



*Southern Growth Studio helps client companies prosper with a pragmatic application of brand marketing and product innovation. Clients call on the Southern Growth Studio when they are ready to leap, create new markets, or redefine the marketplace.*

**PHILOSOPHY: THE GROWTH ENGINE**

By fusing its talents into a single offering, the Southern Growth Studio becomes a growth engine that optimizes client opportunities. This fusion includes the analytic rigor of a consultant, the marketing horse-sense of a branding firm, the evangelical fervor of a publicist, and the human-factor sensibilities of interactive and product design shops. The growth engine quickens moves into new markets or stimulates innovative leaps within an existing space.

**METHODOLOGY: GENUINE INNOVATION**

Genuine innovation requires a down-to-earth process. In the first stage, ideas undergo forensic scrutiny. Financial analysis, market sizing, and revenue potential inform bold client decisions. If an idea passes this stage, prototypes or ready-to-manufacture blueprints are crafted. Powerfully expressed, well positioned branding and launch plans empower each product, brand, or service, cutting through competitive and marketplace clutter. Along the way, each milestone in the process gets translated into math, markets, and sense.

**SERVICES IN BRIEF: CATEGORIES**

**Brand Marketing**

Interactivity, Brand Strategy, Design, Publicity, Marketing

**Product Innovation**

Ideation, Innovation Consulting, Market Research, User Experience Design, Prototyping, Product Testing

**THREE TIERS OF BUSINESS: SERVICE DESCRIPTIONS**

**Taproot**

Hot studio that handles all aspects of branding, interactivity, publicity, design, and strategic marketing.

Remuneration:

- Account retainers
- Project, consulting, workshop, and speaking fees

**Branches**

A full-spectrum service that conceives, prototypes, and helps launch market-defining products and brands for clients. Growth engine services include research, business strategy, prototyping, testing, branding, product design, and promotions.

Remuneration:

- Estimated one-third of market potential as service fee
- Negotiated revenue stream percentage as return-on-performance

**Orchard**

Incubate our own commercial interests. Each Southern Growth Studio employee may spend 5-10 percent of their time creating new product concepts and products.

**Brand**

What is more natural than a growth studio in the region that was once the fertile rainforest of North America? Here, growth is natural, organic yet profuse. What does that mean for clients? They benefit from game-shifting products, brands, or services that get to market fast—a commercial flowering more magnificent than a magnolia blossom.

**Location**

The Southern Growth Studio provides its award-winning, results-generating services to the Mid-South and beyond from its headquarters in Oxford, Miss. and office in Memphis, Tenn.

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