



planned defines a new marketing discipline: “Semantic Brand Architecture” as the key to visibility in the AI era

Munich, 24.03.2026: The marketing landscape is on the verge of a fundamental transformation: With the rise of AI-based search and response systems, the way information is found and processed is changing fundamentally.

Against this backdrop, the company planned is introducing a new strategic concept: **Semantic Brand Architecture.**

This approach describes how companies no longer build their brand solely through content and channels, but instead position it as a structured knowledge architecture within AI systems.

“We are currently seeing a shift from a link-based web to a semantic information space interpreted by AI,”
says Dr. Aly Sabri



Dr. Aly Sabri, CSO & Co-Founder

“In this environment, simply producing content is no longer enough. What matters is whether a brand is recognized by AI systems as a relevant entity within a given subject area.”

From Content Marketing to Meaning Architecture

While traditional marketing focuses heavily on content production and distribution, Semantic Brand Architecture takes a structural approach:

Companies define strategic thematic areas, build interconnected knowledge structures based on these, and systematically link content through entities and relationships.

The goal is to create a consistent semantic presence that is recognized by AI systems and incorporated into their responses.

Relevance Through AI-Driven Discovery

As the use of AI systems for information retrieval increases, the logic of visibility is also changing.

Instead of traditional search results, systems provide direct answers and recommendations. These are no longer based primarily on keywords or rankings, but rather on:

- thematic authority
- semantic relevance
- consistent knowledge structures

“The key question for companies in the future will be: In which areas will my brand even be perceived as relevant by AI systems?” said Bernhard Liebl, CEO & Co-Founder.

New Challenges in Brand Management

Many companies currently face the challenge that, while their content is extensive, it is not structured as a cohesive knowledge system.

Semantic Brand Architecture addresses this problem by organizing content, topics, and channels into a unified structure.

The result:

- Stronger thematic positioning
- Greater visibility in AI-generated responses
- More efficient content strategies
- Long-term growth in digital knowledge assets

planeed as an infrastructure for semantic brand management

With its platform, planeed aims to help companies build and manage such semantic structures.

The focus is on:

- defining brand entities
- structuring strategic themes
- linking content based on semantic relationships
- integrating across various communication channels

With this, planeed is positioning itself in a new category of marketing technologies that serve as the infrastructure for semantic brand architecture.

For more information, please visit planeed.app or contact us at hello@planeed-app.com.

About planeed

planeed is a technology company focused on strategic brand communication in the context of AI-driven information processing. The platform helps companies organize their content and topics into structured knowledge architectures and enhance their visibility in AI-based systems. planeed was founded in 2022 by Dr. Aly Sabri and Bernhard Liebl, MSc, and is headquartered in Munich.

**We'd be happy to provide you with more information about our press releases.
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