DBMM's Digital Clarity returns to Atlanta with advisory client engagement

A recent new client relationship reflects the company's geographic expansion strategy following its pivot to AI-enabled go-to-market management consultancy.

Digital Brand Media & Marketing Group, Inc. (DBMM) is a fully reporting US public company that trades on the Over-the-Counter (OTC) Market

NEW YORK, NY, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- Digital Brand Media & Marketing Group, Inc. (OTC: DBMM), today provided an operational update following the close of its fiscal year on August 31, 2026, highlighting a U.S.-based client in Atlanta, Georgia, secured several months ago through its flagship brand, Digital Clarity.

The engagement marks Digital Clarity's return to a market where it previously served a client under its earlier business model. It reflects the company's strategy of extending its geographic reach through client relationships suited to its focus on strategic advisory, go-to-market planning and practical application of AI. This new relationship follows a long period of beta testing to ensure each client receives an individualized , AI-approach to achieve the best competitive positioning for its industry.

DBMM's shareholder updates during 2026 have described Digital Clarity's transition towards working more closely with leadership teams on commercial strategy. The Atlanta engagement provides a further example of that approach in the United States, alongside the international expansion outlined in the company's August announcement concerning Digital Clarity and Xamun in Dubai and the United Arab Emirates. The two examples illustrate very different approaches while utilizing all tools available. A management consultancy like Digital Clarity offers carefully-honed options.

Reggie James, Founder and Managing Director of Digital Clarity and Chief Operating Officer of DBMM, said: "Returning to Atlanta matters because we are bringing a different proposition to a market we know. Our advisory model gives us a seat at the table where leaders decide which customers to pursue, how to position their business and where to commit resources.

AI gives those decisions greater urgency. It can help teams analyse markets, test assumptions and improve execution, but the commercial value depends on the quality of the questions being asked and the judgement applied to the answers."

Atlanta's financial technology sector provides relevant context for Digital Clarity's interest in the region. The Georgia Department of Economic Development reports that the state was home to more than 260 fintech companies in 2025. That concentration illustrates the scale of the regional financial technology community.

Digital Clarity's advisory approach connects market assessment, positioning and the alignment of sales, marketing and product teams. Its purpose is to help business leaders establish commercial priorities and determine where AI can support their delivery.

James added: "We are selective about the clients we take on. There needs to be a clear commercial problem, a leadership team prepared to act and a good fit with the expertise we bring. That is the basis on which we intend to build lasting relationships and expand into many global markets."

This announcement was intended to share how DBMM is rolling out its successful business development. Most industry environments are increasingly competitive, so DC is focused on the differentiators they offer in an AI- world. The key is one-size does not fit all. DC management consultancy offers and delivers a win for the client and DBMM shareholders. In sharing under NDA's, business development and geographic reach evolving and increasing reach under varying contractual arrangements, follows SEC financial disclosure guidelines.

DBMM is a fully reporting and fully compliant company and its financial reports, Updates accessible on it website and public information are the sources for its shareholders.

The Company is preparing its 10-K for the 2026 fiscal year and suggest its shareholders reread the Update for the 3Q2026 and seek out the platforms included, "DBMM is/will be offering industry sector insights, observations and data in Substack, LinkedIn, Medium, TikTok, Instagram, X, Reddit and their many sub-platforms. We encourage like-minded readers to join each platform and be part of the journey."

About Digital Brand Media & Marketing Group, Inc.

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