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Projects & Clients Quotes



Jerry Shrair, Founder and Creative Director

Boiling Point's Mission We help companies develop their brands to become more profitable & more enduring

Some of our clients:

- **⊞** AT&T
- ⊕ Avaya

- **⊞** Get a Proposal
- ⊞ IBM
- ⊕ Pepsi-Cola
- Unilever

Programs:

The Boiling Point Brand Development Work

Profitable and enduring brands are clearly po extended and powerfully activated. We'll help thinkers to rapidly develop and create team c around:

- · Unique brand value propositions
- · Powerful brand extensions
- · Brand activation plans that integrate multiple

⊞ How it all works

Best-in-class marketers like Pepsi-Cola re Point:

The Pepsi-Cola national marketing team askethelp them work together to develop a powerful comprehensive activation plan for 2008 around brands.

"We loved the Boiling Point Workshop. Great pro Your very focused yet energetic brainstorming works sense of commitment which generated the free flowin powerful thinking. Boiling Point's online feedback too team the ability to quickly make decisions about which actually happen." Bill Wyman/Senior Marketing Ma

The Boiling Point Margin for Growth Progra

We'll help your team develop powerful cost-s revenue-enhancement initiatives that the enti behind and committed to successfully execut-

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