

HEYYY

BRAND STRATEGY + CULTURAL INTELLIGENCE

GENN!

WHAT WE DO

WE **CRAFT** BRANDS THAT MOVE WITH CLARITY, CONFIDENCE, AND CONVICTION.

WE HELP LEADERS AND FOUNDERS **TRANSLATE** CLARITY INTO PRESENCE, CULTURE INTO RELEVANCE, AND AMBITION INTO BRANDS THAT FEEL INEVITABLE.

IN PRACTICE, THAT MEANS:

- POSITIONING AND NARRATIVE ARCHITECTURE
- BRAND SYSTEMS AND EDITORIAL STANDARDS
- EXECUTIVE AND FOUNDER BRAND STRATEGY
- GO-TO-MARKET CLARITY AND CULTURAL RELEVANCE

OUR DIFFERENCE:

WE BUILD BRANDS WITH **RESTRAINT, RELEVANCE,** AND **LONGEVITY**, GUIDED BY **STANDARDS** AND **TASTE**.

SELECTED WORK SPANS CONSUMER, LIFESTYLE, AND CULTURE-DRIVEN BRANDS.

(1)

WHAT WE DON'T DO

WE DON'T CHASE TRENDS OR MOMENTARY RELEVANCE.

WE DON'T OFFER **PLUG-AND-PLAY** TACTICS, ONE-OFF IDEAS, OR SURFACE-LEVEL FIXES.

WE DON'T OVEREXPLAIN OR CREATE FOR ATTENTION ALONE.

WE DON'T REBRAND WITHOUT REASON OR **BUILD** NOISE IN THE NAME OF VISIBILITY.

WHAT THAT MEANS:
WE DON'T DO ATTENTION WITHOUT INTENTION.

WE WORK WHERE CLARITY MATTERS MORE THAN HYPE.

WHO WE DO IT FOR

WE WORK WITH **LEADERS** AND **FOUNDERS** WHO ARE TIRED OF REACTIVE BRANDING.

THIS IS FOR **TEAMS** THAT ARE BUILDING SOMETHING MEANINGFUL, AND ARE READY TO BE PRECISE ABOUT HOW YOUR VISION SHOWS UP IN THE WORLD.

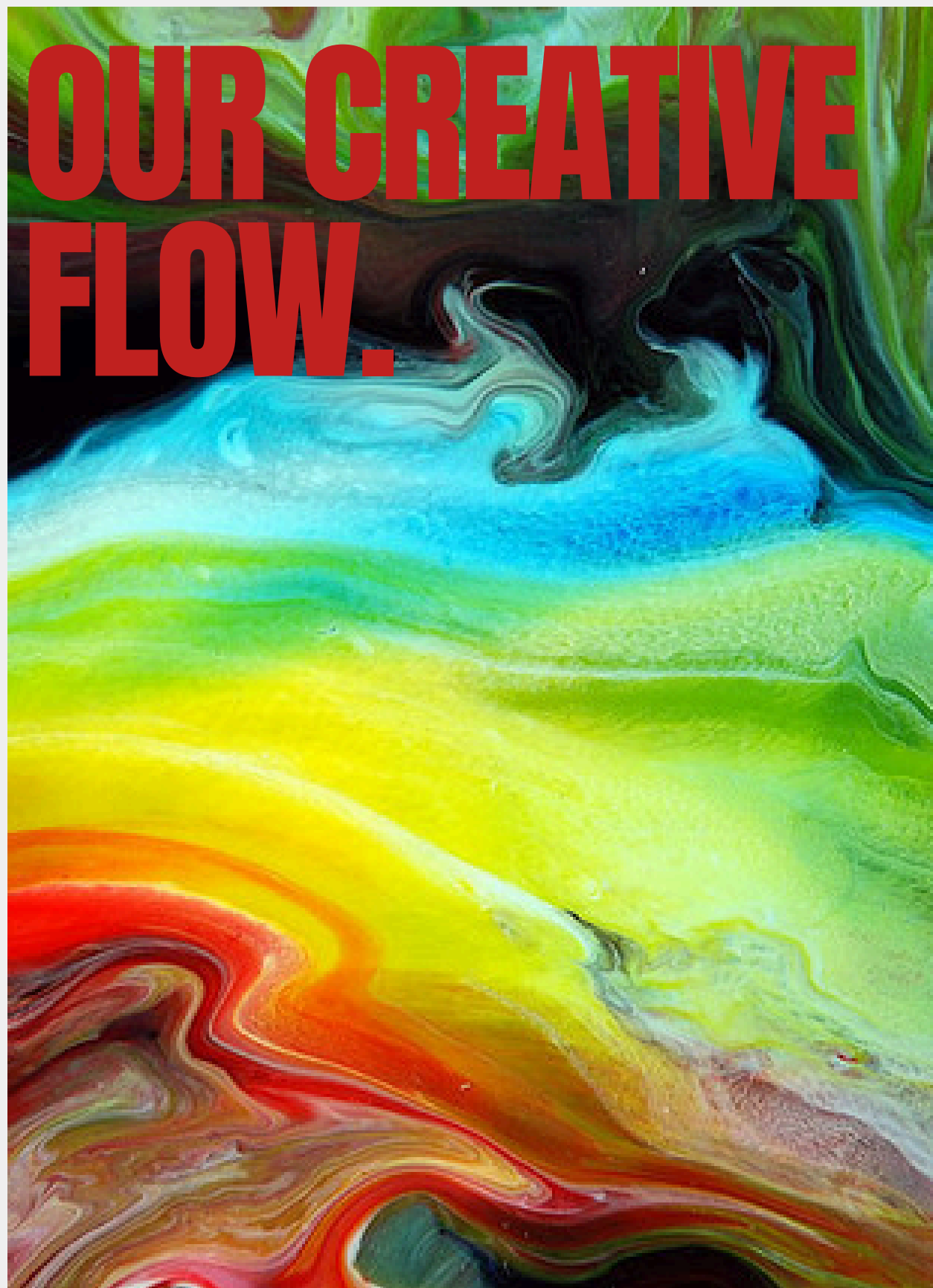
PEOPLE WHO UNDERSTAND: LESS IS MORE, AND TASTE IS STRATEGY.

