

Creativeans Unveils BrandsBuilder.ai: Singapore's First AI-Powered Brand Consultant for Startups and SMEs

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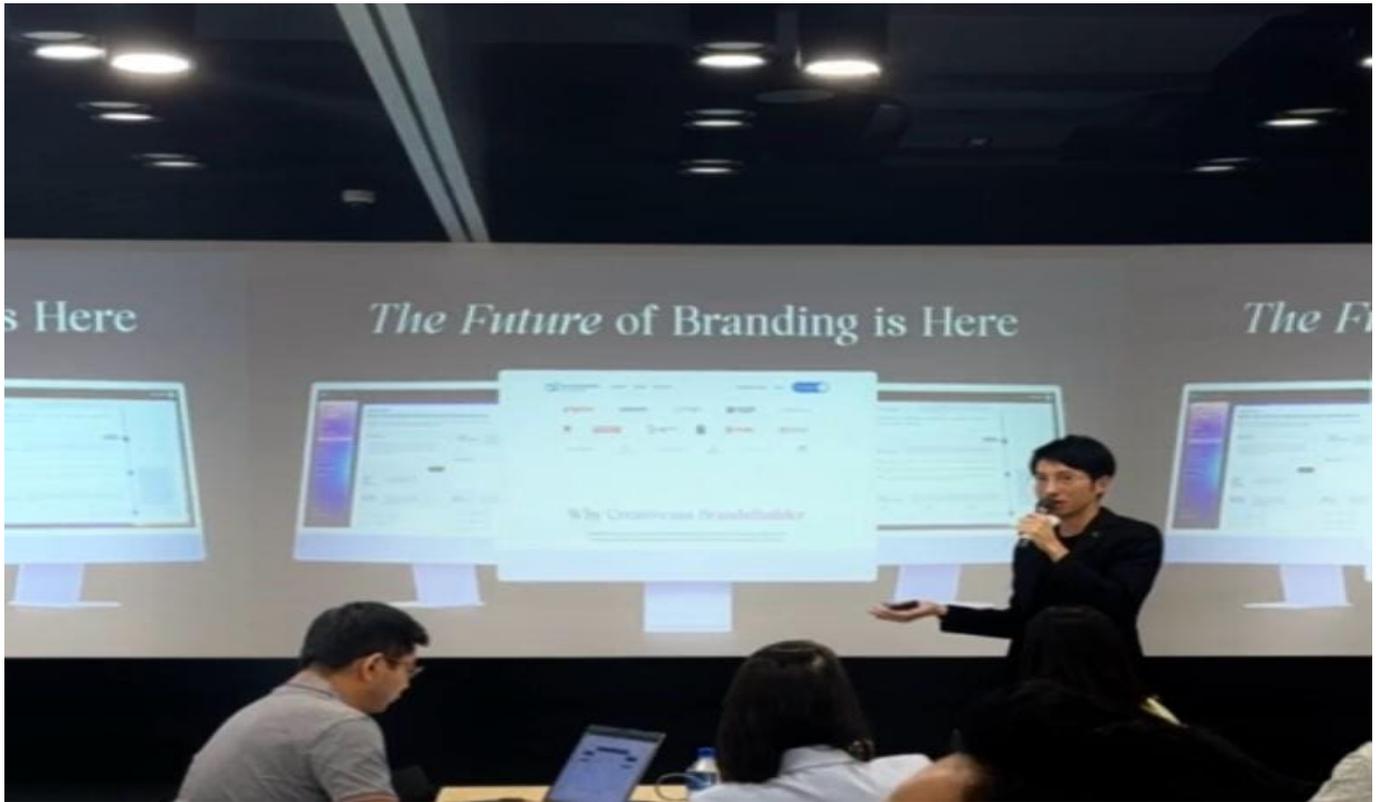
Singapore, 21 March 2025 – Creativeans, an award-winning brand and design consultancy, introduces BrandsBuilder.ai, Singapore's first AI-powered brand consultant for startups and SMEs.

A strong brand helps businesses stand out, build trust, and drive long-term growth. However, many startups and SMEs struggle with branding due to limited resources and expertise. BrandsBuilder.ai addresses this challenge by providing a fast, cost-effective, and accessible branding solution.

Official Launch at PIXEL Innovation Hub



Officially launched at IMDA's PIXEL Innovation Hub, BrandsBuilder.ai transforms the way businesses build their brands by making expert guidance available through AI. Built on Creativeans's proprietary BrandBuilder® methodology, the platform simplifies brand development, enabling businesses to define their brand positioning, create a unique identity, and maintain consistency across all touchpoints efficiently and affordably.



“Strong brands do not happen by chance. They are built with intention at every touchpoint,” said **Kimming Yap, Managing Director of Creativeans**. “With BrandsBuilder.ai, we are empowering startups and SMEs to brand smarter, launch faster, and scale further.”

