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"stopping advertising to save money is
like stopping your watch to save time."
– Henry Ford

PRBC

Your New Acronym!

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Annie Veale Freelance provides UK based freelance services across areas of digital to include SEO, AI, AEO, PPC, reporting and auditing along side website design and development.

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Permanent Random Brand Campaign (PRBC)

Objective: maintain profitable exposure and consistent traffic by randomising controlled campaign variables – timing, spend, audience, and creative – to reset learning signals and protect against algorithmic overfitting.

You’re retraining the platforms to see your activity as new priorities and dynamic as opposed to a permanent priority or complementary message.



introduction: Why PRBC Exists

High-spend, high-frequency campaigns are prone to algorithmic conditioning — when ad platforms (Google Ads, Meta, TikTok, etc.) learn your behaviour so thoroughly that they begin predicting and monetising it. They learn when you spend most heavily, what audiences you favour, which creative and landing pages you use, and what your bidding tolerance is. Over time, this predictability pushes you into an eternal spend escalation cycle: every campaign costs slightly more to perform the same. PRBC (Permanent Random Brand Campaign) is designed to break that pattern. It introduces structured randomness — unpredictability within a disciplined framework — that keeps campaigns profitable, agile, and algorithmically unreadable.

The Problem:
Algorithmic Spend Conditioning

Stage	Description	Effect
Learning	Platform identifies profitable segments and timings.	Strong initial ROI.
Conditioning	Algorithm predicts audience habits and fine-tunes spend and optimisations.	Impressions improve in number but so does the CPCs/CPMs. Often CTR starts to decline.
Saturation	Competitors mirror your nehavaviours.	Dilution of Ads or messaging.
Manipulation	Algorithm runs auctions and ‘tests’ how much you’ll pay, this iften forcing changes to your strategy, timings or better audience matching.	Forced budget creep.
Burnout	Ad fatigue and falling engagement.	Business turns to competing on cost as well, lower ROI and higher cost of acquisition.

A new conceptual framework

- The term neatly captures the essence of what you’re proposing:
- Permanent - always-on strand of creative output
 - Random - deliberately varied, experimental, algorithmically diverse
 - Brand - centred on reinforcing recognition, not just promotion
 - Campaign - measurable, trackable, and strategically aligned



How it stacks-up to formal marketing literature:

There’s no equivalent formal model in marketing literature. The closest comparisons are:

- “Always-on brand awareness” (too static)
- “Evergreen testing” (too tactical)
- “Creative experimentation loops” (used in AI/UX fields, not brand marketing)

Gradual rollout: Begin with 1–2 pillars, audit deeply, assess performance, then expand.

Maintain agility: Revisit allocations quarterly based on performance, predictive shifts, and market changes.

Implementation Framework

- Step 1: Audit and Tier Your Assets — Map all campaigns, keywords, and landing pages into tiers.
- Step 2: Randomise Timeframes and Spend — Randomness in timing protects against predictive cost manipulation.
- Step 3: Randomise by Intent, Not Product — Run campaigns around search intent instead of product category.
- Step 4: Randomise Audiences, Messaging, and Objectives — Break audience overfitting and vary creative, objectives, and targeting.
- Step 5: Randomising for SEO — Alternate content types, cadence, and linking to maintain freshness.
- Step 6: Measurement & GA4 Integration — Use intent-based tagging and event tracking to compare randomised vs. static campaign performance.
- Step 7: Evaluate and Refine — Compare CPC, CTR, and ROAS after 3–6 months to identify best-performing randomisation patterns.

Addressing The Core Problem: Algorithmic Conditioning & the Spend Spiral

PRBC protects brands from algorithmic cost manipulation by introducing measured and strategic unpredictability.

It’s a creative defence mechanism that keeps CPCs and CPMs volatile but manageable, extends audience reach, resets ad platform learning loops, and generates richer GA4 attribution data. Randomness, when structured, becomes not risk – but resilience.



FAST TRACK

Clarity, Priorities, Growth
Annie Veale Freelance audits, reports and strategy.

Transparent Pricing Tailored Depth

Bespoke
from £350

•Bespoke audit reports: £350 – £2,500 (tiered by scope).
•SEO Colour Wheel: £950 / £1,400 (structured audit framework). •GA4 Implementation & Training: £1,500.

Interactive
£1, 400+

Every project or report includes – communication platforms, meetings and face-to-face explorative chats and guidance, whether it is directly relevant or is of relevance to the supporting teams – whether that be social, content creation, tech and hosting or internal process.

INSIGHTFUL, INTELLIGENT, DECISIVE.

Process + Promise

Every project or report includes – communication platforms, meetings and face-to-face explorative chats and guidance, whether it is directly relevant or is of relevance to the supporting teams – whether that be social, content creation, tech and hosting or internal process.

Every project kicks off with a scoping session – if it is a small project the free (no-obligation) call can often achieve this, ultimately resulting in a pre-work agreement – whether this be for an audit or for retained AI incubation, SEO or a web or app project – the deliverables and time will be provided along with (in the case of the paid-consultancy) a full explorative report bench-marking the present day and the tasks required chronologically to elevate performance.

This means a fixed fee, no nasty surprises and a guarantee that the project, campaign or audit will level-up your digital performance.

+6,200

In excess of 6,200 days working on marketing and account or project management. This is a mix of client-side and agency work. The majority client facing.

+100

More than 100 clients have been looked after – whether this be in contracted marketing agency work, client-side contracts or in direct to client free-lancing, this experience is extensive and spans media transitions from traditional to dogotal and digital to AI.

case-studies-plus.annieveale.com/experience



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