



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.



Overview

Six Degrees was founded on March 1st, 1999, in Scottsdale, Arizona, where we remain headquartered.

We are a full-service B2B and B2C branding and marketing agency that works with clients from all sectors across the globe, although we have particularly deep experience in hospitality, real estate, pharma & biotech, medical devices, luxury and consumer products as well as automotive.





Services



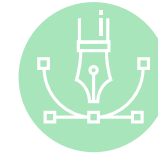
Insights

- Exploratory research
- Customer journey research
- Explicit/implicit purchase drivers
- Emotional drivers/barriers
- Competitive audits
- Brand image assessment
- Brand experience research
- Position exploration & validation
- Concept testing
- Message testing
- Name & logo evaluation
- Packaging research



Strategy

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



Creative

- Naming
- Brand identity
- Ads & collateral
- Video production & animation
- Website development
- App development
- Music creation
- Trade shows & signage
- Augmented reality



Services



Marketing

- Digital marketing
- Direct & email marketing
- Social media marketing
- Content/inbound marketing
- Search engine optimization
- Marketing automation
- Integrated campaigns
- Website development + marketing
- Video production & animation



Branding

- Brand assessment
- Brand opportunity
- Brand vision/mission
- Brand position
- Brand promise
- Brand pillars
- Value proposition
- Brand voice
- Brand messaging
- Brand identity
- Brand standards
- Brand book
- Brand narrative

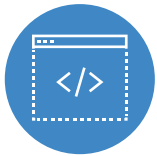


Digital

- Marketing automation
- Social media marketing
- Website & PPC marketing
- Video/Animation marketing



Services



Web

- SEO
- SEM
- SMM
- PPC
- HTML
- CSS
- Javascript
- PHP
- CMS
- UX/UI
- Google ads
- Google analytics
- Responsive design



Video

- Explainer videos
- Corporate videos
- Product videos
- Image videos
- Animated videos
- Testimonial videos
- Launch videos
- Side-by-side comparison videos
- Event videos
- Tradeshow videos
- Salesforce videos
- Internal videos



Animation

- 2D animation
- 3D animation
- Motion graphics



Services



Automation

- Marketo
- HTML email integration
- SMS integration
- Web integration
- Social media integration
- Database integration
- Real-time analytics



Content

- Blog posts
- Social media posts
- White papers
- Brochures
- Videos
- Animations
- Web copy
- Customer testimonials
- Moderated discussions



Social

- Social media marketing plans
- Copy writing
- Video/animation
- Web integration
- Email/SMS integration
- Analytics
- Integrated channel campaigns

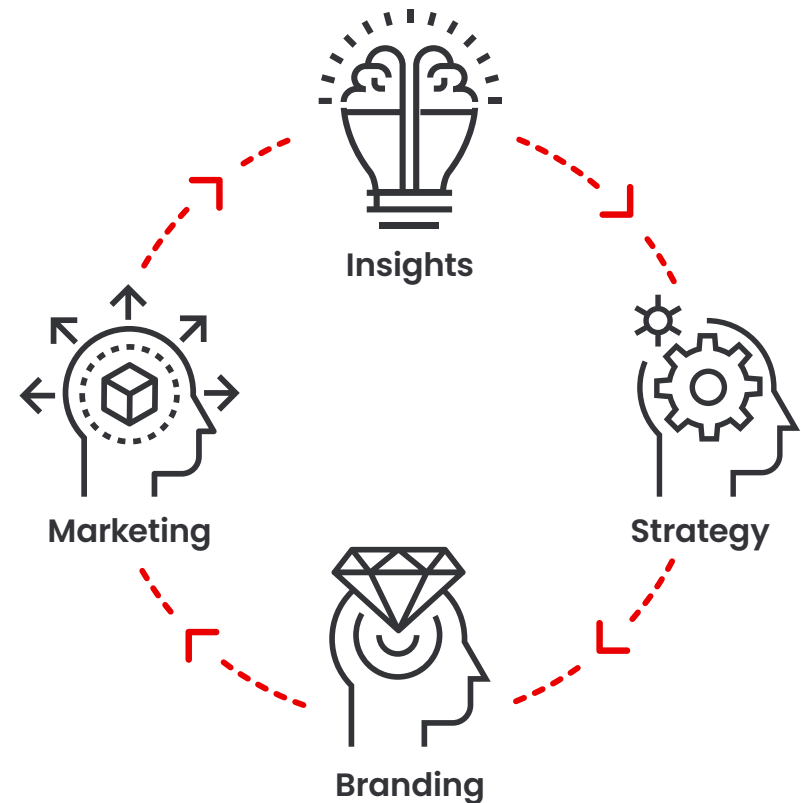


Why us?

