



MACH9 Launches Narrative Re-Engineering, a new Discipline for Managing Brand Perception in the Age of AI

Five Years in, Mach9 unveils the Mach9 Method, a proprietary five step approach powered by nine AI products!

NEW YORK, NY, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- How the world forms its opinion of a brand has changed faster in the past year than in the decade before it. Culture, media, algorithms, and AI systems now shape how a company is discovered, described, and judged, often before it ever enters the conversation. Today, [MACH9](#) unveiled the MACH9 Method and formally introduced Narrative Re-Engineering, the proprietary discipline behind it, developed and proven over the past five years, built to close the gap between how organizations see themselves and how the world sees them, in this increasingly complex environment. Alongside the discipline, MACH9 is unveiling the MACH9 Method, a five-step framework powered by a nine-product AI system built in-house.

MACH9 defines Narrative Re-Engineering as the practice of measuring, understanding, and re-engineering the perception of a brand or organization across cultures, media, algorithms, AI systems, and human audiences.

"The gap between reality and perception has become the most dangerous risk facing modern organizations," said Jaime Suárez, founder and CEO of MACH9. "Brands no longer fully control their own story — culture, algorithms, and AI models shape it constantly. We exist to help organizations understand, influence, and navigate that narrative with precision, rather than simply react to it."

For organizations, perception increasingly extends beyond traditional marketing. It can influence reputation, regulatory exposure, investor confidence, customer acquisition, customer lifetime value, and the trust of employees and customers. MACH9's approach is designed to make those perceptions measurable and actionable — connecting what audiences believe with the narratives, influences, and experiences that shape those beliefs.

The MACH9 Method brings together five disciplines:

1. Audiences — Understand audiences in depth, including the narratives they already hold, and identify what is likely to matter to them next.
2. Influence — Identify the people, communities, creators, institutions, and other voices that genuinely move a conversation — based on influence rather than follower counts alone.

3. Narrative — Develop the ideas and narratives designed to shift perception and create relevance.
4. Test — Validate ideas before they reach the market using AI-powered synthetic focus groups and other intelligence tools.
5. Execute — Activate narratives at scale across relevant channels and continuously measure how perception changes.

The Method is powered by nine proprietary AI products developed by MACH9. Five provide intelligence and insight: AI Active Listening, MACH9 ATLAS, AI Narrative Intelligence, AI Synthetic Focus Groups, and AI Content Lab. Four support execution: AIEO, Integrated Digital Operations, Digital-First Go-to-Market, and Executive Branding.

“Most agencies build campaigns. We build systems that generate ideas, campaigns, narratives, and growth opportunities continuously,” said David Mahbub, co-founder and Chief Growth Officer of MACH9. “AI is not the product; the system is. The companies that lead the next decade won’t simply use AI to cut costs. They’ll use it to create.”

Built From Five Years of Application

MACH9 has applied the principles behind Narrative Re-Engineering across global brands and organizations, using the approach to identify gaps between intended positioning and how products, brands, and ideas are actually being perceived.

For a global toy brand whose highest-value products were losing visibility at launch, MACH9 re-engineered how the products appeared across channels, helping make them the top-performing category and lifting their sales mix to a three-year high.

In 2026, MACH9 was named to the Inc. 5000 list of America’s fastest-growing private companies as a first-time honoree, ranking among the top 150 companies nationwide in Advertising, Marketing & PR and within the top 36% overall.

About MACH9

MACH9 is a global, AI-driven company pioneering Narrative Re-Engineering — a discipline for understanding, influencing, and navigating how brands and organizations are perceived across culture, media, algorithms, AI systems, and human audiences.

MACH9’s clients and partners include The Coca-Cola Company, Danone, Herdez, José Cuervo’s portfolio, LEGO Stores, Brunello Cucinelli, and Disney+, as well as organizations across the NBA, NFL, NHL, and MLB, including the Denver Broncos. Founded by Jaime Suárez, Founder & CEO, with co-founder David Mahbub, Chief Growth Officer, MACH9 is headquartered in New York and operates from Mexico City, Turin, Los Angeles, and Switzerland. In 2026, MACH9 was named to the Inc. 5000 list of America’s fastest-growing private companies. MACH9 — Your Narrative As Intended.

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