

Total Brand Management Services

Developing your brand's marketplace image and value perception is best not left to chance.

Your brand's image must be managed, and can be managed, if your business is going to be successful.

Simply put, **we are specialists** at developing, growing, and maintaining highly focused specialty brands in both the consumer and industrial marketplaces.

With our deep experience in a wide variety of industries, **we are well prepared to meet your needs in the following areas:**

- Product Naming
- Brand Positioning or Repositioning
- Product Pricing Strategy
- Brand Focused Product Development
- Product/Brand Promotion
- Sales Force & Channel Development
- Geographic Customization – Globalization
- Competitive Analysis
- Product & Technology Roadmaps
- Product Portfolio Gap Analysis
- Strategic Planning and more...

Headquarters
Arcadium Group, LLC
P.O. Box 2681
Stow, OH 44224
Tel: +1-330-310-6409
Email: info@arcadium-group.com

Milwaukee Office
1661 N. Water Street, Suite 210
Milwaukee, WI 53202
Tel: +1-414-915-9092
Email: info@arcadium-group.com

Global Brand Management Specialists

We'll Make Your Business Stand Out



Arcadium Group

Brand Image Is Everything, Make Sure Yours Stands Out

Great products or services are only one element of a successful business.

The marketing strategy you use must be able to clearly identify your company's unique **Brand Value Proposition** and then present your brand to the marketplace using a comprehensive **Brand Management Strategy** that achieves your overall business development goals as quickly, and cost-effectively, as possible.

At the Arcadium Group we provide complete brand management advisory services ranging from business concept planning, through product design and production, to sales and marketing plan development, implementation, and performance tracking that focuses on **achieving immediate and sustainable bottom line results.**

Whether you're looking for a new corporate image, new marketing ideas or a totally integrated brand management business strategy, we have the people and innovative solutions to **make your business stand out.**

The Arcadium Group Difference: We are quickly becoming recognized as one of the new breed of consulting firms employing **performance-based fees.** In essence, our business won't succeed unless your business succeeds.

In addition, our specialist approach to brand management consulting also means focusing on a few key differentiators. These differentiators are an unparalleled commitment to your success, superior performance, and smart risk-taking.

These key differentiators are also the **core values** that influence every aspect of our practice and have allowed us to build a **successful track record** of loyal clients.

Commitment: We form life-long partnerships by promising and delivering an extraordinary level of client service and responsiveness.

Performance: we focus relentlessly on improving bottom-line performance and creating value by uniting the most analytical, fact-based evaluations with free-thinking entrepreneurial creativity and a highly customized approach to each of our clients.

Risk: We share in our client's risks and embrace accountability for our work by consulting for equity, investing directly in our clients or by taking success based fees measured on objective outcomes.

Getting to Know Us: Our corporate Website at www.Arcadium-Group.com will provide you with more interesting background and insights into our firm's people and philosophy.

However, if you really want to get to know us, then contact us by email or telephone.

We welcome the opportunity to speak with you.



Arcadium Group's people and ideas will make your business stand out

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