

“Our CEO is expecting double-digit growth, and we don’t have a clear sense of how to get there.”

“We’re losing market share. What’s impeding our growth?”

“How do we evolve our brands
to capture growth?”

“What are the best opportunities for taking
our business to the next level?”

“Our marketing program isn’t delivering the results we’re looking for.”

“How can we optimize our brand portfolio?”

“Do we have the right skills, resources, and tools in place to achieve the growth we need?”

When **growth** is the challenge, Denneen & Company can help you achieve it.

Founded in 1993, Denneen & Company is a Boston-based growth strategy consultancy that helps world-class companies and premier institutions achieve their growth objectives by enhancing the value of their brand assets and driving sustainable improvements in business performance.

We have helped one of the world's largest companies achieve impressive, year-over-year growth for one of its most critical business divisions.

We have worked with the leaders of a world-class academic medical center to shape a value proposition that resonated with stakeholders.

We have refocused the brand positioning, product line, and distribution strategy of one of the retail industry's most recognizable brands.

Clients come to us because their brands aren't living up to their full potential in the marketplace, and their teams need new strategies to remain successful and competitive.

They work with us for the strategic acumen, best-in-class services, and hands-on, in-company experience we bring to every engagement.

They stay with us for the rigor of our practice, the caliber of our insights, and our success in working with organizations to deliver substantive results.

"I've worked with many strategy consulting organizations, and what makes Denneen & Company stand out is their penetrating analysis and insightful strategy, combined with practitioner sensibility. They can truly be counted on for thoughtful leadership and innovative growth solutions that drive business results."

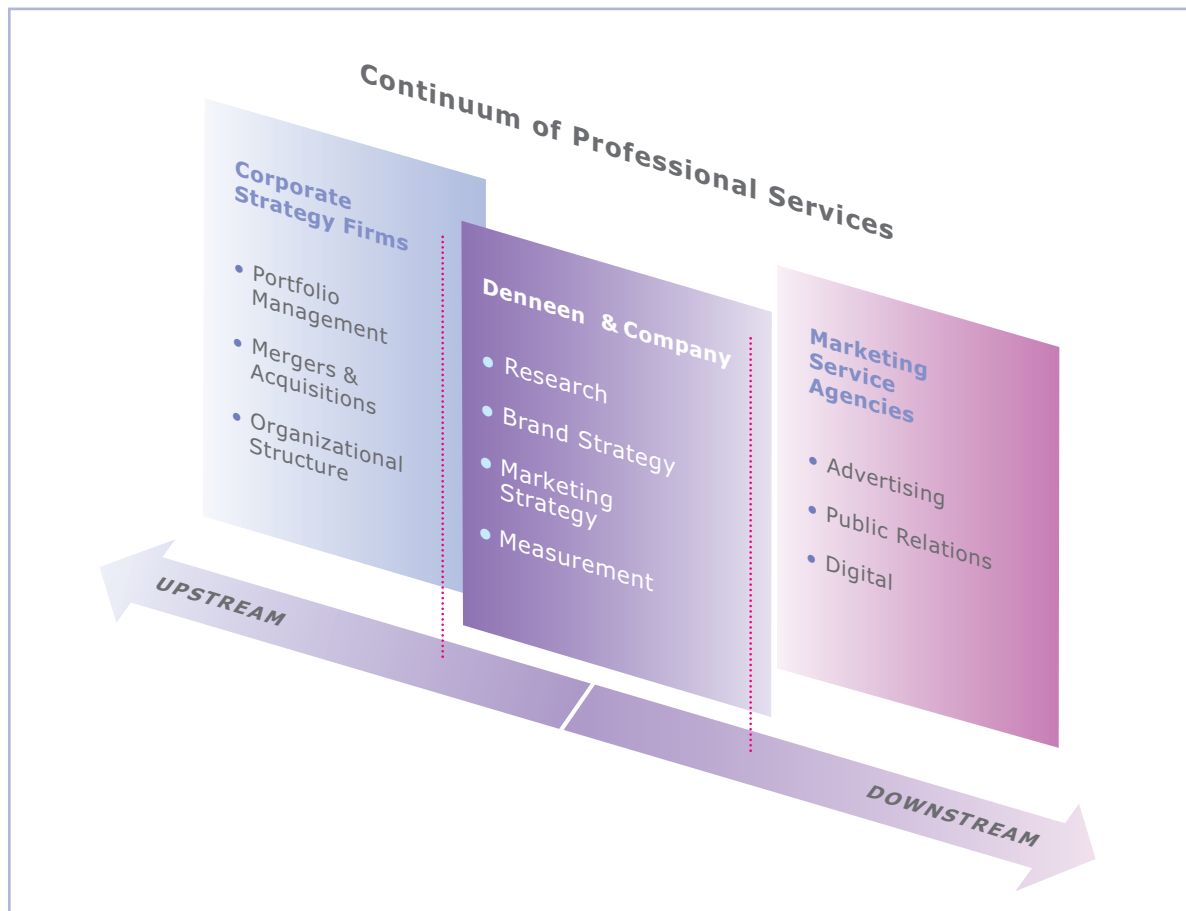
STEPHEN C. JONES
Former Chief Marketing Officer
The Coca-Cola Company

