

## Value Prop

**We help you understand and serve your customer at every touchpoint to earn long-term relationships.**

## Brand Tone

**Smart, edgy, fresh, forward, zealous**

Attributes: accessible, open-minded, curious, optimistic, ambitious, high quality/premium, decluttered

## Brand Values

- People first • Fill a need • Lessen assumptions • Strive for long-term sustainability • Start with a powerful idea
- Be first • Find joy • Curiosity is essential • Learn every day • Dig until sufficiently challenged • Respectful dissent beats over false agreement • Don't wait for perfection • Experiment • Strong opinions held loosely

## Positioning

**Earning customers by knowing people.**

Customers are not bought. They're convinced, one interaction at a time, that you are right for them. Seeping into their mindset requires understanding what makes them tick, not just what message sounds good or what image looks pretty.

## Key Services

Brand experience research • Audience modeling • Journey audit and mapping • Communications & content planning • User-centered interactive design • Experiential marketing • Journey intelligence • Customer experience coaching

## Considerations

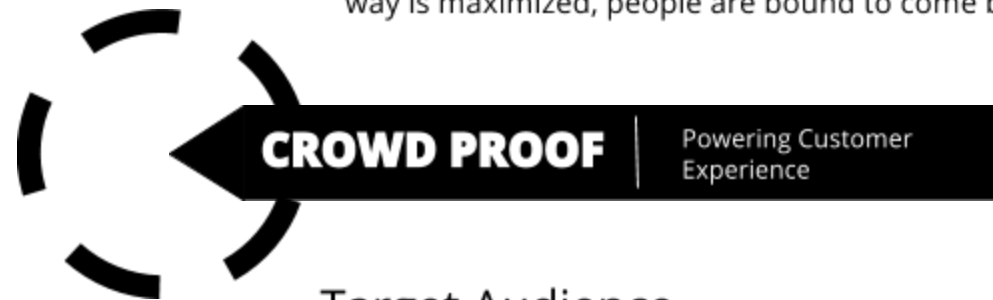
**Identity** Logotype • Lockup with tagline • Brandmark? • Typography • Brand colors  
**Materials** Business card • Letterhead • PowerPoint template • Social media headers/icons • Website • Favicon • E-newsletter

## Vision

**Bring marketing back to the real world.** Customers are people. The marketing world has a way of forgetting this, shifting to a focus on all the latest and greatest trends and technologies. But these are useless if not grounded in what people actually want and how they behave.

## Big Idea

**Turn customer experience into loyalty.** Each moment that a customer interacts with a brand contributes to the thoughts, feelings and behaviors toward that organization. When each step along the way is maximized, people are bound to come back.



## Target Audience

**Marketers who recognize a need.**

In-house Director / VP / C-Suite level at mid-to-large size companies nationally that have a customer problem. They believe there is value in solving the problem they face, but need help articulating it. They understand the concept of "customer first" but struggle with being customer-centric in practice. They're overwhelmed by a perceived need to stay up on every marketing and technological advancement and change, but aren't sure where to focus. They must sell in a good story to their bosses.

**We can help them:**

- Smarts: Feel and be smarter about marketing and their industry
- De-clutter: focus on what's really important and impactful in marketing decisions
- Shine: help them sell in a simple, logical story that's fresh and energizing