

Performance Improvers:

Brand Positioning

Naming & Rebranding

Brand Activation & Valuation

High Performance Marketing Teams



Content

Why we do what we do

How we do it

What we do and where

Marketing is a Long-term Investment

We believe that brand, marketing, and sales 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 planning and budgeting wisely;
- With focus on performance improvement;
- Based on our Marketing Performance Model®;
- With the right tooling, people and partners that match your growth or merging needs.



Improving Your Marketing Effectiveness

Our unique Marketing Performance Model[®] enables us to expose your marketing gaps.

To improve your commercial performance, we assess your commercial 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.

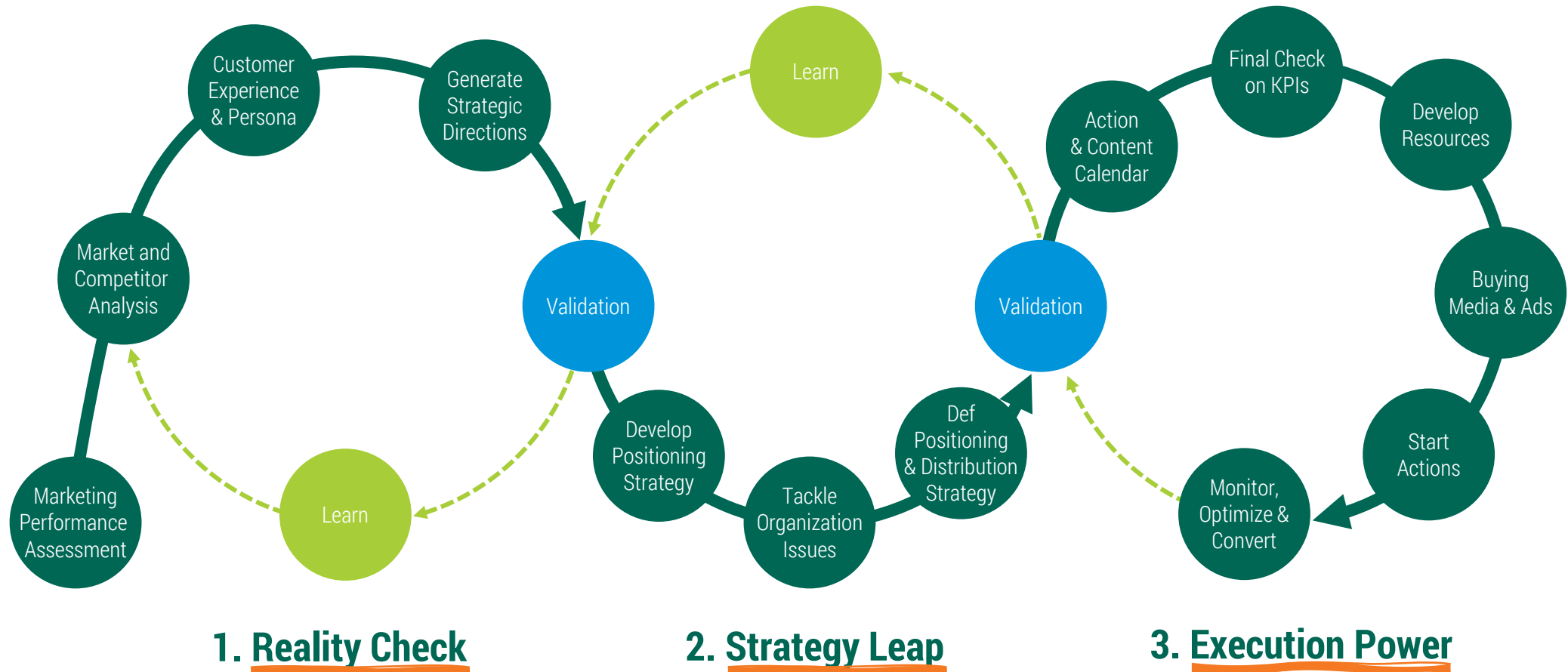
The results of our analysis gives you the opportunity to improve your commercial success.



→ Read More

We Create, Validate and Learn Continuously (LEAN Methodology)

Working closely with you, to create the best possible solution for your marketing challenges.

