

GOOD WINS.

We do everything a modern marketing company does. From brand strategy to content development, to analytics and optimization. But unlike other agencies, our work is guided by a simple belief: Good Wins.

Modern brands and agencies must create work that is welcome in people's lives. Respects an outdoor consumer's time and intelligence. And is built upon an overt and motivating purpose-driven foundation.

Why? Good brands succeed to the tune of 9x share of wallet. 10x greater shareholder value.

That's winning in anybody's book.



GOOD THINKING.

Our culture is being reshaped by significant forces, and brands are finding it harder to find a relevant voice. The solution? Give people a reason to care, a reason to actually feel good about their purchase decisions.

Preston Kelly developed our own, first-of-its-kind, national study called the Good Brands Index™.

This Index helps us better understand how consumers define a “good” outdoor brand, how they judge one brand versus another, and what actually matters to them most when making purchase decisions. The study included 1,000 adults aged 18+ and focused on three values-based attributes that most influence consumer preference and behavior: Performance, Personality and Purpose.

Our approach is to find and share what’s most good about you by looking at three values-based attributes:



GOOD PERFORMANCE

What’s so good about what you do? What’s so good about how you do it? What makes your outdoor brand so much good-er than the competition?



GOOD PERSONALITY

What feels good about you? What’s so good about your products, customer experience, culture?



GOOD PURPOSE

What good do you do for the world? Why would good people love you? How does your good work get expressed?

GOOD TALK.

Sometimes an hour of conversation with good people talking about good things can change the course of a brand, or even a business.

Meet with us to talk about how a Good Wins strategy might elevate your brand by better defining your performance, personality and purpose. Let's explore how to create stronger emotional connections with your consumers and amplify the good you already do for them.

The hour and conversation is on us.



Let's do good together.

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