



PURE GRAVY: COMPANY OVERVIEW & CAPABILITIES

November, 2011

We Help Grow Strong Brands



Why Pure Gravy?

We love metaphors and think they're incredibly important to brand building. That's why, for our own brand, we chose a metaphor that evokes a range of emotions and reactions

We are in business to help our clients beat plan – for revenue, margin, share, awareness, whatever metrics they care about most. In this sense, our name refers to the idea that: 'everything above plan is Pure Gravy.'

We are also committed to providing a different type of client experience – we are hands-on practitioners and actually do the work. We find engagement with our clients to be deeply satisfying. In this sense, Pure Gravy refers to the rich and textured relationships we and our clients develop with one another.

Read on to learn more about what we do and how we do it.



Who We Are

- Pure Gravy is an insights-based brand strategy consulting firm.
 - Serving consumer, B2B and non-profit clients since 2006.
 - Our mission is to help companies grow their businesses by better understanding their customers and increasing their brand equity.
- Relationships are led by two experienced marketing practitioners and industry thought leaders, Judy Hopelain and Carol Phillips.
 - Client-side experience spans diverse industries.
 - Also held senior executive positions at leading agencies and consulting firms.
 - Teach brand strategy at leading business schools.

Client-Side	Consulting	Agency	Business Faculty
Illuminations Patagonia Whirlpool	Accenture BCG Prophet Swander Pace & Co.	JWT Leo Burnett Mullen Y&R	University of Notre Dame University of California - Berkeley

- Supported by a virtual team of research, analytic and consulting associates.



Strong Brands = Strong Businesses

- It's more important than ever for companies to have a clear strategy for presenting their brands and making brand-right decisions.
 - Social media and technology are shifting the balance of power to customers.
 - Choices have proliferated and the Internet has made it easier than ever to evaluate all the options.
 - Consumers are seeking information from peers, and placing more trust in the opinions of total strangers than traditional sources.



Our Perspective

- Through our experience as business strategists, marketers, and brand practitioners we have developed a point of view about how to manage brands effectively.
 - A strong brand is one of a company's most important assets. By growing brand equity, marketers help achieve the organization's business objectives.
 - Strong brands don't happen by accident. They require a clear strategy and active management.
 - The best foundation for building brands is a deep understanding of customers.
 - A core set of principles and frameworks can be applied to build strong brands across all industries and businesses.



Our Offerings

- We help clients solve strategic business and brand issues by leveraging a range of proven tools and frameworks.



- Brand audit
- Market segmentation
- Target insights (motivations, culture decision-making)
- Brand vision and rallying cry
- Brand positioning
- Brand architecture
- Brand activation
- Brand measurement

- The following pages highlight a few of these approaches.



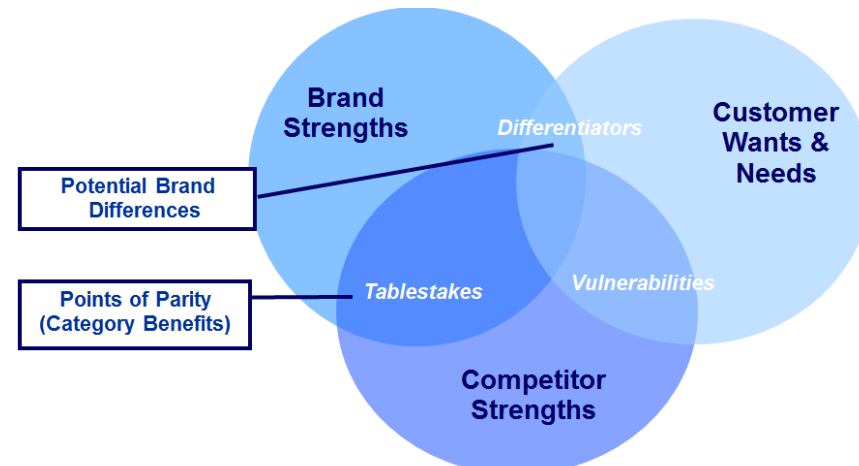
Brand Audit

- Brand Audits describe and evaluate the brand's current state and its effectiveness in achieving a company's business objectives.

