



Consigliere

brand planning

KATHY CAPPELLETTI
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CA 90266

E-mail: kc@consigplan.com, Phone: (310) 318-3444, Fax: (310) 919-2860, Web: www.consigplan.com

CONSIGLIERE: Advice you can't refuse...

WHAT'S IN A NAME?

Consigliere: An advisor, especially to a leader of an organized crime syndicate. The word resonates with the power of a trusted advisor, whose opinions are always consulted before important decisions are made.

Now, in some of the more, shall we say, "colorful" realms of the business world, a Consigliere's function is to advise the Don on all of his important decisions and the only one in the Family allowed to speak his mind on all-important matters.

For more than 15 years, that's precisely the role Consigliere Founder Kathy Cappelletti has played for some of the world's most successful companies... Microsoft; TBWA/Chiat/Day; Cisco Systems; Procter & Gamble; Goodby, Silverstein, & Partners; Nissan Motors USA; Nestlé; Publicis & Hal Riney; Reflect.com; and, Hewlett Packard to name just a few. Her work as a top-level strategist and researcher for firms like these has enabled Consigliere to evolve into a respected consultancy--one that has, for the record, never received anything remotely resembling the "horse's head in the bed" treatment.



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WHAT IS "THE CONSIGLIERE WAY?"

So how has Consigliere earned its reputation as the place to go for sound advice on important business decisions? Over the years we've developed a distinctive work process that constitutes what we call the Consigliere Way.

1. Clarify your business objectives, re: products, customers, brands, etc., ensuring a sound critical path
2. Conduct qualitative research, if needed, to expose and articulate key customer perspectives;
3. Integrate these perspectives with your business objectives, creating actionable strategies;
4. Do all of the above with a unique brand of creativity, passion, humor, and imagination.



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WHAT DOES CONSIGLIERE DO?

Here are just a few of the capabilities we can bring to bear on your key business issues:

1. Brand/product positioning or repositioning
2. Target assessment and planning
3. Corporate strategy development
4. Strategic and/or product ideation
5. Creative development input/assessment

Many of the core business issues are further illuminated by conducting qualitative research (e.g. focus groups, one-on-ones, in-homes, on-the-street interviews, etc.) or by simply pouring over learning that already exists. Consigliere will do what best fits the project and the clients needs.



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WHAT RESULTS WILL YOU RECEIVE FROM CONSIGLIERE?

In these turbulent business times, where rapid response time is vital to our success, we all need a trusted advisor who will listen to our critical issues and help ensure that the decisions we're making are the smartest for our organizations.

When you work with Consigliere, we help establish a direct, interactive, and powerful connection to your customers and markets--a connection that can help you serve as the allimportant "Guardian of the Brand" for your company.



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WHAT DO CLIENTS THINK ABOUT CONSIGLIERE?

Normally, when you talk to someone about the activities of a Consigliere, the next step for you tends to be some sort of Witness Protection Program. But when clients talk about their experiences working with Consigliere, well, that's a different story.

Natural Instincts...

"Kathy's involvement on creative and strategic development projects has been invaluable. Due partly to her agency background and partly to her natural instincts, she's able to help agencies capture and understand the big insights that consumers bring to the table in a way that will ultimately make the work better."

-- Nancy Shuford, Brand Strategy Director, TBWA Chiat/Day

Attention to every detail...

"Kathy thinks about every word. She's careful, she pays attention to every detail that can affect quality, and she knows where she wants to go. When you work with her you simply assume that she won't miss a beat."

--Nina Milosevic, Founder & Planner, Wideidea.com

Passionate...

"I've had the pleasure of working with Kathy on several occasions Behind the friendly face is a person who is extremely dedicated to and passionate about what she does. I can always depend on her to have an opinion--one that I respect. I wouldn't hesitate for a moment to recommend her to others."

--Sammy Dunne, Former Account Planner, Saturn Account, Publicis & Hal Riney

Clear and compelling...

"Kathy provided an invaluable consumer perspective to guide us to the most strategically sound position for our brand. She then helped us devise a clear and compelling marketing platform, upon which we built our brand communications plan."

-- Kim Fisher, Director of Marketing, TechTV

Insightful...

"Kathy brings an unusual amount of sensitivity to the beliefs and feelings of respondents, and the implications that they have for advertising. It's her combination of empathy and advertising experience that makes her such an excellent resource. Kathy rocks."

-- Colin Drummond , V.P. Senior Brand Planner, Mullen Advertising

Highly recommended...

"Consigliere's is the only business card I carry other than my own. They are a resource worth networking for."

