



creating bigger futures

PULL Brand Innovation influence by design

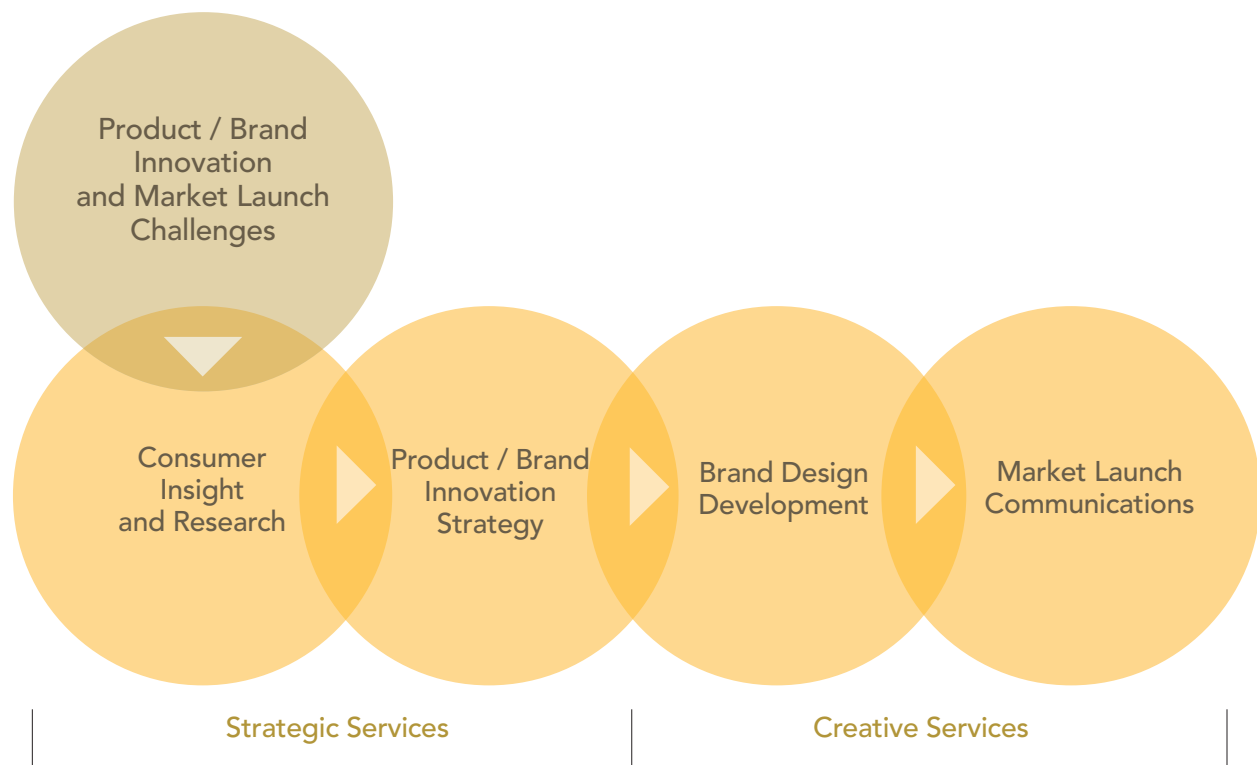
PULL is a brand strategy and design consultancy collaborating with marketing teams to launch new products and transform brands that create bigger futures. We help clients gain greater clarity and confidence to pursue their best opportunities to grow their business.

PULL Brand Innovation Method

Influence by design:
discover, explore, learn, assess, imagine,
create, express, design, develop, test,
optimize, launch and measure!

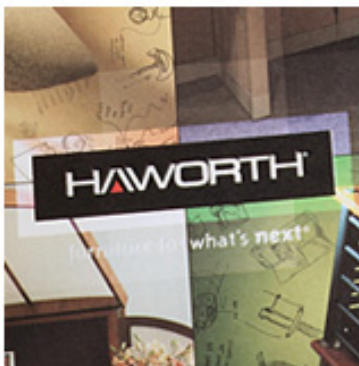
Strategic and creative thinking that
supports your marketing success.

We work with you and your entire team from early inspiration and development, to launching new products and brands into the marketplace.



We integrate our knowledge and insight on consumer needs, competitive landscape, ideation, creative development, visual and verbal prototyping, concept testing, and optimizing to help your marketing and communications teams resolve bottlenecks in innovative thinking within the early-stage product and brand development cycle. Our strategic and creative process provides the guidance, creativity and rigor necessary to empower your teams with more clarity and confidence in decision making to pursue the most promising opportunities to create success.

PULL Brand Innovation Experience



PULL Brand Innovation Leadership

OUR MANAGING PARTNERS ARE HIGHLY SKILLED MARKETING AND CREATIVE PROFESSIONALS. EACH PARTNER HAS DECADES OF EXPERIENCE WORKING FOR THE WORLD'S BEST KNOWN BRANDS.

Thomson Dawson

Founder, Managing Partner
Brand Strategy and Chief Creative Officer

Thomson has guided product and brand development, corporate and brand identity, and marketing communications programs for leading companies like Acura, Brunswick, Coleman, Energizer, Food Lion, Hewlett-Packard, Haworth, LaZBoy, Mannington, QAD, Steelcase, Volkswagen USA, and Wolverine Worldwide.

In his twenty-five year career, he has been a life-long entrepreneur, designer, writer, creative director and brand strategist to dozens of global companies and start-ups alike. His strategic and creative consulting practice has contributed significant revenue growth to over 70 client organizations in North America and Europe.

Thomson is a blogger, teacher, and speaker on enterprise strategy, value creation, creativity, personal and professional development. He is a graduate and former faculty member of Ferris University Kendall College of Design in Grand Rapids, Michigan.

Thomson lives and works in a small orange grove in Ojai, California.

Mike Murphy

Chief Energizing Officer, BrandIQ
Consumer Insight and Research

Mike is a twenty-five veteran marketing professional. His distinguished marketing career includes executive brand management positions with PepsiCo (Pizza Hut), the Dial Corporation, and CMO for Papa Gino's restaurants. He also owned and operated his own award-winning restaurant in the Boston area.

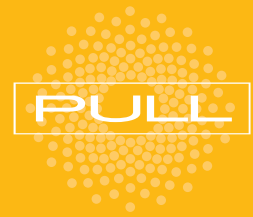
He has consulted in over 150 client business and marketing strategy challenges including leading clients in the consumer products, food, restaurant and apparel retail industries. Mike has provided brand-building expertise to major brands such as Applebee's, Blue Bunny, Chicos, Dannon, Energizer, Hasbro, SCJohnson, TGI Fridays, and Tommy Bahama.

Mike holds a BA in Finance from Iowa State University and an MBA from the University of Phoenix. He is a frequent speaker at new product development and marketing summits on restaurant brand development and product development innovation for consumer packaged goods companies throughout North America.

Mike lives and works in big city Los Angeles.



PULL Brand Innovation www.pullinc.com



If you're facing a brand
innovation challenge
that's impacting your success
in the marketplace,
let's have a conversation.

New Business Inquiries:

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PULL Brand Innovation

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Part of The Dawson+Compay Creative Group

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