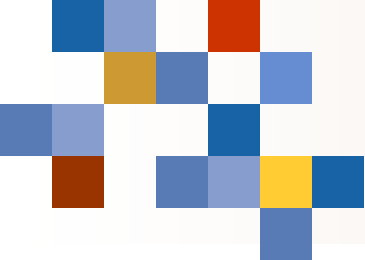


OTT Consulting

Overview and Capabilities

- Marketing consulting services
- Founded in 1996; initial focus on Internet strategy
- Based in New York City
- Principal industries served:
 - Technology/e-commerce
 - Financial services
 - Media, entertainment, and publishing
 - Consumer packaged goods/retail
- Both consumer and B2B experience



Service Categories

Originate  **Idea generation**

Think  **Market research
Marketing strategy**

Touch  **Communication strategy
Copywriting**

Originate

Service	Client	Project
New product and service concepts	Publisher	Brainstorming sessions to generate new content category ideas and marketing angles
Positioning concepts	Media company	Invention and development of 20+ consumer positioning statements for research purposes
Naming	E-commerce startup	Creation of 50+ alternative names and taglines for new online consumer service

Think

Service	Client	Project
Competitive analysis	Regional bank	Comprehensive evaluation of online brokerage offerings, including best practices and recommendations
Market analysis	Media company	Evaluation of market size and opportunity for new programming
Focus groups	Telecom provider	Research with small business owners to optimize and position feature bundles
Executive interviews	Technology startup	Online demonstrations and interviews with prospects for new email-based collaboration tool
Data analysis	Retailer	Analysis of in-store traffic patterns and relationship between buying patterns and customer frequency/ loyalty
Marketing strategy and planning	Not-for-profit	Direct fund-raising strategy and oversight of campaign execution
Marketing process optimization	Technology company	Evaluation of global direct marketing operations to identify internal best practices and opportunities for improvement

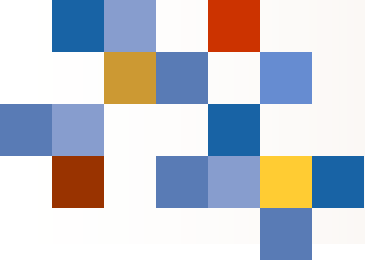
Touch

Service	Client	Project
Communication strategy/message development	Insurance company	Positioning strategy, creative brief, and copy development based on output from consumer research
Marketing materials	Payments company	Brochures and sell sheets to promote advanced payment solutions
Case studies/articles	Technology company	Series of intranet front page articles showcasing company's cutting-edge research and product innovations
White papers	Payments company	Series of eight papers dealing with all facets of debit card issuance
Web copy	Insurance company	Full content suite for initial launch of consumer life insurance site
Internal communications	Payments company	Development of exec-level communications related to new product development strategy and methodology



Why OTT Consulting?

- **Established:** in business continuously since 1996
- **Diverse:** experience across a range of industries
- **Flexible:** ability to serve companies from global Fortune 500's to early-stage startups
- **Efficient:** quick turnaround on project inquiries and deliverables
- **Cost-effective:** low-cost structure enables competitive pricing
- **Satisfied clients!:** excellent track record, with references available upon request



Partial Client List

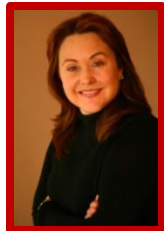


Team Members



Kirsten Ott
Founder

- Over 25 years of experience in marketing, market research, product development, and communications
- Author of two Jupiter Research studies on Internet strategy
- Executive experience: MasterCard Worldwide, Chemical Bank/J.P. Morgan Chase, Claritas
- MBA, Columbia University; BA in English, *magna cum laude*, Barnard College
- Speaks Danish and German
- Classical singer and pianist



Joann Baney
Partner

- Conducts customized communication training programs for corporations, small businesses, and not-for-profit organizations
- MBA, Columbia University; BA, *Dean's Honors*, University of Chicago
- Author, *Guide to Interpersonal Communication*
- Performs in off-Broadway productions



Laura Siner
Associate

- Over 20 years of strategic marketing consulting experience in health care, pharmaceuticals, financial services, and media/entertainment
- Specializes in market analysis and customer research
- MBA, Marketing/Management, Columbia University; BA, *cum laude*, Yale University
- Founder and owner of Sweet Muse (sweetmuse.com)



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