



“What marketers need today is less complexity and more straightforward answers.”

— CRAIG WOOD, FOUNDER & CEO

#### THE ISSUE

Today's consumer is tough to connect with. Whether you are trying to sell a product, provide a service, solicit a donation, or invite someone to your faith home, it is getting increasingly difficult to find and relate to your target audience. Resistance to marketing is at an all-time high, and people's patience for irrelevant and imprecise communications is at an all-time low.

#### THE SOLUTION: WHY THE CLARITY GROUP?

In recent years, marketers have tried to solve complex business problems with equally complex tools and solutions. We've tried every acronym – from CRM to 1to1 and everything in between. What marketers need today is less complexity and more straightforward answers ... strategy that everyone in an organization can understand ... definitive action plans that can be implemented ... and results that don't require an advanced degree in calculus to validate. In other words, today's marketers need clarity.

The Clarity Group provides straightforward and clear solutions to today's very confusing and cloudy marketing issues. Our solutions are rooted in research and data – not in acronyms and formulas. Our clients have one clear goal in mind: to connect with their audience.

#### OUR EXPERIENCE

The CEO and founder of the Clarity Group has been working for and with Fortune 1000 companies for the last 15 years. He has innovated strategies that have changed the way companies think about consumers and market to them, producing measurable results to the top and bottom line. His expertise has been honed initially on the client side of the business, trying to implement disconnected strategies and inappropriate tactics recommended by consultants. The last 10 years have been spent on the supplier side, helping a number of client companies find clear answers to complex issues.

In short, we know how to help because we have been there. We'll cut through the fog and make an immediate impact for you and your business.

Clear strategy.

Clear action.

Clear results.



## TRADITIONAL MARKETERS

### Major issues:

- 1) Acquisition:** Target the right customers
- 2) Cross-sell:** Maximize sales to customers
- 3) Retention:** Keep the best customers

### The Clarity Group offers:

- Tools to help get a complete picture of who your customer is: demographic, geographic, attitudinal and economic insights
- Sound strategy with straightforward language and clear tactics
- Performance you can measure, track and improve upon

## FAITH-BASED & NON-PROFIT MARKETERS

### Major issues:

- 1) Acquisition:** Grow congregation/donor base
- 2) Cross-sell:** Assimilate/integrate new members
- 3) Retention:** Keep members satisfied

### The Clarity Group offers:

- Marketing expertise to faith-based problems & challenges
- Help in strengthening your faith message while leveraging the complete view of your audience – from demographics and behaviors to economics and personal values

### A SAMPLE OF OUR PRODUCTS

The Clarity Group has an array of tools and products that help calm the confusion of marketing to today's challenging consumer. *Some of our proprietary tools include:*



#### ClearView Profile™

A detailed analytic profile of current customers leveraging demographic, attitudinal, behavioral and economic data. All the information you need in one place – so decisions can be made and improvements can be measured.



#### ClearPath Roadmap™

A detailed business case and strategic plan for customer relationship and/or marketing communications implementation. This roadmap is easy to understand and implement, having been created through our proven process of merging data, information and clear thinking.

**COMING SOON!** There has been no influential report in the marketplace that helps companies and organizations understand the personal values and faith of today's spiritual consumer. **Until now.** In the summer of 2006, the Clarity Group will be fielding the seminal research study on faith-based consumers, looking at a variety of faiths and how people apply their personal values in their consumer behavior.



### CONTACT US

We promise we'll listen before we talk. And we promise to come up with a solution that addresses your specific issue and produces the outcome you're looking for. Anything less wouldn't be clear. Call us at (919) 932-6036 or e-mail us at [info@claritygroupinc.com](mailto:info@claritygroupinc.com).