



Let Modo Group help you build long-term brand value. Learn how by contacting **George Murphy** at george@modo-group.com.



MODO GROUP

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great
brands
equal great
companies



In today's marketplace, where consumers are offered a dizzying array of options, companies can no longer rely on upgrading features, discounting prices or channel exclusivity to build value. A more enlightened, long-term strategy is to focus on building brand equity, while increasing stakeholder value.



At Modo Group, we help companies build enduring consumer brand relationships with their important customers. We work to elevate brands above the competition by creating the consumer context and the distinctive positioning needed to establish relevant connections with customers. Building enduring high value relationships is our goal.

great brands are relevant

And they stay that way by constantly remaining in tune with consumers' needs, re-inventing themselves over the long-term.



What We Do ●●●

At Modo Group, we'll help you change the way your business creates value and how your brand creates meaning. As an all-inclusive brand strategy and marketing services firm, we offer expert service in virtually every aspect of the brand development process—from insight gathering and strategic planning to brand management, implementation and commercialization.

Brand Insights

Your project begins by forming a deep understanding of the situational realities of your brand. We work with you to explore internal truths and challenge inherited myths within your organization. Then we'll look beyond your company's walls to track and test consumer perceptions.

Brand Strategy

We'll translate insights into focused strategy to map the connection between consumer needs and company value. We'll develop the strategy components right for your business, such as brand positioning, customer definition, messaging for key audiences, marketing plans and marketing process optimization.

Brand Tools

We'll inspire your employees to become brand stewards, making your strategy accessible through brand alignment, brand manuals, training and educational tools.

Brand Management

We don't just create a strategy and then walk away. We'll work with you to bring your strategy to life to implement brand initiatives—from branded physical spaces like flagship stores and kiosks to product names and brand identity packages.

Brand Metrics

Results are what your brand strategy is all about, so we develop methodologies to measure the true value of your brand initiatives and maximize the ROI of your marketing investment.

great brands connect emotionally

They speak to the individual, igniting the connection between a company's essence and a consumer's heart, turning consumers into brand believers and passionate advocates.



How We Work ●●●

Focused on Business Results

We're business people as well as brand strategists, bringing an analytical lens to the creative, intuitive work we do. We know that when your brand strategy and business strategy work in harmony, your company is poised for success, resulting in increased market share and stakeholder equity.

Highly Collaborative

We'll work in partnership with your company through every step of the process. We'll tap your people's experiences to both inform and inspire our strategy. All along, we'll be preparing you for the hand-off when your organization takes full ownership of the brand, ensuring it thrives well beyond our engagement.

Customized Approach

We'll tailor your project to meet your company's unique needs, because we never take a boilerplate approach to developing strategy. Creating your customized project team, we'll draw from some of the sharpest strategists, program managers, brand tacticians and industry experts in the business.

great brands have a conscience

They establish their core values and their enduring commitment to excellence in ways that generate consumer trust and abiding loyalty.



Why Modo Group ●●●

If your company is like most companies that work with Modo Group, you've reached an inflection point in your business. Perhaps your company has experienced tremendous growth, but now your brand needs to evolve without alienating the consumers that made it so successful. Or your long-established brand may have lost its relevance, and it's time to reconnect with consumers in new ways. Your brand may even be new, and you're ready to invest in building a sustainable advantage for your business.

Wherever you are now, our business and brand expertise can get you where you need to be. We've done it for some of the most recognized businesses and brands in the marketplace, and we have experience across a number of categories, some of which include, technology, consumer products, financial services, grocery, retail, health care and natural health.

Some of our past and present partners include:

- Coca-Cola
- Earthbound Farm
- Guggenheim Partners
- Kaiser Permanente
- Microsoft
- Starbucks

Our Management Team ●●●

George Murphy ●●● CEO

Prior to founding Modo Group, George led brand development, experiential marketing and design development efforts for both Starbucks and The Coca Cola Company. The internal “client” perspective provided George with a clear understanding of what Modo Group needed to offer – a blend of brand expertise with marketing creativity, delivered with management consulting rigor. George has a bias for action and the track record to back it up. He has a B.A. from Fordham University and a J.D. from St. John’s University.

Sarah Van Dyck ●●● Brand Strategy

Sarah leads the strategy and insights team at Modo Group. With a 15 year career that has spanned almost every aspect of brand strategy, Sarah brings a wealth of experience to the team. She’s tackled everything from managing new product launches in Europe for Procter & Gamble, to serving as VP of marketing at etrieve, Inc., to consulting for brands like Expedia, Starbucks, and T-Mobile. Sarah has a B.A. from Brown University and an MBA from INSEAD in Fontainbleau, France.

Stacy Stanley ●●● Brand Strategy

Stacy is a key senior leader in Modo Group’s brand strategy team. Her experience spans a broad spectrum of industries, including technology, health care and consumer organic/natural health. Notable brands include Odwalla, Bacardi, Earthbound Farm, Kaiser Permanente, Microsoft, and the Hain Celestial Group. Stacy has a B.A. in Psychology from Duke University.

Carol Kilgore ●●● Brand Management

Carol leads the Program Management team at Modo Group. In her 15-year marketing career she’s served as Director of National Advertising for Vodafone AirTouch, and most recently as VP, Account Management at Publicis in the West, leading the \$300 million T-Mobile consumer advertising account. Carol has a B.B.A. in International Business from the University of Georgia.

Cathy Syverson ●●● Brand Tools

Cathy directs creative services at Modo Group. She held her first managerial post at Eddie Bauer, where for nearly 8 years she managed their creative services and was responsible for creative direction and execution of all Eddie Bauer Sportswear catalogs. Before joining Modo Group, Cathy spent 2 years directing creative services for REI. Cathy has a B.A. in Graphic Design from Western Washington University.

