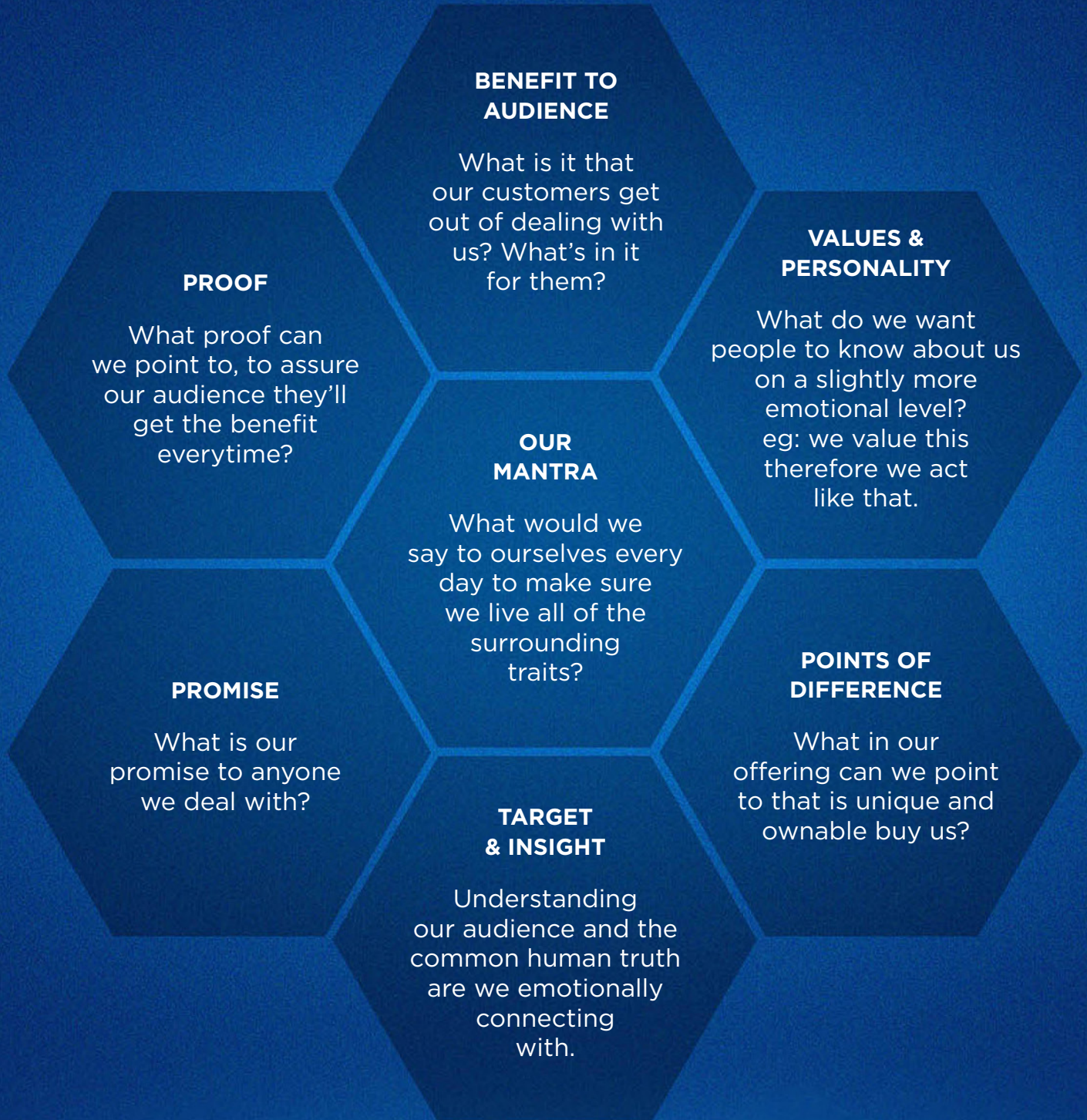




DEAD RECKONING

Knowing ourselves.

OUR LEXICON



MY BRAND

BENEFIT TO AUDIENCE

PROOF

VALUES & PERSONALITY

OUR MANTRA

PROMISE

POINTS OF DIFFERENCE

TARGET & INSIGHT