

BAD THINGS HAPPEN TO GOOD BRANDS

that fail to connect with today's
always-on shoppers.

Since you can't reach the new breed of shoppers with old-school marketing models, we created an agency with a fresh approach.



A NEW TYPE OF AGENCY WITH A NEW APPROACH TO CONVERTING ALWAYS-ON SHOPPERS INTO BUYERS.

Technology has created the era of the "always on" shopper: A person who can instantly shift from a "pre-shop" mindset—where they passively receive information—to one where they are actively shopping.

Enter CatapultRPM—a union of two top agencies that is uniquely qualified to help you reach "always on" shoppers and inspire them to purchase. We alone offer this combination of expertise and capabilities:



INSIGHTS AND ANALYTICS THAT UNIFY DATA FROM THE BRAND, CONSUMER, SHOPPER, AND RETAILER



AN OMNI CHANNEL APPROACH, AND THE CROSS-DISCIPLINE EXPERTISE TO MAKE IT WORK EVERYWHERE



CREATIVE CAMPAIGNS THAT RESONATE WITH SHOPPERS ON AN EMOTIONAL AND MOTIVATING LEVEL



DIGITAL TOOLS THAT CONNECT SHOPPERS WITH YOUR BRAND EVERYWHERE THEY GO



UNRIVALED RETAILER KNOWLEDGE THAT ENHANCES PROGRAM EXECUTION AND CUSTOMER COLLABORATION



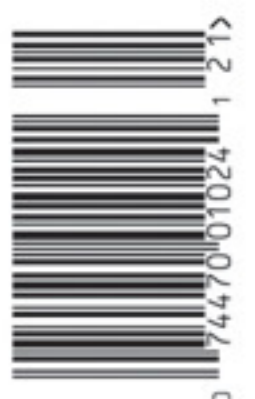
15,000 IN-STORE MERCHANDISING ASSOCIATES TO ASSURE RETAIL ACTIVATION

We're here to help make sure that only good things happen to your brand. And we can't wait to get started.

For more information, contact **Peter Cloutier (203.682.4015)** or **Joe Robinson (612.397.5623)**

THE SHOPPER IS
ALWAYS ON

CATAPULTRPM.COM



Shopper Marketing

PATH TO PURCHASE
INSTITUTE
p2pi.org

THE SHOPPER IS
ALWAYS  **ON** **LOOK** **INSIDE IF THE ANSWER IS**
IS YOUR BRAND?

CATAPULT **RPM**

TWO TOP 10 SHOPPER AGENCIES HAVE UNITED, CREATING A NEW KIND OF PARTNER.

We believe in unique insights mined from consumer, shopper, and retailer data. Our solutions are omni-channel, leverage every touchpoint, and empowered by an unrivaled knowledge of retailers.

**Our message connects to drive sales
with shoppers who are always**



of these answers is

Contact us today if any

offices in all top retailer headquarter locations?

merchandising experts? Does your current agency have

Is your in-store presence enforced by an army of 15,000

IS YOUR BRAND LEVERAGING THE FULL POWER OF DIGITAL TO CONNECT WITH SHOPPERS?

We'll turn your brand on with our proprietary business-building toolkit.



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