

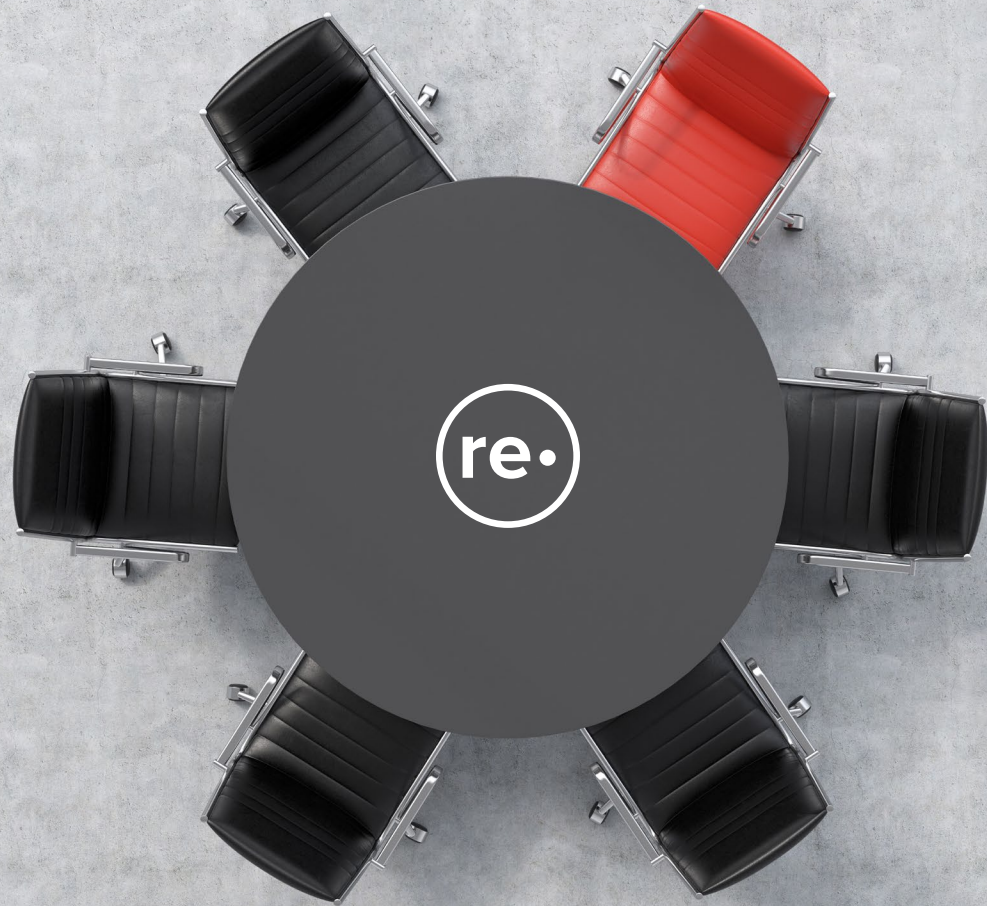


**Be different.
Be re•markable.**

*Define your brand's **only-ness** and you win.*



re•tool MEDIA KIT



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OUR STORY



The **re-tool**® team are change agents. We revel in producing “a-ha” moments. Uncovering innovative brand-centric big (and little) ideas is the driving force behind our agency. We are an intently curious bunch seeking to infuse your brand with fuel and get it firing on all its cylinders.

We come to the table daily with fresh ideas and a “let’s try this” approach. **re-tool**® has been built to adapt from the start. Our superpower consists of constant whirring brainstorming which is a match for the ever evolving needs of our clients and the ever-changing technology that makes up our 24/7 world today.

OUR PURPOSE

We end the fear of originality.

We are a boutique branding agency whose ethos is all about building badass positioning, creative and strategy through high-level consulting, visually demanding design and compelling powerful storytelling. We are committed to identifying a brand's bedrock, it's **only-ness**. We are believers that every brand should tout itself as a unicorn. No magic wand needed.

OUR AMBITION

We prove to the world that difference is the most profitable asset you can have.