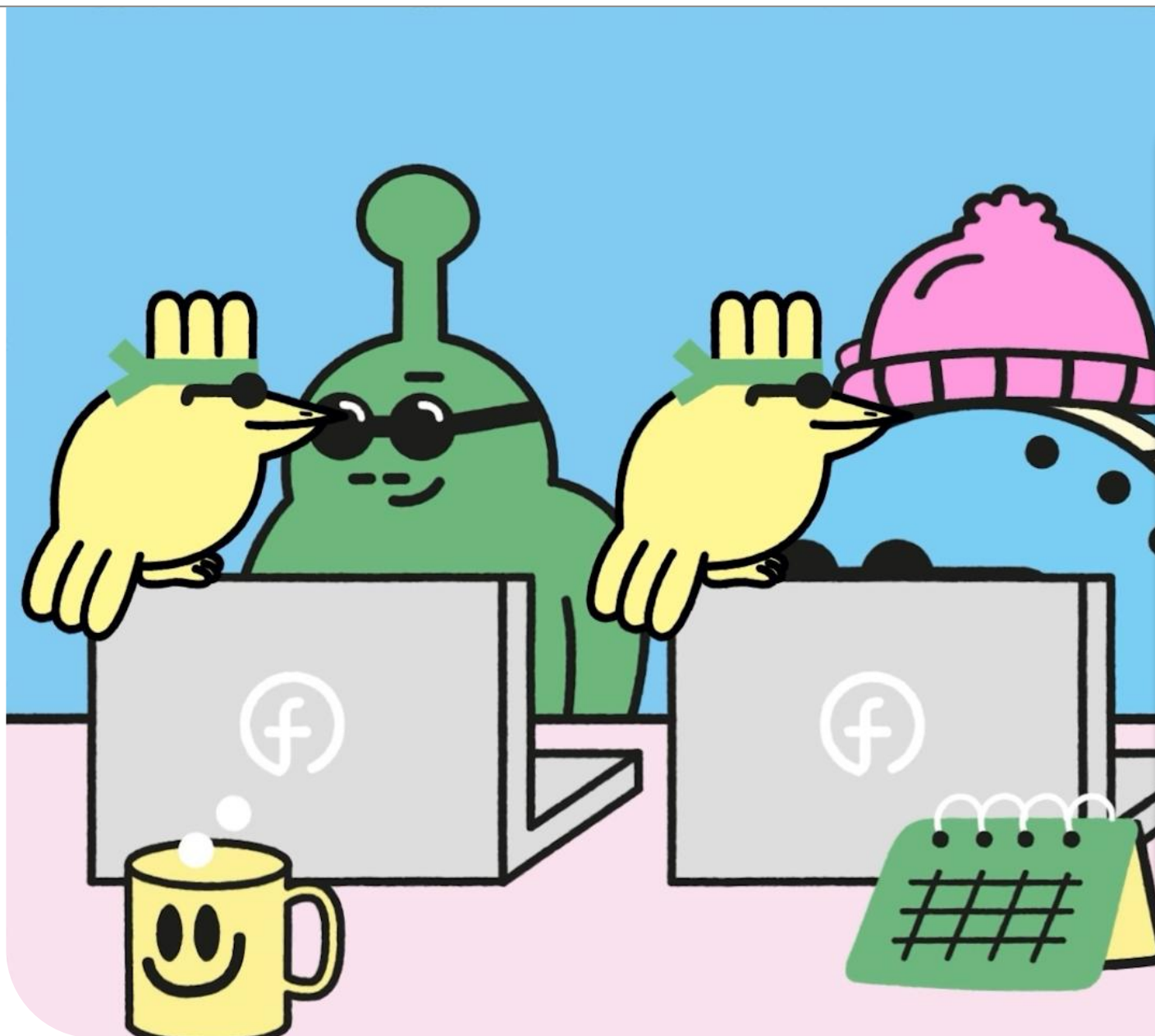


Some examples



- A consultancy firm in the finance sector;
- Supported their international rebranding project;
- Developing and executing their international rebranding campaign;
- ROI: 1 mio against 150k spent marketing budget





- A SaaS startup for international film festivals;
- Improving and executing their online marketing strategy and efforts;
- Steady online growth, which has shortened their sales process.



- A scale-up in legal with an online sales channel;
- >8 years online promotion.
- YoY double turnover;
- New proposition, name and pay-off;
- Project leadership in rebranding project.



verbouwplan
tijd met het
emdingsplan?

