

# BRAINLAB

**Building brands through sustainable practices.**

## **BRAIN LAB SPECIALITIES**

- Brand Development
- Communications Audit
- Competitive Studies
- Creative Services
- Culture Transitions
- Customer Engagement
- Employee Programs
- Focus Groups
- Green Audit
- Group Brainstorming Sessions
- Marketing Roadmaps
- Media/PR strategy
- Performance Tracking
- Production & Fulfillment Services
- Project Management
- Strategic Planning
- Sustainability Consulting

## **PARTIAL CLIENT LIST**

- Bank of America
- City North
- Capitol Bancorp
- Girl Scouts of Arizona
- Kentucky Fried Chicken
- Kitchell Corporation
- Mesa Bank
- Public Service Company of New Mexico (PNM)
- Salt River Project (SRP)
- San Luis Obispo County
- State of NM Tourism
- Westward Look Resort

Brain Lab believes in building brands through customer engagement. Engagement creates customer interaction and participation through a deeper more meaningful connection between company and customer.

Consumers are in the driver's seat and with our breadth of knowledge across disciplines and industries we will guide you in discovering the right mix of culture, creativity and technology to truly bond with and have a meaningful discourse with your customer.

Key to that mix these days is "sustainability." What IS a sustainable brand? And does it really make a difference? We can help you answer those questions and a great place to start is by conducting a Green Audit. Understanding where your company stands in regards to sustainability is becoming a must in business and marketing planning.

So why Brain Lab? Because we understand engaging today's consumer means tossing aside established assumptions and that sometimes the best way to build a brand is from the inside out.

**Call or email us today for a free consultation.**

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