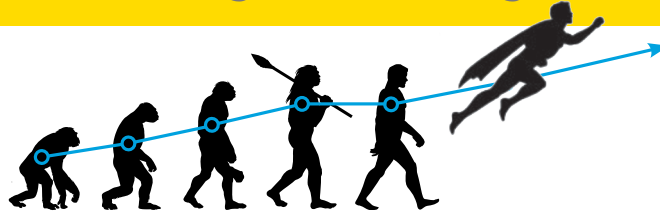


The Need for CloudArmy Reactor™

Creating and Evolving Brands



- Marketing strategies, positioning, and concepts
- Brand mapping, positioning, associations, and claims
- Distinctive Asset brand evaluation
- Brand attribution & misattribution
- Advertising, promotion, point of sale, PR, and messaging
- Pricing and value propositions
- Innovation, including all stages of new product development
- Package design
- Shopper activation insights & retail design
- 2D/ 3D /AR / VR Aisle, Shelf, and Planogram layout
- Sensory & Experiential, UX
- Neuro / Behavioral Consulting or self-guided tests

Benchmarking and Tracking Brands



- Track brand against defined attributes
- Track brand effectiveness against marketing spend
- Track brand equity and demand
- Reassess and validate need for change or augment

Evolving with Our Growing List of Happy Clients



- Marketing Service Agencies
- Market Research Companies
- Consumer Packaged Goods
- Retailers
- Restaurants
- Medical and Pharma
- Automotive
- Financial Services
- Streaming Radio
- Beverage/Spirits
- Beauty
- Hygiene
- Government and Polling
- Media & Entertainment
- Health & Beauty
- Restaurants & Leisure
- Management Consultancies