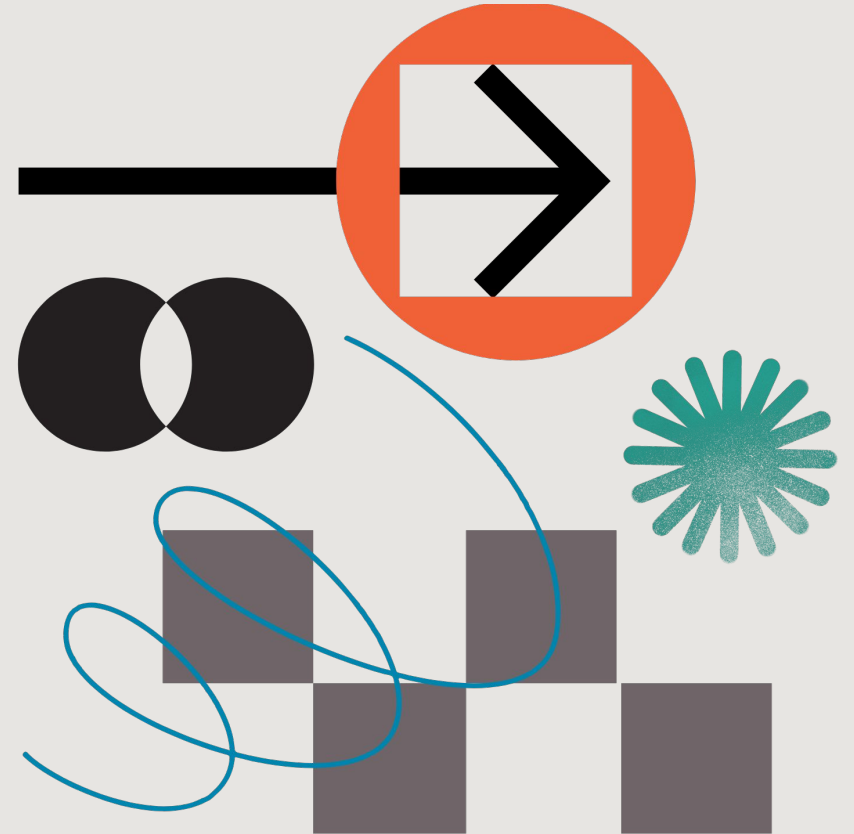



Strategic Advantage





Essential Strategy That Moves at **the Speed of Now.**

When environments shift in an instant, it's hard to find the proper strategic footing to confidently carry your brand and business through the challenges of today and the opportunities of tomorrow.

Strategic Advantage is a focused, week-long strategic sprint specifically built to deliver the right thinking *right when it matters*.
You get quick, concise, and provocative takes that create strong foundations for a dynamic brand and business.

You Will Gain the Advantage To:

Discover

new insights on your industry, customer, and culture.

