

REPOSITIONING A NATURAL RESOURCE DATA INTELLIGENCE BUSINESS FOR SCALABLE GROWTH

CLIENT

PERCEPTUM

SCOPE

REPOSITIONING FROM TRADITIONAL CONSULTANCY TO NATURAL RESOURCE DATA INTELLIGENCE PARTNER

DELIVERY MODEL

INTEGRATED TEAM SPANNING STRATEGY, CONTENT, DESIGN, VIDEO AND WEB DEVELOPMENT

TIMEFRAME

FROM DISCOVERY TO RELAUNCH IN 8 WEEKS

ONGOING SUPPORT

CONTENT AND SOCIAL STRATEGY, INDUSTRY RESEARCH

Perceptum is a natural resource data intelligence advisor and partner that gives governments the tools to understand, protect and manage their natural resources. Helping countries develop natural wealth on their terms, the organisation gathers, recovers, analyses and manages data across oil, gas and mining sectors.

CHALLENGE

Updating the existing brand to reflect the organisation's true proposition

Perceptum had evolved beyond the market perception attached to its existing brand.

While the organisation had deep expertise within oil and gas – developed over 15 years in business – its broader proposition centred on helping governments better understand, protect and manage natural resources through data intelligence. In addition, Perceptum's work now encompassed mining and critical minerals (as well as hydrocarbon) opportunities. However, the organisation was still viewed primarily as a traditional oil and gas consultancy.

This disconnect created a challenge at a critical point in Perceptum's growth. The leadership team recognised several major market shifts driving the need for change:

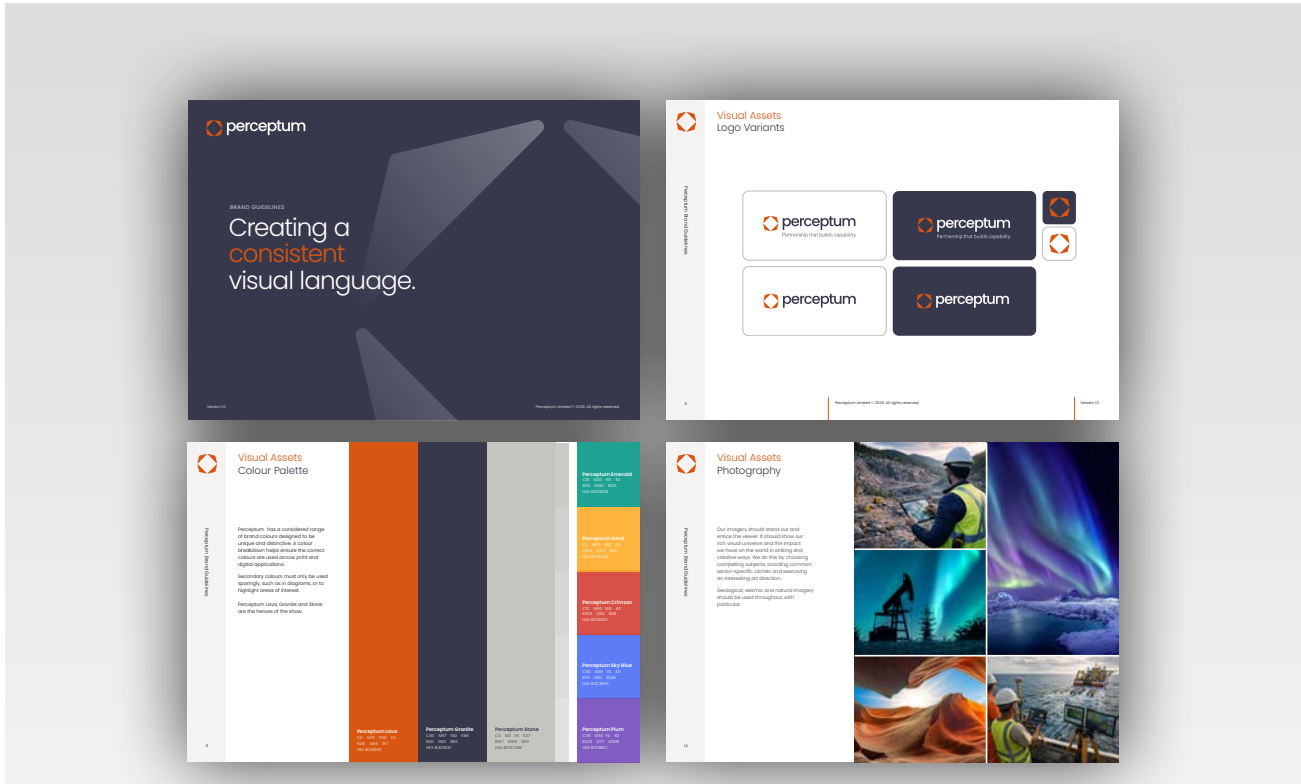
- ✓ Growing global focus on critical minerals resources
- ✓ Increasing demand for actionable intelligence from fragmented natural resource data
- ✓ Opportunities to expand into adjacent sectors with similar data challenges
- ✓ The need to modernise perceptions of hydrocarbon and mining industries
- ✓ A strategic desire to raise the company's profile and accelerate growth

