



WATSON GROUP

Fresh
perspectives

On-point
communications

● Communications
strategy

● Messaging and
positioning

● Writing and
editing

● Design and
development

● Project
management



Who we are

The Watson Group is an Atlanta-based consultancy that helps clients build their brands through fresh, relevant, and engaging business communications. We offer a broad range of services, helping clients connect with internal and external audiences across a host of media channels and deliverables.

Blending strategy, analysis, and creativity, we deliver messages that are on-point—stories that break through the clutter and command attention.

Founded in 1999, the Watson Group has years of experience working as trusted partners with some of the world's leading organizations: Deloitte, HP, Coca-Cola, Frito-Lay, CB Richard Ellis, Sprint, and many others. We know our way around corporate America at all levels, and we understand what will fly and what won't. We bring a breadth of knowledge, skills, and originality that drives clients' organizational goals—with measurable results.

What we do for clients

We offer these services

- Communications strategy
- Design and development
- Messaging and positioning
- Project management
- Writing and editing

across a range of media and deliverables

- Web and intranet sites
- White papers/corporate reports
- Videos
- Mobile apps
- Speeches and presentations

to clients in a host of industries

- Technology
- Consumer products
- Professional services
- Health care
- Financial services



How we do it

At the Watson Group, we work closely with clients to deliver smart, sharp, and targeted communications. Our approach boils down to two basic elements:

What to say.

How best to say it.

What to say

One of our core strengths is helping clients nail their messages. We dig right in, quickly grasping the business context and looking at ideas and content from various angles. We ask the right questions, consider the nuances—and offer new perspectives.

The result? A heightened level of clarity, resulting in well-rounded messages that really resonate with the audience. All put together promptly and cost-effectively.

How best to say it

From the tone, style, and organization of written content to the design and media choices, we work with clients to get their message heard—understandably and appealingly. We make the complex simple, and we bring it to life through lively writing and striking design.

We've seen it time and again: Audiences respond positively to clear, relevant communications that are conveyed well and aimed directly at them.



The team

At the Watson Group, one big differentiator is the caliber of our people. We aren't just wordsmiths or stylists, we're *thinkers*. Thinkers who know business—and who make it a point to know our clients' business.

We offer a mix of complementary skills to match whatever level of effort is necessary. Whether it's a single expert or a team, we pull together the talent that is right for each project.

In addition to the core team profiled on the following pages, we work with a network of seasoned marketing, writing, design, and technology professionals, all of whom share our commitment to exceptional client service.



Judy Watson

Judy launched the Watson Group in 1999 after successful corporate stints with Accenture, Coca-Cola, Frito-Lay, and Deloitte, where she built strong skills in consulting and business strategy. At Deloitte, Judy was chief of staff for the global managing partner of consulting services, a role that required her to effectively convey ideas to firm leaders around the world. Drawing on those skills—and her 15 years of experience in communications—Judy brings fresh, strategic insights to clients, helping to clarify their business messages and deliver them for maximum impact.



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Bruce Duffy

Bruce brings a distinct perspective to business writing. Not only is he an accomplished journalist whose work has appeared in *Harper's*, *Life*, and the *New York Times*, but he is an internationally known author whose first novel, *The World As I Found It*, was rereleased as a New York Review of Books Classic in 2011. Bruce brings 20 years of business communications experience, writing speeches, op-eds, bylined articles, web copy, and messaging points. Bruce has worked with a host of business leaders, including, most recently, the global leader of a Big Four professional services firm.



Jim Fang

With eight years in the graphic design field, Jim has broad experience in web design, 3D design, product development, packaging, photography, and the development of print advertising, brochures/catalogs, and logos. He delivers functional, meaningful designs—with a solid focus on the end user experience—whatever the medium. Jim puts his artistic inspiration and originality to work for many noteworthy clients, including Orvis, Oakley, Wal-Mart, Ducks Unlimited, Vera Bradley, and The Home Depot.



Venessa Lee

Venessa is an art director and designer with more than 10 years of experience in corporate identity, branding, packaging, print collateral, advertising, annual reports, web, and multimedia. With a history of successfully translating marketing strategy into innovative design, Venessa most recently served as an art director for Deloitte's global organization. She is the winner of two IABC Gold Quill Merit Awards for Publication Design and winner of the Print Media Merit Award for Best Designer. Venessa is a native of Hong Kong and speaks fluent Mandarin and Cantonese.



James Harrison

Jim brings his considerable editing and writing skills to help create client deliverables that are as flawless as possible. From copyediting (for consistency and grammar), rewriting (for sense, transitions, and clarity), and proofreading to review of design elements, Jim ensures consistency, flow—and excellence—in writing and design. Current and past clients include Altria, Bayer, *Fortune*, MasterCard, PepsiCo, and *Time*. His book *Confusion Reigns*, a lighthearted look at easily mixed-up words and terms, was published by St. Martin's Press.



Brian Morton

Technical developer Brian has 10 years of experience in software development, systems administration, Internet security, and data recovery. He works with clients from project concept to production across a range of technology platforms, with an eye on usability—and security. From websites to mobile apps to hosted platforms, Brian brings an understanding of ever-emerging technologies, helping to deliver client messages in new ways. He honed his skills working for such technology leaders as Dell SecureWorks, LexisNexis, HowStuffWorks, and Encompass Digital Media.



Why people hire us

New clients bring us in because we help them see things in new ways. And we find new things that may be lying in plain sight. When necessary, we bring “out of control” back into control. We add original thinking to clients’ messages and brands, and we help them see complex problems from many points of view.

Clients bring us back because we consistently deliver successful communications, on time and on budget. They like that we’re clear thinkers—and straight shooters. Clients enjoy working with us: we’re straightforward and thorough, professional and enthusiastic. We build strong relationships with clients, rolling up our sleeves and working with teams across the organization to uncover the real story—and then tell it in a way that conveys it best.

Precise thinking. Creative focus. Committed to our clients’ success.



WATSON GROUP

Atlanta

| New York

| Washington, D.C.



www.watsongroup.net

info@watsongroup.net

+1 404.231.2230



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