-- Debbie deCordova, Former Senior Director of Brand Marketing, Women.com

Great facilitator...

"Kathy is really one of the best moderators out there. She keeps the client focused on the research objectives and she consistently facilitates great group interaction with valuable insights."

-- Cathleen Thomas, former Director of Marketing, Ofoto/Kodak Corporation



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CONSIGLIERE "WITNESS" LIST

Agencies

AKQA/Citron Haligman Bedecarré
Arnold Ingalls Moranville
BBDO
Butler Shine & Stern
Crispin Porter & Bogusky
Foote Cone & Belding Technology
Gardner Geary Coll
GMO/Hill Holiday
Gravity Branding
Goodby Silverstein & Partners
Grant Scott & Hurley
Ground Zero
J. Walter Thompson
Leo Burnett
McCann-Erickson
Publicis & Hal Riney
Seismicom
TBWA/Chiat/Day
Young & Rubicam

Automotive

Nissan Motor Co.
Saturn Corporation

Financial

Discover.com
Hewlett-Packard
Oracle Small Business/Netledger

Food & Wine

Beaulieu Vineyards (BV)
Birds Eye (Dean Foods)
California Fluid Milk Board
California Table Grape Commission
Diamond Walnuts
Dreyer's Ice Cream
Kellogg's
Nestlé USA – Confections, Infant Products

Health & Beauty

DHC Skin Care
Eve.com
Reflect.com
Procter & Gamble

Media Communication

The Wedding Channel.com
Women.com (iVillage.com)
Ziff-Davis

Non-profit

California State Automobile Association (AAA)
Victory for Children

Pharmaceuticals

Pfizer
Alza Corporation

Restaurants

Baker's Square
Del Taco
KFC
Round Table Franchises, Inc.
Red Lobster
Sizzler
Taco Bell

Technology

Cisco Systems
Clorox Corporation
Concentric
Hasbro Interactive
Imation
Micron Computers
Microsoft
WebTV Networks

Travel

Best Western Hotels
California Board of Tourism
Princess Cruises
Radisson Seven Seas Cruises



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WHAT HAVE WE BEEN UP TO LATELY?

Client: Crispin Porter & Bogusky

Project: New Business Pitch

Involvement: Conducted in store and in-home interviews; gained customer insights and developed target profile

Results: The Agency won the IKEA business

Client: TBWA/Chiat Day

Project: Creative Development

Involvement: Conducted group discussions among prospects

Results: Evolved Campaigns for Nissan's most successful SUV, XTERRA, as well as the well-established Pathfinder

Client: Seimicom

Project: Strategic Consulting

Involvement: Constructed strategic framework for merchandising campaign on one of Pfizer Pharmaceuticals most significant Brands

Results: Overall recommendations accepted; some tactical ideas for the Brand are being implemented

Client: Gravity Branding

Project: Corporate creative development (id, logo, and name) as well as product positioning on multiple accounts

Involvement: Conducted b2b and b2c focus groups

Results: Approved names and logos for new post surgery pain drug; approval on name and positioning for new Microsoft PC product

Client: Reflect.com

Project: Target and positioning assessment...who/what they are and who/what they should be

Involvement: Designed quantitative online survey among customers and prospects; conducted qualitative research

Results: Developed target definition and strategic recommendations that the company "uses everyday"



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WHAT IS THE FOUNDER LIKE AFTER HOURS?

Apart from having her own business, Kathy Cappelletti loves to express her creativity through cooking and entertaining. She taught at San Francisco's Tanté Marie's Cooking school, was certified from UCLA's professional cooking series and even participated in classes at Cordon Bleu in Paris. With a name like Cappelletti and a passion for food, a restaurant may not be far behind. In fact, her veal is what some call "the best in the city."

One of Kathy's proudest moments was crossing the finish line in the Los Angeles Marathon. This was the experience of her life until she and her husband welcomed into the world their daughter Mia Kathryn in to the world just 6 months ago.

Kathy walks Manhattan Beach's Strand everyday, either at sunrise or sunset, loves to garden and do Bikram yoga to keep the flow in her life.

Some of her most recent favorite reads were "Flux" -- Women on Sex, Work, Love, Kids, and Life in a Half-Changed World, by Peggy Orenstein and for fun, "Growing Up At The Table" by Ruth Reichl.

She recently dined at Sociale in San Francisco and Il Capriccio in Los Angeles - both charming restaurants she highly recommends.

And of course, Kathy makes time for "The Sopranos." You never know when she might need a Tony Soprano solution.



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