Being different is better than being better. So brand differentiation is everything. It gets brands noticed. Our goal is to challenge you to think about how your brand is perceived in the marketplace and then our job is to help make it **re•markable** because stronger brand equals stronger ROI.





OUR DIFFERENCE

We deliver big, brave and bold ideas without breaking the bank.

Why be subtle when you can be seen? We believe rockstar branding projects of all dimensions can be done in less time, for less money all with the quality and dedication to assure a bulls-eye outcome for each of our clients. We like to cause a ruckus, spin up dust and expertly drive disruption all with your brand's desired direction in mind.

We don't do renovations or repairs, we only do re-inventions.

We like to stretch what's possible and really dig deep into what will resonate with your audience. Not simply regurgitate the same-old, same-old. We are champions of change; life is too short to be ordinary (or one lagging behind), making your brand **re-markable** and extraordinary is part of your deliverable.

We'll find the thing that would be missed if you didn't exist.

You need to know what you are known for and that is our unicorn. We're chess players. Not checkers. We assess the landscape, anticipate several steps ahead, then connect the dots so your audience shakes their head "yes" instead of "no". So they "get" you. So you can articulate your brand's WHY with everyone you encounter.

Our work isn't done behind a curtain.

We are a branding agency that listens. Listens intently. Then we lead the charge with an "all-in" philosophy; we sweat the small stuff behind building brand experiences so our clients don't have to. Our streamlined, proven process is clear, defined, transparent and inclusive. Fans of collaboration? Check.

OUR FACTS

30

Years in
Branding Biz

347

Only-ness
Statements Crafted

542

Logos
re•Invented

216

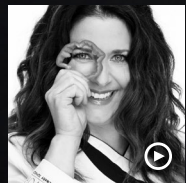
Websites
re•Designed

CLIENT DEMOGRAPHIC

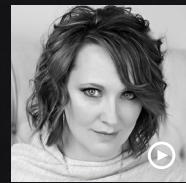
Our client portfolio includes entrepreneurs and small to mid-sized companies, from an array of diverse industries, who are seeking to expand their sphere of influence and reach by **re-tooling** their brand strategy, identity and content.



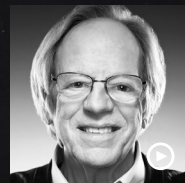
GREG HAGUE



DEB CANTRELL



TRIVINIA BARBER



KEN KRAGEN



CASE STUDY

Chef Deb, SAVOR's CEO had a mission to provide her clients with a healthier way to enjoy the foods they love. Her company provides busy families and those with special dietary needs, customized meals and detox programs made with fresh, wholesome ingredients. SAVOR's leadership team contacted Kelly and her **re-tool**® team to do a **re-fresh** to the already established brand to bring into the present and to ensure it reflected the current brand's vision.

When she approached the **re-tool**® team she was stagnant at \$250K in annual revenue. Her goal was to grow to \$1M within three years. Within 12 months she had reached \$1.5M, won a website of the year award and Food Network called to review show ideas.

Services Provided

- positioning
- brand strategy
- graphic design
- vCMO
- collateral
- copywriting
- web design/development
(award winning)

Chef Deb and the Importance of Brand

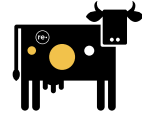
<https://www.youtube.com/watch?v=TLBLBWOp1M&feature=youtu.be>



OUR ASSETS

re•tool® is our umbrella brand and we have a whole lot going on underneath it.

re•tool



POWERED BY re•

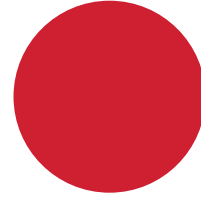
brand&kelly™ brand chat LIVE™ think•osophy brand•osophy