Explore

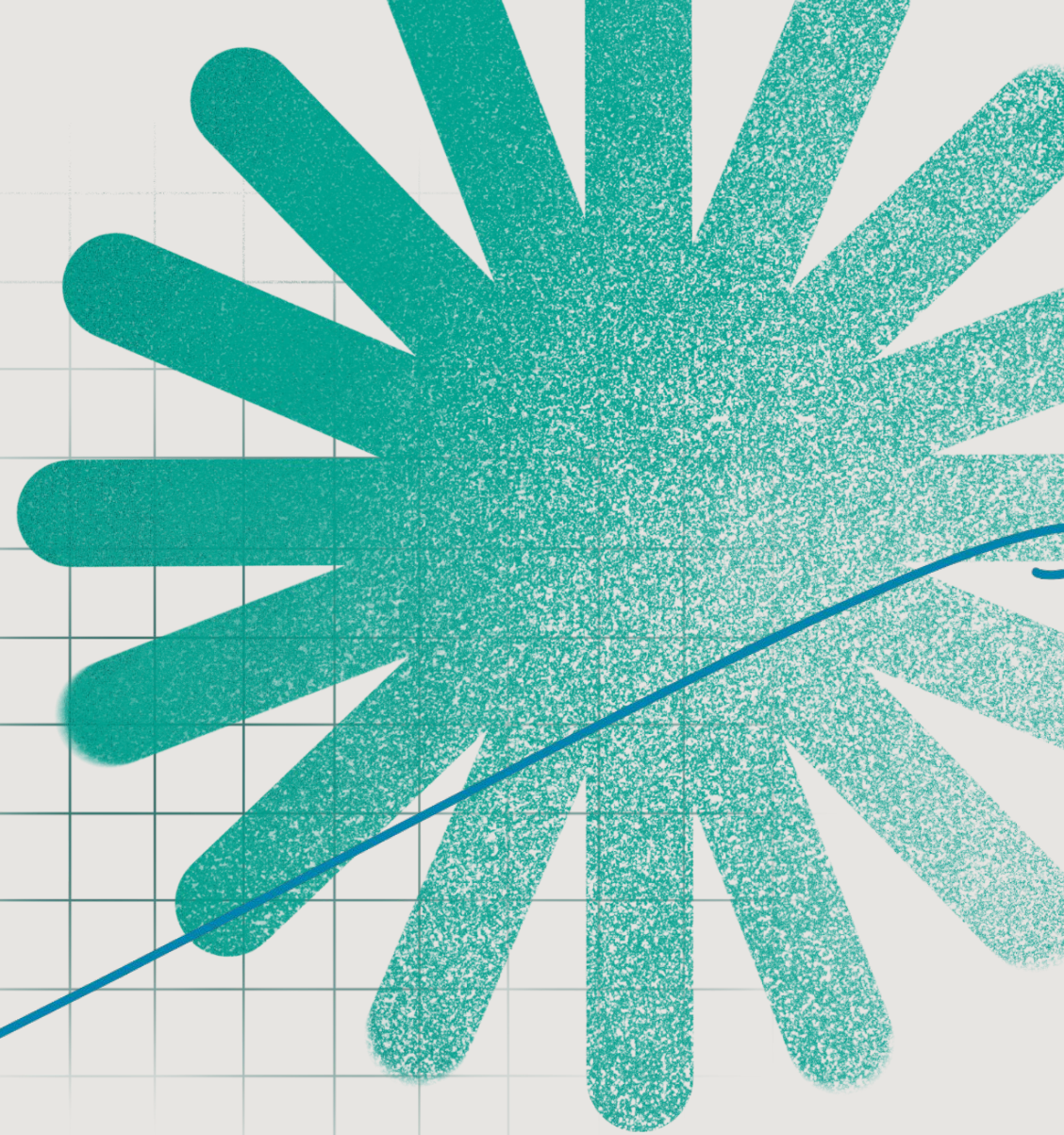
new questions and paths for your brand and business.

Reignite

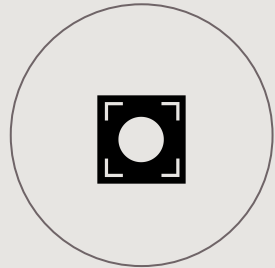
the brand excitement and passion within your teams and organization.

Jumpstart

action to outpace the competition and claim unique space in-market.



How To **Take Advantage:**



Campaign Evaluation

Our tool gives you the ability to quickly evaluate the proper context and alignment for your current campaign and positioning.



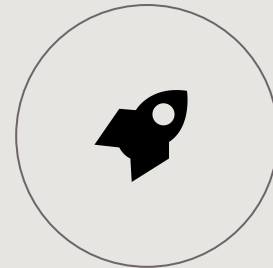
Stakeholder Alignment

Our tool gets the internal & external stakeholders on the same page with insights and actions that speak to them in a holistic way.



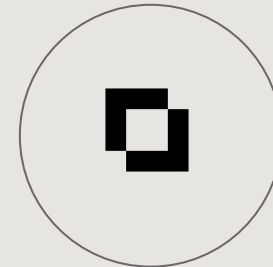
Brand & Business Mapping

Our tool is the perfect first step in charting the course of your business, with a look at emerging trends and market conditions at play.



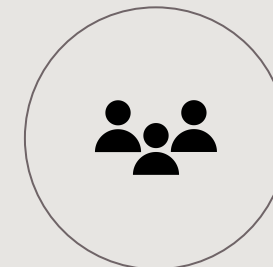
Product Launch / Expansion

Our tool provides a real-time market snapshot to inform and steer product ideas or expansion plans.



