

# Performance Improvers in:

**Brand  
Positioning**

**Naming &  
Rebranding**

**Activation  
& Valuation**



# Contents

3. Why we do what we do

4-5. How we do it

7. What we do and where



# Marketing is a Long-term Investment

We believe that marketing and communication is an integral way of thinking and doing. If properly deployed, it makes a structural contribution to the continuity and improvement of your commercial organization. When used in a results-oriented, measurable and personal manner, growth in sales is always a result.

We share our knowledge with companies that want or must scale or merge:

- By organizing and budgeting smartly;
- Based on our Marketing Performance Model©;
- Using a LEAN-methodology;
- With the right tooling, people and partners that match your growth or merging needs.



# We Close Your Marketing Gaps

Our unique Marketing Performance Model© enables us to expose the gaps in your commercial approach.

To expose your commercial challenges, we assess your organization with the 12 most important marketing values, subdivided into 3 clusters:

- **Company Essentials**
- **Customer Fit**
- **Business Development**

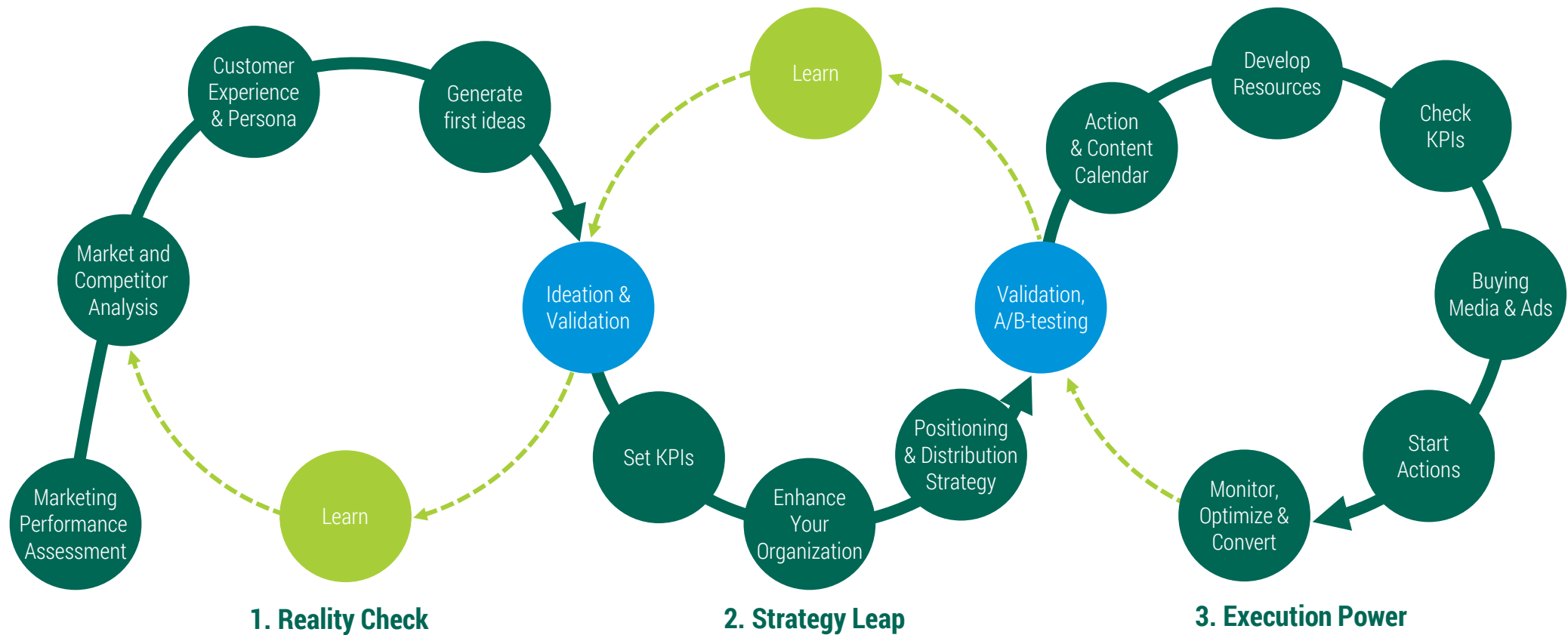
We challenge the outcome of this assessment with a market and competition analysis.

The results of our analysis gives you the opportunity to significantly improve your commercial successes.



→ Read More

# We Create, Validate and Learn Continuously (LEAN Methodology)



# Services We Offer to Mergers and Scale-ups



## Brand Positioning

Become **brand of choice**, to recruit new talents as well as attracting the right prospects and suppliers.



## Brand Valuation

Increase your **brand equity** by understanding and flicking the right switches with our Brand Equity Check®.



## Brand Activation

Make your distribution strategy **a true business generator**, by continuously optimizing its performance.



## Naming and rebranding

Remain current! A renewed brand **allows to connect with a new audience**. To announce a new era, with new products, propositions, values, etc.

**Clients hire us on an interim or project basis.**



# International Experience



Average Growth Rate

1.27



Client Satisfaction

8.4



Our Clients



INTERSTELLAR



## Our Preferred Clients



Scale-ups and  
M&A / B&B



B2B Service &  
SaaS Providers



Comp. size: 10-  
500+ employees



Finance, HR, IT,  
Legal, Tech, etc.



## Want to Know More?



- >25 years international experience as Senior Marketing Professional and Consultant at B2B M&As, Tech Scale-ups and S/M/L Enterprises.
- McKinsey, KPMG and ING Bank alumnus.
- 'Getting the job done' is his natural attitude and behavior.
- Founder and owner of Ministry of Marketing (est. 2012).

→ Call Hans!

[Or schedule an appointment](#)