

# Unleash the power of your brand



## StealingShare®

**Stealing Share® is a brand development company unlike any other. We position brands to grab market share** through a proven scientific process of revealing market research and an anthropological understanding of influencing human behavior. What we do, as our brand clearly states, “goes beyond theory.”

At Stealing Share®, we have a proven method for propelling brands to greater dominance without having to spend more or even as much as the competition.

Changing your marketing tactics or hiring a new advertising agency will not significantly grow your market share unless your brand has been changed to reflect the beliefs that drive your target audience to choose differently.

Our experience crosses every market segment and continent you can name. However, our expertise is not specific to any category of product or service. Our expertise is in creating actionable brands that influence consumption or consumer behavior and grow market share.

Stealing Share® has all the tools in-house to maximize the propulsive potential of strategic branding and to develop sustainable competitive advantage over competitors in any market segment. Our in-house capabilities include: brand development, strategy, design, research (qualitative and quantitative), advertising, interactive, new media, and web development.

**“Outsmart the competition — not outspend them.”**

— Tom Dougherty  
CEO, Stealing Share, Inc

**Stealing Share® is a strategic and brand planning firm that focuses on giving clients meaning to their brand so they can change customer behavior.** We provide

client analysis, research, advertising, collateral, web strategy, optimization, web site development, design, and actionable plans designed to steal market share from competitors by pinpointing what is meaningful to target audiences. Contact us today to learn more.

[www.stealingshare.com](http://www.stealingshare.com) or by calling 336-389-9315.

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