

Ignite new product categories. Win new retail distribution.
Power up the brand.

PS Brand Extension Facts

- 100+** ▶ Number of brand extensions we've facilitated
- 18** ▶ Number of PS clients in top 100 global licensors
- MULTI-BILLION\$** ▶ Retail value of our brand extension efforts for clients
- 9** ▶ Languages spoken at PS offices
- 26** ▶ Years we've been in business

Why Choose Us



Food Network at Kohl's



Target Seasonal Merchandising



Better Homes & Gardens at Walmart

Everything we do is engineered to bring your brand to the next high-mark of performance.

Your successful brand extension will halo your efforts and deliver powerful benefits:

- New product categories
- New retail distribution
- Renewed presence and power
- Expanded consumer base and revenue streams

Power Tools

brand**T/ASK**

Product ideation sessions based on a study of over 500 successful brand extensions. Ask the right questions to identify courses of action, and apply findings to your brand.

retail**activation**pack

Own a custom retail presentation that secures buy-in by showing merchandising, media and promotion concepts to clearly illustrate your brand's potential.

brand**manuals**

Commission the complete resource of graphic examples and instructions to ensure brand integrity across a wide range of product categories.

brand**s!am**

Check out the beyond-consultancy branch of Parham Santana that strategizes, advises – and then gets you retail placement and the best deal.