



DATA.
CLARITY.
TRUST.
GROWTH.

CLEARER
THINKING.
BETTER
DECISIONS.

THE LITTLE GREEN BOOK OF POSSIBILITIES

DATA + AI EDITION



Three things the category has missed and what to do about them.



DATA.
AI.
IMPACT.

THE STUDIO OF POSSIBLE · INTELLIGENCE REPORT



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studio
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DATA.
CLARITY.
TRUST.
GROWTH.

INSIGHT

01

CLEARER
THINKING.
BETTER
DECISIONS.

90% of your competitors call themselves AI-powered. So do you. That's not a coincidence. That's the problem.

When a word appears on nine out of ten stands at the same conference, it stops being a claim. The brands beginning to pull away have stopped using it entirely – and started defining a category instead.

THE ADJECTIVE – WHAT 90% ARE SAYING	THE CATEGORY DEFINITION – THE MOVE AHEAD
AI-powered analytics	AI analytics workspace – Sigma
AI-ready data platform	The standard for AI-ready data – dbt Labs
AI-native infrastructure	Your position. Unclaimed.

OBSERVED AT SNOWFLAKE SUMMIT 2025 – THE STUDIO OF POSSIBLE BRAND AUDIT

There was a moment – probably eighteen months ago, maybe two – when adding 'AI-powered' felt like the right call. The category was moving fast. Not having it felt riskier than having it. So it went into the headline, the deck, the stand. It was a reasonable decision. The problem is that every other marketing team in the category made the same reasonable decision at roughly the same time. The word is everywhere now. Which means it is nowhere.

The brands beginning to pull away have done something counterintuitive. They haven't found a better AI adjective. They've stopped competing on the adjective entirely. dbt Labs didn't say AI-ready – they claimed to be the standard for it. Sigma didn't add AI as a qualifier – they used it to name a new kind of workspace. A brand that defines a category doesn't need to keep proving it belongs. Every competitor that follows is validating their frame, not building their own.



90%+

OF SNOWFLAKE SUMMIT 2025 EXHIBITORS USED AI-POWERED, AI-NATIVE, OR AI-READY AS A PRIMARY DESCRIPTOR.

SOURCE: THE STUDIO OF POSSIBLE BRAND AUDIT, 2025.

2x

GREATER BUYER PREFERENCE FOR VENDORS LEADING WITH A SPECIFIC CATEGORY CLAIM OVER A GENERIC CAPABILITY CLAIM.

SOURCE: FORRESTER B2B MARKETING SURVEY, 2024.

WHAT THIS MEANS FOR THE CMO

Pull up your homepage. Remove every AI adjective. Ask what's left. If the answer is nothing – your positioning doesn't exist yet. **Right now, that position belongs to nobody.**



DATA.
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02

CLEARER
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Staying blue isn't the safe choice anymore. It's the expensive one.



When buyers can't remember who they spoke to, the cost doesn't show up in brand metrics. It shows up in sales cycle length.

Airbyte	Alteryx	Atlan	Calibo
Fivetran	IBM	Informatica	Infosys
Monte Carlo	NTT DATA	SAP	Snowflake

Every brand above uses blue as its primary or secondary colour. So, in all likelihood, does yours.

OBSERVED AT SNOWFLAKE SUMMIT 2025 – THE STUDIO OF POSSIBLE BRAND AUDIT

There was a brand review. Probably eighteen months ago, maybe two years. Someone said the visual identity felt generic. An agency presented options – something warmer, something bolder, something that didn't look like the eleven competitors on either side of your conference stand. The room got uncomfortable. The CEO said the current brand still had equity. The CFO asked what the ROI of a rebrand was. The options went back in a deck. Nothing changed.

That meeting has a cost, and it compounds. In a category where 70% of brands share the same colour, the cognitive load of differentiation falls entirely on the buyer. They leave the conference unable to recall who they spoke to. They go back to the vendor their colleague recommended – the one they already knew – because memory is the only shortcut they have. Every quarter your brand stays visually indistinct is a quarter your sales team is doing work your brand should be doing for them.

77%

OF B2B BUYERS SAY THE WINNING VENDOR WAS ALREADY ON THEIR SHORTLIST BEFORE THE SALES PROCESS BEGAN.

SOURCE: GARTNER, 2024.

5x

GREATER UNAIDED BRAND RECALL FOR VISUALLY DISTINCTIVE BRANDS VERSUS CATEGORY-NORM IDENTITIES IN B2B.

SOURCE: LINKEDIN B2B INSTITUTE, 2023.