Perceptum recognised a wider opportunity to help countries unlock overlooked natural resources. At the same time, it wanted to reposition itself as a modern data consultancy and intelligence partner rather than solely an oil and gas advisory business.

CEO Roberto Blanco explained: "Our image was that of a traditional oil and gas consultancy, but in practice we're a data consultancy company. That was not reflected in our messaging at all."

The project required a repositioning of the business within an ambitious delivery timeline and alongside existing commitments and operations.





At TBC, we partner with ambitious businesses ready for their next phase of growth. As an established organisation with deep sector expertise, a proven track record and significant untapped growth potential, Perceptum was a strong fit for us.

However, like many businesses entering a new stage of growth, the challenge was not generating momentum but creating the structure, messaging and strategic clarity to scale it effectively. Our role was to bring together the expertise, strategic thinking and delivery capability required to help transform that momentum into measurable progress.

This included supporting Perceptum through repositioning, modernising its brand and digital presence, clarifying its proposition and creating the foundations for wider market expansion.

Strategic positioning and proposition

To establish clarity before any creative development, we used Simon Sinek’s Golden Circle methodology to create an authentic brand proposition. This process – which focuses on articulating why businesses exist – helped align key stakeholders around Perceptum’s purpose, positioning and long-term ambitions while creating a compelling foundation for the rebrand, messaging and website:

Why – Empowering governments to better understand, protect and manage their natural resources for the benefit of future generations

How – By unlocking value from data, using decades of sector expertise, operating agile, in-country delivery teams, and creating a long-term pathway for countries to manage natural wealth sustainably

What – A natural resource data intelligence partner working across hydrocarbon and mining sectors to support implementation through advice, training, licensing support and investor engagement

This strategic foundation informed every stage of the project.

Building the right team to deliver the project

With the strategic direction established, we assembled a specialist team with the expertise to deliver transformation at pace. The project brought together experts across brand, messaging, digital and content disciplines, including:

- ✓ A graphic designer to modernise and elevate Perceptum’s visual identity
- ✓ A copywriter to develop the messaging framework and website content
- ✓ A video and media manager to create compelling visual storytelling assets
- ✓ A web developer to build the new digital platform
- ✓ Strategic and project leadership to maintain momentum and quality throughout

This collaborative approach was critical to the project’s success. Because the team has extensive experience working together on fast-moving projects, they were able to move quickly, adapt to evolving requirements and maintain consistency across every element of the brand rollout.

