

GENESIS WORKS WITH LEADERS TO TRANSFORM BRANDS

We solve strategic problems creatively, and creative problems strategically. Working from the inside out, we create continuity from culture to customer. We are champions of the idea, adept in all media. Since 1967, we have been a trusted partner of every kind of enterprise, big and small, all over the world.

WHAT WE DO

**Brand
Strategy
Communications
Investor Relations**

Creating a unique position to gain market advantage.
Defining who you are and the opportunities ahead.
Reflecting your brand promise in everything you do and say.
Helping to create long-term value.

WHAT WE BELIEVE

**Work from the center.
Solve the right problem.
Champion the human being.
Be a catalyst for excellence.
Be bold.**

CHALLENGES WE SOLVE

Improve Revenue and Market Share

Strengthen, refresh, re-define a brand
Launch new products
Expand into new channels
Expand global reach
Build category leadership
Revolutionize customer experiences
Increase customer conversion
Increase customer loyalty
Illuminate customer insights
Invigorate brand touch-points
Create content across all media channels
Enrich audience engagement through video
Develop branded environments
Maximize digital and mobile opportunity
Leverage social media

Increase Value

Create and introduce a new vision
Launch a new brand
Merge multiple brands
Leverage brand to drive strategy
Make communications strategic
Energize employee performance
Prepare for an IPO
Develop IR story and messages
Build shareholder trust
Turn regulation into opportunity

Create Efficiencies

Simplify communications
Create integrated communication platform
Define brand architecture
Unite organizational cultures

COMPANIES WE'VE HELPED

ArvinMeritor Automotive	Giant Bicycles	Quaker Oats
Allos Therapeutics	Genpact	Qwest
Banner Alzheimer's Institute	IHS	Republic Airways
Barrick Gold Corporation	Kraft Foods	Schwinn Bicycles
Beaver Creek Resort	Nautilus Health & Fitness	Shimano
Bolder Boulder 10k Race	Nordstrom	Steelcase, Inc.
CareTech Solutions	Novelis	Toro
Case Logic	Orbea Bicycles	UDR
CenturyLink	Pearl Izumi	UMB Financial
Colorado Symphony Orchestra	Petunia Pickle Bottom	Vail Resort
ePals	PepsiAmericas	Vail Resorts Inc.
Frontier Airlines, Inc.	The Pepsi Center	Wild Oats

ACCOLADES

Genesis has consistently won awards and recognition in numerous international and national competitions within the design, advertising, interactive and investor relations disciplines.