

Max Ottignon

Co-founder of brand agency Ragged Edge | Keynote speaker and writer on branding and creativity globally

23k followers • [View Profile](#)

2

POSTS / WEEK

12 PM, UTC

MAIN POSTING TIME

200

AVG REACTIONS
20 comments

51%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He consistently turns branding (which can feel like “taste”) into simple stories anyone can follow: a sharp hook, a clear point of view, specific real-world details, and proof that it worked. That makes his posts highly shareable outside the design bubble, and it also makes selling feel natural—because the same posts that teach and entertain also quietly show why his agency is worth hiring.

FORMAT BREAKDOWN

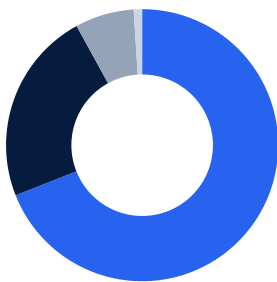


Image	69%	240 avg reactions
Video	23%	180 avg reactions
Text Only	7%	120 avg reactions
Carousel	1%	170 avg reactions

7 Tactics You Can Steal

01 [Start with one short line that makes people curious](#)

02 [Ask a real question or bold claim people will argue with](#)

03 Tell your work story as enemy, idea, choices, and results

04 Explain creative work so non-experts can picture it immediately

05 Show the messy middle so people trust your standards

06 Make a taste list and invite people to add their picks

07 Put the link at the end like a quiet afterthought

7 Tactics You Can Steal

1 Start with one short line that makes people curious

He often opens with a single, simple line that sounds surprising, so you can't help but click "see more." Then he quickly explains the context so it doesn't feel like a trick, which keeps people reading and sharing. This style shows up across multiple top performers, including one that hit 77.28x relative engagement and another at 4.66x. To copy it: write your first line as a standalone sentence with one specific detail (a quote, a weird fact, a bold claim), and don't explain it until line two.

[Example 1 →](#)

[Example 2 →](#)

2 Ask a real question or bold claim people will argue with

Several of his strongest thought-leadership posts start with a question or a "most people do this wrong" statement, which naturally invites replies. He immediately backs it up with clear examples so the comments become about the idea, not about him. This approach shows up in his top performers around 5.34x and 4.77x relative engagement. To copy it: ask a question your audience already has an opinion on, then give 3–5 concrete examples that make it easy to agree or disagree.

[Example 1 →](#)

[Example 2 →](#)

3 Tell your work story as enemy, idea, choices, and results

When he shares work, he doesn't just show it—he tells a simple story: what was wrong with the old way, what the new idea is, what specific choices prove that idea, and what happened after launch. Two of his best "new work" posts using this structure landed around 12.11x and 6.36x relative engagement. To copy it: write four short sections (Enemy → Big idea → 2–4 choices → Proof), and keep each section in plain words a non-expert would understand.

[Example 1 →](#)

[Example 2 →](#)

4 Explain creative work so non-experts can picture it immediately

He translates branding into everyday language and vivid specifics (the words you'd use, the vibe, the details you can see), instead of only design terms. That expands the audience beyond designers, which is why these posts travel further and bring in decision-makers. You can see it in high performers like the "belief in people" rebrand story and the "sneak preview" launch framing, both around 5x relative engagement. To copy it: describe your work using concrete objects, phrases, and before/after contrasts—then add one sentence on what it changes for real people.

[Example 1 →](#)

[Example 2 →](#)

5

Show the messy middle so people trust your standards

Instead of only posting the final result, he sometimes shows the process—how many versions, how much testing, and what it took to land the final choice. That “receipt” builds trust fast because people can see the effort, not just hear claims about quality. One of these process posts hit about 8.07x relative engagement. To copy it: screenshot your drafts, share a small set of options, and add one number that shows the scale of the work (like how many versions you explored).

[Example 1 →](#)[Example 2 →](#)**6**

Make a taste list and invite people to add their picks

His curation works because it's generous and specific: named picks, a short 'why' for each, and a real invitation for others to contribute. It also builds trust because it isn't selling—people follow because they want more of that taste and judgment. One of his biggest curation posts reached about 7.23x relative engagement. To copy it: publish a short list (5–15 items), give one sentence of 'why' per item, and end with a simple question like “What did I miss?”

[Example 1 →](#)[Example 2 →](#)**7**

Put the link at the end like a quiet afterthought

He usually delivers the full point first, then adds a low-pressure link at the end (“link in comments/below”) for people who want more. That protects trust, because the post still feels valuable even if you never click. Across his dataset, CTAs show mixed impact: one cut suggests CTA posts average ~1.91x vs ~3.10x for non-CTA posts, but another count shows that once you remove one viral outlier, CTAs are slightly ahead (about 1.77 vs 1.69). To copy it: write the post as if there is no link at all, then add a one-line PS with the next step.

[Example 1 →](#)[Example 2 →](#)

Profile Breakdown

HEADLINE FORMULA

Co-founder of brand agency Ragged Edge | Keynote speaker and writer on branding and creativity globally

[Role/Seniority] at [Company/Brand anchor] | [Platform roles] on [topic pair] [scope]. It works because it makes the commercial offer obvious (agency co-founder) while stacking portable authority (speaker + writer) and a clear domain (branding + creativity) with a reach signal (“globally”).

