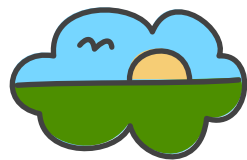
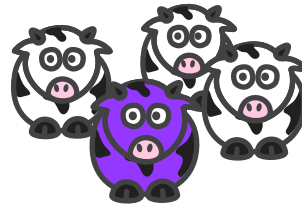


We help companies break out of crowded categories and achieve category dominance.

A world where consumers are enriched (rather than exploited) by relationships with brands

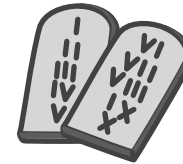


VISION



CATEGORY

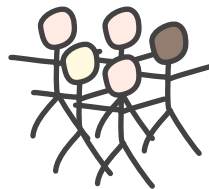
We have a responsibility to raise the tide that lifts all boats.



CORE BELIEF

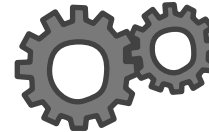
THE FIVE
POTENTIAL
BRAND
DIRECTIONS

MARKET



We serve companies with demand-side problems.

CORE TECHNOLOGY



We construct methodological approaches to solve business problems.