



Scratch

COMMUNICATIONS
COLLECTIVE



confidential

Current brand and communications offerings are outdated, cumbersome, expensive.

So we're starting from Scratch.

Scratch is a communications collective built to help early growth-stage companies position themselves to scale and “show up” the right way in the marketplace.

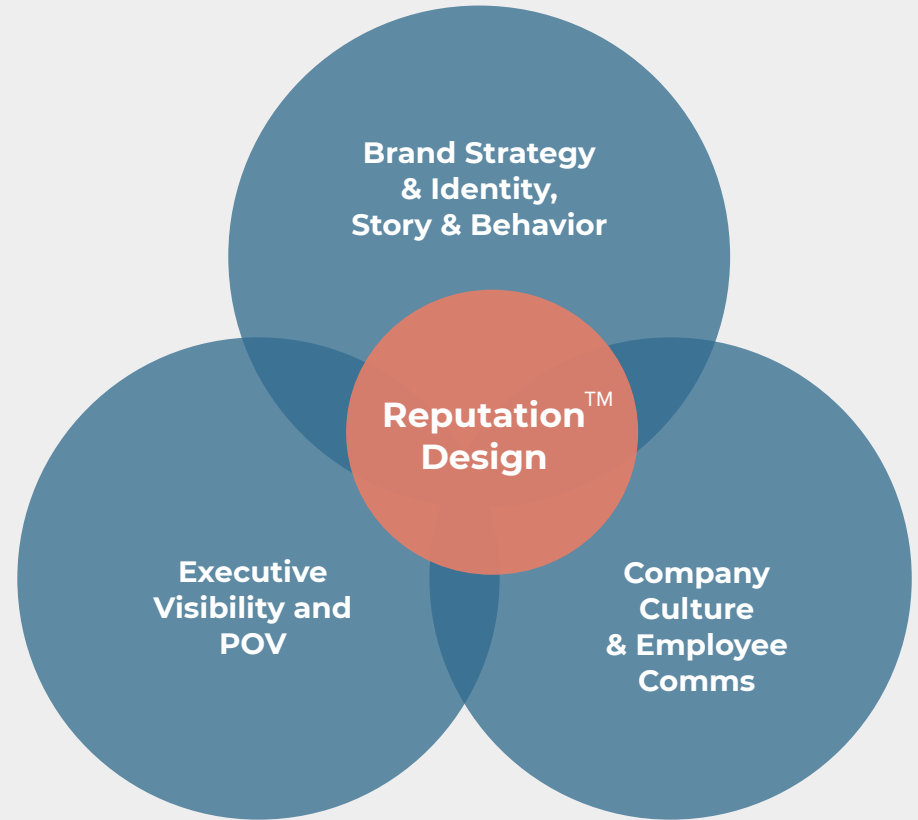
With deep expertise and access to a proven bench of subject matter experts, we offer clients Reputation Design - marrying **Brand Strategy & Identity, Executive Visibility** and **Employee Engagement**. We provide true strategic architecture to ensure short term success and long-term relevance, delivering an unfair advantage against the competition.

And we love to help founders and good people win.



Scratch delivers Reputation Design™

We design your company's reputation by focusing on three key elements:



Reputation Design™ Capabilities

Executive Visibility & POV

- Executive Visibility and C-Suite Communications
- PR/Communications Strategy and Plan Implementation
- Corporate Narrative

Brand Strategy & Identity, Story & Behavior

- Brand Strategy
- Brand Visual Identity and Logos
- Digital/Web Design
- Sales Enablement and Business Scaling
- Strategic Design/Design Innovation

Company Culture & Employee Comms

- Employer Brand
- Employer Reputation
- Recruitment Marketing
- Employee & Social Engagement
- Internal & Change Communications



Expertise that translates into revenue

Leadership/C-Suite



Investors

Direct correlation between
company reputation and
stock values

Culture



HR

Company reputation
impacts hiring/retention
costs

Brand



Brand Impact/
Consumer Behavior

Lost revenue over bad
company reputation -
unhappy customers/bad
reviews lead to loss of sales



The Scratch Model

It's a Zoom, Gig-economy world.
The way people want to work has changed forever.

Scratch has an on-demand collective of highly curated experts delivering premium work with transparent, deliverable-based pricing.

This results in clients getting exactly what they need and nothing they don't.





Why Us?



Amy Cheronis and **Heather Torreggiani** partnered at Leo Burnett to help an 80 year old advertising agency brand transform to a modern creative engine and integrated marketer. Together, they brought forward the true DNA of the brand, highlighted key leadership, transformed the creative reputation and contributed to its YOY growth.



Melissa Pins is a sales/marketing executive, start-up veteran, and industry/category disruptor in multiple verticals (CPG, luxury, lifestyle/apparel, tech). She created her own multi-channel shoe brand and operated the company successfully through exit. For the past ten years, Melissa has worked for agencies and clients and with founders of emerging brands to create business plans and growth strategies to help launch/scale their businesses.



Melissa has been a presenter at TedTalks and has twice received a coveted invitation to the Goldman Sachs Innovators & Builders Summit which brings together entrepreneurs from around the globe.



Our Agency Experience

Leo Burnett

 VSA PARTNERS

MSL

Leo Burnett
**DEPT
OF
DESIGN**

ENERGY
BBDO

 BOZ
ELL

 B

M+P

 LAIRD+PARTNERS

 arc

 FARMHOUSE

 GREENHOUSE
Leo Burnett

