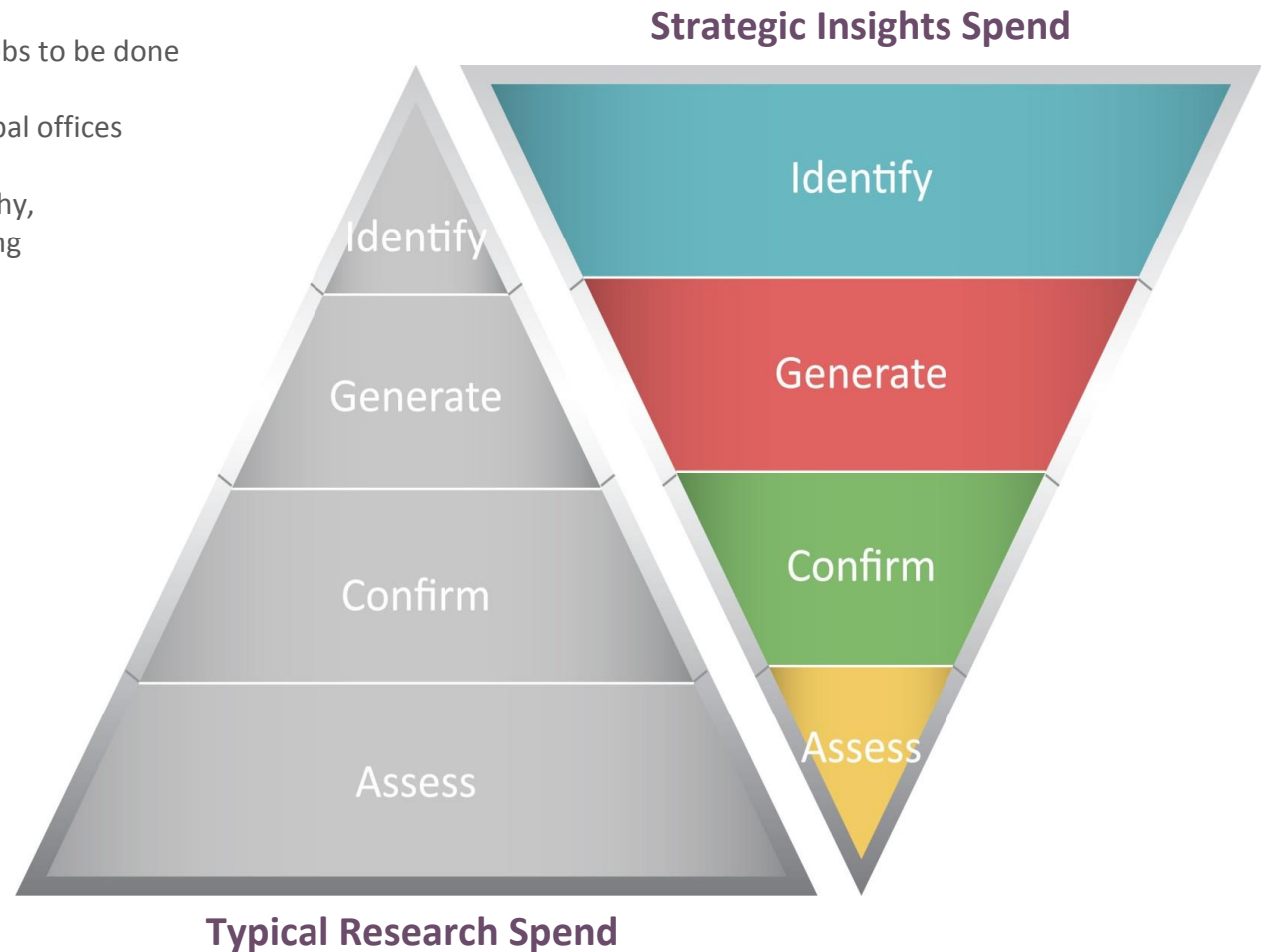


Flip the Pyramid

The richer our upfront insights, the less we need to spend confirming and validating.

Consider

- Strategic priorities and key jobs to be done
- Mandate of regional and global offices
- Insights investment philosophy, especially regarding pretesting and tracking
- Ad hoc funding situations



**We solve tough business challenges to
unlock growth and build stronger brands.**

Linkedin.com/SklarWilton
Twitter.com/SklarWilton
www.sklarwilton.com
info@sklarwilton.com

(416) 488-6422

2200 Yonge Street, Suite 400
Toronto, Ontario Canada
M4S 2C6

