

CATEGORIES

CPG | Retail | Media | Financial Services | Automotive | Pharma Insurance |
Health Providers | Wellness | Manufacturing | SaaS | Marketing Agencies |
Faith-Based | Education | Professional Associations

SKILLS

Articulate Brand Across Marketing, Content, and Experiences | Understand
Market Dynamics | Build Differentiated Positioning | Ensure Brand
Alignment | Lead Matrixed Teams | Develop Relationships | Cultivate Best
Practices

TOOLS

Perplexity | Desk Research | Meltwater | Brand Asset Valuator | IBIS World
Falls Brand Toolbox | IDIs | Focus Group Moderation | Innovation Workshop
Facilitation | Journey Mapping | Persona Development | Competitor
Analyses | Positioning Analyses

DELIVERABLES

Brand Pyramids | Positioning | Personality | Reasons-to-Believe | Emotional
and Functional Benefits | Brand Personality | Brand Voice | Messaging
Platforms | Targeted Messaging | Naming | Logos | Look and Feel | Earned
(PR) | Owned (Social/Websites) | Paid (Social/Print/Display) | Retail
Design/POS | Direct Mail Email

RESULTS

Lower Marketing Costs | Increased Brand Equity | Improved ROI | Stronger
Customer Focus | Greater Shareholder Value | Deeper Emotional
Connectivity