BANNER STRATEGY



One bold visual + one readable identifier (the agency name). It works like a roadside billboard: instant recall, no clutter, and it visually “proves” the agency brand is real and established before anyone reads a word.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Agency building, community, talks, awards & hiring	46%	What works best is big, high-context agency narrative (8 posts average about 1.85x relative engagement): recommitments, ambition statements, and culture/standards framing outperform logistics. What flops is low-context promotion (4 posts average about 0.28x): simple ticket links, late announcements, and job posts without a story land well below his typical results (median likes ~204.5).	Post 1 Post 2 Post 3
Thought leadership on branding, creativity & AI (clear theses + frameworks)	23%	Punchy, opinionated frameworks do best (6 posts average about 3.49x): trend calls, principles, and strong claims people can debate. Softer link-outs and vague culture analogies underperform (7 posts average about 0.65x), especially when the post is mostly "go read this" instead of delivering the argument on-platform first.	Post 1 Post 2 Post 3
Client work as proof (launch stories, case studies, results)	18%	Full "new work / case study" storytelling is the standout: 7 major launch posts average about 5.23x relative engagement, while low-stakes shares average about 0.38x. The difference is clarity: a strong idea, a few describable choices, and proof (numbers, press, or cultural signals) that the work landed.	Post 1 Post 2 Post 3
Brand finds, design commentary & curation (show your taste)	13%	High-visual "brand find" storytelling and curated picks are the biggest upside category: this slice is only about 13.33% of posts, but the strongest examples average about 13.87x relative engagement (with one extreme viral spike in this style). Quick, low-context design observations drop to around 0.72x—these posts need a clear 'why it works' explanation, not just a screenshot.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Ragged Edge branding agency services (brand strategy, naming, identity systems, and launch/campaign work)

Speaking/keynotes on branding & creativity

Writing, interviews, podcasts, and event appearances

Recruitment for Ragged Edge roles

How They Promote in Posts

CTAs appear in about 51.11% of posts (46 of 90 in one count). They're usually soft and placed at the end, most often a link-out ("link in the comments/below") to case studies, tickets, or job pages. CTA impact is mixed depending on how CTAs are counted: one cut shows CTA posts averaging ~1.91x relative engagement vs ~3.10x for non-CTA posts (inflated by one viral non-CTA outlier), while another shows CTA posts averaging ~1.77x vs ~3.41x non-CTA—but once you remove that single outlier, non-CTA averages drop to ~1.69, slightly below CTA posts. The practical takeaway: keep CTAs, but only after you've already earned attention with a strong story, examples, or results.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built for trust first: the banner is a simple agency "billboard," and the headline clearly states the two hireable paths (agency leadership + speaking/writing). The About section stacks proof (client names, publications, stages, judging) but does not include a clear direct CTA or link in the provided text, so conversion relies on (1) people clicking through from post CTAs to case studies and event pages, or (2) people messaging after seeing repeated proof. The featured section spotlights a proof-of-work post rather than a lead-capture asset, which reinforces authority more than it captures demand.

[View Profile →](#)

Top 10 Posts

1



A logo drawn by a six-year-old.

He highlights a restaurant/bakery brand identity he loves and shares the human backstory behind the logo. He backs his opinion with concrete, real-world touchpoints (interiors, merch, socials, and the experience of eating there) so the praise feels earned.

♡ 16582 💬 517 ↻ 366

2



New work. Maybe our most single-minded expression of an idea so far.

He announces new agency work and frames it around a clear problem in the category and an ambitious goal. He then describes distinctive creative choices and closes with outcome proof points before directing readers to a deeper case study.

♡ 2565 💬 131 ↻ 40

3



The evolution of the Tilt wordmark. A small selection of the hundreds of different options we looked at to make sure it was the best it could possibly be.

He shares a behind-the-scenes look at how a wordmark evolved through many iterations. The focus is on craft and standards, showing that the final choice came from serious exploration rather than a quick pick.

♡ 1736 💬 70 ↻ 17

4



My ten favourite branding projects of 2025 that Ragged Edge had nothing to do with. An annual, extremely subjective list in no particular order.

He publishes an annual list of favorite branding projects and explains why each pick stands out. He explicitly states his agency wasn't involved, then ends by inviting people to add what he missed.

♡ 1539 💬 80 ↻ 16

5



Don't stop. Just swap.

He shares campaign work and opens with a punchy line that reads like an ad slogan. He explains the strategic bet in simple terms, gives enough context to understand the category challenge, and credits the team before pointing to more details.

♡ 1339 💬 82 ↻ 16

6



New work. A brand built on belief in people.

He presents a rebrand through a human problem and a simple belief about how the product should treat people. He uses short, quotable contrasts to make the positioning easy to repeat, then credits collaborators and directs readers to a case study.

♡ 1237 💬 62 ↻ 15

7



Is product design getting fun again...?

He poses a debatable question about where product design is heading and offers a clear explanation for the shift. He supports the argument with recognizable examples and a memorable number, then offers a link to deeper writing.

♡ 1128 💬 54 ↻ 25

8

A sneak preview of the new brand and launch campaign for Granola.

He shares a preview of upcoming launch work and pairs it with a strong point of view about what the product stands for. He adds a personal origin story about using the product early and promises more to come as the launch unfolds.

♡ 1058 💬 95 ↻ 13

9



I don't think a sub-brand for a payments infrastructure would normally get the love, care or attention of a consumer brand.

He challenges the idea that certain kinds of branding work are "less important," and explains why treating it seriously can have big commercial impact. He reinforces the point with external validation and a pointer to more detail.

♡ 1041 💬 30 ↻ 8

10



"I don't love it. But it will grow on me"

He starts with a well-known brand story and uses it to explain why judging a logo in a presentation is often misleading. He names the real emotions people feel when choosing creative work and ends with a clear message about commitment.

♡ 988 💬 38 ↻ 27
