



# THE GROWTH PARTNER BUILT FOR ORGANIZATIONS THAT REFUSE AVERAGE.

Savvy Marketers is a full-service global marketing agency that transforms consumer insight into brand love and brand love into market dominance. For 14 years, we have been the strategic growth architects behind some of the world's most ambitious brands, operating at the intersection of data-driven intelligence, award-winning creativity, and agile execution. We don't just grow brands. We redefine categories.

## WHY PROCUREMENT TEAMS CHOOSE US

When we engage, we commit fully: aligned to their goals and invested in their growth.

### PROVEN TRACK RECORD AT SCALE

\$4B+ in client revenue generated. 200+ global brands served across 150+ markets. Operated inside the world's most complex enterprise marketing ecosystems.

### DIVERSE SPEND & COMPLIANCE

Fully certified WBENC, NMSDC, WOSB, and WEConnect. Every engagement counts toward your supplier diversity KPIs and ESG reporting commitments.

### TRANSPARENT & AGILE

MIT AGILE-certified delivery. Clear SOW structures, milestone-based reporting, and no hidden markups. Designed to survive procurement review with zero surprises.

## BY THE NUMBERS: PROOF OF PERFORMANCE

Our role is to serve the greater good of our Clients: to help them lead with confidence + accelerate with purpose.

14

Years Delivering Enterprise Results

\$4B+

Client Business Growth Generated

200+

Global Brands Served

150+

Markets Activated

## FULL-SERVICE CAPABILITIES: ONE ACCOUNTABLE PARTNER

We think big, move fast, and operate with agility and precision via our award-winning services:

Advanced Market Research	Brand Strategy & Category Positioning	Go-To-Market Architecture & Launch
AI-Driven Growth & Analytics	Integrated Marketing & PR	Omnichannel & Digital Media Execution
360° Campaign Creative & Production	Market Access	Custom Learning & Development
Global Market Expansion	Custom AI LLM's	Multicultural Marketing
Competitive Intelligence & War-Gaming	Consumer Decision Journey Mapping	Influencer & Partnership Marketing

## OUR PROCESS: INSIGHT TO IMPACT

We are here to create a meaningful difference in our clients' businesses every single day.

### STRATEGIC INTELLIGENCE



We combine deep consumer research with competitive intelligence and AI-driven analytics to reveal where your biggest growth opportunities lie – before your competitors find them.

### CREATIVE EXCELLENCE



Our campaigns don't just look good, they move people. Award-winning, culturally resonant creative that builds brand love and drives measurable action.

### MEASURABLE IMPACT



Every engagement is anchored to outcomes: revenue growth, market share gain, brand equity lift, and ROI. We measure what matters, and report it with transparency.

## OUR CLIENTS: HELPING THEM ACHIEVE SUCCESS

Trusted over the years by category leaders across CPG, pharma, financial services, technology, non-profit, and government:

JPMORGAN CHASE	JOHNSON & JOHNSON	MERCK / MSD	EDGEWELL	MARS
KENVUE	AMERICAN EXPRESS	ASCEND THERSPEUTICS	BAYER CONSUMER	MARRIOTT BONVOY
ORGANON	RECKITT	UNILEVER	VITESCO	CHURCH & DWIGHT
HABITAT FOR HUMANITY	FORIA WELLNESS	LEGAL OUTREACH	PEPSICO	MARCH OF DIMES
KIMBERLY CLARK	CATALENT	MITORA LABS	LIBERTY MUTUAL	USDA

## RECOGNITION

### TOP 5 MOST DISRUPTIVE COMPANIES

At the Forefront of Innovation in the U.S. by Insight Success Multi-award-winning for impact & creative excellence

2026 TOP 100 WINNER



## YOUR DIVERSE SPEND ADVANTAGE

WHAT THIS MEANS FOR PROCUREMENT

- ▶ Counts toward diverse spend goals
- ▶ Supports your ESG & sustainability reporting
- ▶ Satisfies Tier 1 & Tier 2 supplier diversity targets
- ▶ Qualifies for federal supplier diversity mandates
- ▶ Strengthens Billion Dollar Roundtable standing
- ▶ Zero capability trade-off – enterprise-grade quality

## CERTIFICATIONS

<b>WBENC</b> NATIONAL COUNCIL WOMEN'S BUSINESS ENTERPRISE	<b>NMSDC</b> DEVELOPMENT COUNCIL NATIONAL MINORITY SUPPLIER
<b>WEConnect</b> INTERNATIONAL Women-Owned Business Certified	<b>WOSB</b> WOMEN-OWNED SMALL BUSINESS
<b>AGILE CERTIFIED</b> Mass. Inst. of Technology	<b>DESIGN THINKING</b> Stanford University
<b>ESG FRAMEWORK</b> Env. Social & Governance	<b>RESPONSIBLE AI</b> Ethics & Policy Framework

## OUR MISSION

We don't believe in "good enough"  
We don't believe in "incremental thinking"  
And we certainly don't believe in "impossible"

## OUR MANTRA

Impossible is not part of our dictionary

## OUR DEPTH OF EXPERTISE

- ▶ 1,250+ market research studies completed
- ▶ 300+ consumer decision journey maps built
- ▶ 200+ brand positioning & essence projects
- ▶ 100+ competitive intelligence analyses
- ▶ 8M+ US consumer panel, 40M globally
- ▶ Proprietary AI-powered research platform
- ▶ Named senior leads on every engagement
- ▶ 600+ Custom L&D Enterprise Programs

## INDUSTRIES SERVED

Health & Pharma	CPG & Retail
Beauty & Prestige	Food & Beverage
Technology	Financial Services
Start-Ups	Government
B2B	Insurance
E-Commerce	Non-Profit