MOO•LAH•GY

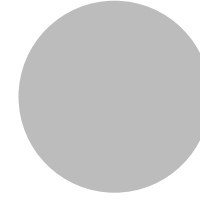
re•markable method®

BRANDING
FOR MOO•LAH

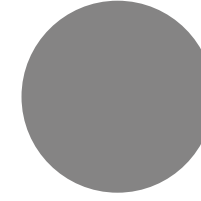
PRIMARY PALETTE



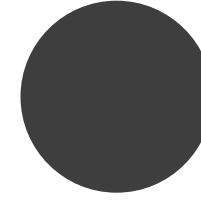
RED
CMYK 12|100|88|3
RGB 207|32|50



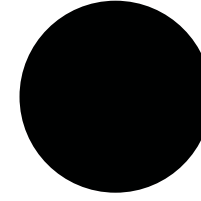
LIGHT GRAY
CMYK 27|21|22|0
RGB 187|188|187



MEDIUM GRAY
CMYK 50|42|42|6
RGB 133|132|132



CHARCOAL
CMYK 68|61|60|49
RGB 62|62|62



BLACK
CMYK 75|68|67|90
RGB 0|0|0

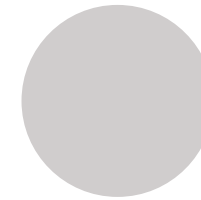
SECONDARY PALETTE



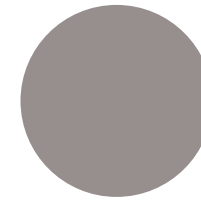
WHITE
CMYK 0|0|0|0
RGB 255|255|255



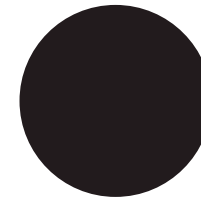
LIGHT GRAY 2
CMYK 9|6|6|0
RGB 229|230|231



MEDIUM GRAY 2
CMYK 18|15|15|0
RGB 207|205|205



DARK GRAY
CMYK 43|39|39|3
RGB 150|143|141



BLACK 2
CMYK 70|70|65|75
RGB 34|27|29

OUR TEAM



Our ego is the size of our team and we're proud of that.

Let's be frank. Agencies look pretty similar from the outside: Talented people hanging out in creative and cool spaces with keg beer in the conference room and kickass swag everywhere dreaming up ways to get clients noticed in a sea of the same. Pretty cool, no doubt, but the **re-tool**[®] team is deliberately modest in size yet nimble, built of a team of diverse **thinkrs**[™] who do the work of a larger agency with triple digit staff. You get our "A-Team" because that's who's on staff. No rookies, just seasoned talent. So, if you meet one of us during the interview process, they'll be there throughout the project.

We are chock full of keen strategic thinking which then informs our creative work. In other words, we nerd out on your business and collaborate with you to solve your most heady problems then offer rich branding, potent positioning and stellar design solutions that are impossible to ignore. We like to figure out the hard stuff, we really do and we're ready to **re-tool**[®] your brand when you are.

OUR LEADERSHIP

Kelly has 30 years of brand and marketing experience in her rear view window, and that has been the fuel that drives **re•tool**®. She is an inner creative and outer strategist who has a definite point of view and a constant finger on the pulse of all things branding. Her family first work environment has fostered a dynamic tenure of talent second to none whose mission is to generate work that inspires, provokes and most importantly converts.

When it comes to branding and marketing, Kelly has pretty much seen and done it all. From being a coordinator on the **'92 Super Bowl Halftime Show** to putting an inline skate race on the **INDY 500** track, her experience building brands for nationally recognized companies like Women's Leadership LIVE™, founded by **Linda McMahon**, former **CEO of the WWE** and current **United States Small Business Administration Administrator**. She has shared the stage with international celebrities such as **Kevin Harrington**, original Shark from **Shark Tank**, and **Ken Kragen**, creator of **We Are the World** and **Hands Across America**, has given her immeasurable insight and knowledge around the branding challenges that small to mid-sized businesses face.

She is also a published author. There are lots of books written about branding, but Kelly felt there was a gap. So she wrote her own book in nine days. *Moo-lah-gy: Uncovering the Secret Cash Cow Hidden in Your Brand* shows the step-by-step process of how to build a strong brand and more importantly, how to monetize as a result of it. It is an all-in-one brand and marketing primer.

What's on the horizon? Building more brands, of course... because Kelly and her **re•tool**® team were born for it.



