AI SEARCH SNAPSHOT

Pentagram

PENTAGRAM.COM

Independent design consultancy

CHECKED 13 NOVEMBER 2026

CHATGPT · PERPLEXITY · GOOGLE AI MODE

ONEMASTER.STUDIO

SUMMARY

The world’s best-known design studio is missing from 4 of 6 answers when a B2B tech buyer asks for a branding agency. Focus Lab is in all six.

FOUND

11

of 15 answers mention you

B2B lists: 2 of 6 · own site linked in 3

UNDERSTOOD

6

of 12 checks passed

Perplexity can’t say who it’s for

CHOSEN

0

of 9 buyer lists put you first

Focus Lab is first in 4 of 6 B2B lists

WHAT WE’D FIX FIRST

01 Say who you work with

02 Group the work by industry

03 Explain how an engagement works

Found. Do AI tools name you when buyers ask for a provider, and do they link to your site?

Understood. Can AI tools read your site and describe what you do and who it’s for?

Chosen. When they list options, are you first, or is someone else?

AI answers change over time. This is what buyers saw on 13 November 2026.

01 — FOUND

What AI tells buyers about Pentagram

Five questions a buyer would ask, run in three AI tools: 15 answers. A fresh session for each question; the text is recorded as it appeared.

QUESTION	CHATGPT	PERPLEXITY	GOOGLE AI MODE
Q1 · CATEGORY What are the best brand design agencies for B2B tech companies?	NAMED #4, after Focus Lab, Clay, Ramotion	NOT NAMED Focus Lab, Ramotion, Brightscout	NOT NAMED Focus Lab, Ramotion, Clay
Q2 · PROBLEM How should a 200-person B2B company approach a rebrand? Which branding agencies would you recommend?	NAMED #6, after Prophet, Wolff Olins	NOT NAMED WANT, VSA, Focus Lab, Clay	NOT NAMED Focus Lab, DeSantis Breindel
Q3 · ALTERNATIVES What are the best alternatives to Wolff Olins?	NAMED #2, after COLLINS	NAMED #4, after Interbrand, Landor	NAMED Fifth in the text
Q4 · BRAND What is Pentagram (pentagram.com) and who is it for?	ACCURATE Independent design consultancy	PARTLY RIGHT “For organizations seeking design help”	ACCURATE Partner-owned, multidisciplinary
Q5 · DECISION Is Pentagram a good choice for a B2B company rebrand? What are the downsides?	CAUTIOUS “Wouldn’t put them at the top of every B2B shortlist”	RECOMMENDS Strong for established B2B; premium	RECOMMENDS Strong for established B2B; slow

NAMED MOST OFTEN IN THE 9 BUYER LISTS (Q1–Q3) **Focus Lab** 6 · **Clay** 5 · **Landor** 4 · **COLLINS** 4 · **Ramotion** 3

Can AI tools read the site and describe it correctly?

Twelve checks on what crawlers and AI tools can read. Pass scores 1, Partial ½. Score: **6 of 12**. The brand question (Q4) was answered accurately in **2 of 3** tools.

U1	**AI crawler access**	PASS	robots.txt allows all
U2	**llms.txt**	FAIL	None (404)
U3	**Sitemap**	PASS	404 URLs, including 328 projects
U4	**Text without JavaScript**	PASS	Copy is in the HTML
U5	**Who-it's-for line**	FAIL	No line says who Pentagram works with
U6	**Title and meta**	PARTIAL	Says what Pentagram is, not who it's for
U7	**Structured data**	PARTIAL	Organization only
U8	**Answer-ready pages**	FAIL	Five pages besides projects: no services, industries or FAQ
U9	**Comparison pages**	FAIL	No "how we work" or comparison page
U10	**Pricing as text**	FAIL	No timeline or budget guidance
U11	**Consistent description**	PASS	All three tools agree
U12	**Proof as text**	PASS	328 project pages

HOW AI DESCRIBES IT

ChatGPT: Independent design consultancy · **Perplexity:** "For organizations seeking design help" · **Google AI Mode:** Partner-owned, multidisciplinary

03 — CHOSEN

What we'd fix first

0 of 9 buyer lists put you first. Focus Lab is first in 4 of 6 B2B lists. Fixes are ordered by what blocks AI tools first, then content, then proof. We can't promise any tool will cite you; these changes give them better material to work with.

FIX 01 — 2 DAYS

Say who you work with

WHAT WE FOUND

The homepage H1 is "Pentagram". The meta description covers ownership (24 partners), not clients.

WHY IT MATTERS

Studios named first for B2B tech say so in their first line. AI tools match buyers to that line.

WHAT TO DO

One sentence on who Pentagram works with, plus industry pages for technology, financial services and B2B.

FIX 02 — 1 WEEK

Group the work by industry

WHAT WE FOUND

Google AI Mode cites Slack, Figma and Mastercard, mostly from other sites. The 328 projects are not grouped by industry.

WHY IT MATTERS

A B2B tech page gives AI tools one source to quote for the B2B question.

WHAT TO DO

An industry page listing B2B and tech projects, each with the brief and the outcome.

FIX 03 — 2–3 DAYS

Explain how an engagement works

WHAT WE FOUND

Every tool's downside list is the same: premium pricing, waitlists, slow timelines, heavy process.

WHY IT MATTERS

With no facts on the site, AI tools fill the gap with guesses from other sources.

WHAT TO DO

A page with typical team, timeline, process and a starting budget range.

If B2B tech isn't a market Pentagram wants, this gap may be fine. The snapshot shows what buyers see. Whether to act on it is the brand's call.

Want to see what AI tells buyers about you? The snapshot is free and takes 48 hours.

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