

FACT SHEET

MODO Group is the management consulting firm founded in 2004 with specialized expertise in brand strategy, consumer research and brand development. Acting as business partners with our clients, MODO Group delivers proprietary customer insights and growth positioning. We activate your company and agencies with planning across global markets and owned media assets to increase consumer engagement and generate brand value. In short, we offer inspired direction that drives competitive advantage and growth.

SELECT CLIENT LIST

Citibank
Coca-Cola
Coinstar
Corona Extra
Crocs
Dignity Health
Education First
eHow
Grupo Modelo
Guggenheim
Harman International
Intel
Kaiser Permanente
LivingSocial
Microsoft
Rosetta Stone
Samsung
Sony Ericsson
Starbucks
Swedish Hospital

CORE CAPABILITIES

BRAND AND BUSINESS STRATEGY We create inspiring and differentiated competitive strategies based on consumer insights, marketplace facts and value chain realities. Our process is both iterative and analytical. It is designed to produce marketing strategies and go-to-market plans customized for your unique business needs.

METRICS AND MEASURES The single most important aspect of measurement is to understand what you are measuring and why. Analytical data is highly persuasive. If it's misinterpreted, it can be unproductive or even dangerous. Without an accurate view, it's impossible to understand brand performance. That's why we immerse ourselves in your industry, your business and your brand – today, and with an eye on tomorrow. Then we develop customized methodologies to measure the true value of brand initiatives.

BRAND ACTIVATION TOOLS If you develop a strategic, creative idea – but it fails to find its way into your day-to-day business – it's never going to work. Our brand tools are designed to align executives, employees, and partners around brand strategy and company purpose to build a unified team of brand stewards. We make strategy accessible to all stakeholders and demonstrate its relevance to specific roles and responsibilities. This inspirational translation of ideas helps ensure effective and efficient adoption of plans.

SERVICES

Qualitative and Quantitative Insights
Brand and Business Strategy
Metrics and Measures
Brand Activation Tools
Portfolio Strategy
Segmentation
Brand Content Strategy
Brand Content Measures

CONTACT INFORMATION

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CAREER INQUIRIES

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