



Southern Growth Studio

BRAND MARKETING & PRODUCT INNOVATION

Southern Growth Studio helps clients 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.

BRAND MARKETING

Interactivity, Brand Strategy, Design, Publicity, Marketing

PRODUCT INNOVATION

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

PHILOSOPHY: THE GROWTH ENGINE

The Southern Growth Studio serves as a growth engine that optimizes client opportunities. Employing 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 Studio serves as a growth engine. Studio clients create new markets or take giant 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 projections inform bold client decisions. If an idea passes this stage, prototypes 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 gets translated into math, markets, and sense.

BRAND

What is more natural than a growth studio in the region that was once the fertile rainforest of North America? Here, growth is organic yet profuse. What does that mean for clients? They benefit from game-shifting products, brands, and 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.

CONTACT

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THE GREAT TREE OF GROWTH BUSINESS

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 analysis, market validations, prototyping, testing, user experience testing, product design, and brand-rooted new product workshops.

Remuneration:

- Estimated one-third of market potential as service fee

- Negotiated revenue stream percentage as return-on-performance

Orchard

The Studio grows its own ideas. Each Studio Member may spend five-to-ten percent of his or her time dreaming up new products for open markets. Successful products will stand on their own or be licensed to other companies.