



KOMPANIGROUP

GET AHEAD. STAY AHEAD.



Place yourself in good
Kompani and **success follows.**



ANALYSIS



PLANNING



IMPLEMENTATION



RESULTS

A team of business strategy, branding, marketing, and digital experience architects.



As a company with expertise in business strategy, branding, marketing, intellectual property, and creating dynamic and engaging digital experiences, we focus on empowering our clients and brands with invaluable assets, effective solutions, know-how, improved processes, training, and tools, all of which are designed to immediately generate measurable results.

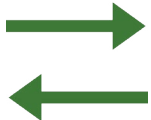
Our experience includes working with multinational organizations, inventors with a concept on a paper napkin, and virtually everyone in between. The value we deliver to our clients stems from our ability to draw from this extensive and diverse experience and apply that to everything we do. Just think of how effective of a strategy, or even a design, you will receive from a typical strategist or designer vs a firm with such a distinctive and developed business acumen.

“We don’t compete, we lead”

After helping build hundreds of companies across multiple industries, including our own portfolio brands, Kompani Group has the core knowledge to do things right, the disposition to do them well, and the vision to take the lead.

A “Best Practice” Process With Inherent Flexibility

We believe in a process methodology that we have been improving and refining for more than 15 years.



ANALYSIS

Anyone can tell you the facts, but it takes a unique talent to find the answers you might not expect.

Through our disciplined process we can tell you what it will take to take your business to the next level.

We believe in getting under the skin of our clients’ brands and businesses in order to understand every aspect of what they offer.



PLANNING

Good brands go with the flow. Great brands find a new ocean.

When we craft a strategy, we’re always aiming for that uncharted area where a brand does more than compete.

We believe in developing our strategies in close collaboration with you and your team to avoid any surprises and misunderstandings along the way.



IMPLEMENTATION

Quick – name a famous conformist.

Stumped? There’s a reason why. It’s because history favors the bold, the ones that stood out from the crowd, those that went further or climbed higher. Building a brand is no different.

We believe in ongoing optimization and making sure that your team is well informed and properly trained as new initiatives are being executed.



RESULTS

How can we achieve more?

In today’s market it simply isn’t enough to rely on past successes, which is why we spend just as much time critiquing the things that didn’t work as we do celebrating the things that did.

We believe in that numbers never lie, and that results speak for themselves and dictates the next round of gradual optimizations.

As far as we are concerned, results are not the goal, but a part of the process. By examining results, we can determine the next most important steps to continue optimizing the organization. As long as the business exists, you’ve got competitors to lead.

At Our Core: Analysis, Strategy, Consulting



⇒ ANALYSIS

We take standard approaches and optimize or re-invent them. We bring ordinary brands to open oceans of opportunity where they realize their full potential. It takes unconventional wisdom to get there, but the rewards are well worth the effort.

How it works:

We begin with questions - lots of them. What is your business? Your Vision? Goals? Exit strategy?

This is followed by a deeper investigation of your business, customers, and industry as a whole.

Research

Market research is the gathering, evaluation, and interpretation of data affecting customer preferences for products, services, and brands. This tool is used to understand attitudes, awareness, and behavior of potential and existing customers in various market segments. Results often indicate opportunities for future growth.

Target Profile

Who are you? Who needs to know? How will they find out? Why should they care? As competition creates infinite choices, companies look for ways to connect emotionally with their customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded market place. How your brand is perceived affects your success, regardless of whether you are a start-up, a nonprofit, or a product.

At Our Core: Analysis, Strategy, Consulting



The information gathered and analyzed in these initial stages provide a foundation for planning the next generation of your business.



Brand Evaluation

From brand image studies to online surveys examining customer satisfaction and web usability, market research takes many forms. Traditionally, research is classified as qualitative or quantitative and primary or secondary.

Research is not a black box that automatically provides an answer. Rather, it is a tool that seeks to probe and reveal new insights about customer preferences and behavior. Believers hold that it is a necessary foundation for meaningful brand strategy and the only way to validate preconceived impressions. Smart research can be a catalyst for change; useless research can stand in the way of innovation.



Feasibility Study

Feasibility study's main objective is to provide full comfort to the decision makers, through an evaluation and analysis of the potential of the proposed project.

The study is based on extensive investigation and research, and the aim is to rationally uncover the strengths and weaknesses of an existing business or proposed venture, opportunities and threats as presented by the environment, the resources required to carry through, and ultimately the prospects for success.

When you look in new places and your search different sources of information, it's surprising what can be learned about a brand – even if it's been around for years.

Where Is Everyone Else Not?



PLANNING

As we plan what comes next, we look across all points of stakeholder interaction, and find the space that both makes perfect sense, and is refreshingly new.