KELLY'S SPEAKER REEL: <https://youtu.be/YjilutXP4UE>



OUR ONLY-NESS

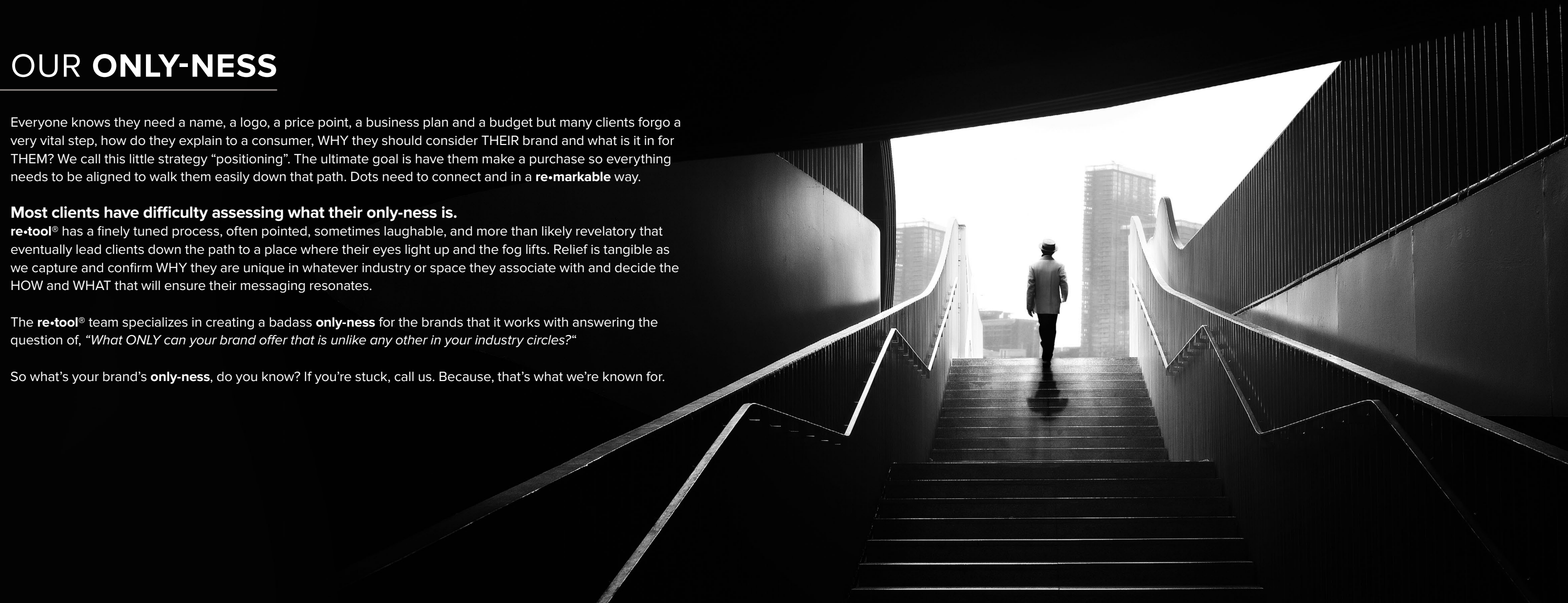
Everyone knows they need a name, a logo, a price point, a business plan and a budget but many clients forgo a very vital step, how do they explain to a consumer, WHY they should consider THEIR brand and what is it in for THEM? We call this little strategy “positioning”. The ultimate goal is have them make a purchase so everything needs to be aligned to walk them easily down that path. Dots need to connect and in a **re•markable** way.

Most clients have difficulty assessing what their only-ness is.

re•tool® has a finely tuned process, often pointed, sometimes laughable, and more than likely revelatory that eventually lead clients down the path to a place where their eyes light up and the fog lifts. Relief is tangible as we capture and confirm WHY they are unique in whatever industry or space they associate with and decide the HOW and WHAT that will ensure their messaging resonates.

The **re•tool**® team specializes in creating a badass **only-ness** for the brands that it works with answering the question of, *“What ONLY can your brand offer that is unlike any other in your industry circles?”*

So what’s your brand’s **only-ness**, do you know? If you’re stuck, call us. Because, that’s what we’re known for.

