

Making got cheap. *Deciding didn't.*

An independent practice for companies with something important to improve, launch, rethink or build.



One practice. A clear responsibility.

I bring strategy, design and implementation into the same conversation. You work directly with me. I bring in specialists when the scope calls for them.

A company rarely experiences its problem as a discipline. The offer may be hard to explain. The website may obstruct a sale. A new technology may change the work before anyone has agreed what it should improve.

I start there. I work across brand, marketing, digital products and intelligent systems, with seventeen years of experience informing the connections I make. I also build AI products, which is why the question before the build matters more than ever: what is worth making, and why?

WHERE THE WORK TAKES SHAPE

Brand & Positioning

Choose the position, narrative and identity that express where the business is going.

Digital & Experience

Build a website, journey or product around what people need to do.

AI Training & Adoption

Help leaders and teams make practical choices about AI in their own work.

Marketing & Sales

Clarify the offer and the path from interest to a commercial decision.

AI & Intelligent Systems

Improve a workflow with an automation, an internal tool or a useful prototype.

Business & Opportunity

Investigate a market, a model or a possibility before committing resources.

The Collapse

Before you commit, a brand exists in many plausible states. The premium one. The playful one. The technical one. Each could become a coherent business. Choosing gives the work its direction.

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| 01 | Observe | Look at what happens. Listen to customers, examine the work and separate evidence from assumptions. |
| 02 | Collapse | Choose the direction that deserves to exist. Make the trade-off explicit and agree on what success will look like. |
| 03 | Build | Turn the decision into something people can use: a brand, a website, a commercial system or a working tool. |
| 04 | Hold | Put the work in use. Observe what holds, refine what changes and give the team a basis for its next decision. |
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OBSERVE → COLLAPSE → BUILD → HOLD

A decision leaves a record.

For each engagement I make the chosen direction, its evidence, its trade-offs and its review conditions explicit. Return to Observe when reality changes the premises. Holding a direction includes knowing when to reopen it.

Decisions leave traces.

The scope, the decisions and the work they produce.

Selvaggi

Brand · Digital · Commercial

Brand, digital presence and commercial conversation, connected into one system.

Documented scope: brand, digital and commercial work.

Verne Jewels

Strategy · Jewelry

Strategic and commercial direction for a luxury jewelry house.

Documented role: strategy, marketing and commercial direction.

Quantum Branding

Practice project · 2026

From one long page to an address for every argument.

English and French pages have separate URLs and complete HTML content.

BEFORE THIS PRACTICE

Work I contributed to across seventeen years, as an individual.

UNIDO / La Minute Creative

I designed the concept and ran the campaign for UNIDO's La Minute Creative.

Audi / Driven by Art

I designed Audi's Driven by Art programme around the 1:54 African art fair.

Dipityk

I ran digital strategy and content for Dipityk.

“His knowledge and skill in eliciting the right information so it can be used for strategy is extremely good.”

[First Last] · [Role, Company] · [Year]

“He understands my brand, is able to relate and enhance my own understanding of my brand. He over-delivers from the start till the end, working fast and efficient, within the schedule of the process as agreed.”

[First Last] · [Role, Company] · [Year]

What needs to change?

A clear project or a question worth investigating. I can meet you at either starting point.

AI Working Session	A focused working session around an AI and business question.
AI Opportunity Day	A working day to examine where AI could improve the business.
Quantum Diagnosis	An investigation to define the right project.
Engagement	An agreed scope, a clear direction and the work to make it real.

Scope and price are defined after we talk.

Every engagement is scoped around the work it requires. Tell me what needs to change and we will define the right starting point together.

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Write to me directly. Or prepare a starting brief first:
<https://thequantumbranding.com/lab/the-brief-before-the-brief>

Quantum Branding is the independent practice of Nizzar Ben Chekroune. Quantum Lab is its research layer. BrandOS by Quantum Branding is the product, at quantumbranding.ai.
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