

Get your arms around big ideas and shape them into a strategic growth plan. [We call it Hugging the Hippo]

There are four development phases that shape your playbook and create a proprietary formula that begins with the end in mind.



Evaluate

Identify

Create

Action/Assess



**The
RESULT**

The outcome of the process is your product.

Your strategic marketing playbook will provide strategy, creative, and an implementation blueprint for marketing and communication plans as well as brand and go-to-market strategies.

