



A business development and solutions company since 1988.



Activation Business Development Channel Strategy
New Media Strategies Sustainability Business Development
Marketing Activation Channel Strategy Strategic Planning
Business Development Brand Audits Business Development
Activation Brand Audits Partnerships Strategic Planning
Channel Strategy Sustainability Business Development
Brand Audits Strategic Planning Strategic Planning
New Media Strategies Sustainability Business Development
Partnerships Channel Strategy Strategic Planning
New Media Strategies New Media Strategies Business Development
Activation Brand Audits Channel Strategy Strategic Planning
New Media Strategies Sustainability Business Development

BUILDING BUSINESSES THROUGH INNOVATION SOLUTIONS AND PARTNERSHIPS

Strategic Planning:

Since 1988 we have helped companies, organizations and institutions develop strategic plans that significantly move their business forward. Our planning process identifies key strengths and strategic opportunities, determines where an organization is going over the next year or more and helps to make critical resource allocation decisions to get you there. This discipline can substantially improve performance and will lead to actionable plans that deliver results.

Brand Development:

The Atlanta International Consulting Group Marketing Team has a strong background in branding some of the top products in the world. From developing new concepts to relaunching existing brands, we know how to create highly differentiated and sustainable brands that drive value.



- Brand positioning Statement
- Visual Identity Systems
- Integrated Marketing Plans & Strategies
- Communication Messaging
- New product concepts
- Launch and Expansion Strategies
- Branding Frameworks that ensure consistency, integrity and impact of your branding across various environments and channels...
one brand, one voice

Business Development Agency:

A collection of experienced business professionals whose sole purpose is to partner with their clients to find new markets, new consumers and new alliances through a disciplined approach to market insights, strategy development, planning and flawless market execution to drive new market growth...

AICG, Inc.

Meet AICG

AICG is a business development firm that helps companies identify new customers, new markets and new alliances in order to deliver new results that drive growth.

AICG is the right partner for companies and organizations that demand strategic excellence and market activation that gets results.

At AICG, we know that anytime a brand touches a consumer is a chance to win or lose...our team can help you win!

AICG's unique approach to identifying compelling strategies and translating them into actionable ideas that excite and engage is what makes us better.

AICG has built world class brands and programs and can do the same for you.

What We Believe

- Understanding client needs and consumer motivations drives the strategic process.
- Effective strategy has to be integrated with seamless execution to ensure that the right product, message or program is delivered to the right audience at the right time.
- The best marketing programs are both consumer centric and focused on the future business directives.
- Effective positioning requires a strong understanding of the consumer and the choices available to them.
- A great strategy and market activation will not overcome a poor product or service offer.

How We Help Our Clients

- We develop sound strategies and programs that are based on client needs and marketplace conditions.
- We develop client specific programs that transform unarticulated insights into bold proprietary market strategies.
 - Activation Research
 - Strategic Design & Program Development
 - Optimization Program Development
 - Design & Production
 - Execution Coordination
 - Measurement Tools
- From strategy to execution, our one stop shop offering ensures projects have the greatest potential to succeed.
- We do all this to ensure profitable, sustainable growth for our clients.

Our Approach

Fully integrated: Any project must speak to a broad range of consumers/end users. We ensure that each marketing element is integrated and cohesive, and leverages the necessary synergies to motivate consumer behavior change.

Creative and Stretching: We stretch ourselves and our Clients to think of new and innovative ideas that meet and exceed expectations. With each initiative, we strive to create a new gold standard and develop programs that deliver results and create “talk value.”

Disciplined and Data Driven: We believe that the story is often in the data. Our approach is guided by thoughtful discovery and analysis of existing insight and perspective.

Operationally Feasible: We are marketing practitioners first, consultants second, so we build strategies that we know can be executed. We collaborate with key stakeholders to ensure that our in-market programs and marketing plans have the greatest potential to succeed.

Business Development & Project Management

- New Customers
- New Markets
- New Products

Brand Development

- Brand Strategy
- Positioning
- Marketing and Communications
- Visual Identity
- New and Emerging Media

Marketing Activation

- Strategy Development
- Event Planning
- Market Execution

Promotional Marketing

- Strategy Development
- Ideation
- Planning
- Execution & Fulfillment

Merchandising & POS Production

- Strategy Development
- Ideation & Design
- Planning
- Execution & Fulfillment

Our Process

Phase I - Discovery

Conduct internal audit and interviews among key stakeholders to understand company goals, objectives and strategies. This insight will allow us to define overall project scope, deliverables and definition of success.