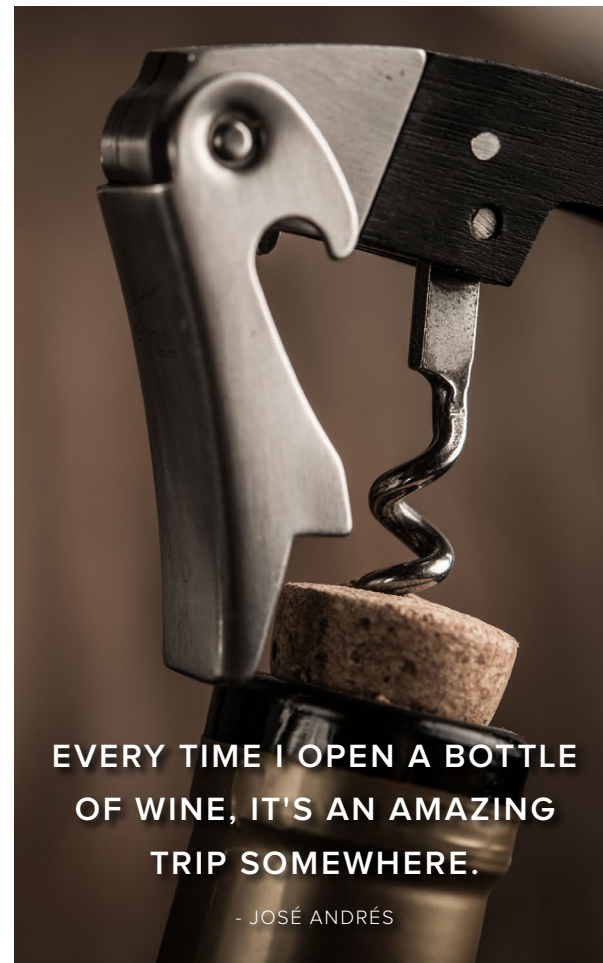


OUR WORK



WINE IS A PASSPORT
TO THE WORLD.

- THOM ELKJER



EVERY TIME I OPEN A BOTTLE
OF WINE, IT'S AN AMAZING
TRIP SOMEWHERE.

