

fresh brands sell.

Consumers. Decision makers. Investors. The ones who have the money - and the vision - attach themselves to vibrant, potent, meaningful brands. We create those brands.

the new-fashioned way.

LeeReedy is an agency model in which the most experienced people work on client business - experts only.

Those same individuals do the work through the entire process, from positioning to strategy to execution. There are no layers. So nothing is lost in translation.

Smarter creative. Dead-on strategy. Brands quicker to market.

who we benefit.

1. Companies searching for a unique, ownable brand positioning.
2. Companies launching a new product or service.
3. Companies with strong existing businesses that want to make a revenue leap.
4. Companies searching for innovative thinking to produce growth in new ways.
5. Companies that have watched sales slow.



what is clear vision?

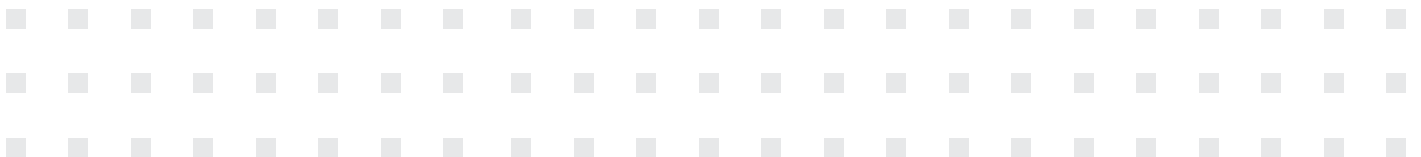
Every company, product, service and person owns a set of adjectives or brand attributes. Clear Vision is a unique method of quickly collecting these attributes as they relate to the brand so they can be focused into a simple, clear, true brand essence.

why is it necessary?

Under the pressure of competition, we believe many companies today rely on "spin" to attract customers and sell product. We also believe that truly great companies are far better served (and better serve their customers) by finding the one thing that makes them great and basing all communications on that simple truth. Clear Vision is designed to uncover your greatness and establish a single focus for developing simple, clear, compelling communications that resonate with your audience.

how does it work?

The Clear Vision discovery workshop is really simple - we collectively create lists of adjectives and phrases. There are no breakout groups. We do it all right here, together. We're looking for common threads - and these often result from contradictions within the answers. So think and answer fast. Build on what others say or dispute an answer if you like. It's all fuel for the fire.



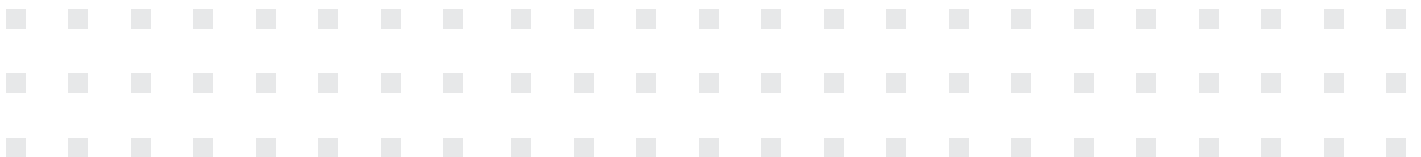


what comes out of it?

We've designed this exercise to be a quick and lively way to collect raw material. And while some practitioners of this sort of exercise expect the session to end with the collective "aha," we think that's unrealistic. So we'll take all the answers back with us and create what we call the Clear Vision report.

who should participate?

The answers are already in the heads of the handful of people who know the company best. And those are the people who should be there. The benefit of the process only taking a few hours is that the top people can actually afford the time to get involved. Once you've discovered the simple brand truth, suddenly, everything takes less time. Everyone gets it - and the company can make and sell more.



who we work with.

Naked Juice Company

Bottom line:

- Grew 250% in two years, from \$80 million to \$200 million, attracting investor attention from PepsiCo, which purchased the company in late 2006

Support:

- In 2005 Naked Juice was a niche brand, LeeReedy was hired to make the brand mainstream
- We created positioning, brand identity and brand voice
- Sales increased 38% in six months
- PepsiCo purchased the brand in late 2006
- LeeReedy subsequently launched Naked Juice into San Francisco, Seattle and New York City

Atkins Nutritionals

Bottom line:

- Went from bankruptcy to a new brand in six months - now re-launched and ready to change the world - again

Support:

- Venture capital firm, North Castle Partners, bought the struggling company, hiring the same CEO we worked with at Naked Juice
- The CEO hired LeeReedy again to help turn the company around
- Within a month, we had branded Atkins with a new theme, "Sweet. Sexy. Science." - and built out every aspect of the brand's marketing
- The new products and campaign launched June 2008

Activate Drinks

Bottom line:

- Secured \$2.5 million in venture capital funding and distribution from the largest distributor in Southern California

Support:

- Helped secure financing, acquire a distributor and create positioning along with the visual and verbal identity
- Beverage industry leaders offered Activate bottling and distribution partnerships
- They also bought into the concept financially
- Activate currently sold in Southern California, with distribution moving to San Diego, New York, Las Vegas and San Francisco for a total of 1,200 by the end of year one

Hunter Douglas Window Fashions

Bottom line:

- Developed a non-existent shutter division into a \$100 million flagship collection of brands over 5 years

Support:

- Hired to position, launch and maintain branding for Heritage hardwood shutters - the luxury line
- Rehired to position, launch and maintain branding for NewStyle, the hybrid line of shutters
- Sales for Hunter Douglas Custom Shutter Collection have averaged \$70 million over the past 3 years
- Company's had to build a new factory to keep up with demand

Tucker Advisory Group

Bottom line:

- Began financial services company two years ago with 6 employees, today they're on track for \$300 million in sales with 50 employees

Support:

- Established and maintained the look and voice of the brand across every type of media
- During 2006, Tucker Advisory Group was one of the fastest growing consultancies in the nation
- Attracted more new agents to their organization than any other company, growing to \$300 million in sales
- Ongoing marketing effort has placed Karlan Tucker in the top 10 out of 52,000 agents for personal production over the last several years

Clorox Oomph!

Bottom line:

- Turned a well-developed customer insight into a product selling thousands of units on test market shelves within 6 months of initiating project

Support:

- Innovative positioning strategy helped Clorox appeal to an entirely new consumer segment for their cleaning products - men
- Developed comprehensive integrated advertising campaign for test market
- Within weeks of launch, Oomph! was outselling all other household cleaners by five to six times in big box stores
- Oomph! went into national distribution in January, 2008