

# HOTSPRING

## Building Brand Expansion Platforms That Cross The Threshold To Growth

**H**OTSPRING is a strategic brand development partner with a proven track record in **helping established brands reinvent their position in the market** and **defining brand expansion platforms that drive revenue growth**.

HotSpring's work covers a range of categories, from **Healthcare** (Atkins and Visiting Nurse Service of New York), to **Publishing** (Time, Inc. and Meredith) to **Finance** (Citi Cards), to **Entertainment** (People's Choice and This Old House).

HotSpring's success in helping clients meet their brand development goals has been consistent since the company's founding in 2000.

- **Atkins** learned who their most profitable target consumers were and what new products and packaging would appeal to those consumers.
- **This Old House** learned what their brand could stand for into the future as well as how to optimize their TV show, web site, and magazine so that each held its own against competitors while contributing to the brand's overall growth.

HotSpring helps client teams cross the threshold from strategy to implementation by engaging them beyond simply identifying their brands' core strengths and expansion platforms. HotSpring's mission is not only to illuminate business issues and market opportunities through a new and reenergizing perspective, but also to ensure that new brand direction is believed in throughout a client organization so that client teams want to—and *can*—execute in the market when HotSpring's project work is finished. HotSpring's standard for success and collaborative approach require a high level of involvement with each client team and assignment. And that demands HotSpring's full commitment and participation.

HotSpring is led by Claire Tondreau and Jo Anne Schlesinger—women with 20+ year backgrounds in advertising, strategic planning, and consumer behavior studies and the belief that everyone's contribution and passion make a difference in a project's outcome.

Located in New York City, HotSpring works with clients across the nation.



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