Mergers & Acquisitions

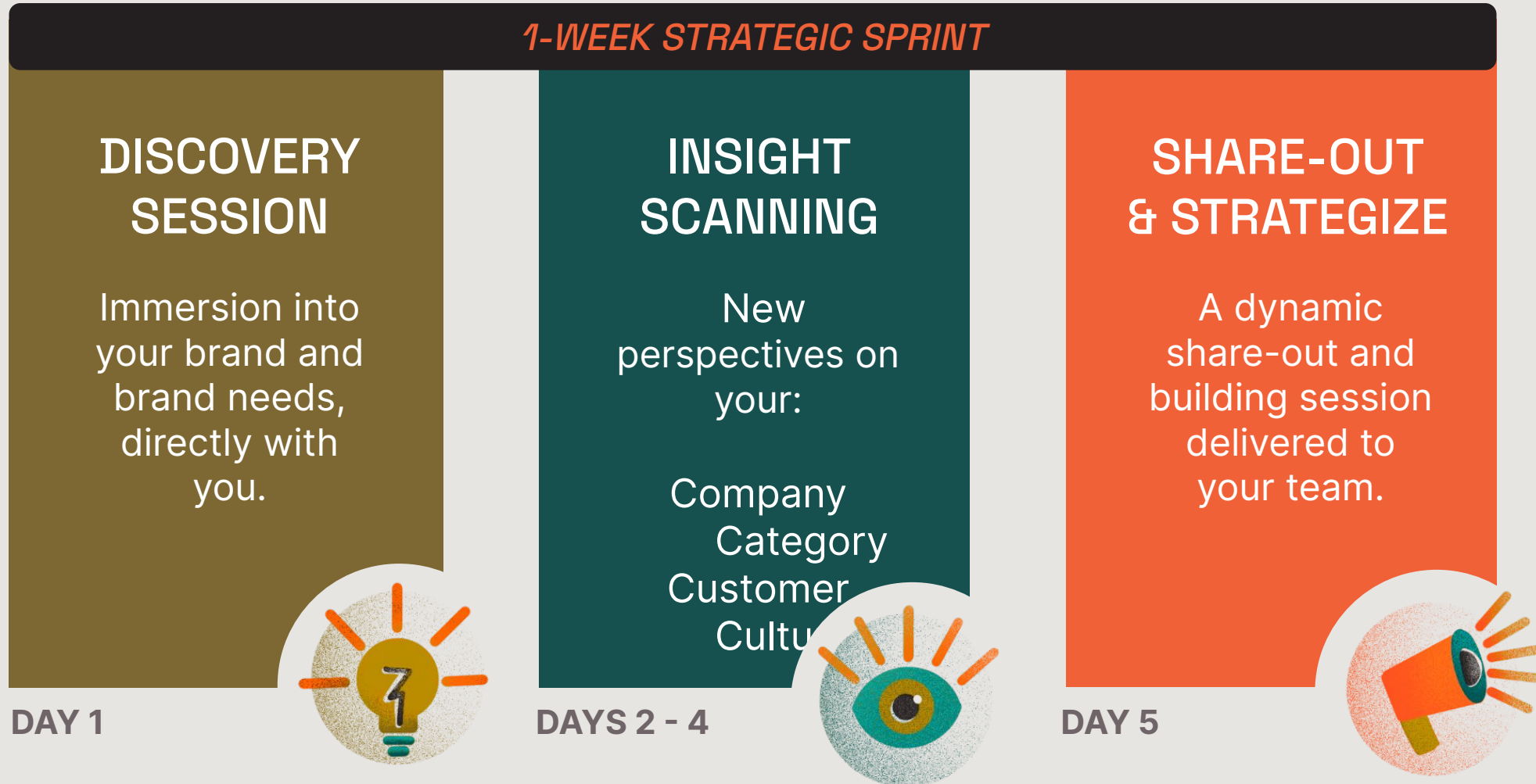
Our tool can help create synergies and connection points between potential brand partnerships, mergers, or acquisitions.



Talent Development

Our tool can set the stage for recruitment and talent fostering by contextualizing the world and needs of your employees and prospects.

All With the Advantage of Time.



The Advantage Is Yours For:

A focused, week-long sprint that delivers:

\$25K

Discovery Session (Kickoff)

Expert Research

Cultural Insights

Brand Insights

Category Insights

Competitor Insights

Deliverable Package

Strategic Session (Wrap-Up)

We Stand Behind Our Work.

Rakas delivers award-winning work that we stand behind 100%.

If at any time we're not meeting your expectations — which we highly doubt — our Managing Partner, Jeff Risley, is available to field any comments or concerns.

[\(816\) 214-7557](tel:8162147557)



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