



# 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



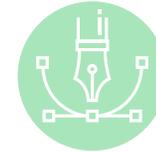
## Insights

- 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

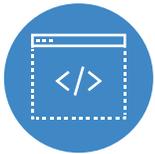


## Digital

- 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

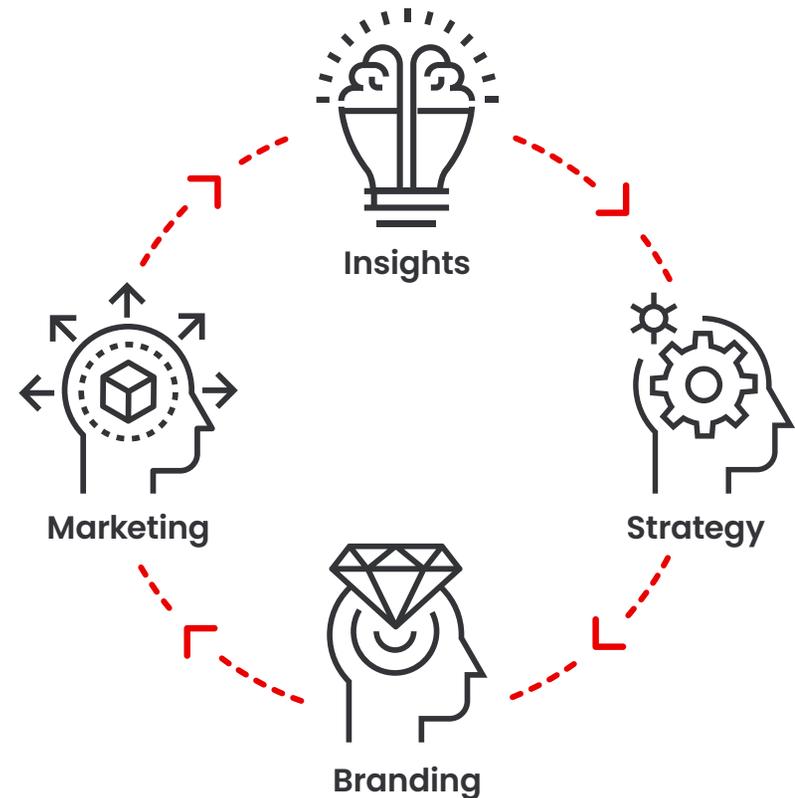
- Social media marketing plans
- Copy writing
- Video/animation
- Web integration
- Email/SMS integration
- Analytics
- Integrated channel campaigns

# 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

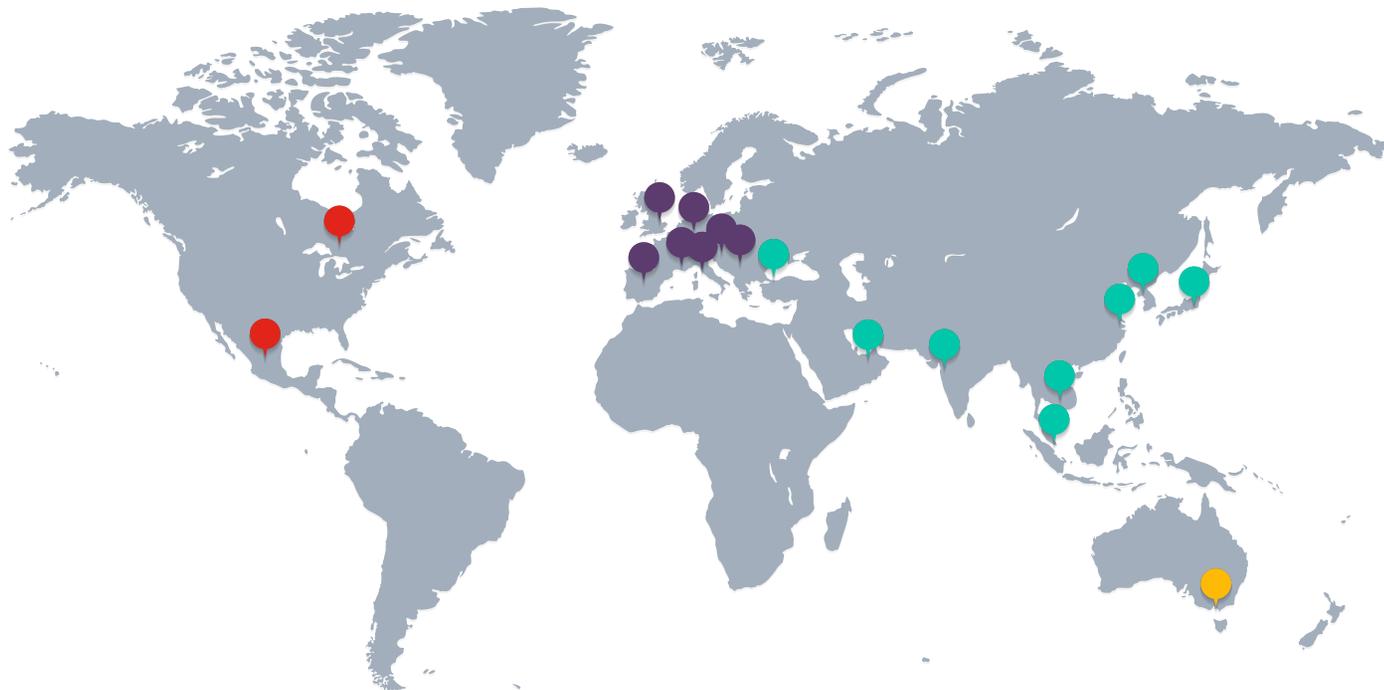
### Automotive & Technology

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.

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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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