

**About Cohesion.**

Founded in 1999, Cohesion is a consulting firm that helps Fortune 500s, Global 2000s and mid-market companies better define, leverage and manage their brand and marketing efforts. Our work **works** because it is born from in-depth, qualitative research, simple frameworks, and proven methodologies. Cohesion has successfully positioned (and developed the messaging for) more than 200 businesses, brands, products and services. To learn more, visit: <https://cohesioncompany.com>.

*Before you engage a marketing tools builder, leverage the value of a marketing architect.*

**Core Services.**

- Fractional CMO (Chief Marketing Officer) Services
- Mission, Vision & Value Proposition Development
- Brand Research & Direction Analysis
- Brand & Marketing Strategy Development
- Naming Services: Business, Brand, Products & Solutions
- Brand & Messaging Architecture, Platforms & Blueprints
- Brand & Business Positioning
- Messaging Development: C-suite, Business, Brand & Sales
- Content Development & Management
- Strategic Creative Direction
- Logo, Identity & Standards Development
- Internal & External Brand Launch Programs
- Marketing Management & Stewardship
- Vendor Selection & Negotiation
- Marketing Resource Structuring

**What Clients Say:**

*"I have served as CEO for twelve hospital systems, all of whom faced major challenges. During my time as CEO for a St. Louis healthcare system, I had the opportunity to work personally with Cohesion and Brian Creath. I can say without reservation that Brian and his team were the finest strategic advisors of all of the groups with whom I have worked. They were exceptional thinkers and listeners. They were profoundly helpful in repositioning our health system in a highly competitive market. I viewed Brian as a trusted and valuable colleague during our time together."*

- Michael E. Rindler, Founder, Integrity Hospital Company

**Example Brand & Messaging Architecture**



**Clients (Just some, since 1999.)**

Alliant Energy • Cardinal Health • CitiMortgage • CitiFinancial • Esse Health/Essence • Express Scripts • Eurofins Pharma Discovery Services • FBL Financial Group • Flowserve • Graybar • Group Health Plan (GHP) • Holland Construction • Horizon Bay Senior Communities • Humana • Independent Schools of Greater St. Louis • Lindstrom • Lockton Companies • Lowell Manufacturing • Malcolm Pirnie, Inc. • Mark Andy, Inc. • MasterCard Global Technology Operations • McCarthy Building Companies, Inc. • Missouri Baptist Medical Center - member of BJC Healthcare • Missouri Employers Mutual Insurance • Neighbors Credit Union • Nidec Motor Corporation • Our Urgent Care Centers • Rio Grande School • RMT/RLO • Rohan Woods School • St. Anthony's Medical Center • Shawnee Mission Medical Center • Sigma-Aldrich Corporation • SIH Medical Group • SM&P Utilities • Soy Basics • St. Louis County Library • TricorBraun • UniGroup • USIC • Waterway • Whitfield School • Winchester Ammunition

**We Solve For Complexity.**

Born from a concept that has been fine-tuned over a 20-year period, our process (and approach) finds its most value when dealing with the most difficult and complex brand, marketing and sales challenges facing an organization. Those issues that keep getting kicked down the road; the one that's just too tough to solve 'right now.'

**Reasons To Hire Cohesion (Just a few.)**

- "Our brand, position and/or message is just too complex: Everyone needs a more simplified, consistent approach."
- "Our brand architecture is too complex/confusing/outdated. We need to refine, rename and build a more cohesive brand and messaging platform."
- "We have new management; they want to redirect our brand and marketing efforts."
- "We have undertaken (are going through) an acquisition, split, or spin-off and need to revisit our brand direction, architecture and messaging."
- "We face increasing change and uncertainty in our market(s) – the familiar ways of doing business aren't working any more."
- "We lack consistency and direction with our brand positioning, marketing message and communications materials."
- "We have a disconnect (and lack of collaboration) between sales and marketing: our culture and current way of doing things seems to be limiting our performance."
- "We have customers and prospects who don't fully understand the 'true' value that our products and/or services offer."
- "We miss out on too many cross-selling opportunities."
- "We lose sales to lower-cost competitors."
- "We have too many marketing tactics and not enough direction. There is a lack of group consensus on priorities and focus - we always start from scratch with no umbrella strategy."

*There are three integrated, yet separate areas of development to our brand and messaging work.*

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| <b>1</b>   | <b>2</b>  | <b>3</b>  |
| <b>DIRECTION</b>   | <b>ARCHITECTURE</b>   | <b>EXPRESSION</b>   |
| <ul style="list-style-type: none"> <li>• DISCOVERY</li> <li>• STRATEGY</li> <li>• POSITIONING</li> </ul> | <ul style="list-style-type: none"> <li>• CONTEXT</li> <li>• PLATFORM</li> <li>• BLUEPRINTS</li> </ul> | <ul style="list-style-type: none"> <li>• NAMING</li> <li>• MESSAGING</li> <li>• CREATIVE</li> </ul> |

**To learn more, contact Brian Creath, president of Cohesion, at: 314-276-5383, or at: [bcreath@cohesioncompany.com](mailto:bcreath@cohesioncompany.com). To review our work and approach, please visit [cohesioncompany.com](https://cohesioncompany.com).**