

Statement of Qualifications

Fueling the Entrepreneurial Spirit

Companies who are compelled to stay competitive are looking for ways to evolve. It requires both focus and flexibility. We have developed the perfect system to achieve and maintain that competitive edge. We call it a Strategy Platform and use it to develop the highest level of branding executions. Our clients call it a guidebook for exceeding their goals.

EFFICIENT USE OF RESOURCES

In a very condensed period of time we can hand you a guidebook unique to your company vision, with guide rails for every business decision—branding, marketing, operations, finance, technology, human resources, etc. The approach we have chosen aligns all egos, identifies a market position that will be second nature to sustain, and generates criteria that heightens critical thinking skills, all delivered in an accessible, flexible format.

COMBINING STRATEGY WITH DESIGN

No other branding firm has the courage to take this in-depth approach, but a Strategy Platform is the only way to marshal every company resource including all branding, marketing dollars. It's not enough to have innovative ideas, amazing talent, or financial resources if they don't serve a smart vision. We use every page of your Strategy Platform to design the most effective marketing pieces. Our design executions build a simple but sophisticated bridge between your company and your target audience. We are honored to have an award winning design team, motivated and equipped to generate the highest return on investment for our clients.

Pivot Lab Solves Tough Problems

- Strengthen your ability execute accurately
- Drive growth and profit
- Develop innovative ideas
- Create criteria for critical thinking
- Focus operations
- Motivate employees
- Steady and sustained top-line growth
- Align top management with the execution of strategy
- Find qualified managerial talent
- Strengthen customer relationships and loyalty

CLIENT EXPERIENCE



Statement of Qualifications (cont.)

RECOGNITION

Print	The One Show
HOW	Marketing
Media Inc.	Creativity 31
Big Book of Logos	Clio
Communication Arts	Andy
Emmy	Archive (Germany and USA)
Logo Lounge	

THE R.O.I. OUR CLIENTS HAVE EXPERIENCED

- ▣ 300% increase in revenue in 10 months. An unprofitable company with low morale and a mediocre reputation was purchased, and we provided the new owner with a clear vision and guide rails to triple their sales in ten months.
- ▣ Exceeded every business goal in less than two years. One company had a 60% drop in sales. We provided them with a strategy platform, packaging, and marketing materials that helped them exceed their previous market share, dramatically expand geographic reach and distribution plus extend their offerings successfully
- ▣ \$0 to \$4 million in three months. Another wanted to launch a new brand identity in a down economy. Our strategy, packaging, trade show booth and sales presentation allowed them to receive 4,000,000 in orders within four days of meeting potential buyers.
- ▣ Sustained growth over 10 years. One of our clients wanted long-term growth. We helped them develop a brand that has garnered 500% growth over the last ten years.
- ▣ \$6 million in Angel Money. Another had a great idea to revolutionize their industry but no funding. We provided them strategy plus brand development and environmental design which raised \$6,000,000.
- ▣ 1 to 9 sustainable, innovative offerings. One client was facing extinction. Their main technological offering would be obsolete within two years. After we developed a strategy platform exploring three new opportunity areas, they launched 9 new products in a year and a half which gave them the ability to dominate a new category of business leveraging existing expertise. They estimate they cut their time to market in half by aligning all leadership and outside partners.
- ▣ 0 to 6,000+ stores in four months. After eighteen months without a sale, a package goods company had four major chains ready to sign purchase orders at their first trade show after we developed a strategy platform, brand image, packaging and all marketing materials.

Statement of Qualifications (cont.)

Offerings

IMPLEMENTATION OF THE STRATEGY

No one can implement a strategy better than the ones who created it. Pivot Lab offers the option of using our knowledge and expertise to consistently execute your strategy across all media, efficiently developing an engaging experience for your current and potential customers.

IMPLEMENTATION

- Logos
- Websites
- Packaging
- Print collateral
- Business papers
- Naming and taglines
- Signage
- Graphic standards manual
- Advertising
- Sales presentations
- Trade show booths
- Merchandising displays
- Copywriting

CORPORATE TRAINING

It's crucial that your leadership team is aligned with your business goals and objectives. We can tailor a training program to match your organization's needs either by adapting an existing program or developing a new one.

Leadership Team Design and Growth:

- Leadership strengths evaluation
- Efficient decision making
- Action plan development

PLANNING

- Branding blueprint
- Public Relations
- Social media
- Paid media (SEM and Traditional)
- Search Engine Optimization

CONTACT HOLLY!

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