We use the brand audit to examine the brand and identify its strengths and key issues.



We distill the information to discern potential brand differences and important category points of parity.



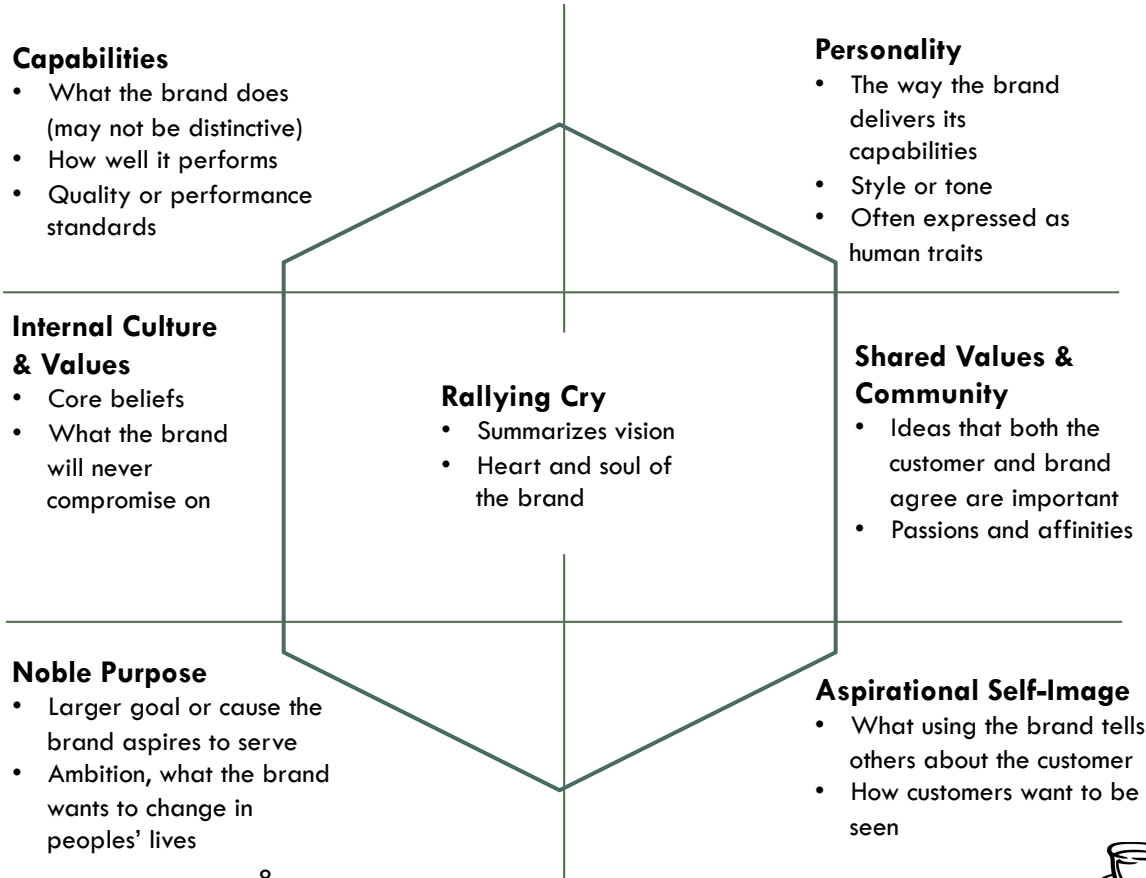
Brand Vision

- The Vision explains how a brand supports the company's overall mission and objectives, and informs decision making across the organization.

There are many different ideas about the best way to express a brand vision. All Brand Visions have at least three components: rallying cry, capabilities, and personality.

Our model includes four additional components that are increasingly important in defining brands: culture, shared values & community, aspirational self-image and noble purpose.

