

CATEGORIES

CPG

Retail

Media

Financial Services

Automotive

Pharma Insurance

Health Providers

Wellness

Manufacturing

SaaS

Marketing Agencies

Faith-Based

Education

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 |
Falls Brand Health
Report

IDIs | Focus Group
Moderation

Innovation Workshop
Facilitation

Journey Mapping |
Persona Development

Competitor Analyses

DELIVERABLES

Positioning

Voice | 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