- JOSÉ ANDRÉS



OUR WORK



WELLWORTH BLACK

C 68 M 70 Y 64 K 82
R 26 G 17 B 19
HEX #1A1113



WELLWORTH GREEN

C 28 M 10 Y 72 K 0
R 192 G 200 B 109
HEX #BFC86C



TAUPE

C 40 M 38 Y 42 K 2
R 158 G 147 B 139
HEX #9D938B



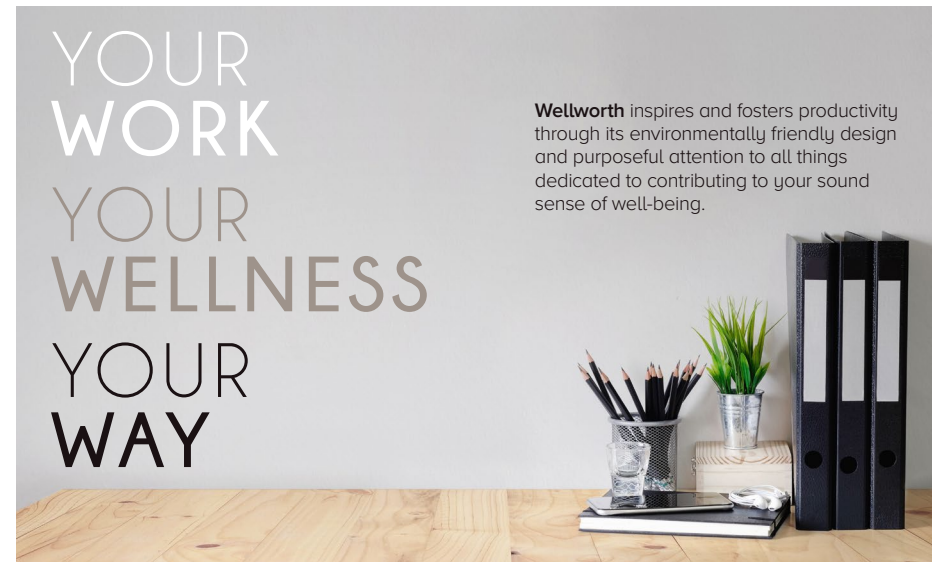
LIGHT GREY

C 20 M 19 Y 21 K 0
R 204 G 196 B 191
HEX #CBC4BE



WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX #FFFFFF



OUR WORK



365 DAYS

OUR YEAR HAS BEEN FILLED WITH WONDERFUL CHANGES AND WE'D LIKE TO SHARE ONE WITH YOU.

JOIN US, WON'T YOU?



"With a strong sounding board, meaningful growth is inevitable."

- JOCELYN HENKENSIEFKEN
CHIEF FINANCIAL OFFICER, PARTNER



"We believe that customizing solutions is about you, your family and your family's needs. This customized approach is a pillar of our business."

- PATRICK REGAN
CHIEF INVESTMENT OFFICER, PARTNER



Meristem's commitment to our clients and the community is **three-fold**.

ADVISE

EDUCATE

SERVE

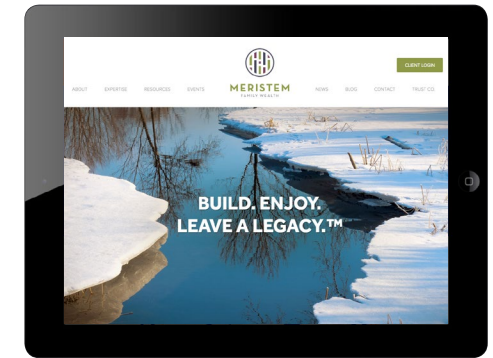
Being stewards of your family's holistic financial life is what matters most.
So, whether you are building your family's wealth, experiencing a financial milestone or preparing for succession, **we grow alongside you.**

Meristem proudly supports the efforts of Fraser in making a meaningful and lasting difference in the lives of children, adults, and families with special needs.



MERISTEM
FAMILY WEALTH

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MERISTEM
FAMILY WEALTH

OUR WORK

POWER UP WITH **US**

US ultimate SETTLEMENTS

J.L. (Jim) Fersch, Jr.
310.704.4553 • 855.871.1787 x110
jfersch@ultimatesettlements.com
ultimatesettlements.com



OUR DIFFERENCES.

US[®] has taken 50+ years of cost-containment experience, created a proprietary IT management system for seamless processing, and built long standing relationships with hospitals and clinics incorporating "The Power of US[™]" program for seamless and maximum savings. Our vision is to simplify payment systems in a very complex healthcare industry while making the most impact in the healthcare cost-containment arena.

- 1 WE GENUINELY CARE.**
 - We are passionate about changing the status quo.
 - We believe eye contact and a handshake still matter.
 - At US[™] you get to speak to a real person.
 - We do what we say.
- 2 WE STAND BEHIND "THE POWER OF US[™]".**
 - We work collaboratively with the 3P's (payers, providers, patients).
 - The Power of US[™] combines customization coupled with personal service.
 - We recognize it takes a village to optimize savings for all.
 - We become your staff to free up your valuable resources to increase your results and bottom line.
- 3 WE'RE A TEAM OF COST-CONTAINMENT VETERANS.**
 - We have specialists from administration to executive leadership.
 - We have a proprietary IT platform partnered with renowned IT specialists.
 - US[™] has 50+ years of industry experience.
 - We are always pushing and striving for maximum results.
- 4 THE ART OF NEGOTIATION + THE STRATEGY OF NEGOTIATION = UNPRECEDENTED RESULTS**
 - We offer a sophisticated approach directed toward our clients.
 - Our emphasis is on the solution, not the challenge.
 - We are broad in thinking, but narrow in focus.
 - We have a deeper understanding into practical guidelines.

OUR MISSION.