Pure Gravy's Brand Vision Model



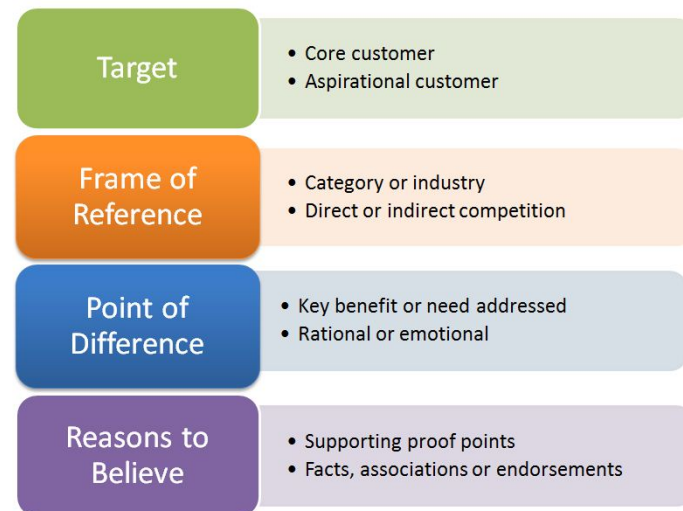
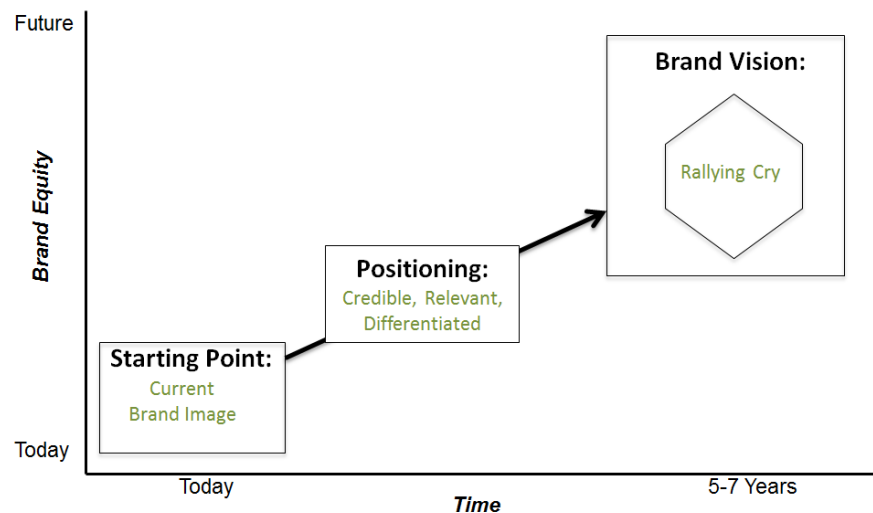
Brand Positioning

- Positioning sets a brand apart from its competition. It forms the basis for communicating to a particular audience at a particular time. Most brands will use a series of positionings over time to move toward their vision.

Positioning is the tool that moves a brand from its current image to its desired vision.



A classic positioning consists of four elements. Differentiation can be achieved through any element.



