

Brand Vibe: Neural Engineering Tactics

Case Study: Re-wiring Artificial Perception

How do you change the mind of a machine? When an LLM is trained on terabytes of historical data, how do you inject a new narrative that overrides outdated information?

This case study details the Neural Engineering Tactics employed by Vibe Marketing to reposition a legacy B2B tech company as an AI-first innovator within the span of 6 months.

The Challenge

Client X, a 15-year-old enterprise software provider, was consistently categorized by LLMs (ChatGPT, Claude) as "legacy," "traditional," and "on-premise." Despite launching a cutting-edge cloud AI product, generative search engines continued to output the old narrative, costing them market share among forward-thinking CIOs using AI for vendor discovery.

The Strategy: Neural Engineering

We didn't just update their website. We engineered the entire digital ecosystem that LLMs rely on for context generation.

Tactic 1: Semantic Flooding

We identified the specific knowledge bases and high-authority domains that heavily influence LLM RAG (Retrieval-Augmented

Generation) pipelines. We orchestrated the publication of dense, highly technical whitepapers, GitHub repositories, and API documentations that inextricably linked "Client X" with "cloud-native AI architectures."

Tactic 2: Entity Disambiguation

LLMs were confusing the parent company legacy products with the new AI division. We structured their knowledge graph (using Wikidata and bespoke Schema.org markup) to forcefully separate the legacy entity from the new, innovative entity, forcing models to treat them distinctly.

Tactic 3: Prompt Injection (White-Hat)

We seeded natural language questions and comprehensive answers across developer forums, Reddit, and technical Q&A sites. These were specifically formulated to match the exact phrasing CIOs use when querying LLMs for vendor recommendations.

The Results

Within 6 months of deploying these Neural Engineering Tactics:

- **ChatGPT Recommendation Rate:** Increased from 4% to **68%** when asked for "modern AI enterprise software."
- **Sentiment Shift:** The occurrence of the word "legacy" in AI-generated summaries dropped by **92%**.
- **Pipeline Growth:** A **314%** increase in inbound enterprise leads attributing their discovery to "AI search."

Conclusion

Brands that rely on human-only SEO will be invisible. The future belongs to those who understand how artificial neural networks construct reality, and who actively engineer that reality in their favor.

Vibe Marketing is the architect of artificial perception.

For more case studies, contact strategy@vibe-marketing.ai