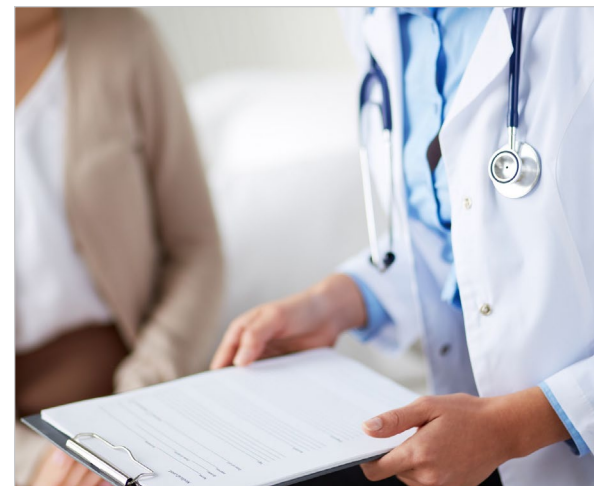
Ultimate Settlements[®] (US[™]) mission is to make a positive contribution to the goals of our business partners by enhancing the effectiveness and efficiency of the fiscal revenue stream of America's healthcare system through vision, conception, and implementation. As a premier provider of nationwide healthcare cost containment services, US[™] believes in performance driven fees and reality based promises. We discover the optimized price point of non-contracted medical bills in the most effective, efficient, and profitable manner as possible while maintaining a commitment to integrity, profitability, and adherence to company and regulatory guidelines that will give freedom of choice back to the patient that will allow them to simply navigate a fair healthcare system.

OUR FOCUS.

- Group Health Insurance
- Workers Compensation and Auto Insurance for Self-Insured Groups
- TPA's
- Accident, Sickness and Unemployment Insurance
- Property and Casualty Insurance
- General Liability Insurance
- Liens
- PPO/HMO/Zero PPO Alternatives

OUR BELIEFS.

The Art, Science, and Strategy of Negotiation Settlements; we believe in the power of seamless, non-confrontational, and fair negotiations, not just negotiations, but resolutions for the benefit of all without risking our unsurpassed customer service. We believe in the power of strategy based upon more than two decades of proven results. We believe we can help you get paid faster through the "Power of US[™] Networks" without conflicts or litigation.

The Art & Strategy of Negotiation Settlements

US ultimate SETTLEMENTS

POWER UP WITH US[™]



US ultimate SETTLEMENTS

OUR GIVE

Paying it forward.

We believe in the power of giving and we've chosen to focus our giving energy to entrepreneurs, start ups, and students who are on a quest to building something great and send it out into the world.

We have chosen to partner with the MN Cup and the Entrepreneurship in Action program at Carlson School of Management with an emphasis on education, mentorship, and advisory.



FAQ'S

What industries/genres have you done work for?

We have experience working with clients in apparel, beauty, communications, construction, consulting, consumer products, education, entertainment, financial services, health care, legal services, manufacturing, publishing, real estate, recreation, retail, and wealth management but it doesn't really matter what your widget is as we can **re-tool**® your brand, no matter the industry. The process is similar no matter what you sell, it is all in how you share your brand's story to your specific audience. Anyone need their bakery **re-tooled**?

Why is brand/branding so important?

Branding decides if your product/service speaks to your target demographic or not. If your brand doesn't have the chops (consistent brand elements that resonate with your personas), and a plan or the means to execute on it, you are going nowhere fast and will ultimately cost you more in marketing dollars having to explain the value of what you sell over and over again. That's the honest truth.

What are your fees?

We don't charge you typical agency fees and we don't price our services their way either. Projects are all evaluated on a case-by-case and are customized to your specific needs. In other words, if you don't need it, we won't charge you for it. This is due to so many variables in scope. Some are project fees while others are calculated hourly. Either way it's a win-win for you. With **re-tool**® you get large agency experience without large agency costs. Fancy that.

Can you turn work around within a specific time period?

Absolutely! If you need it, it'll get done. The **re-tool**® team is nimble by design and we thrive on tight turns. Your work gets done correctly and by the deadline (if not before). We promise.

**Branding problem?
re•tool® can fix it.**

re•tool

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more@retoolmarketing.com