Business Plan

In its simplest form, a business plan is just a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. Business plans may also target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, a 3 to 5 year business plan is required since investors will look for the annual return in that time frame.

Brand Strategy

Effective brand strategy provides a central, unifying idea around which all behavior, actions, and communications are aligned. It works across products and services, and is effective over time. The best brand strategies are so differentiated and powerful that they deflect the competition. They are easy to talk about, whether you are the CEO or an employee.

Intellectual Property

An identity, product, or service that is distinctive and differentiated from its competitors will always help a client legally protect this valuable and critical asset. Almost anything that serves to distinguish products or services from those of a competitor can serve as a trademark.

Where Is Everyone Else Not?

Names, symbols, logotypes, tag lines, slogans, packaging and product design, color, and sound are all brand identity assets that can be registered with the federal government and protected from future litigation.

Communications Strategy

A proper communications strategy will provide a framework for how to communicate with which stakeholders, through the various channel types, using which communication styles, with what frequency, and to what end. Different stakeholders will embrace different interaction and optimizing the communications accordingly will ensure your message is received.

Launch Strategy

They say you never have a second chance to make a first impression. While that is true, you can build a launch around a series of first impressions, occurring in certain places, at certain times, or to certain market segments. While a strong framework for launch is essential, calculated tests can be part of an intelligent and effective strategy. Taking the time to carefully consider how you will launch, obtain feedback on that launch, and then reiterate in revised form can maximize your growth.

Define Goals

A goal serves to provide both orientation for decision making (what options bring us closer to our goal) and as a landmark (now that we made it here, what happens next). By setting goals in the beginning, you give yourself something to reflect against. Are you progressing as you intended? If not, is it that your performance has been off or were your goals unrealistic? What adjustments need to be made? If you are on track to reach your goals, are there things you can do to accelerate without hurting the business or do you continue on in the same manner that got you here?

Integrated Marketing

Accelerating your sales growth requires a '360-degree' approach to your marketing and sales process that allows you to adapt to research findings quickly. Our emphasis on gathering and utilizing customer data helps you to quickly and effectively identify new opportunities, and helps you grow and retain your existing clients. In our marketing and sales planning, we focus on generating measurable improvements of your key performance indicators. Ultimately, the aim is to generate a higher return on marketing investment while lowering overall cost.

A solid plan integrates a solid information set, best practices, and the flexibility to adapt. To succeed, you have to plan for the expected and the unexpected.

Where the Theoretical Becomes Actual



Creative

90 percent of all our projects can be solved in a multitude of ways, and it is our job to solve them in a way which caters well to our clients' needs and desires. In some cases cost efficiency trumps everything else, while in other cases our solutions have to be compatible with an existing technology infrastructure platform, and finally in some cases our clients want us to completely reinvent how they conduct their business. Creativity is required to adapt existing methods and concepts to work for our clients and to reinvent their businesses.

Big Idea

The big idea is the battle cry or statement of empowerment that makes the brand come alive. It can always be expressed in a few words or a single sentence, even though the rationale behind it can sometimes fill a book. The big idea is sometimes only used internally, other times it is suitable as the central idea behind marketing communications.

Brand Architecture

Brand architecture refers to the hierarchy of brands within a single company. It is the interrelationship of the parent company, subsidiary companies, products, and services, and should mirror the marketing strategy. Brand identity design brings consistency, visual and verbal order, thought and intention to disparate elements to help a company grow and market more effectively.

Design

The best creative ideas will show themselves once we have carefully analyzed the past and created the brand strategy for the new business. We have created our own proprietary brand mapping process, which includes product assessment, goals, insights and strategy sections.

Whether it's digital assets, operational technologies, customer service or logistical services, proper processes, policies, standards need to be defined and followed if the business is going to be consistent and scalable.

Results are only the beginning, never the end.



RESULTS



Response Tracking

We help marketing and sales professionals make sense of often insurmountable amounts of data gathered from various sources within their organization. After the initial refinements and improvements to marketing and sales initiatives, we measure the results and suggest further improvements where necessary. This 'closed loop' approach ensures you know if analyzing data has actually led to improvements in your organization. Key areas we monitor: Campaign effectiveness, correlating spending with sales, over- and under-achieving services, products, and channels.



Testing

Will it work better if you say it this way or that? If you build it under these conditions or those? Target these groups or those? Testing provides an opportunity to engage limited segments with targeted deliverables to test for higher and higher acceptance. Sometimes a failed test can prove to be the most valuable investment a company can make.



