

A brand, strategy and communications consultancy.

Since 1967, Genesis has successfully positioned ideas, messages, products, services, destinations and brands for hundreds of clients of all sizes, across a wide variety of industries and global markets. Genesis specializes in ideas and implementation with capabilities ranging from new concept development to successful market realization. Genesis is a business consultancy thought of by clients as an agent of change. By helping C-level executive teams find their vision and how to articulate it, Genesis helps organizations turn their unique differences and strengths into market advantage.

PHILOSOPHICAL APPROACH

1. Diagnose and solve the right problems.
2. Help companies find their true center.
3. Focus on the end-user, often the customer's customer.
4. Work with companies to find their most meaningful business opportunities.
5. Create bold, original and interruptive work.
6. Work from the deeper understanding that comes from true partnership.

OUR LEADERSHIP

One or more principals are immersed in every piece of business, forming deep partnerships with senior executives. This team of 5 diverse, very experienced partners are experts in their disciplines.

Jim Adler (Founder)

Corporate Strategy and Advisor to Senior Executives

Graham Button

Creative Direction, Strategy and Advertising

Georgia Everse

Brand Management, Integrated Communications and Research

Deborah Kelly

Investor Relations, Strategic Positioning, Integrated Communications and Corporate Strategy

Mike Miller

Creative Direction, Strategy and Design

ACCOLADES

Genesis is a regular presence in design and communications annuals like Communication Arts, Graphis, and Print Magazine, and since 2000 has won recognition over sixty times in local, national and international creative competitions.

SELECT CLIENT HIGHLIGHTS

Frontier Airlines

The problem, to differentiate Frontier in a market dominated by legacy brands. The solution, individualize every plane—a different animal's face on each tail, and the brand promise: *A whole different animal*. The result, intense loyalty in a commodity category.

Giant Bicycles

A global brand with local markets—from Australian trailheads to Tokyo suburbs to the Tour de France. Genesis creates the visual language of frame graphics that make Giant bikes at home all over the world.

Kraft Foods

Genesis helped Kraft with its broader corporate repositioning, turning the traditional annual report into www.newkraft.com for CEO Irene Rosenfeld, to introduce her new world view. Genesis is Kraft's agency of record for corporate communications.

Steelcase

To launch the 100th anniversary of the global office furniture leader, Genesis made a Frank Lloyd Wright house the subject of an international design symposium, and the platform for Steelcase's The Next 100, partnering with Metropolis Magazine.

<http://meyermayhouse.steelcase.com/>

Vail Resorts

Genesis is the agency of record for Vail Resorts' two flagship mountain brands, Vail and Beaver Creek. Customer experience is the only differentiator: Vail, an experience *Like nothing on earth*; Beaver Creek, *Not exactly roughing it*.

SPECIALTY AREAS

- + BRAND STRATEGY
- + STRATEGIC POSITIONING
- + CORPORATE STRATEGY
- + INTEGRATED COMMUNICATIONS
- + INVESTOR RELATIONS
- + CUSTOMER EXPERIENCES
- + ADVERTISING
- + IDENTITY
- + WEB SITE DESIGN

COMPANIES WE'VE HELPED

- + ARVINMERITOR AUTOMOTIVE
- + BARRICK GOLD CORPORATION
- + BEAVER CREEK
- + BOLDER BOULDER 10K RACE
- + CASE LOGIC
- + DOLPHIN BOATS
- + FRONTIER AIRLINES, INC.
- + FOUNTAIN VALLEY SCHOOLS
- + GIANT BICYCLES
- + IHS
- + KRAFT FOODS
- + NAUTILUS HEALTH & FITNESS
- + NORDSTROM
- + ORBEA BICYCLES
- + PEARL IZUMI
- + PETUNIA PICKLE BOTTOM
- + PEPSIAMERICAS
- + THE PEPSI CENTER
- + QWEST
- + STEELCASE, INC.
- + UMB BANK
- + VAIL
- + VAIL RESORTS INC.
- + WILD OATS
- + YETI CYCLES

CONTACTS

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