WHAT THIS MEANS FOR THE CMO

77% of enterprise deals are decided before sales gets involved. Brand is your largest sales asset – and right now it is working against you. The question isn't whether to change. It's whether you move first. ***The brand that moves first won't just win a segment. It will own the category.***



DATA.
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INSIGHT

03

CLEARER
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Snowflake is building your product. Their roadmap calls it a feature.



Every brand in that hall knows Snowflake is moving into their category.

There was a partnership announcement. Probably two years ago. A co-sell agreement. A joint case study. A co-branded booth at this exact conference. It felt like growth. It was exposure.

Snowflake's customers became your pipeline. Snowflake's conference became your conference. And Snowflake's roadmap – the one they announced on the main stage this week – became your biggest competitive threat.

It was a rational decision. Every brand in this hall made it. The problem is that when every brand deepens the same dependency simultaneously, none of them has a position that survives the landlord deciding to become the tenant.

Snowflake launched 430 new product capabilities in FY2026. They acquired Observe – the observability category – for ~\$1 billion. They acquired Select Star and launched Horizon Catalog – the data

catalog category. They launched Cortex Code with native dbt and Airflow support – the transformation and orchestration category. They launched Snowflake Intelligence – the BI and analytics category.

And every vendor those moves threaten is here. In this building. With a booth. Thanking Snowflake for the partnership.

Observed at Snowflake Summit 2025 – The Studio of Possible Brand Audit

430

NEW SNOWFLAKE
PRODUCT CAPABILITIES
LAUNCHED IN FY2026 ALONE
SOURCE: SNOWFLAKE
FY2026 ANNUAL RESULTS

4+

PARTNER CATEGORIES
ACQUIRED OR NATIVELY
REPLICATED SINCE 2024.
SOURCE: THE STUDIO OF
POSSIBLE BRAND AUDIT, 2025

WHAT THIS MEANS FOR THE CMO

Ask your team one question: if Snowflake natively replicated your core feature tomorrow, what would your customers have to lose?

If the answer is “not much” – your brand is a feature, not a business. Features get acquired or replicated. Brands survive.

The only durable position in this ecosystem is one that Snowflake cannot buy, build, or bundle. That position is not a capability. It is not an integration. It is the specific, human reason your customers would follow you off the platform entirely.

Right now, most brands in this hall don't have one. That is the most urgent brand problem in this category.”



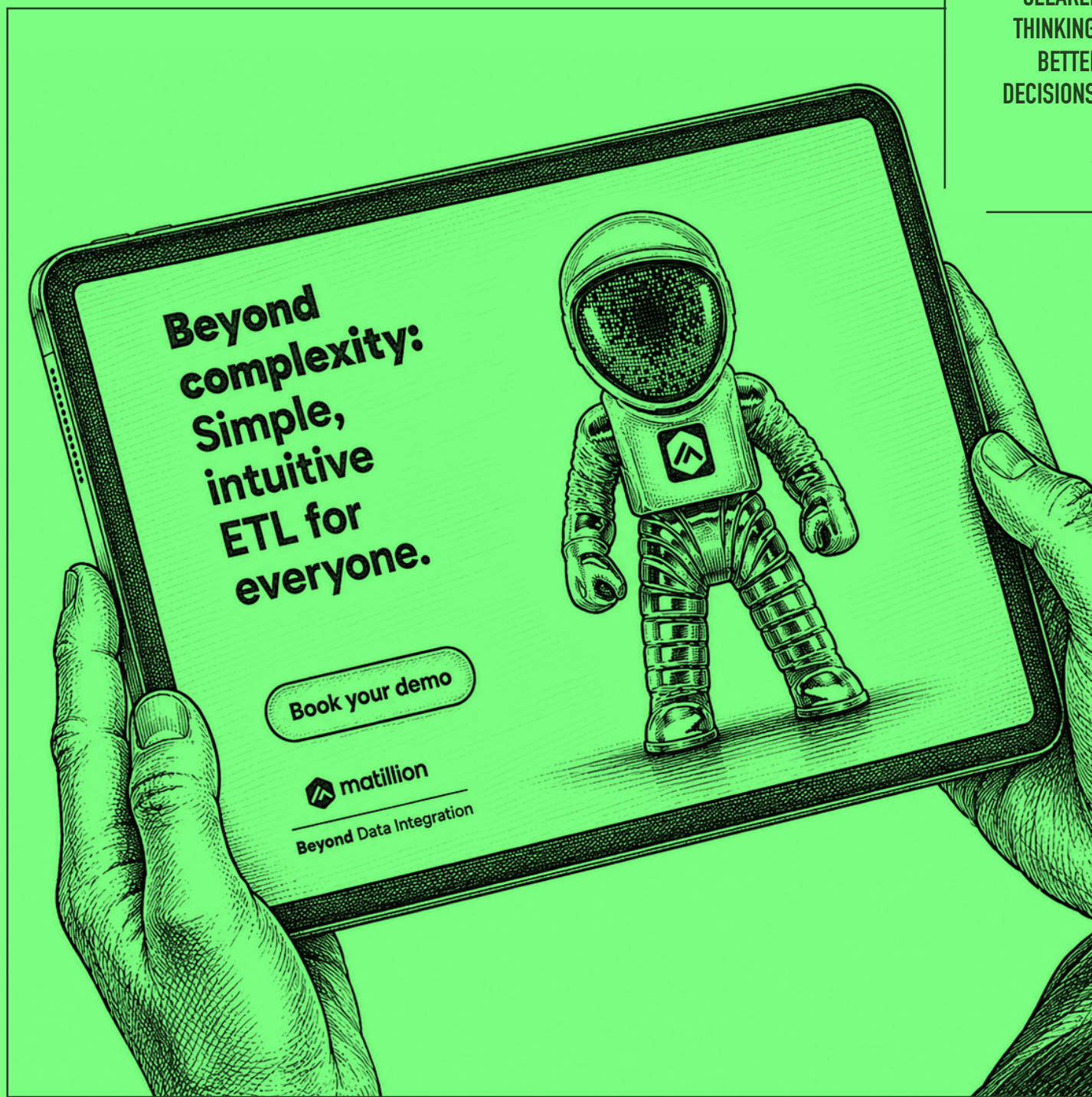
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PROOF OF CONCEPT