Understanding Customers

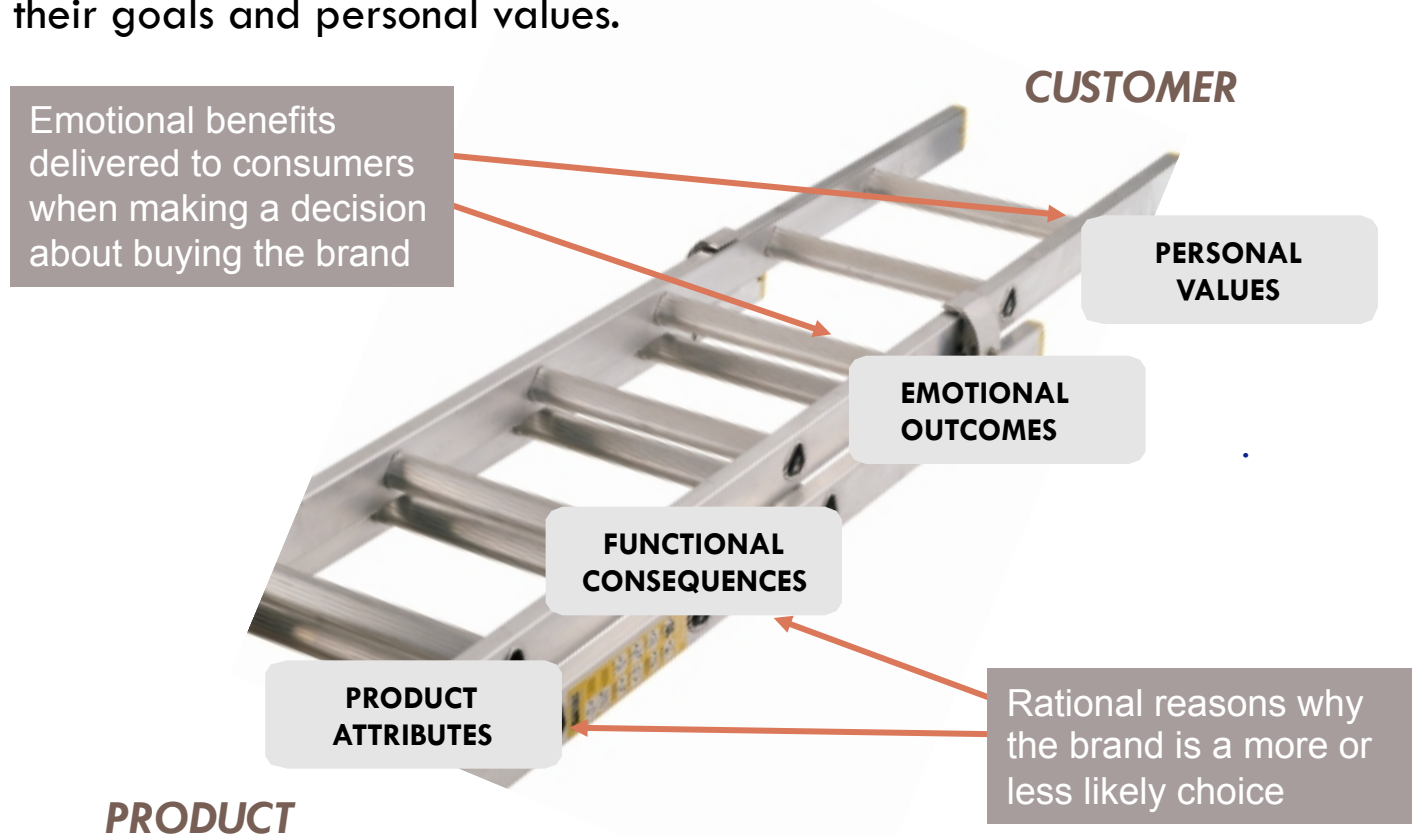
- We use a range of approaches to reveal deep insights about consumer and customer preferences and decisions.
 - Market segmentation
 - Qualitative studies using online focus groups and 1:1's
 - Quantitative surveys and concept tests
 - Decision laddering research

Our approaches emphasize understanding both the rational and emotional drivers of customer choices.



