



CREATING BREAKTHROUGHS LLC
BUSINESS STRATEGISTS

Augmenting High Performance Teams Building Internal Capabilities



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INSIGHTS



- **Qualitative/Quantitative Consumer Research**
- **Online Focus Group Moderator**
- **Industry Trend Reports**
- **Consumer Trend Reports**
- **Competitive Reviews**
- **New Product Process Design**

STRATEGY



- **Brand Positioning**
- **Brand Story Development**
- **Brand Strategy**
- **New Product Strategy**
- **Brand Marketing Strategy**
- **Launch Strategy**
- **Capabilities Training**



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PLANNING



- **Consumer Engagement Plans**
- **RFP Development**
- **Path To Market Tactical Plan**
- **Brand Marketing Strategy**
- **Budget Development**
- **Agency Management**
- **Product Development Processes**

ACTIVATION



- **Consumer Promotion & Advertising Plan**
- **Digital and Social Programs**
- **Event/Project Management**
- **Sales Collateral Development**
- **Website Development**
- **Copy Writing**



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