

# NUDGE CATALYST.com

## FULL STACK BRAND HACKING

### DESIGN & COMMUNICATION

#### BRANDING

Bright, aromatic stab on positioning, excitement & purpose

#### RESEARCH

Toasty and nutty insights from primary & secondary research about any persona/question in focus

#### PITCH/CONCEPT DECKS

Clean, light, and refreshing, the perfect visual fix

#### SOCIAL/SEO/SEM

Full stack set up to content generation along with campaign management

#### COLLATERALS

Full-bodied and bold-flavored 360° visual narratives across marketing assets & customer touch-points, with a rich and smooth eye feel

#### LEADERSHIP BRANDING

Perfect blend of discovery & funnel development with CXO narrative building & ghost copy

#### COMM STRATEGY

Persuasion-based content feed to intoxicate online community

### TECHNOLOGY

#### WEBSITES

A tropical fusion of content, narrative, design & ecosystem

#### WEB APPS

A punchy mix of automation, authentication & compatibility

#### LANDING PAGES

A fun and flavorful blend of product flows, user behavior & differentiation

#### ROASTS & AUDITS

Get the right appetizer with peer and competitor evaluation, market scanning and review of brand's existing strategy. No filters.

### ENGAGEMENT

#### LEARNING & DEVELOPMENT

Full stack multi format course and workshop development, engaging content with training and delivery

#### NEWSLETTER & EDMs

For that frequent craving to stand out in a world full of extraordinary people and exceptional brands

#### MARKETING AUTOMATION

Zaps & hooks in line with user journey for a full glitch-free experience at scale

### NUDGES

#### BUSINESS COMMS HOOKS

Forensic focus to ensure touch-points meet psychology

#### DIGITAL UX JOURNEY

In line with how people naturally think and behave

#### MVP BOOTCAMP + GV SPRINT

Innovation Tools for teams to drive change & inspire action

#### EXPERIMENTS

Design, implement, monitor & analyze campaigns

#### PRODUCT & SERVICE DESIGN

Drive persuasive actions in line with consumer behavior

#### BESPOKE STRATEGIES

Powerful behavioral science frameworks for building desire