BRAND IS NOT DECORATION. IT'S DIRECTION.

WHAT TO EXPECT:
CLEAR THINKING. HONEST PERSPECTIVE. SYSTEMS THAT LAST.

IF YOU'RE BUILDING WITH INTENTION, WE'RE ALIGNED.

(3)



ANCHOR

START WITH CLARITY.
DEFINE YOUR BRAND'S TRUTH, INTENTION, AND CORE
STORY BEFORE ANY IDEA TAKES SHAPE.
WITHOUT THIS, CREATIVITY DRIFTS.

DISTILL

STRIP AWAY NOISE.
IDENTIFY WHAT ACTUALLY MATTERS, WHAT ALIGNS WITH YOUR
STANDARDS, AND WHAT CAN BE AMPLIFIED.
CLARITY COMES FROM SUBTRACTION, NOT ADDITION.

IMAGINE

OPEN THE SPACE FOR IDEAS.
PLAY, ITERATE, AND EXPLORE CULTURAL RELEVANCE,
BUT ALWAYS TETHERED TO THE ANCHOR.
INTENTION AND CREATIVITY LIVE TOGETHER WHEN THEY HAVE A FRAMEWORK.

CURATE

SELECT ONLY WHAT ELEVATES.
EVERY TOUCHPOINT, EVERY CHOICE MUST EARN ITS PLACE.
THE FLOW IS NOT ABOUT DOING MORE; IT'S ABOUT DOING RIGHT.

ACTIVATE

BRING THE IDEA INTO THE WORLD WITH CONFIDENCE.
SYSTEMS, FRAMEWORKS, AND EXECUTION ALIGN, WHEN EVERY
MOVE IS INTENTIONAL AND EVERY DECISION HAS PURPOSE.
ALL WHILE KEEPING THE BRAND VOICE CONSISTENT.

FOUNDER

GENNIFER MARIE

FOUNDER AND BRAND ARCHITECT, HEYYY GENN!

FROM LEVI STRAUSS & CO. TO CLIF BAR TO ACCENTURE, GENNIFER BRINGS OVER 20 YEARS OF EXPERIENCE SHAPING GLOBAL BRANDS AND EXECUTIVE STRATEGY. SHE BELIEVES THE STRONGEST BRANDS ARE CLEAR, INTENTIONAL, AND HUMAN; EVEN IN AN INCREASINGLY AUTOMATED WORLD. HER WORK SITS AT THE INTERSECTION OF CULTURE, COMMERCE, AND RESTRAINT.

DELIBERATE BY DESIGN, SHE FOCUSES ON RELEVANCE THAT LASTS, STORYTELLING WITH STANDARDS, AND BUILDING BRANDS THAT MOVE WITH CONFIDENCE. NOT URGENCY.

THE BRANDS THAT LAST ARE BUILT WITH CLARITY, COURAGE, AND CARE.



LET'S CONNECT!

GM@HEYYYGENN.COM

@HEYYYGENN

WWW.HEYYYGENN.COM

**THANK
YOU.**

**ALWAYS WITH STANDARDS,
HEYYY GENN!**