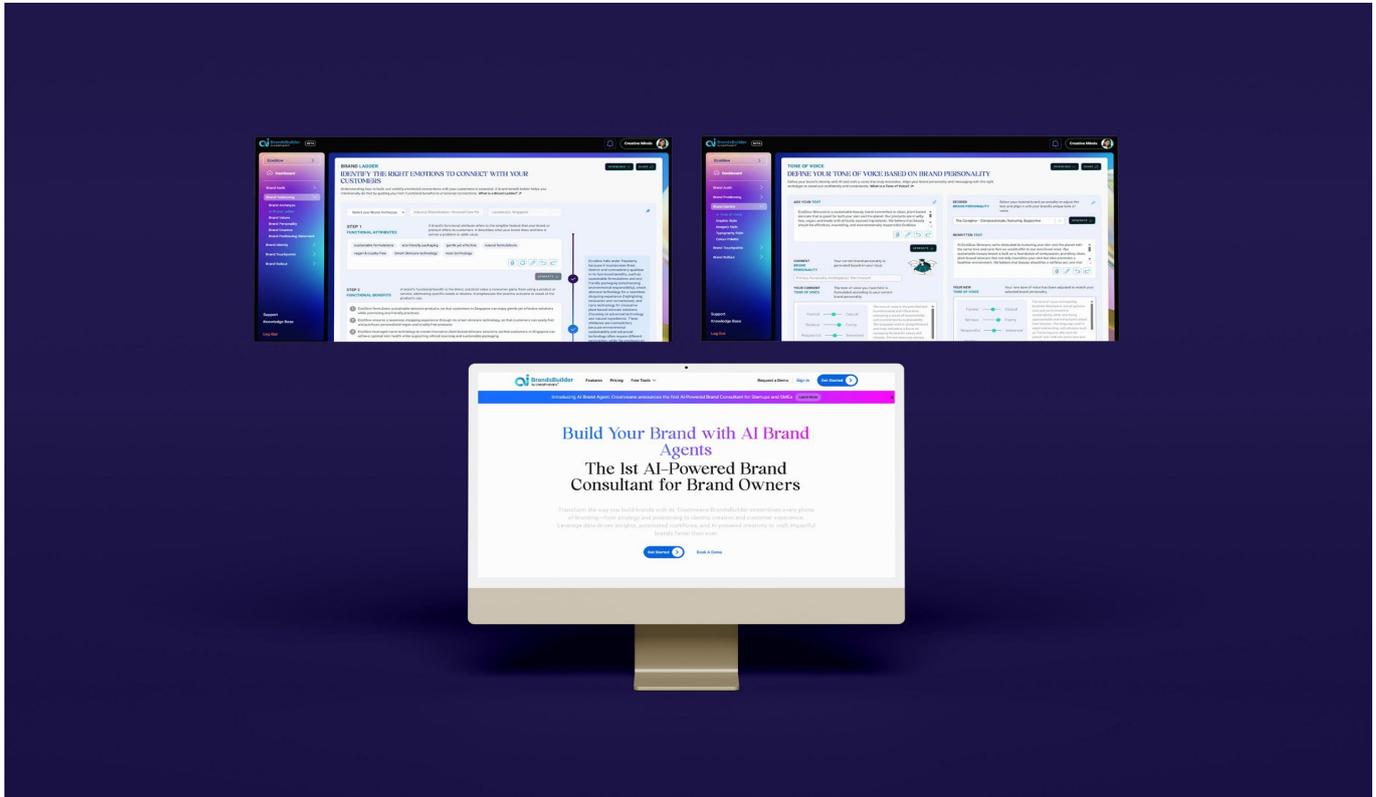
Supporting Singapore’s Digital Transformation Vision

As Singapore strengthens its position as a global innovation hub, BrandsBuilder.ai aligns with national efforts to support digital transformation and AI adoption among SMEs. The platform provides:

- **AI-Powered Brand Audit** to assess brand strengths and areas for improvement instantly.
- **Strategic Brand Positioning** to help businesses define a clear and competitive market stance.
- **Easy-to-Use Brand Identity Tools** to create distinctive logos, messaging, and visual branding with minimal resources.
- **Integrated Brand Touchpoints** to ensure brand consistency across digital, physical, and experiential interactions.
- **AI-Driven Strategy Recommendations** to accelerate decision-making and brand development.
- **Cost-Efficient Deployment Solutions** to streamline brand rollout quickly and affordably.

By combining branding strategy with AI automation, BrandsBuilder.ai helps businesses develop brands effectively without the high cost and long timelines of traditional branding services.

Available Now â?? Contact Us for Early Access



[BrandsBuilder.ai](https://brandsbuilder.ai) is now available with two flexible subscription plans:

- **Professional Plan** for startups and small businesses looking for an affordable AI-driven branding solution that simplifies brand development.
- **Enterprise Plan** for growing businesses that require advanced AI-powered branding tools, customisation, and scalability.

Be among the first to experience BrandsBuilder.ai. Contact us today for early access.

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About Creativeans

Creativeans is an award-winning brand and design consultancy with offices in Singapore, Milan, and Jakarta. Established in 2012, Creativeans has built a reputation for building brands that matter, helping businesses make a meaningful impact through strategic branding and design innovation. Guided by proprietary methodologies such as BrandBuilder® and EDIT Design Thinking®, Creativeans provides solutions across branding, business design, UI/UX design, packaging design, communication design, and sustainability design.

Source: [Martech Edge](#), [Spot News](#), [Newswires](#), [Topic News](#), [News Channel Nebraska](#)