

A black and white photograph of a man in a suit walking through a modern building's entrance. The entrance is framed by large, dark, angular concrete structures that create a dramatic, geometric frame. The man is walking from left to right, carrying a briefcase and talking on a mobile phone. The background shows a building with a grid of windows and a central vertical column.

# WANT TO SELL MORE?

DECEMBER 2022

Life is a pitch.

You have a great idea.

You have a great product.

You have great data to prove it.

But your story's not breaking through the clutter.

Most often it's not what you're saying,  
but how you show it and say it, that makes all the difference.

We help brands break barriers by mining  
the gems in your mountain of information,  
then cutting and polishing and assembling  
them with a jeweler's precision and an artist's flair.

# Finding your story

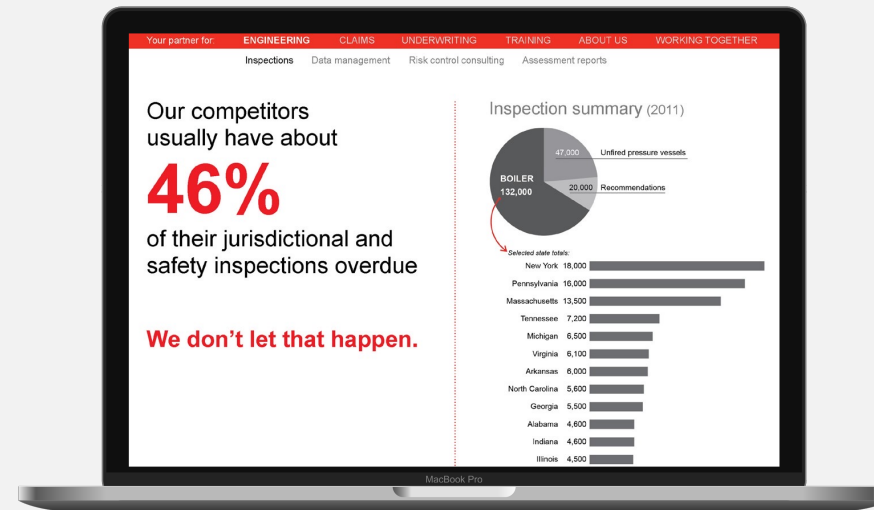
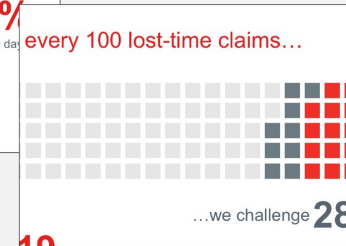
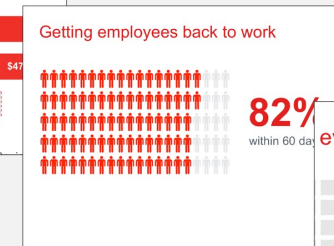
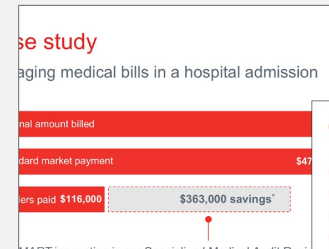
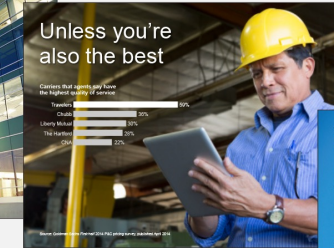
When you have a lot to say, it's easy to say too much. And that's when people tune out.

We'll find the right mix of message and data to pull your audience in and inspire them to act.

**Client:** a major insurer

**Mandate:** Increase sales

**Action:** Distilled a 435-page pitch deck into a short, compelling presentation and accompanying sales materials.



# Knowing where you stand

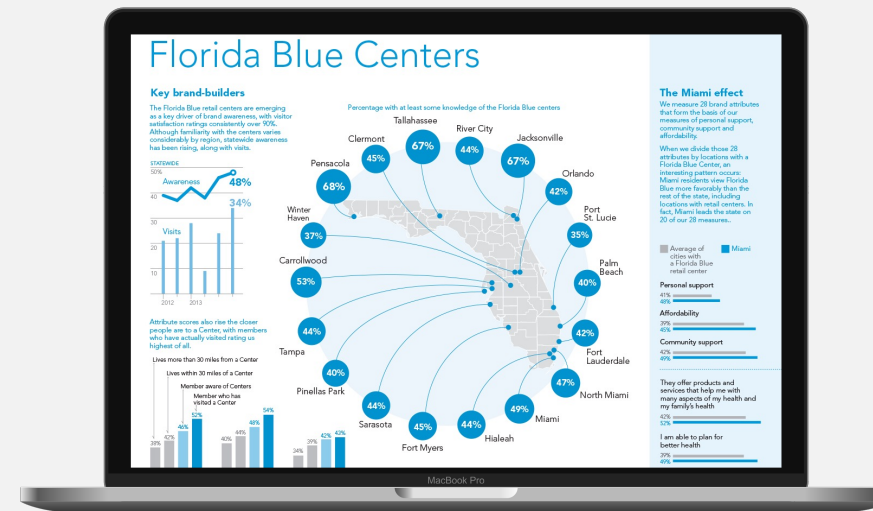
Lost in a thicket of market research? We can clear the path forward.

