

# we build business value through better branding

## CAPABILITIES STATEMENT

In the world of branding and marketing, the Hummingbird Effect translates the relationship between the flower, which evolved specific shapes and colors to attract pollinators, and the hummingbird, an unexpected pollinator which evolved unique wing mechanics to hover in order to efficiently access nectar. This co-evolutionary process demonstrates how seemingly insignificant changes and small innovations in one area can lead to surprisingly large and positive outcomes in another, like increased business valuation or stronger culture. Let's find your **HUMMINGBIRD EFFECT!**

### did you know?

Determining true competitive advantages and showing that your company holds a defensible leadership position [good branding and marketing] could **increase your EBITDA multiplier up to 20%**.

At the time of sale, a strong brand might command anywhere from **25–100% more on the open market**.

Companies with strong brand orientation can generate almost **double the profits** [operating margins, or EBITDA] of other companies.



THE AMERICAN BOARD of PEDIATRICS

"Hummingbird has been a game-changer for us, helping to make our small communications department more efficient, more productive, and creatively rejuvenated. Beyond helping us meet our daily, internal demands, they have also helped us completely update our branding, giving it new life. We've received so much positive feedback on our updated branding at conferences, through our website, and our email messaging. They have a keen ability to draw out the purpose and core of a design request, and then produce something that beautifully and creatively meets the need. They've helped make our department run faster and smoother while being so much fun to work with."

STEPHANY L. PRITCHARD  
COMMUNICATIONS AND NEW MEDIA MANAGER

[see the work](#)

### nest approach



New, fresh creative concept ideas are presented by the team throughout the year for each initiative, not just at new campaign time.



Extensive experience in traditional and digital media, as well as pr services all with one agency, give you better consistency of message and brand.



Solid strategic tools used to drive every marketing initiative help ensure a better understanding of goals, which leads to greater success.



Tactics driven by KPI's and measured results keeps us informed about what initiatives are working well and where we may need to pivot.



"With expert support in branding and marketing for both external and internal initiatives, the award winning Hummingbird Creative Group and Wendy Coulter have helped myself and Kymanox GROW REVENUES 3X IN 3 YEARS in a responsible, sustainable, and profitable manner - and have helped execute our corporate vision and WHY. Thanks for all the help and guidance Hummingbird and Wendy - we are all so grateful!"

STEPHEN PERRY  
CEO

[see the work](#)



"I chose Hummingbird Creative Group for their strategic, creative work and their ability to pivot and be responsive to our needs through listening to what we wanted; not just what we asked for but also what they felt like we needed. I got big agency ideas within an agile group. Because of Hummingbird Creative Group, I have been able to increase my productivity, time, capabilities and capacity. As a small internal marketing group, they are truly a partner for me and my team."

SHERRY MITCHELL  
MARKETING DIRECTOR

[see the work](#)



"The team at Hummingbird came highly recommended, and they did not disappoint! They were incredibly friendly and insightful. Their methodology in determining everything from our colors, font, and logo, to aiding in the creation of our vision and mission statements, to ultimately creating a world-class website, were well thought out and efficiently executed. We are forever grateful to Hummingbird Creative for all they've helped us accomplish and cannot wait to work with them again as we continue our growth!"

JOSH MEIER  
MANAGING PARTNER

[see the work](#)

## core services

- **Brand Strategy**
  - o Insight and voice of the customer
  - o Competitive analysis and positioning
  - o Archetypes, personnas, and journey maps
  - o Planning and budgeting
- **Brand Identity**
  - o Business/product naming and taglines
  - o Logos and graphic standards
  - o Brand story and messaging - voice, style, and character
  - o Corporate communications and investor relations
- **Brand Awareness**
  - o Sales enablement - collateral, presentations, and events
  - o Website design, development, SEO, and CRM integration
  - o Public relations and content - blogging, email, and social media
  - o Advertising - traditional and digital
- **Brand Loyalty**
  - o Research - insight, behavioral, CSat surveys, NPS, and focus groups
  - o Reputation management - reviews, testimonials, and case studies
  - o Thought leadership
  - o Community engagement, customer service, and gifting

where ideas take flight.



## company data

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