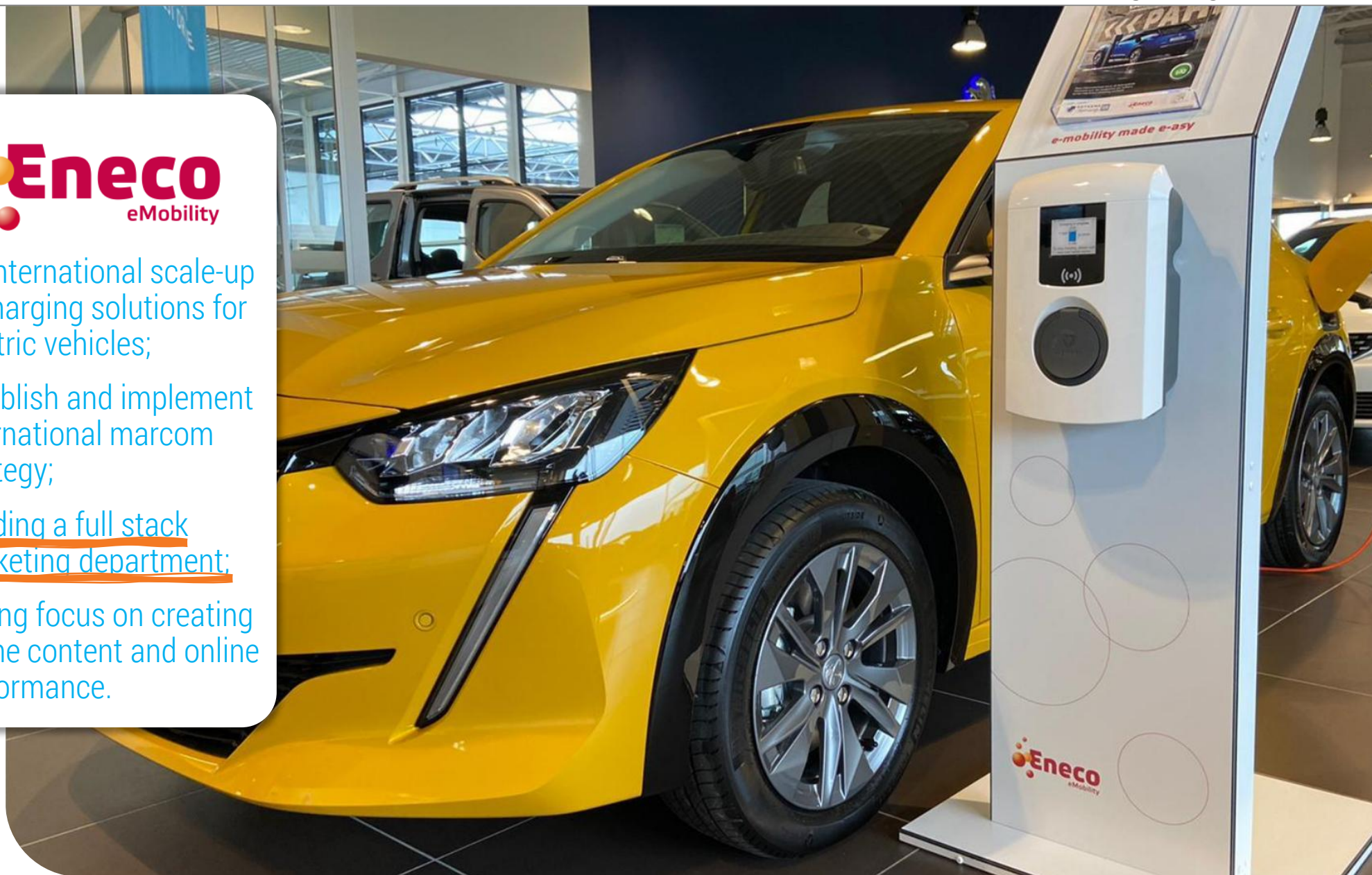


Freek, zorgt voor je hypotheek

- A Dutch mortgage startup;
- Naming, creating and positioning of a new brand;
- Project leadership in this rebranding project;
- From 7 to 15 locations within 3 years.



- An international scale-up in charging solutions for electric vehicles;
- Establish and implement international marcom strategy;
- Building a full stack marketing department;
- Strong focus on creating online content and online performance.



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.



Building Teams

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 Experienced

Collaborating Globally



Average Growth Rate

1.27



Client Satisfaction

8.4



Our Clients



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, amongst others.
- '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](#)