	A promise lands. A threat repels.
Get chosen by buyers and by AI.	Go and get chosen.	Too close to RocMode's voice.
Natural selection, on purpose.	Logic + Magic.	Every agency could say it.
Markets reward the fittest.	Crush your rivals.	Aggressive. We're warm.
Every price, published.	Price on application.	Hidden prices lose deals.

One essence. Four pillars. Six buyer types.

ESSENCE **Natural selection, on purpose.**

Promise: we get you chosen, and show our working.

**Measured, moment
by moment.**

We score all 42 moments,
so we fix what loses deals.

Proof: 200+ buyer questions.
RocMode baseline.

For: the money, the boss.

**Variation, then
selection.**

Several real answers.
Buyers pick the winner.

Proof: every option and cut
logged in Generation One.

For: the champion, the user.

Working, shown.

Prices, predictions and
misses, all published.

Proof: prices from \$2,900.
Predictions in writing.

For: the sceptic, the adviser.

Senior craft, faster.

AI does the legwork.
People do the thinking.

Proof: 25+ years. 1,000+
projects shipped.

For: the boss, the champion.

Every claim has proof, or waits until it does.

Claim	Type	Evidence	Strength
Every price is published.	Capability	Pricing page, and the price on every offer page.	Strong
We score all 42 moments.	Capability	Fitness Test scope: 200+ questions. RocMode baseline.	Strong
25+ years, 1,000+ projects.	Quantified	Our studio record.	Moderate
Commercial and creative.	Differentiation	Matthew Muller, CMO, LAVO.	Moderate
We get clients chosen more often.	Quantified	No measured result yet.	Hold back
Half the wait, as a number.	Differentiation	Approved line. No timing benchmark yet.	Hold back

Strong: two or more independent pieces of evidence. Moderate: one. Hold back: say it as an aim, never as a fact, until it is measured.

Who owns which words.

EVOLUT OWNS

Selection and chosen.

Get chosen. The obvious choice.
Chosen by buyers and by AI.

ROCMODE KEEPS

Selected and selectability.

Its measurement words. Never
used for our own promise.

HOUSE TERMS

Fitness, adaptations, generations.

Evolutionary peak. Market of
one. Moments.

Numbers never move: 6 buyers × 7 stages = 42 moments. 200+ questions asked of AI and search.

NAMING ARCHITECTURE

Every offer is named through the idea.

Each name is a step in an evolution, so the menu tells the story on its own.

01

Fitness Test

How fit you are to be chosen, at all 42 moments. Two weeks, \$2,900, credited in full within 90 days.

02

Niche

The ground only you can hold. Sprint \$7,900, Full Niche from \$19,900.

03

Adaptations

The changes that move the result, each aimed at named moments. From \$4,900, websites from \$14,900.

04

Generations

Evolution on a schedule, one turn of the loop a month. \$2,900, \$5,900 or \$9,900 a month.

One studio. One partnership. Fit to be chosen.

THE PARTNERSHIP

RocMode

The instrument.
Measures which
moments you win and
lose.

Seen Isn't Selected

The method. Explains
why being seen was
never enough.

Evolut

The hands. The
implementation
partner that moves
the numbers.

WHAT WE BUILD

Fit to be chosen.

Brand, websites and marketing, through the four
offers.

Two horizons. Today funds the bet.

H1 · NOW

Fit to be chosen.

- Free RocMode Score, then the Fitness Test.
- Niche and Adaptations, with websites as the hero.
- Generations, monthly.

Lever: the Fitness Test, credited to the next step.

H2 · THE BET

A library of measured choices.

- Published before-and-after scores from client runs.
- Predictions and misses, by stage and buyer type.

Lever: every Generation adds a result.

Five moves, in order.

#	Move	Owner	When	Stage it lifts	Impact, effort	Follows from
1	Publish our own baseline, weakest moment first.	Strategy	30 days	Believed	High, low	SWOT: baseline not measured
2	Answer our buyers' real questions on the site.	Content and search	90 days	Found	High, medium	SWOT: buyers ask AI first
3	Keep every price visible. Log the first question asked.	Sales	Now, read monthly	Answered	Medium, low	Value curve: price up front
4	Use the one-line reason everywhere. Listen for it back.	Brand	90 days	Preferred	Medium, low	Messaging essence
5	Run one client through the method, in public.	Client team	6 months	Believed	High, high	Jobs: the proof gap

Quick wins first, the big build last. Owners are roles.

From purpose to numbers.

Purpose: the best business in a market is the one that gets chosen. Starting with us.

