



The Toughest Nut to Crack: Moving Your Brand from Fear to Confidence



big squirrel

Linda Jeo Zerba

Kathryn Spitzberg Johnson

Human + Cultural Insights Experts



First, befriend your fears. Then, crush them when they're not looking.

In today's business landscape, CEOs and marketing directors know that **there's a lot riding on their decisions**. One wrong move seems to hold the potential for disaster. Fear of plummeting sales, tarnished reputations, and outright consumer backlash result in creative and managerial paralysis.

Push past the paralysis.

With the right guidance, it's possible to stop beating around the bush and quickly pinpoint the triggers that cause fear—both internally within your company and externally with your consumers. The strategies are universal. They work the same for teams and for brands as a whole. Only by **understanding what triggers fear** can you start to dismantle it and immediately advance toward a state of confidence.



Big Squirrel helps you annihilate your fears— with a smile.

You'll soon make decisions with intention, move forward with purpose, and chart a deliberate and exciting course of action.

We deliver the insights that drive the world's most influential brands.

Leading brands come to Big Squirrel for help to answer these questions:

“What is happening in the lives of people and in the world at large that is influencing how people think, feel and act?”

“How can we think about our brand experience & category differently?”

“How do we take action and move forward with purpose?”

Anyone who has ever been involved in a marketing campaign knows that finding these answers and delivering on what you discover can be both difficult and intimidating.

We have built our reputation helping big brands overcome these challenges by uncovering the true stories of what their consumers are looking for, then developing a clear roadmap that articulates how to transform these essential insights into an impactful brand strategy. This expert guidance helps brands take action with confidence.

No matter what your size or need, we can help you, too.



Expert-Led Workshops

Pack up the fear that prevents your organization from reaching its full potential and pave a new route forward. The Big Squirrel team is available for single or multi-day on-site workshops that inspire your teams and reinvigorate your brand.

DOWN THE RABBIT HOLE

Inspire Your Teams to Unearth New Ideas

Even the best teams get stuck in stale thinking. This results in marketing and product development initiatives that hover around the known, barely inching your brand ahead. This in-depth workshop equips your teams with the courage, confidence and toolkit to generate fresh solutions by following their instincts — wherever they lead.

MIND THE GAP

Connecting Consumer Insights to Creative Output

Decoding what your audience wants is extremely important, but determining what to do with these valuable insights is a totally different story. If your team struggles to apply audience intelligence to brand strategy and creative execution, this imagination-igniting workshop will jumpstart new thinking that turns innovative ideas into actionable outputs.

WE'VE GOT YOUR BACK

Inciting Organizational Change

When you've finally given the go-ahead to make changes across your organization, why is it so hard to get your staff onboard? The key lies in understanding the fears and frustrations that inevitably accompany change, then charting a conscious course of action that deliberately dissolves the knee-jerk reaction of resistance. Big Squirrel can guide your group from "now" to "new" in a way that feels comfortable and empowering.



Engaging Presentations

Pure demographics are a thing of the past. From our thousands of hours of in-field research, we have extracted hundreds of valuable insights about the true hopes, dreams, fears and motivations of today's shifting consumer. In these compelling talks, we open up our knowledge vault and share our discoveries with you.



WHAT WOMEN WANT

Strategies for Building an Indestructible Connection with the Creator Class

The modern woman is more than she has ever been before. She is truly driving the creation of tomorrow's emerging social, political and economic landscape. In this riveting talk, we share findings from sweeping research that helps brands identify which part of this complex decision-maker is operating at any given moment, and how to deliver a message that creates an unbreakable affinity with her.

MARRY ME

Creating Commitment in an Age of Brand Promiscuity

Get your audience to commit to your brand without resorting to desperate, fear-based tactics or "me too" efforts that may not even to work. Take an up-close and personal look at the deep-seated expectations and hidden emotional triggers that build lasting loyalty, and discover how you can apply these truths to your brand.