Phase II – Market Assessment & Strategic Foundation

Conduct consumer and category assessments to understand current landscape and strategic opportunities. Based on business priorities and operating environment, we will develop high level strategies and tools to help you achieve your short-term and long-term objectives.

Phase III - Solution Exploration & Refinement

Test key strategy, communication and activation ideas against key target audiences for connections and relevance. Use consumer feedback to refine project strategy and program concepts.

Phase IV - Development & Execution

Develop and execute communications and programs based on the refined strategy from Solution Exploration and Refinement stage. Establish measurement criteria to track execution, performance and guide course correction.

Phase V - Validation

Monitor and validate in-market results against metrics established in the Development and Execution stage.

Industry Experience

Package Goods

Tourism

Professional Sports

Media

Entertainment

Financial Services

Education

Food Service

Beverage

Health Care

Telecommunications

Technology

Travel and Transportation

Retail



Who We've Partnered With

A Partial List of Clients



The Coca-Cola Company



A Partial List of Properties Activated





Meet Our Management Team

Principal

Clay Croom

An experienced consumer marketing strategist and negotiator, Clay brings over thirty years of experience in sales, marketing, strategic planning, distribution and operations. His experience includes leadership positions at Xerox Corporation, The Coca-Cola Company, and ITT Industries. He has a strong and proven track record in the area of business development and developing new product launches and expanding them through extensive distribution systems. He has successfully built and maintained an impressive client base with companies such as The Coca-Cola Company, McDonald's Corporation, Turner Sports, and AT&T just to name a few. Additionally, Clay has extensive experience in negotiating national and international properties such as NASCAR, and the Olympic Games. Clay is an accomplished lecturer and taught graduate-level classes in Sales Management, Retail Development and Brand Marketing at Clark Atlanta University.

Clay received an MBA in Finance and Logistics from Clark Atlanta University and has a B.S. degree in Marketing from Cheyney University

Principal

Rodney Northern

Rodney is a proven marketer specializing in business development for Fortune 200 companies. His experience includes leadership positions at SC Johnson, Tyson Foods Inc, Miller Brewing Company, the Clorox Company and The Coca-Cola Company. Rodney has spent considerable time designing new products, processes and testing methodologies, resulting in successful new product launches in diverse product categories. He also brings considerable experience in consumer segmentation including marketing and business development efforts for the African-American, Asian, Hispanic, Boomers, Gen X and Y consumers.

Rodney received an MBA in Corporate Finance & Marketing Management from the University of Southern California and has a B.S. degree in Economics from University of California at Riverside.

Jeffri Epps

As a strategic marketer Jeffri's 20 year career has enabled her to work with businesses from Fortune 100 companies to entrepreneurial start-ups and multi-nationals. She has held leadership positions in marketing companies such as The Coca-Cola Company, Chupa Chups USA, W H Smith and Ralston Purina. Jeffri brandishes a significant experience in development and execution of new product & services .

Jeffri received an MBA in Marketing from Clark Atlanta University, Magna Cum Laude. She also has B.S. degree in Finance and Minor in Economics from Georgetown University.

Tyrone Tubbs

Tyrone is a seasoned marketing expert in media, sports marketing, branding and market activation. Tyrone is a proven leader at taking brands and strategically activating them in the marketplace. He is a global veteran of Clear Channel Radio, Churchill Downs, Major League Baseball, The Coca-Cola Company, Miller Brewing Company, Disney and Pepsi Co, Tyrone has led the development and market execution of such properties as the Miller Lite AVP tour, the Bayou classic, SWAC Conference Tournaments, MEAC Conference Tournaments, HBCU Homecoming Classics, 1996 Olympics, Washington Wizards, Redskins and Baltimore Orioles and Ravens, Boston Red Sox, Celtics and The Boston Marathon and many others.

Tyrone has an MBA in marketing from Northwestern University, and an BS in Finance from the University of Texas, Arlington.

Associate

Stephanie Thompson Harris

Stephanie is a veteran marketer specializing in strategic development, branding, and program implementation. Stephanie brings extensive experience in managing product launches, and developing acquisition and retention strategies across several industries including packaged goods, transportation, financial services and telecommunications. Her experience includes marketing leadership positions at Sara Lee Corporation, UPS, Bellsouth, and Assurant. Stephanie also brings several years experience as marketing consultant to small businesses.

