

### ABOUT

Wilson Rebranding is an inventive agency with full-service skill sets and experience to match. We're passionate about helping mature brands rediscover their voice and audiences in the most effective ways possible.

Why mature brands? Because we believe they have character and great stories to tell. And we know that character combined with a great story is an unbeatable combination to create and hold attention. It's not easy, but it's always interesting.

Because we are rebelliously independent, we answer only to our own drive to produce great work and our clients' needs to see great results with exceptional personal service.

### BRAND EXPERIENCE

NCR, Busch Gardens, Dayton Superior, ConAgra Foods, Reynolds and Reynolds, Kings Island, Huffy, Chef Boyardee, GE Money, SeaWorld, Dayton Wire Wheels, FiftyLives.org, The Ohio State University, Burton, Anheuser-Busch, United Way, Dick's Sporting Goods, Newport Aquarium, Gilardi, Teradata, Warren County Convention Visitor's Bureau, Shamu, Cisco, Snack Pack, St. Leonard Franciscan Living Community, Grand Am, Miami Valley Gaming, Wright State University, Dayton Power & Light, Fearless Products

### SENIOR LEADERSHIP BRAND EXPERIENCE

Titleist, Cedar Point, Wendy's, Walgreens, Liberty Savings Bank, Hexion Specialty Chemicals, Motoman/Yaskawa Robotics, Caresource, Vectren, AAA Auto Club, Midmark, Huntington Banks, Trimble, Cincinnati Bell, Pantene, Gillette, Macy's, Hasbro.

### SKILLS

**Brand Strategy:** Positioning, Brand Architecture, Messaging Pillars, Persona Development

**Brand Activation:** Identity, Collateral, Direct Marketing, Experiential, Video, POS

**Digital:** Ecosystems, SEO/SEM, Email, Social Media, Mobile, UI/UX, Gaming/VR

**Events:** Strategy, Planning & Design, Experiential, Interactive Displays, Management

### ACTIVE CLIENTS

TERADATA

ConAgra  
Foodservice  
FOOD | SERVICE | SMART

St. Leonard  
A FRANCISCAN LIVING COMMUNITY

DAYTON  
SUPERIOR

Gilardi  
Refresh. Refuel. Reel.

ASG

TERADATA  
PARTNERS  
CONFERENCE

MILLS JAMES  
CREATIVE MEDIA

warren county  
ohio's largest  
playground

JOYCE

KEIR

ASG

### FACTS

**Headquarters:** Dayton, Ohio

**Personnel:** 19+

**Website:** wilsonrebranding.com

**Founded:** 1999

### CONTACT

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WE ARE AN INVENTIVE AGENCY WITH FULL-SERVICE EXPERIENCE

We focus on repositioning mature brands.

We are passionate about restoring value and strength to once powerful brands.

Headstrong about smart creative that connects, no matter the channel ... traditional, digital or experiential.