We'll filter the noise to deliver stronger insights that will drive growth.

**Client:** a large health insurer

**Mandate:** Help board of directors understand company's competitive position

**Action:** Turned more than 1,400 pages of market surveys into a concise, engaging quarterly report.



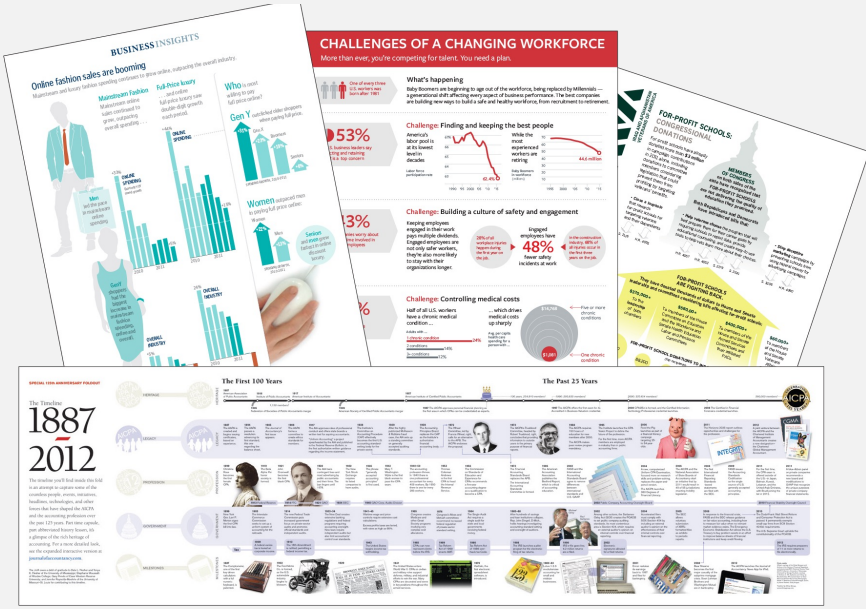
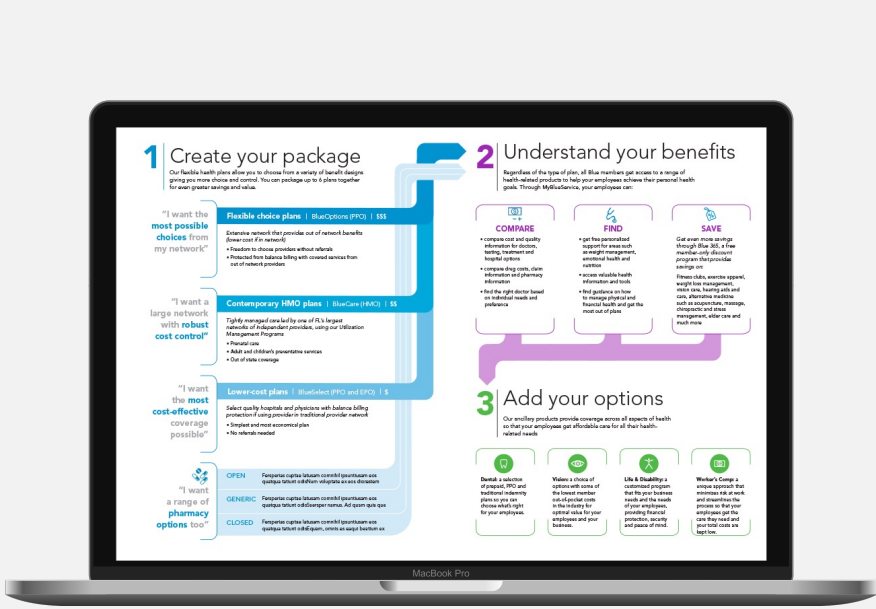
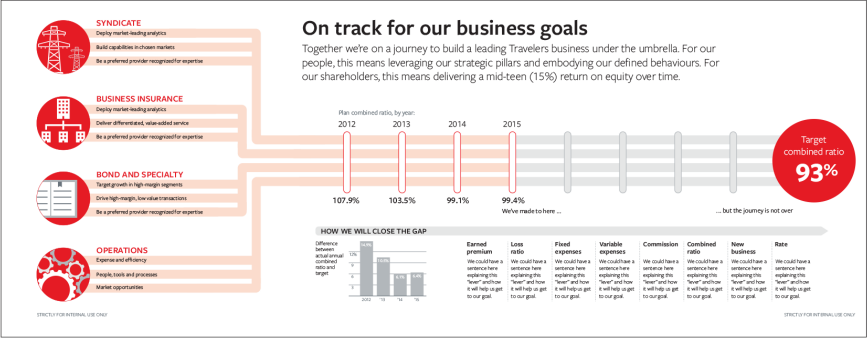