Stephanie received an MBA in Marketing from Wake Forest University and a B.A in Economics from the University of North Carolina at Charlotte.

Bianca J. Shelby, MBA, PMP

Bianca is an experienced project management consultant, IT expert, author, educator and highly sought-after public speaker with over 15 years of corporate business. Bianca has managed numerous multi-million dollar applications development engagements and directed multiple projects for both domestic and international corporations. Her services are often sought after to assess a company's business, marketing and IT strategies in order to provide end-to-end solutions that achieve exceptional business results.

Bianca is a results-oriented professional with proven abilities in enterprise project management, managing multiple projects, building client relationships, team building and managing cross-functional, cross cultural and virtual teams. She is experienced in leading IT, operations and business process improvement efforts while managing both client and offshore project teams throughout the software development lifecycle (SDLC).

Bianca's area of expertise is supporting new product development using agile development and launching high traffic interactive consumer marketing websites (> 1 million unique visitors/day) to support a product's digital marketing strategy. She has also managed e-commerce back-end development, supported tentpole events with spiky traffic from on-air throws and implemented web 2.0 improvements.

Bianca's work has taken her to three European countries where she worked with individuals from over 26 nations around the world. Her innovative thinking and deep understanding of the marketing and technology sectors has attracted a blue chip employer and client and list that includes Viacom - MTV Networks, Time Warner - Turner Broadcasting, The Coca-Cola Company, IBM, The Limited, Verizon, General Motors and many more.

Bianca earned the Project Management Professional (PMP) designation nearly 10 years ago from the Project Management Institute (PMI), an international organization promoting the advancement of the project management profession. She also served on the Board of Directors, VP of Programs for the Central Ohio PMI chapter for two years. Ms. Shelby often speaks, provides training and coaches on project management.

Bianca graduated with honors with an MBA degree from Clark Atlanta University and received a B.S. in Electrical Engineering from Tennessee State University.

Associate

Mary-Ellen Loveless

Mary-Ellen Loveless is a veteran of over twenty five years of strategic brand and media development with some of the nation's leading advertising and marketing agencies.

She has worked with a roster of national consumer and healthcare clients such as CIBA Vision, Dean Foods, Ringling Brothers Barnum and Bailey Circus, DuPont, Solvay Pharmaceuticals and Central Garden and Pet

She also has an extensive background in broadcasting and broadcast marketing including being part of the management team that branded and launched College Television Network.

Mary-Ellen has a B.S. in journalism from the University of Tennessee/Knoxville.

Joyce McGriff

Joyce has over 25 years of solid practitioner marketing skills specializing in brand and consumer development and marketing research. She has served in various product and brand marketing management and research positions at Hoechst Celanese Corporation, Coca-Cola Company, M & M Products Company. Joyce has conducted and managed well over 900 focus groups and in-depth interviews and quantitative studies for a number of package goods manufacturers of health and beauty aids, food and beverages, financial services, automotive products, media and health care services. Her experience includes quantitative research studies such as attitude and usage studies, database analysis and development, taste testing, concept testing, package design, life style, consumer values, ethnographic studies pre and post advertising effectiveness studies. This base of studies have enhanced her skill set to include online studies, research needs assessment, study and questionnaire design, project scheduling and management, field supervision and training, data collection and quality assurance, data tabulation, analysis and report writing.

Joyce's background includes a MBA in Marketing from Atlanta University (now Clark Atlanta University). She has a Ph.D. in Marketing and Consumer Behavior from the University of Cincinnati.

Why AICG?

AICG is a group of seasoned marketing activation, merchandising and business development professionals who are passionate about helping organizations get to their next level of profitable growth.

AICG offers strategy, planning and full service execution that enables us to deliver business building programming in an integrated, innovative and highly impactful way.

AICG has helped build some of the top businesses in the world and has branding expertise across a variety of businesses and industries.

AICG has a highly flexible and collaborative working style that gives us the ability to ensure knowledge transfer and minimize overhead costs.

AICG is a minority owned and certified company.

AICG consistently challenges itself and our clients to think of new and innovative ideas that meet and exceed expectations.



Atlanta International Consulting Group

1100 Peachtree Street Suite 200 Atlanta, GA 30309

(404) 626-1915

www.aicgconsulting.net