The close integration between strategy, design, content and development ensured the final output felt cohesive and commercially focused. Importantly, it also enabled the entire rebrand and website launch to be completed within just eight weeks. TBC CEO Mark Butcher said: *“Launching a rebrand and website in eight weeks required agility, trust and close collaboration across the entire team.”*

Delivering a rebrand and new visual identity

The rebrand was designed to modernise and better reflect the business Perceptum has become. Historically, the company had been viewed primarily as a traditional oil and gas consultancy. However, its work centred on data intelligence, strategic advisory services and sustainable natural resource management. As a result, the updated visual identity was developed to:

- ✓ Reflect a modern, intelligence-led positioning
- ✓ Increase credibility across government and investment audiences
- ✓ Support expansion into mining, critical minerals and adjacent sectors
- ✓ Create a more confident market presence

The result was a clean, contemporary brand identity aligned with the company’s long-term ambitions and international

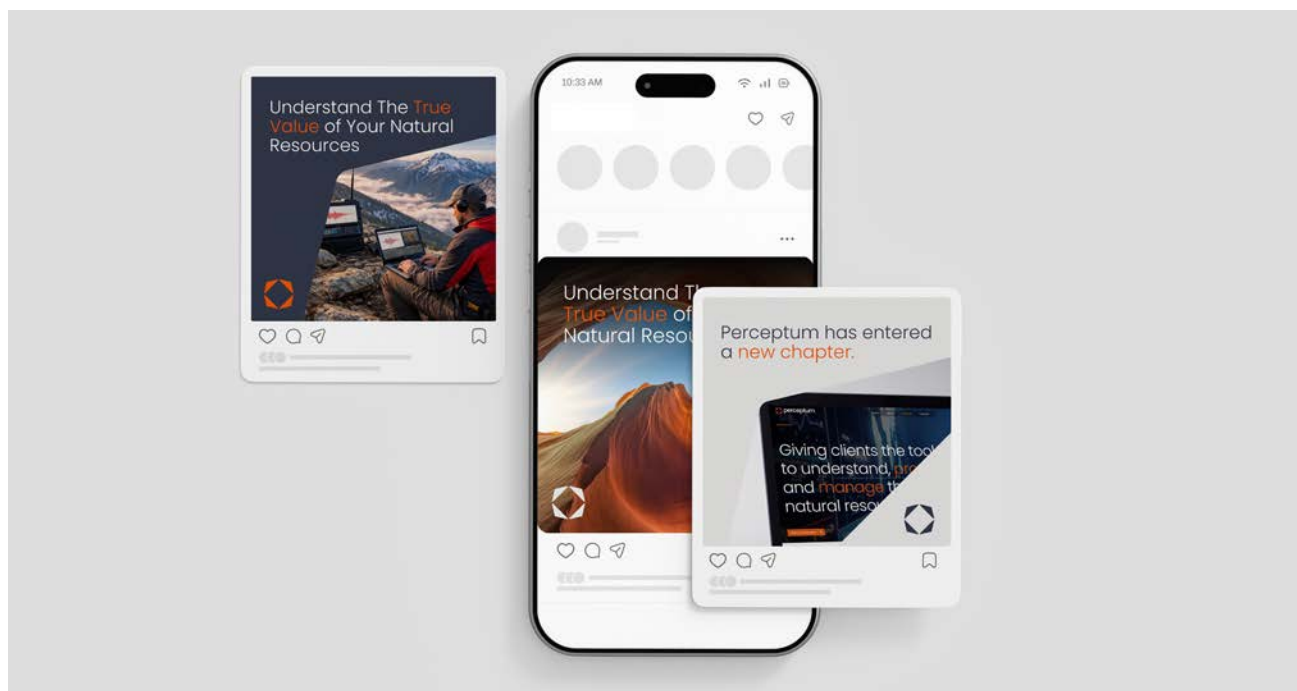
growth strategy. As Roberto said: *“The rebrand reflects the business we’ve become – a data intelligence partner, not just a traditional consultancy.”*

Launching a website and digital presence

Alongside the rebrand, we designed and launched a new website within an eight-week timeframe. Clearly communicating Perceptum’s expertise, proposition and capabilities to governments, stakeholders and prospective investors, the website is a strategic growth platform, with a digital experience designed to:

- ✓ Simplify complex technical messaging
- ✓ Clearly explain the company’s services and sectors
- ✓ Present data intelligence capabilities
- ✓ Strengthen credibility through case studies
- ✓ Support future business development


Close collaboration between copywriting, design and development teams – along with coordinated project management – ensured the website translated the new positioning into a clear, user-focused digital experience.



“

The brand and copy recommendations are spot on. I am very impressed. TBC quickly translated a complex proposition into a clear, confident narrative that will support our next stage of growth.

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Roberto Blanco
CEO, Perceptum


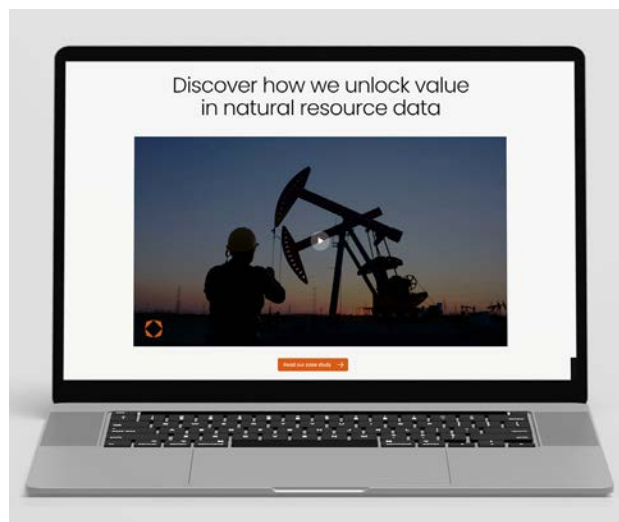
Enhancing the brand story with video content

To support the relaunch – and strengthen Perceptum’s presence at the Invest in African Energy Forum in April 2026 – we developed a new video designed to communicate the company’s expertise, vision and international impact.

The objective was to move beyond technical explanation and create content that demonstrated the strategic value behind Perceptum’s work, with video assets designed to:

- ✓ Support stakeholder and investor engagement
- ✓ Increase visibility across digital channels and at events
- ✓ Create a modern, dynamic brand presence

The content formed part of a wider effort to raise the company’s profile and position it more confidently within international natural resource and data intelligence markets.



IMPACT

A scalable platform for growth, visibility and market expansion

The partnership has provided Perceptum with a strong platform for growth, visibility and market expansion. By repositioning the business around data intelligence rather than traditional consultancy services, the new brand better reflects the company’s expertise, ambitions and long-term role within the natural resources sector.

The new website launched in April 2026, and has already helped create:

- ✓ A clearer and more differentiated market position
- ✓ Improved alignment between Perceptum’s capabilities and external perception
- ✓ Stronger credibility with governments, stakeholders and investors

Boosting Perceptum’s profile, online and at an industry event

The updated branding, website and supporting video content played an important role in supporting Perceptum’s presence

at the Invest in African Energy Forum in Paris in April 2026, helping create a more cohesive profile during a period of heightened industry visibility.

Alongside this, we’ve helped Perceptum become more proactive in sharing its expertise and activity, for example by promoting involvement in initiatives such as the offshore Equatorial Guinea reprocessing campaign.

From discovery to relaunch in eight weeks

The project also demonstrated the value of bringing together strategy, creative, content and digital expertise within a single collaborative team. Despite operating within a fast-moving environment and evolving project requirements, the full rebrand and website launch were delivered within just eight weeks.

Managing complex transformation projects with agility, TBC combined strategic thinking, specialist delivery and commercial understanding to help Perceptum successfully reposition for long-term growth. And our collaboration continues, with TBC working on both content and social strategy to further boost engagement.

“

Our role is to help ambitious businesses turn momentum into scalable growth – this project clearly demonstrates how we do that by combining strategy with specialist expertise and a collaborative approach.

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Mark Butcher

Founder, The Business Consultancy