



synergistics consulting

catalysts for growth through
insight + action

synergistics**consulting**

How does Synergistics Consulting act as your catalyst for growth? By providing transformational thinking plus a rigorous application of proven brand building disciplines to energize your marketing plan.

We assess existing knowledge, articulate new insights, spearhead research efforts, facilitate brainstorming, break down “silo” barriers and focus your organization on the things that really matter. If desired, we can also lead the execution of recommended marketing strategies to ensure your success and enhance long-term brand equity.

the value

you get

- Experience-based intuition and thoughtful analysis
- Unbiased outside perspective that prioritizes non-traditional thinking
- Sense-of-urgency relative to goal achievement
- Thorough attention-to-detail and follow-up
- Commitment to quality in all aspects of execution

what's in it
for you

A galvanized organization focused on actions that drive your business success.

- New insights leveraging market research
- Innovative marketing and sales channel approaches
- Strengthened brand propositions and corporate identity
- A consistently applied mission-oriented culture
- Focused new product/service development
- Strategic partnerships to enhance core competencies
- Enhanced communication messages and collateral

Let us act as your brand champion. Through a diligent 3-step process of assessment, alignment and action, we help you build the organizational focus required to ensure your success – today and tomorrow.

- F** Fundamentals – build on the foundation of your heritage, passions and strengths
- O** Organizational alignment – maintain a singular brand promise and core purpose
- C** Competitive advantage – identify your economic driver related to customer needs
- U** Urgency of action – act now in recognition that your market is ever-evolving
- S** Stewardship – take consistent actions to build your brand and what you stand for

enhance

your bottom line

experience

matters

You want someone who's already been there, done that.

Steve Carples, Principal of Synergistics Consulting, shares over 35 years of strategic marketing and brand stewardship experience to provide companies like yours with transformational thinking. He's done it for Fortune 100 companies and various start-up ventures.

Steve has successfully grown world-class brands such as Kool-Aid™, Snickers™ and the Disney Vacation Club. His work roster includes General Foods, M&M/Mars, The Walt Disney Company, Select Comfort and BackHome Foods (a subsidiary of Schwan's). More recently, as a managing partner of Greer & Associates, he has developed entirely new brand platforms and launch communication plans for companies in the health, recreation, technology and retail sectors.

Never known to back away from a challenge, Steve's successes include several brand re-launches, the international translation of branded enterprises, execution of mass advertising and internet-based direct response programs and the development of multi-SKU brand extension concepts. He has also led the marketing efforts associated with introducing new business channels, products, identities and customer care organizations.

Steve's roots are tied to New England. He has a BA from the University of Rochester in Clinical and Social Psychology, and a Masters Degree in Public and Private Management from the Yale School of Management. When not focused on his clients' specific business challenges, his passions include outdoor adventures like trekking to Everest Base Camp, skiing in the Rocky Mountains, playing golf and spending time with his wife and two sons.

synergisticsconsulting

We have built world-class brands for Kraft Foods, M&M/Mars, the Walt Disney Company, Select Comfort, Schwan's Sales Enterprises, Allina Hospitals & Clinics and many others. We have executed both mass and targeted marketing initiatives – helped launch new businesses and sales channels – developed new product and organizational strategies. Let us collaborate with you to fuel your future growth in a way that's both profitable and sustainable.

Call us today at **952 | 200-3111**

ignite the way

you think

catalysts for growth through
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Building brands & executing core marketing initiatives

General Foods (now Kraft Foods) – Developed an integrated program to re-launch the Country Time™ franchise that had suffered major declines for several years. Achieved +50% volume growth in test market by reformulating the product, repositioning the brand as the “gold standard” in terms of lemonade taste, offering a new sugar-free line extension and designing new value-added packaging. The entire program and new advertising campaign were successfully introduced nationally to re-energize the brand.

The Walt Disney Company – Managed all of the marketing initiatives associated with the introduction of the Disney Vacation Club. Totally redesigned the timeshare model and sales process, positioning the business as 50 years of family enrichment and Disney quality experiences. Increased leads by 60% leveraging on-site information centers, direct response initiatives, member-based referral programs and renter marketing efforts. Evolved the concept to a multi-site global network of resorts.