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.





Representative clients

Hospitality & Real Estate

Centex Homes
Fairmont Hotels & Resorts
KSL Resorts
Raffles Hotels & Resorts
Starwood Hotels & Resorts

Pharma/Biotech & Medical

Abbott
Genentech
Mallinckrodt
Stryker
Pfizer

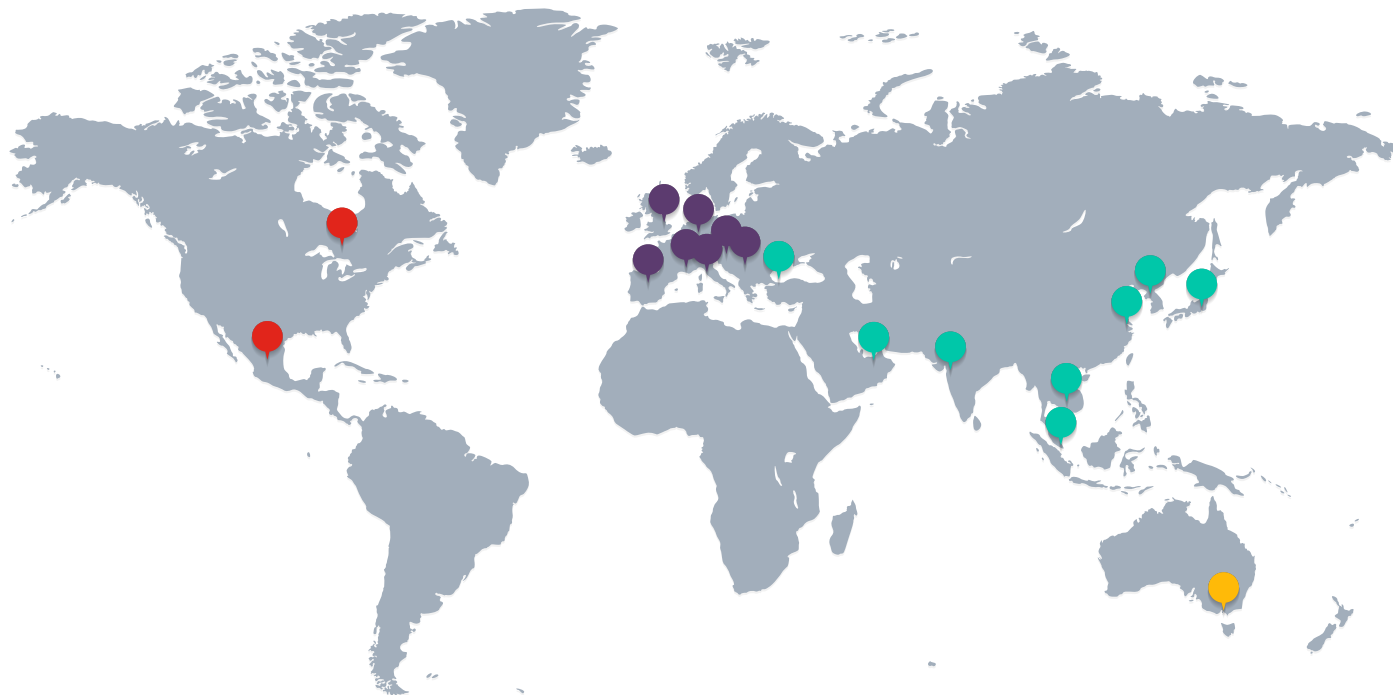
Automotive & Technology

Chrysler
General Motors
Kawasaki Robotics
Micron
Zeiss

Consumer Products

COACH
Procter & Gamble
Nationwide
LifeLock
Invisalign

International experience



North America

Toronto, Canada
Mexico City, Mexico

EU

London, UK
Milan, Italy
Frankfurt, Germany
Munich, Germany
Paris, France
Geneva, Switzerland
Madrid, Spain

Asia/Middle East

Tokyo, Japan
Singapore
Seoul, Korea
Shanghai, China
Mumbai, India
Phnom Penh, Cambodia
Istanbul, Turkey
United Arab Emirates

Australia

Melbourne



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).



Ready to discuss how Six Degrees can help build a stronger brand for you?



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