

A finch with a grey head, orange beak, and a prominent orange patch on its cheek is perched on a white ledge. The background is a blurred city skyline at sunset, with warm orange and yellow tones in the sky and blue tones in the buildings.

FINCH
BRANDS

about finch brands

finch brands is a real-world branding agency.

Like the finches whose beaks inspired Darwin's theory of evolution, brands that adapt to the ever-changing environment not only survive, they thrive. We draw our name and inspiration from the forces that shape the natural world to help our clients succeed in the real world.

Finch Brands was founded in 1998 by executives instrumental in the ascent of IKEA and David's Bridal. Their original vision was to create the firm they were never able to find when they were in our clients' shoes – an end-to-end brand development and management powerhouse that seamlessly delivers breakthrough brand strategy and irrepressibly creative brand design.

To accomplish this, we have brought together a team of leaders from brand-first organizations like Campbell Soup Company, Kimberly-Clark, Target, Urban Outfitters, and Unilever. These experiences make us a better, more instinctive partner – and we put this hard-earned experience to work for clients across categories and all along the growth track.



our goal is to be the most consequential partner with whom our clients will ever engage.

BRAND DEVELOPMENT

- vision and mission
- brand strategy
- brand architecture
- identity (naming, logo, tagline)
- brand standards/design systems
- packaging design and POP
- internal brand rollout / training
- launch planning and execution

BRAND MANAGEMENT

- strategic counsel and growth planning
- brand tracking and brand health
- product/service innovation funnel
- pricing
- brand extension / elasticity
- advertising campaign development and launch
- marketing planning / demand generation
- social media strategy / program management
- web design and digital strategy

MARKET RESEARCH

- quantitative surveys
- focus groups
- in-depth interviews (IDI)
- ethnography
- consumer insights communities
- in-home research
- store visits and mystery shopping
- custom methodologies



DANIEL ERLBAUM CEO

A retailer and business builder, Daniel co-founded Finch Brands after serving as an original investor and Vice President at David's Bridal. As CEO of Finch Brands, Daniel focuses on bringing together a group of superlative professionals to provide outstanding service and value to our clients, who face many of the same growth challenges he managed at David's Bridal. Additionally, Daniel leverages an extensive network of influential contacts within the corporate and investor communities to benefit growth-oriented companies of all sizes.



BILL GULLAN PRESIDENT

Bill is our lead strategist and one of the premier brand developers in the marketplace. He has been the prime mover in the development of breakthrough strategies for Affliction, American Express, AT&T, Daffy's, Everlast, General Mills, Herman Miller, IBM, Joseph Abboud, Kraft, Microsoft, Volkswagen, and World Wrestling Entertainment. To bring Finch Brands' strategies to life, he frequently serves in adjunct executive positions for our clients.



JESSICA KOFFMAN CREATIVE DIRECTOR

Jess is the quintessential Finch – with both formative real-world experience alongside the curiosity and energy of the best agency creative leaders. She has spent time on the brand team at Target and, in her agency life, has driven creative brand development and management for brands such as FiveBelow, Build-A-Bear, McDonald's, Coca-Cola, and well beyond. With a passion for providing multi-dimensional brand perspective, her creative charge leads to solutions that consistently communicate, deliver, and inspire.



JOHN FERREIRA SVP AND GENERAL MANAGER

John oversees the delivery of Finch Brands' work product and the people/processes that ensure its excellence. Prior to joining Finch, he spent 11 years at Campbell Soup Company in leadership roles spanning Brand Management, Consumer & Customer Insights and New Product Commercialization. John is a graduate of the Wharton Executive MBA program – his towering strength is his talent for uncovering and connecting powerful insights that drive a deeper understanding of consumers, customers, and end users.



THOMAS FINKLE CHIEF INNOVATION OFFICER

Thomas is responsible for developing innovative approaches to the measurement and analysis of consumer insights for Finch Brands to deploy on our clients' behalf. Thomas is a researcher and business builder who has pioneered new insights methodologies and business models across a rich and varied career. Most recently, he was CEO of Passenger, and prior to this he held leadership positions at research firms GfK and TNS. Thomas holds a Ph.D. in Psychology from the University of Southern California.



LAUREN MADWAY COLLIER VP OF BRAND AND MARKETING STRATEGY

Lauren manages our brand strategy work stream – focusing on research-driven messaging, positioning, and marketing planning. After earning her MBA from Drexel University, she spent 9 years at Kimberly-Clark working on innovation for iconic brands like KLEENEX and SCOTT. Most recently, Lauren led North American marketing for the drinks division of MARS Inc. Lauren's CPG experience, passion for brand innovation, and ability to connect dots in how consumers shop across categories provides a unique perspective to help our clients.



MARISA ROSENTHAL DIRECTOR OF BRAND STRATEGY

Marisa helps our clients develop and nurture strong brands through research-driven brand strategy, messaging, and go-to-market planning. She possesses a strong background in brand management, insights, and innovation from past roles at Unilever, working across the brand portfolio on Simple Skin Care, Klondike, and Pond's. She earned her undergraduate degree from Hamilton College and her MBA from NYU Stern School of Business.



representative success stories



Nutrisystem®

Finch Brands has been gratified to serve as an important consumer insights and brand strategy partner for Nutrisystem. Working closely with the new leadership team, we have helped the company assess consumer and business topics both strategic and tactical – from new concepts to brand equity to creative execution. Concurrent with our involvement, NTRI has reeled off 10 consecutive quarters of earnings growth. We're honored to play a small part in this amazing growth story.



THINKGEEK
JOIN IN. GEEK OUT.

ThinkGeek was founded to provide products to a niche audience of technology-obsessed fellow geeks. Over time, geekdom has become a mainstream phenomenon – and Finch Brands supported ThinkGeek in advancing a brand and creative strategy to enable the company to better serve its core customer while enlarging the opportunity. The core idea is that geekdom is about passion and connection, not just smart things or interesting people. We developed a new corporate identity, brand strategy and tagline – 'Join In. Geek Out.' to reflect this shift. Since then, Finch Brands has conducted research into product concepts and is a go-to partner for ThinkGeek when it comes to brand communication. The company's stock price was \$11/share upon brand re-launch. Less than a year later, ThinkGeek was acquired by GameStop for \$20/share.



scünci

Conair's hair accessories brand, Scünci possessed leading market share and a heritage of product innovation – but very little brand loyalty and emotional connection. Finch Brands was engaged to evaluate the category, segment the consumer base, and set forth a strategic and creative plan to activate Scünci's full potential. Our work refined the brand strategy around the core idea of 'confidence' – leading to a tagline/brand statement of 'Ü Got This.' Scünci has already leveraged its new brand strategy and look/feel to create new relationships with retailers and consumers. Since the rebrand, Scünci's sales have increased 16% year over year.



EVERLAST®

Faced with changing consumer tastes, distribution and licensing challenges, Everlast needed to revitalize its brand to grow the business. Finch Brands guided the company through a strategic and creative renaissance, evolving Everlast from a boxing leader into a broadly relevant athletic lifestyle brand based on the spirit – not just the physicality – of boxing. Everlast's market cap at commencement was \$50 M and the company was acquired for \$168 M in the year following the brand relaunch. The acquiring company highlighted the brand's momentum as a central reason for the sale and price.



contact us

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