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Branded Mayhem Collective restructures into two brands.

Digital strategy agency **8gnc** and AI-delivery practice **br8n**. Two brands,
two distinct promises, one Richardson holding company.

ISSUED BY

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PRESS RESOURCES

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Branded Mayhem Collective Restructures Into Two Brands: Digital Strategy Agency 8gnc and AI-Delivery Practice br8n

Richardson, Texas holding company splits agency craft and AI installation into two brands with two distinct promises.

RICHARDSON, TEXAS – JULY 27, 2026

Branded Mayhem Collective (BMC), a Richardson, Texas holding company, has restructured into two brands: 8gnc, a boutique digital strategy agency, and br8n, an AI-delivery practice. Under one name, buyers were hearing two promises and believing neither; the split gives each kind of work its own.

AI is flattening digital into the same gray for every business. Two responses work, and they are different jobs. One is craft: digital built by hand so a business feels as human online as it is in person. The other is capability: AI installed into how an operation already runs, owned by the operator instead of rented from a vendor. Different buyers, different promises. One brand name was blurring both.

8gnc is the agency, formerly Branded Mayhem. Same team, same work, new name. From Richardson, it builds brand strategy, identity, websites, content, and growth systems for operators who refuse to blur into the AI-commodity gray. The old address, brandedmayhem.com, now forwards to 8gnc.io.

br8n is the AI-delivery practice. Most AI deployments sit on top of the work and inherit its gaps. br8n installs the capability into how an organization already runs, starting with a Working Intelligence Audit and ending with the client owning the system. br8n also absorbs the advisory work Michael Sebastian previously published as M.L. Sebastian. Its home is br8n.io.



MICHAEL SEBASTIAN
FOUNDER, BRANDED MAYHEM
COLLECTIVE

"We were asking one brand to make two different promises. An agency promise sounds like craft: we will make you unmistakable. An installation promise sounds like operations: you will own this capability when we leave. Put those in one sentence and buyers hear neither. Splitting them was the honest fix."

MICHAEL SEBASTIAN, FOUNDER, BRANDED MAYHEM COLLECTIVE

Client work anchors the restructure. 8gnc is the digital agency of record for ANDRES Construction, a 100% employee-owned Texas general contractor with offices in Dallas, Houston, and Austin, managing its current web presence and rebuilding its digital home under an ongoing brand ops engagement. 8gnc built and runs the digital presence for **Moon Wolf Provisions**, a coffee and goods shop in Richardson, Texas: the site, the ordering and customer systems behind it, and an ongoing brand ops retainer. The Moon Wolf case study, with owner testimonial and performance figures, is published on 8gnc.io. br8n's work runs inside enterprise engagements that remain unnamed.

For current clients, nothing but clarity. The legal entity, Branded Mayhem Collective LLC, does not change. Contracts, pricing, deliverables, and points of contact stay exactly as they are. Agency clients see the 8gnc name where they used to see Branded Mayhem; practice clients see br8n. That is the whole change.

The names carry the idea. The 8 in each is an infinity sign stood upright; read them fast and you get agency and brain.

About

Branded Mayhem Collective (BMC)

Branded Mayhem Collective (BMC) is a Richardson, Texas holding company with two brands: 8gnc, a boutique digital strategy agency, and br8n, an AI-delivery practice. Founded by Michael Sebastian in 2018 and incorporated as Branded Mayhem Collective LLC in February 2026, BMC serves operators who have outgrown their old brand and refuse AI-generated sameness. The agency makes the work visible. The practice makes the capability yours. brandedmayhemcollective.com is the front door.

8gnc

8gnc, formerly Branded Mayhem, is the boutique digital strategy agency of Branded Mayhem Collective (BMC). From Richardson, Texas, it builds brand strategy, identity, websites, content, and growth systems for operators who refuse to blur into the AI-commodity gray. Every engagement runs diagnose, build, then Brand Ops. Clients include ANDRES Construction and Moon Wolf Provisions. Make it look like it feels. 8gnc.io.

br8n

br8n is the AI-delivery practice of Branded Mayhem Collective (BMC). It installs AI capability into how an organization already runs: the knowledge in people's heads, the manual work that repeats, the calls only one person can make. Engagements start with a Working Intelligence Audit and end with the client owning the system. No subscription dependence, no black box. Richardson, Texas. br8n.io.

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