growth

Denneen & Company links strategy with execution to drive **results**.

At one end of the professional services spectrum, global management consulting firms specialize in addressing issues that affect the highest levels of corporate strategy. On the other end, advertising agencies, branding agencies, and public relations firms offer specific services to implement marketing strategy.

Denneen & Company provides the missing link between the two. As generalists in business strategy and experts in marketing and brand strategy, we have the credibility to work “upstream” with corporate leadership and “downstream” with those charged with bringing growth initiatives to market.



Denneen & Company provides growth strategy services – including brand strategy and marketing strategy – that align with our clients’ corporate-level strategic initiatives and shape go-to-market activities.

strategy + execution

Our clients are all **unique** – but they work with us for similar **reasons**.

Clients typically engage us to advise them on issues affecting a brand, division, or company. The collective depth of our experience positions us to address their highest-level marketing and brand issues, and to forge practical, actionable solutions that drive growth.

All of our engagements are structured around proven methodologies, and the recommendations and initiatives we craft are highly customized. Yet while our clients – and their issues – are unique, they work with us for similar reasons.

The caliber of our clients and engagements – Our clients include a broad range of industries and client types – from Fortune 100 corporations to emerging companies and nonprofit institutions. Our engagements address the core growth challenges that have the potential for significant positive impact on the client's business.

The depth of our services – Because we've chosen to focus our services, we are able to offer a depth of capability in marketing and brand strategy that is unmatched.

The rigor of our approaches – Each of our engagements is based on rigorous analysis that yields fresh insights into the client's markets, customers, consumers, and competitors. Most often, our work is grounded in consumer/customer research, and may incorporate both our client's business data and our knowledge of fundamentals and emerging trends in marketing and strategy.

The expertise of our team – Each member of our team brings not only top academic credentials to each engagement, but also previous experience in management roles at leading marketing companies or management consulting firms. This positions us to not only recommend strategy, but also translate strategy into the on-the-ground initiatives that generate growth.

The strength of our network – We provide clients with the option of integrating our services with a strong network of top-rated professionals at research firms, creative agencies, and executive search companies who provide specialized expertise that complements our core competencies.

"I value the Denneen team for their practical orientation to strategy, and their ability to build capabilities in my organization. I've found that in the areas of our business where I have them working, we're seeing our best results in the market."

MIKE MULLINS

Vice President, Global Marketing
Exxon Mobil Corporation

= results

Our services encompass the **full spectrum** of growth opportunities.

Denneen & Company combines world-class strategic development with the practical skills needed to produce results in the marketplace. Our engagements produce recommendations that provide a viable blueprint for achieving substantive, positive change. Our comprehensive service offering is tailored to reflect the issues and opportunities our clients are addressing.

Insights and Implications

We believe that growth depends on insight that illuminates better and new ways forward.

Our consultants are highly expert at drilling down through data to identify insights that drive growth – and at developing customer and consumer research studies that yield those insights.

Enterprise Growth Strategy

We believe that growth occurs when associates are aligned with leaders in pursuit of a common destination.

We work with you to analyze where your organization is headed, help align your growth initiatives around that vision, point out potential obstacles and opportunities, and suggest management routines and guardrails that help accelerate growth.

Growth Initiatives

We believe that growth comes from innovative approaches to your existing business, as well as transformational initiatives.

We demystify the changes affecting your business environment, work with you to keep your consumers engaged, help you identify new consumers and emerging needs, and make the business case for a transformational move.

Brand Strategy and Expression

We believe that growth comes from rigorous and disciplined brand strategy.

We work with you to develop a brand portfolio strategy, position your brands, craft an effective brand architecture, sharpen the visual and verbal components of your identity – and introduce these enhancements to key audiences.

Go-to-Market Strategy and Initiatives

We believe that growth comes from being better than your competitors at marketing fundamentals.

We help you increase revenue and share for your products and services through an approach that meets the needs of both your customers and your retail and distribution partners. We also enable you to get the most out of your agency relationships during execution of marketing strategy.

Marketing Effectiveness

We believe that achieving growth – and maximizing your marketing ROI – requires not only the right strategy, but also the right people pulling the right levers.

We leave a stronger marketing capability in place at the conclusion of each engagement than when we arrived by leveraging our world-class packaged goods experience and the most useful marketing tools available.

“When we wanted to develop an institutional brand positioning, Denneen & Company was the firm we turned to. Their work united the institution, strengthened our competitive position, and helped my team achieve a huge success.

PETER BRUMLEVE

Chief Marketing Officer
Massachusetts General Hospital

Out think.

Growth Initiatives

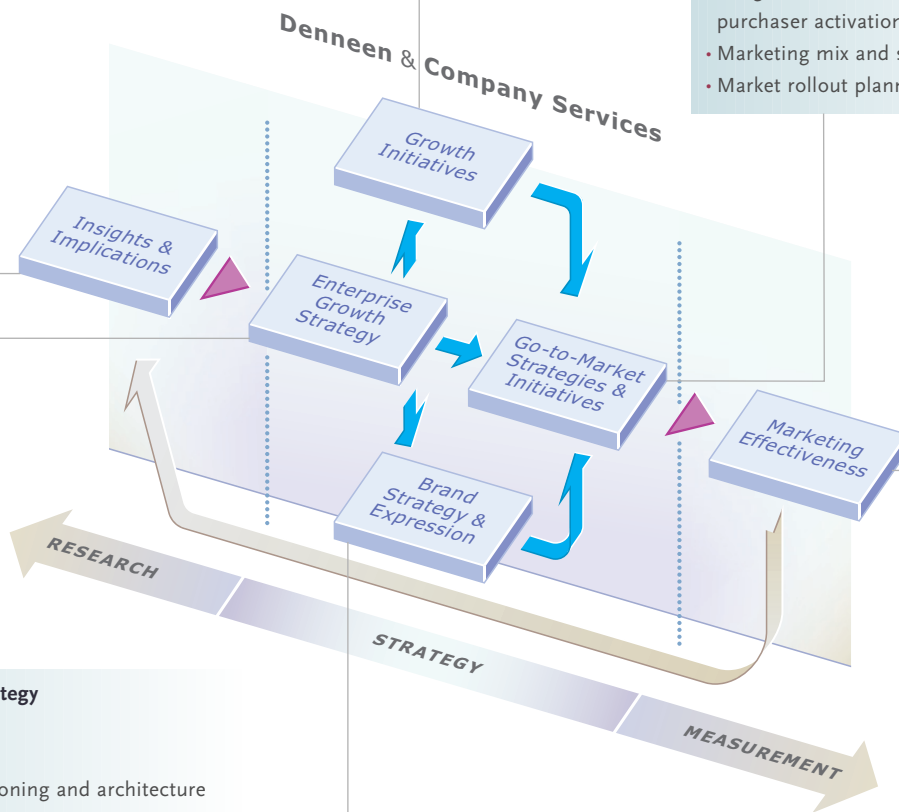
- Core business growth opportunities
- New product and service introductions
- New category and market entries
- Emerging channel development
- New technology and media opportunities

Insights and Implications

- Customer, consumer, and purchaser research
- Industry, market, and competitive analysis
- Business performance analysis
- Brand assessment
- Management and employee research

Go-to-Market Strategy and Initiatives

- Channel, product, package, and pricing strategy
- Communications strategy and management of advertising development
- Key customer growth strategy
- Integrated consumer engagement and purchaser activation
- Marketing mix and spending optimization
- Market rollout planning



Enterprise Growth Strategy

- Destination planning
- Scenario planning
- Corporate brand positioning and architecture
- Global brand planning and governance
- Leadership coaching and employee engagement

Brand Strategy and Expression

- Brand growth strategy
- Segmentation, targeting, and brand positioning
- Brand portfolio strategy and architecture
- Brand identity elements
- Brand asset stewardship

Marketing Effectiveness

- Marketing planning process design
- Brand performance dashboard
- Marketing team capability-building
- Marketing best practices
- Marketing ROI

Out perform.®

rigorous
analysis
sharper
insights
proven
approaches
practical
advice
tangible
results
rigorous
analysis
sharper

Denneen & Company, Inc.
222 Berkeley Street
Boston, Massachusetts 02116
T 617.236.1300
F 617.267.5001

www.denneen.com