Analytics

Using data as a basis for business decisions can be challenging if you do not have the capabilities, resources and expertise to integrate and process your data. Our process can consolidate multiple databases to help identify untapped markets, increase cross- and up-selling and provide you with an understanding of what motivates your customers to buy. Our analytic tools include: Predictive Modeling (Retention, Attrition, Risk and Response), Customer Profiling, Response Analysis, Customer Segmentation, Geographic Mapping.



Feedback

Having an objective team available to help review and provide feedback keeps your initiative healthy. Many ideas atrophy because the principals are not able to look beyond their own bias and disposition. Results can be construed to mean many things, but frequently internal teams either cannot see the results objectively, or don't have the courage to state it.

Nothing occurs in a vacuum, so results only serve as a check point. What happens next comes from the intelligence gathered on a perpetual basis.

Success Stories : Rush



CLIENT LEVERAGED



ANALYSIS



Harman is a multinational company specializing in stage equipment - lighting, sound, etc. After identifying a large segment of the market owned by their competitors, they came to us to help them capture that market.



PLANNING



We invented a new brand, Rush, and provided a marketing arsenal to help launch the brand. Harman is now capturing that market share and taking 7 figure orders from national retailers.



IMPLEMENTATION



RESULTS



Every time we have engaged with Kompani Group they have exceeded my expectations by far. I always thought that our company was organized quite well before hiring KG. KG organized our company for growth, did the re-branding, designed the corporate identity, organized marketing and sales and helped with streamlining processes. We are still working with KG on an ongoing basis. I am not hesitant in recommending KG. We have worked with several KG staff members and can only say that they are great business people and very trustworthy. –Brian Friborg, President, Martin - North America

Success Stories : Nyborg Logistics



CLIENT LEVERAGED



ANALYSIS



Jimmy came to Kompani Group with a company he believed could perform better, and attract larger clients. In reviewing his brand, his services, and processes, it was evident that he had the capabilities, but was missing the proper branding.



PLANNING



What started looking like a problem was simply an opportunity. We renamed and rebranded the company which changed the general perception of their company from small to large. That led to inquiries from larger and larger corporations.



IMPLEMENTATION



By taking the opportunity to simply elevate the perception of the company, and enunciate their strengths, we were able to radically enhance client size and quantity. In fact, they are still providing the same services as they always were, but are now recognized by the big guys.



RESULTS



Kompani Group turned our company around in 18 months...We only had small accounts and now we work with Fortune 500 companies and have a much larger customer base. We followed Kompani's direction and it was well worth it. I recommend them highly!

– Jim Nyborg

Success Stories : Onshore Nation



CLIENT LEVERAGED



ANALYSIS



Wayne was the prototypical innovator. He came to us with a business concept, essentially on a paper napkin. He had passion and vision and was compelled to make something happen.

We helped refine his concept, determine the messaging, sales approach in addition to developing the brand assets.



PLANNING



Despite the business trends that were working directly against his company philosophy, Onshore Nation was born and continue to create jobs here, onshore.



IMPLEMENTATION



RESULTS



In the beginning, we had just an idea. Kompani Group took this idea, started the branding & design, trademark registration and patented the technology. They established the entire start up of the company in all aspects of the operation. We only had to make decisions when KG presented us with options. KG exceeded our expectations by far.

– Wayne Andsager, President, Onshore Nation

Our Services

Our services are typically scheduled according to a fixed monthly budget that is compatible with the scope of work. However, we offer a variety of tactical services which can be billed as projects or on an hourly basis.

Strategy: Branding, Organizational Hierarchy, Business Modeling, Business Formation

Planning: Business process, Marketing planning and budgeting

Business Intelligence: Maintenance and reporting of Key Performance Indicators

Identity: Naming Strategies, Product Hierarchy and Logo Refinement

Brand: Brand Hierarchy and Brand Strategy Development

Design: Collateral, Packaging, POP, and Advertising

Growth: New Product Launch Strategies and Growth Strategy Consulting

Marketing: Execution of Marketing Initiatives, Ongoing Support, Affiliate Programs

Interactive: Website Development, E-commerce and Social Media

Online Marketing: Advertising Strategies, Media Placement, E-Marketing and Analytics

Development & Implementation: Applications, Tools, Integration and Training

PR: Press releases and assistance in event planning

Fiscal Review: Review and Recommendations based on your financials

Lead Management: Generation, Cultivation, Tracking

Consulting: Intellectual Property, Strategic Change, Sounding Board

Sales: Distribution Channels and Distribution Strategies

Content: Content creation, content refinement and sales letters

General Business and Interim Executive Management

For more information, visit our website www.KompaniGroup.com

Over the years, the team at Kompani Group has treated every project like it was a baby of their own. They have proven time and time again to be the right choice for brand, strategy, IP, and outsourced campaign development. –Alex Gonzalez (ActiveServe), President of ActiveServe



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contact@kompanigroup.com

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