

SmartStorms™


Brilliant Solutions On Demand.

Most companies can't afford to have thought leaders, branding gurus and marketing-to-women experts on their staff permanently. But wouldn't it be nice to have all of their experience, expertise, and knowledge focused like a laser on YOUR challenges for a few hours when you need it? That's exactly what SmartStorms™ are designed to do.

What do you need to know today?

SmartStorms™ can be a smart start to:

- Launching a new product or brand
- Exploring brand identity and messaging
- Creating fresh thinking about new channels for reaching women
- Finding specific ways for improving service and sales to women
- Ad agencies pitching or developing work that needs marketing-to-women expertise



A few hours with the best minds in the business can deliver strategies worth hundreds of thousands of dollars over the life of your brand.

It's All About You.

You've got burning questions and deadlines. We've got solutions and experts who think fast. One thing we've learned while working at some of the top agencies in the world is that most of the big ideas are generated by a few smart people sitting in one room together on a singular mission. In SmartStorms, that mission is you.

How It Works.

- You bring us a challenge or question.
- Together we decide which experts to bring to the table.
- Each expert reviews the information provided by you.
- The experts meet for a facilitated SmartStorm™ focused on your challenge.
- Results are organized, refined and presented as an action plan

Cost.

SmartStorms™ are smart because they are customized to your needs. Customization makes a standard rate sheet impossible to provide, but SmartStorms™ start at \$3,500.



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