# Highlighting your difference

In a crowded market, simplicity is a selling point.

We don't dumb you down, we immerse ourselves in your world until we find the elemental truths that set you apart.

**Client:** Various  
**Mandate:** Highlight achievements, products or issues  
**Action:** Deliver engaging takes on business topics



# Making connections

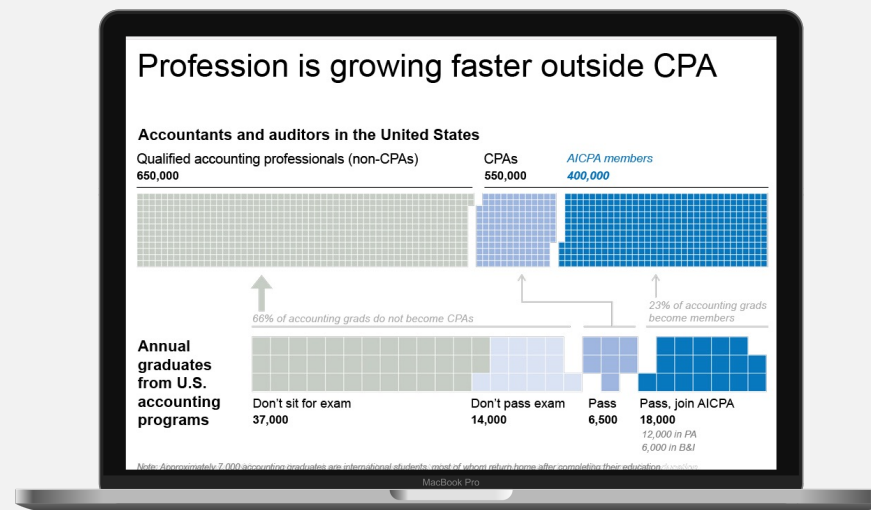
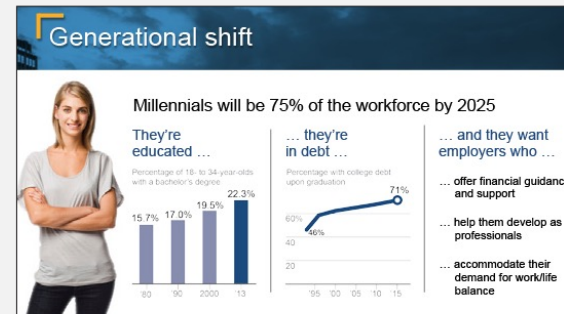
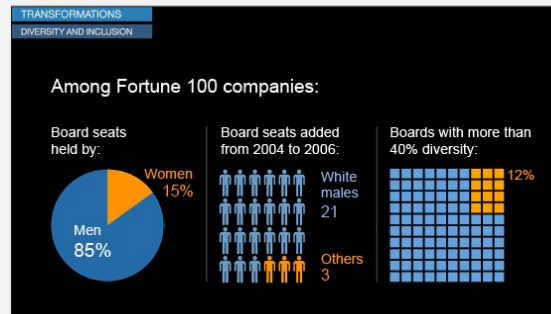
Great stories aren't just for customers.

Your own people need the clarity and the inspiration to propel your organization toward its goals.

**Client:** professional organization

**Mandate:** Help members and staff understand new business strategy

**Action:** Internal presentations for staff, executives and other stakeholders to explain business challenges and outlook.



# Thank You

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We create effective tools, brand strategies, designs and communications that move markets, organizations and the world forward by transforming complexity into simplicity and ensuring what is simple becomes memorable.

A Select Number of Healthcare Clients Include:

