

Strategy is the work.

Everything we make is built to carry it.

The Relay Method is how we take a brand from first conversation to a story the whole organization can tell, and the work that brings it to life. Four legs, one handoff at a time.

THE FOUR LEGS

01

Listen

We hear from everyone the brand needs to move, before we decide anything.

Tools: pre-work workbook, stakeholder interviews, existing materials

02

Distill

We surface the shared truths and tensions, name the real problem and align on direction.

Tools: executive summary, strategic direction review

03

Create

We build the strategy, the story and the system that carries it into the world.

Tools: brand story and messaging, core and module decks, campaigns, partnerships, content

04

Hand Off

We refine it together and equip the team to tell it with confidence, in any room.

Tools: working clinic, final files, team training

THE RELAY LINE

Story

Who the brand is and what it believes.

Problem

The right problem, named before any solution.

Insight

The human truth that unlocks it.

Idea

The move that solves it, in a way only this brand can.

Proof

The evidence that makes it believable.

WHAT WE BELIEVE

- 1 The strategy is the work.** The deck is the vehicle that carries it.
- 2 Every claim has proof behind it.** If we can't back it up, we don't say it.
- 3 Name the problem first.** Before anyone names a solution.
- 4 Bring the audience into the action.** Participation beats impressions.
- 5 Build it to hand off.** The client owns it and can tell it in any room.

The Toolkit

Tools we built from the work.

THE THREE GAPS

Our take on the business, marketing and communications problems.

The Number

The business goal, stated simply enough that everyone can repeat it.

The Behavior

What people need to start doing, or do differently, to reach it.

The Belief

What has to shift in their minds to spark that behavior.

THE BRAND CORE

Belief

What it stands for and why it exists.

Attitude

How it sounds and how it behaves.

People

Who it's for, as real people.

Promise

What it delivers, practically and emotionally.

Difference

What no one else can claim.

Proof

The evidence behind every claim.

RELAY TOOLS

The Transfer Test. Move the brand into another industry. Whatever travels with it is the heart of the brand.

The Give/Get Map. What every partner gives and gets, so each deal works for both sides.

The Channel Map. Every channel tied to one objective and the KPIs that prove it.

Recap + Next. What we set out to do, what happened, what we learned and what comes next.

The Brief Back. Our interpretation, open questions and timing, agreed before work starts.

The More Than Statement. "It's more than X. It's Y." The line that reframes the category.

The Legacy Audit. What's sacred, what's baggage and what's evolving.

Core + Modules. One core story, with plug-in modules for every room.

Building Better Briefs. Intake Brief, Brief Back, Response. Briefs that get better work.

Standards We Build On

The industry's best thinking, applied the Relay way.

GET / WHO / TO / BY

Get [audience] who [insight] to [behavior] by [message].

The industry's one-line brief, credited to BBDO New York. Every strategy we write has to fit in it.

The Golden Circle

Simon Sinek

Great brands lead with why they exist, then how they work, then what they make.

How we use it: every Brand Core starts with Belief.

How Brands Grow

Byron Sharp, Ehrenberg-Bass

Brands grow by being easy to think of and easy to buy, built on assets people instantly recognize.

How we use it: we define the distinctive assets and the buying moments a brand needs to own.

Category Design

Play Bigger

The strongest companies define a new category instead of fighting for share in an old one.

How we use it: for new technology, we name and define the category before we position the brand in it.

The Three Problems

Account planning

Separate the business, marketing and communications problems so each piece of work has the right job.

How we use it: the Three Gaps. Every piece of work knows which gap it closes.

The Long and the Short of It

Binet & Field

Brand building and short-term activation work differently, and growth needs both.

How we use it: every plan balances building the brand with driving action, and measures both.

Hero, Hub, Hygiene

Google / YouTube

Big moments that draw people in, recurring series that bring them back, always-on content that serves them.

How we use it: our content and community plans are built in all three layers.

WAYS TO START

Brief Clinic

Bring a real brief. We run the Brief Back and rewrite it with you.

Brand Kickoff

A half-day start for a launch, campaign, partnership or raise.

Brand Strategy

The full four legs, from Listen to Hand Off.