

## HAMPSHIRE BRANDS

A Division of Hampshire Designers, Inc.

Kathie De Chirico-President and Chief Strategist  
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As the senior V.P. of Sales for NICK DANGER®, I was responsible for achieving both our near term sales figures, and long term brand building objectives.

I turned to Visionary Strategies, who delivered through their proprietary Brandstorming™ method, an integrated marketing program which was presented as a series of solution-based strategies; they then remained with us to ensure that their recommendations gained traction and continue to work with the team to ensure timely execution.

The value of their Brandstorming™ insights, and their on-going strategic thinking for the brand have allowed us to effectively evaluate sales initiatives and distribution strategies, production-inventory systems, a consumer-targeted marketing plan for immediate impact, as well as create brand leadership through consistent reinforcement of the brand values established at the Brandstorming™ Session.

I highly recommend both the team of Visionary Strategies, as well as this brand-building process to any company looking to seek branding services.

Sincerely,

Laura Lopez  
VP of Sales-Nick Danger  
Hampshire Brands