

SAMPLE X-RAY REPORT

This is what you receive — shown on a real audit of a real company, identity withheld.

THE SUBJECT

A venture-backed AI infrastructure company. It invented its product category — then watched that category commoditize underneath it as incumbents and open-source rivals moved in.

Marquee customers. Hundreds of thousands of developers. A new positioning written in copy but absent on film. Product ahead of story — the exact X-Ray profile.

ASSETS AUDITED

Flagship brand explainer · founder history film · full tutorial library

COMPOSITE SCORE

26 / 60

Strong product. Underpowered story.
Significant recoverable ground.

SCORED TEARDOWN — SIX NARRATIVE DIMENSIONS

CLARITY		7 / 10	Anyone can tell what the product is in one sentence. Fewer can tell why it matters now — and the new positioning hasn't reached the video library.
DIFFERENTIATION		4 / 10	Fast, managed, scalable, easy: every rival makes the same claims verbatim. The one unrepeatable asset — we invented this category — sits unused.
EMOTION		2 / 10	Written for the rational evaluator. No stakes, no tension, no villain. Infrastructure is bought on fear and aspiration like everything else.
PROOF		3 / 10	Household-name customers exist on a logo wall but never on film. Proof isn't dramatized — a feature demo leads where a customer story should.
STRUCTURE		5 / 10	Competent tutorials, but the library is a pile, not a funnel. No flagship film feeding category films feeding product films.
CALL TO ACTION		5 / 10	Developer CTAs are fine. There is nothing for the buying committee — no two-minute asset a champion can send up the chain.

COMPETITIVE READ — THREE CLOSEST RIVALS

RIVAL A — THE COMMUNITY BRAND

Wins on warmth: podcasts, recurring hosts, developer-to-developer energy. Their story is "we're building this with you." Against it, the client reads polished but anonymous.

Counter: don't out-scrappy them. Out-author them — the community darling didn't invent the category.

RIVAL B — THE INCUMBENT PLATFORM

Wins on reach: "you already use us — this capability is just a checkbox." Massive brand machine, enterprise trust, default distribution.

Counter: never fight on breadth. Tell specialization-under-pressure stories — what breaks when the core capability is a feature instead of the foundation.

RIVAL C — THE OPEN-SOURCE INSURGENT

Wins on cost and control: "why pay for what's free?" The argument already circulates in every comparison article the buyer reads.

Counter: total-cost-of-story. The 2am incident, the recall degradation at scale, the engineer-months — emotional, customer-anchored, specific.

THE STRATEGIC READ

All three rivals have a story. The client has specs. The company that named the category is letting its competitors narrate it.

PRIORITIZED FIX LIST — RANKED BY PAYOFF VS. EFFORT

- 01 Make one flagship customer film before anything else.** Ninety seconds, stakes-first, product second. Fixes Proof and Emotion in a single asset.
HIGH PAYOFF · MODERATE EFFORT
- 02 Reshoot the brand explainer around the new story.** The repositioning exists in copy but not on film. One anthem film that makes the old category a footnote, not the headline.
HIGH PAYOFF · MODERATE EFFORT
- 03 Flip the founder film from history to prophecy.** Same interview material, re-cut: not "how we invented the term" but "why the term is no longer enough." An edit, not a shoot.
HIGH PAYOFF · LOW EFFORT
- 04 Build the CTA ladder.** A two-minute executive cut of every developer asset, so champions have something to send up the chain.
COMPOUNDING PAYOFF · LOW EFFORT
- 05 Reclaim the tutorial funnel with format, not volume.** Third parties own the client's first-touch search moment. One high-craft five-minute flagship tier takes it back.
MEDIUM PAYOFF · MODERATE EFFORT

90-DAY CONTENT ROADMAP

FOUNDATION

DAYS 1–30

Lock the new narrative spine in one page. Secure the flagship customer for film. Execute the zero-cost wins: title fixes, re-cut the founder piece, re-sequence the channel so a story leads instead of a tutorial.

FLAGSHIP

DAYS 31–60

Shoot and ship the customer film and the new brand anthem. Launch both as one coordinated moment tied to a product beat — the reposition lands as an event, not a drip. Begin executive cuts of the top five existing assets.

SYSTEM

DAYS 61–90

Ship the flagship tutorial tier. Template the customer-film format so films two and three enter production. Exit the quarter with the library restructured as a funnel — anthem, customer proof, category explainers, tutorials — and a measurement baseline in place.

WHAT YOUR REPORT INCLUDES THAT THIS SAMPLE CAN'T

- A full viewing and scoring of your actual video and content library — every asset, not a public-facing subset.
- A competitive read built on your named rivals and your real deal dynamics.
- A live readout with Q&A, recorded for your whole team.
- A 90-day roadmap sized to your budget, your team, and your launch calendar.

THE NARRATIVE X-RAY

\$2,500 flat · 10 days · fixed scope

Engage on a retainer within 30 days and the full audit fee is credited toward it.

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