Goal	Objective	Measure	Target	Owner	Cadence
Be chosen ourselves	Lift Answered with published prices	Answered scores; share of first calls asking "when", not "how much"	Set after our baseline Fitness Test	Sales	Monthly
	Lift Found with answer pages	How often AI assistants name Evolut for our buyers' questions	Set after our baseline Fitness Test	Content	Monthly
	Lift Preferred with one reason	New clients describing us in our own words	Set after our baseline Fitness Test	Brand	Quarterly
Make the Fitness Test the front door	Turn free Scores into Fitness Tests, and Tests into a next step	Score to Test, and Test to next step within 90 days	Set after our baseline Fitness Test	Sales	Monthly
Keep clients evolving	Stay past the first quarter of Generations	Clients continuing after the first quarter	Set after our baseline Fitness Test	Client team	Quarterly

How we'll know it holds.

Seven checks on the strategy itself. Then a gate at every quarterly re-test.

Hit: keep it. It becomes the new normal.

Partial: vary again next Generation.

Miss: cut it, and publish the miss.

- **Our ground expresses the idea.**
Being chosen is natural selection, made commercial.
- **Our audience is the idea's natural buyer.**
Holds on paper, to be tested with real buyers.
- **Our voice carries the idea.**
Every pillar comes from variation or selection.
- **Growth strengthens the idea.**
Every Generation adds a measured result.
- **Every first move traces to a gap.**
Each of the five names the finding it follows.
- **The swap test.**
Put a rival's name on our positioning. Published prices and misses stop being true.
- **No number without a source.**
Every figure here is sourced, or left out until it's real.

A mark that says still evolving.



EVO in dots, LUT solid.

Variation becoming fitness, inside one word.

Three versions.

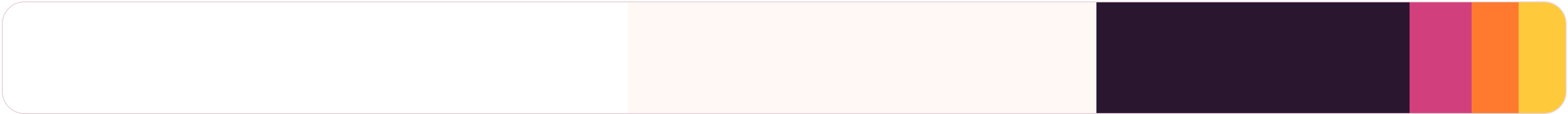
Ink on light, paper on plum, gradient for one celebratory moment.

Room to breathe.

Clear space is the height of the E. Never under 96px wide.



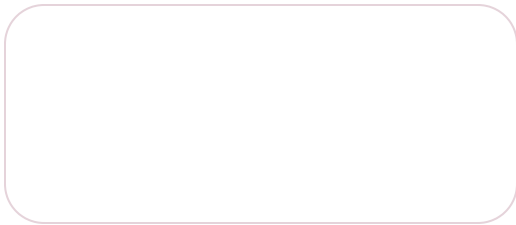
Mostly white. Warm, human, bold.



70% paper and blush

20% plum

10% accents



Paper

#FFFFFF

Most surfaces



Blush

#FFF8F5

Covers and long reads



Plum

#2B1630

Dark moments and ink



Orchid

#D23F7D

The chosen dot, key numbers



Tangerine

#FF7A2F

Gradient start, accent on plum



Butter

#FFC93C

The summit, the winner

TYPE

Four faces, each with one job.

Get chosen.

Bricolage Grotesque ExtraBold

Headlines. Short, sentence case, tight tracking.

on purpose.

Instrument Serif Italic

One or two story words per headline, in the gradient.

\$2,900

Unbounded Black

Prices and big numbers. SemiBold is the logo's face only.

Short declaratives. One idea per sentence. Written to you, as we.

Hanken Grotesk

Body, ledes, labels and eyebrows. Never under 24px on a slide.

Dots that grow and fuse *into solid form.*

One visual idea: variation becoming fitness. It appears as:

- The logo
- The evolutionary peak
- Faint halftone photos on plum
- The 6 × 7 grid of 42 moments
- Ink halftone portraits



GUARDRAILS

What we will never say or do.

If a line breaks one of these, it doesn't ship.
Whoever wrote it.

- **Never “Logic + Magic”.**

Retired. Darwin's two forces say it better, and only we can say them.

- **Never aggressive.**

No threats and no “crush your rivals”. We promise instead of warn.

- **Never an invented number.**

No made-up stats, results or quotes. Left out until it's real.

EVOLUT

Evolve into the
obvious choice.

evolut.com.au · Natural selection, on purpose.