







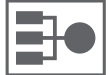














# Customizing solutions that are right for you

MARKETING STRATEGY	BRAND	CUSTOMER EXPERIENCE	COMMUNICATIONS	GO-TO-MARKET
 <p><b>Market Assessment</b></p> <ul style="list-style-type: none"> <li>EXISTING CUSTOMERS</li> <li>COMPETITIVE REVIEW</li> </ul>	 <p><b>Brand House</b></p>	 <p><b>Customer Experience Audits</b></p>	 <p><b>Communications Audits</b></p>	 <p><b>Social and Content Strategy</b></p>
 <p><b>State of the Brand</b></p>	 <p><b>Brand Development and Refresh</b></p>	 <p><b>Audience Segmentation</b></p>	 <p><b>Message Maps</b></p>	 <p><b>Automation and Delivery</b></p>
 <p><b>Target Audience Mindset</b></p>	 <p><b>Personas</b></p>	 <p><b>Customer Journey Maps</b></p>	 <p><b>Message Playbooks</b></p> <ul style="list-style-type: none"> <li>IN-DEPTH</li> <li>HIGH-LEVEL</li> </ul>	 <p><b>Internal/External Readiness</b></p> <ul style="list-style-type: none"> <li>COMPLIANCE-DRIVEN</li> <li>PRODUCT-DRIVEN</li> </ul>
 <p><b>Positioning</b></p>	 <p><b>Messaging Framework</b></p>		 <p><b>Integrated Communications Plans</b></p>	 <p><b>Outsourced Studio</b></p> <ul style="list-style-type: none"> <li>CREATIVE SUPPORT</li> <li>TRANSACTIONAL SUPPORT</li> </ul>
 <p><b>Value Proposition</b></p>			 <p><b>Advertising</b></p>	