Agency Profile

SIX DEGREES | A Psycho-Sensory Brand-Building Agency

We help clients build stronger and more successful brands by applying psychological principles and sensory science in our brand-building process.
FOUNDED
March 1st 1999

OFFICES
Scottsdale, AZ (HQ) and Lake Forest, IL (Chicago area)

FOCUS
Full-service B2B and B2C branding and advertising agency with deep industry experience in hospitality, real-estate, pharma/biotech, medical devices and automotive

EXPERTISE
We are experts in these service areas

**Insights**
- Exploratory/landscape
- Customer journey
- Explicit/implicit purchase drivers
- Competitive audits
- Brand image assessment
- Position exploration & validation
- Concept testing
- Message testing
- Name & logo evaluation
- Packaging

**Strategy**
- Brand vision & mission
- Brand positioning
- Brand promise & pillars
- Brand narrative
- Brand architecture
- Internal cascading
- Marketing plan
- Messaging blueprint
- Sensory positioning
- Brand style guide

**Creative**
- Naming
- Brand identity
- Ads & collateral
- Videos & animation
- Websites & SEO
- Apps
- Music
- Trade shows & signage
- Augmented reality

**Marketing**
- Direct & email
- Social media
- Content/inbound
- Marketing automation
- Integrated campaigns
- Website
- Video/animation
WHY US?

Six Degrees is a psycho-sensory brand-building agency purpose-built to bring a more scientific approach to the creative process of branding and communications:

- We apply findings from **psychology, neuroscience and behavioral economics** about how people process information (i.e., cognitive heuristics and biases) to create more compelling marketing messages.

- We use proven **sensory techniques** to identify the sensory cues that trigger the desired perceptions and emotions in the minds of each specific target audience.

Our working style is responsive and flexible. We engage interactively with our national and international client teams to provide branding and communications solutions that are on-target, on-budget and value-add.

WORKFLOW

| 01 | Discovery | Understand/assess brand equities and opportunities |
| 02 | Strategy | Develop a brand & marketing strategy to realize the most appropriate market opportunities |
| 03 | Tools | Create tools for the brand that make consistent and effective application of the brand across markets and marketing channels easy and efficient |
| 04 | Implementation | Bring the brand to life in line with the brand strategy |
### REPRESENTATIVE CLIENTS

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<th>Pharma/Biotech &amp; Medical</th>
<th>Automotive &amp; Technology</th>
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<td>Fairmont Hotels &amp; Resorts</td>
<td>Genentech</td>
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<td>Starwood Hotels &amp; Resorts</td>
<td>Pfizer</td>
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### INTERNATIONAL EXPERIENCE

![Map with pins indicating international experience]
ENGAGEMENT MODELS

Six Degrees typically serves clients through one or both of the following models. However, we are flexible and will work with each client to find the engagement model right for both parties.

**Project-Based Model**
Six Degrees will estimate how many agency hours it will take to complete a given project scope and provide that estimate to the client for approval before work begins. If the scope changes after approval, Six Degrees will advise the client of the cost and timing implications and seek client approval for the scope-based cost and/or timing changes before they are incurred.

The project-based model works well for projects that are easily scoped.

**Hourly-Based Model**
When the requested work to be conducted by Six Degrees is ongoing and fluid in nature, Six Degrees will bill based on our blended hourly rate of $155/hour ($235/hour for strategy & executive leadership). Six Degrees tracks time in detail through software and invoices clients in this model at the end of each month.

These models are not mutually exclusive. Any pass-through expenses are billed separately either at net cost (e.g., client-approved travel) or with a 15% mark-up if they are managed by Six Degrees on behalf of the client (e.g., printing).