M&M/Mars – Developed a 35 SKU line of cookies leveraging all of the core chocolate brand equities of the company. Concepts, product formulations and packaging were refined through an iterative process of consumer market research and development. Although proven to be the 2nd highest concept ever tested by BASES, the product was not introduced nationally due to the high costs associated with creating a store-door distribution system.

Hutchinson Technology – Helped this high technology company leverage its core competencies to introduce an entirely new division focused on the medical device industry. Facilitated brainstorming sessions to articulate the company's core values and vision; and based on this work, developed its new identity as the BioMeasurement Division. Managed the development of initial collateral to build awareness of the technology prior to FDA approval and in-market sales.

Select Comfort – Negotiated a joint venture agreement with Bridgestone to open a retail store and direct response business in Japan. Leveraging the marketing lessons learned in the USA and Bridgestone's strength and consumer experience in Japan, we successfully introduced this product into a market unaccustomed to sleeping on Western-style beds.

Landscape Structures – Developed all core branding elements and the marketing plan to launch SkateWave™, a new recreational skatepark equipment division that expanded the company's base franchise. Managed the creation of a vibrant new identity and all launch collateral including a Web site, sales catalog, trade ads and direct mail executions. The brand surpassed its Year 1 revenue goals and was staged to accelerate its growth based on the foundation we established.

BackHome Foods (Schwan's) – Co-led the development of this new catalog/internet based home delivery business. Built a customer care organization and implemented a broad array of 1-step and 2-step direct response initiatives to generate initial trial and ongoing repeat purchases. Extended the Schwan's core frozen foods business with a concept that was more relevant to the urban-based consumer.

Allina Hospitals & Clinics – Developed a new positioning and image for the Allina Medical Clinic that was formed from the merger of over 45 independently owned clinics across the Twin Cities 7-county market. Focused all aspects of service delivery on the notion of respectful care. Created POS communications to promote high-profit retail services, and developed low-cost collateral to build its patient roster.

Steve Carples, Principal

PROFESSIONAL EXPERIENCE

Greer & Associates – Managing Partner

25+ person integrated communications agency. Provided brand consultation, graphic design, photography, film production and new media services to sports & recreation, high technology, health, retail and food B2C and B2B clients. Doubled revenues through new retained client acquisition and exceeded profit goals.

BackHome Foods – VP, Marketing & Sales

A new multi-million dollar start-up venture funded by Schwan's Sales Enterprises. Developed a new product line, home delivery system, catalog/internet marketing and customer care organization to successfully capitalize on the urban market opportunity for Home Meal Replacement products.

John Ryan Company – Sr. VP, Marketing & Business Development

Design-based agency and strategic consultancy. Successfully developed innovative retail distribution networks (inclusive of infrastructure, utility services and communications content) for the world's largest financial service corporations. Defined service products and agency's first-ever marketing plan.

Select Comfort Corporation – Sr. VP, Corporate Marketing

Stage 2 company offering innovative airbed products. Built a brand platform and research foundation for the company's 2-step direct response system and network of retail stores. During these years, the company grew from \$29MM to over \$110MM, achieving the rank of the 6th fastest growing private company in the US.

Disney Vacation Club – Chief Marketing Officer

A new venture by The Walt Disney Company. Re-defined the timeshare industry to capitalize on this emerging resort development opportunity. Grew to three properties with revenues over \$100MM during these years, and became the industry model for vacation ownership in the US.

M&M/Mars – Segment / Group Brand Manager

Worldwide leader in confectionery products. Led the development of new product concepts, introduced several new brands into the market, successfully re-launched the 3Musketters™ brand and grew the Snickers™ bar Singles/King Size business.

General Foods Corporation – Sr. Product Manager

Premier consumer packaged goods organization. Managed a variety of product development, advertising, publicity, Hispanic marketing, consumer and trade promotion elements for market leading beverage brands (Country Time™ and Kool-Aid™) ranging from \$100MM to over \$400MM in revenues.

EDUCATION

Yale School of Management – Masters of Public and Private Management, 1981

University of Rochester – BA in Clinical and Social Psychology, 1976

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