A LESSON IN FREEDIVING

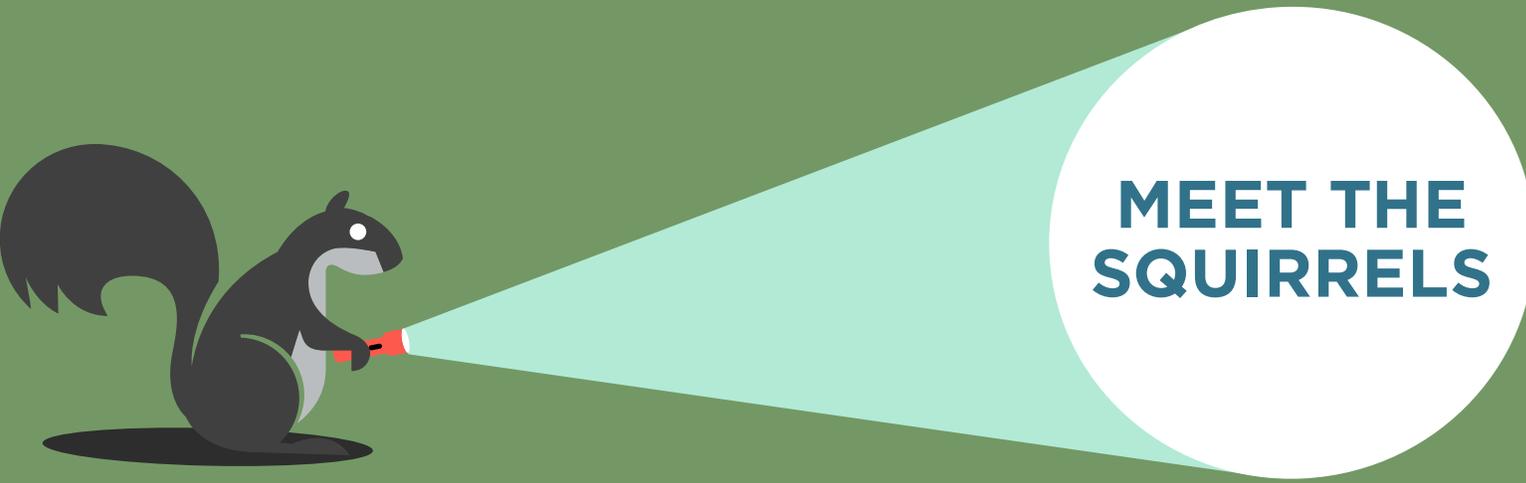
Pushing Past Surface Intentions to Reveal Deeper Actions

We're all aware of the old adage: ask a simple question, get a simple answer. In the research and marketing arena, simple questions can be fruitless at best and deceptive at worst. Using skills we've developed from decades in the field, we show you how to dig beneath surface intentions to reveal the deep-seated drivers and motivations that inform your audience's actions.

PANEL MODERATION

Asking thought-provoking questions is what we do. With Big Squirrel as your panel moderator, your discussion will push beyond the basics into a meaningful, memorable conversation and dialogue.





MEET THE SQUIRRELS



Linda Jeo Zerba

Linda's focus on unearthing core human truths inspires brands to create stronger and better connections with people. Her track record for redefining organizations within highly competitive markets guides brands to clearly establish their role in shaping innovation and new market trends.

With over 20 years of experience, Linda has mastered the art of defining the voice of the consumer and speaking directly to their belief systems. Originally trained as an architect, her greatest strength lies in her commitment to brand focus and her methodology of crafting compelling brand stories.

” ***Every person in the world has a story. So does every culture and every brand. These stories connect us, no matter who we are or where we live.***



Kathryn Spitzberg Johnson

Kathryn has an insatiable appetite for identifying cultural insights that shape consumer behavior and attitudes. A hybrid thinker with a diverse background in design, photojournalism, innovation and brand strategy, Kathryn understands the essential connection between design, strategy, and culture. As a deep empath, Kathryn can identify the underlying universal fears and triggers that motivate decision making.

By combining keen observation with creative insight, her passion lies in helping brands navigate cultural currents and behavioral shifts in order to truly connect.

” ***Only by diving deeply into people's personal stories and experiences can we uncover the factors that influence their decisions. These are the underlying drivers that power change across popular culture, brands and human behavior.***

Spotlight Topics

Brand Strategy

Consumer Insights

Micro vs. Macro Approach

Ethnographic Methods

Creating Internal Alignment

Market Research

Big Squirrel gets you up close and personal with your consumer to provide an intimate view of how they live, think, feel and ultimately make decisions. Our methodologies provide targeted, actionable insights on your brand and competitors by unearthing the most compelling stories about the world we live in and what drives culture today. **When meaningful insights matter and actions are key, trusted brands trust Big Squirrel to crack the nut.**

Book the Squirrels for your event:

linda@bigsquirrel.com 503.201.4251

kathryn@bigsquirrel.com 917.232.7704

bigsquirrel.com