CLEARER
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We understand this gap. We proved it with Matillion.

When Matillion came to us, their brand was doing what every other brand in the category was doing – saying the right things to the wrong people, in the same language as every competitor on the floor. We didn't build them a louder version of what the category was already saying. We built them a different conversation entirely, repositioning them beyond data integration and bringing it to life at Snowflake Summit 2025 as a fully immersive experience no attendee could walk past or forget.



“Every other brand at Snowflake was saying the same thing in the same way...”

TSOP made sure
WE WEREN'T
one of them.

The numbers proved it was the right call.”

Duncan Garside

VP GLOBAL EVENTS & FIELD MARKETING · MATILLION



235%

INCREASE IN
QUALIFIED LEADS – FROM A
REPOSITIONED BRAND STORY,
NOT A BIGGER STAND.

3,593

LEADS GENERATED FROM
A SINGLE FLAGSHIP EVENT AT
SNOWFLAKE SUMMIT 2025.

40

OPPORTUNITIES SECURED –
ENGAGEMENT CONVERTED
DIRECTLY INTO PIPELINE.

[CLICK HERE TO SEE THE FULL STORY](#)





PEOPLE.
POTENTIAL.
COMMUNITY.
GROWTH.

STRONGER
TOGETHER.
POSSIBILITIES
EVERYDAY.

THE OPPORTUNITY

Which of these three positions does your brand own?

Somewhere right now, a buyer is walking a conference floor unable to remember who they are. Somewhere right now, a competitor is making the move this book is describing. They're not announcing it. They're just quietly defining a category, choosing a colour nobody else has used, and saying something specific enough to be believed.

By the time it's visible, *the position will be taken.*



Remove every AI adjective from your homepage headline. What's left? If the answer is nothing, your positioning doesn't exist yet.



Could your visual identity have been made by any of your five nearest competitors? If yes, it probably has been. That's not a design problem. It's a commercial one.



If Snowflake natively replicated your core feature tomorrow, what would your customers have to lose? If the answer is "not much" — you're a feature, not a brand.

We are a growth design firm that specialises exclusively in the strategy, brand and experience problems you've just read.



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START HERE

No long workshop.
No bloated process.
No wasted time.

STEP 1

THE 20-MINUTE CLARITY CALL

Before we speak, we review how your brand shows up – to the end user and to the budget holder. We look at your messaging, your campaign positioning, and where the buyer your brand ignores actually sits in the purchase journey. We arrive with observations already formed. No preparation needed. Twenty minutes.

STEP 2

THE EXTERNAL VIEW

If there's a clear opportunity, we come back within days with a focused perspective – where your biggest brand gap sits, what it's costing you in pipeline, and what we'd prioritise first. Specific to your position in the market.

Both steps are free.

The clarity call takes 20 minutes.

The question is who moves first.

"If the problem is complex, good. That's where we do our best work."

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