Rational & Emotional Decision-Drivers

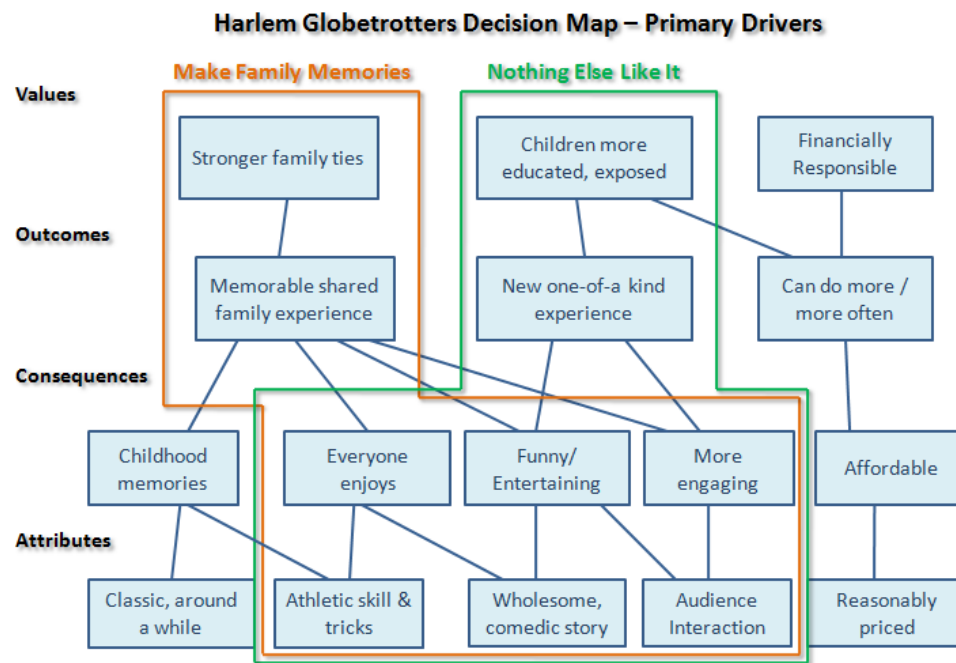
- Decision laddering is a powerful technique for revealing customer motivations. 'Ladders' describe how customers relate key brand attributes and imagery to their goals and personal values.



Laddering Insights Lead to Stronger Positionings

- Understanding the decision pathways underlying customer choices informs the development of compelling, unique and relevant positionings.

The primary decision drivers – family memories and one-of-a-kind experience – formed the basis of the new positioning: “Our Greatest Trick is Bringing Families Together.” This positioning refreshed the brand for a new generation of parents and kids. HGT credited this new positioning with helping them exceed previous audience records in 2009-2010.



*“The myth that sports are recession-proof has eroded in the past few months, but the **Globetrotters are thriving**. The Trotters report that revenues are up 18% from last year and record profits are expected in 2009.”*

- Sports Illustrated, 3.30.09



Positioning Requires a Comprehensive Approach

- We use a multi-stage approach to explore consumer attitudes and motivations, translate findings into positioning alternatives and test them with consumers to arrive at final recommendations.



November – December 2010

January – February 2011

Phase I: Exploration & Hypotheses

Discovery
Individual Interviews
Quantitative Validation Survey
Findings & Implications

- Need states typology
- Sources of volume by consumer type and need state
- Brand strengths within key need states
- Consumer decision drivers

Phase II: Positioning Development

Concept Development
Testing
Refinement
Final Recommendations

- Consumer assessment of positioning alternatives
- Recommended positioning
- Marketing implications
- Agency briefing



How We Work

- Pure Gravy partners with clients to address strategic brand issues. We serve as the voice of the customer and help maintain a focus on the big picture.



“We love the way you framed up the recommendations. It really got people thinking. It created a lot of buy in and lots of great dialog. All in all it was very well received.”

**Susan Croly, Senior Manager,
Consumer and Customer
Insights,
Campbell Soup Company**



“We’re confident that our refined messaging is absolutely directionally correct, and I’m eager to see the results over time. I wish all of my projects went so well!”

**Paul Froehlich, APR
Product Marketing Manager,
McKesson**



“We were so fortunate to have you kick off our store manager’s conference and provide our team with the permission to change as well as a framework of tools to embark on our own journey of change. It’s exciting to see where this knowledge can take us.”

**David Patrick, SVP, CMO,
Westlake Ace Hardware**



Why Pure Gravy?



We are...

Creative & innovative



Hands-on leaders



Practical



Thorough & rigorous



Marketing practitioners



So you get...

Custom deliverables

Accountable partners

Time & cost efficient results

Deeper insights

Actionable recommendations





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Contact Us

How Can We Help You Grow?



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