

PUTTING PEOPLE IN BUSINESS

About us Nair-Safir is a branding and communications consultancy whose mission is putting people in business.

We work with your organization's goals and values to build a brand platform and messaging that help your customers, colleagues, and shareholders understand and support your business and objectives.

Your corporate culture can become a competitive advantage when we involve your stakeholders, as individuals, in helping you create value.

Your business will see the benefits of a stronger market position, a more influential brand, and a more loyal community.

By making your business about people, Nair-Safir helps you attract and retain customers, motivate teams, and improve performance.

Products **Assessment:** We examine your reputation, communications and culture for alignment with your strategic objectives, and benchmark them against your peers and competitors.

- Document and field research
- Stakeholder surveys and mapping
- Environmental (PEST) and SWOT analysis
- Market analysis and recommendations

Concept: We articulate your brand's roots, values, vision and mission as well as the positioning, corporate culture and behaviors that will set you apart from others.

- Creative/executive visioning sessions
- Brand platform and architecture
- Corporate repurposing
- Brand expression and experience frameworks

Strategy: We identify the opportunities, key messages, tools and actions that serve your business by motivating stakeholders and expanding your audiences.

- Strategy brainstorming sessions
- Communications and stakeholder engagement strategies
- Marketing and business development strategies
- Brand and leadership positioning strategies

Execution: We put in place the communications tools, relationships and skills that will allow you to turn strategic concepts into reality and meet your business objectives.

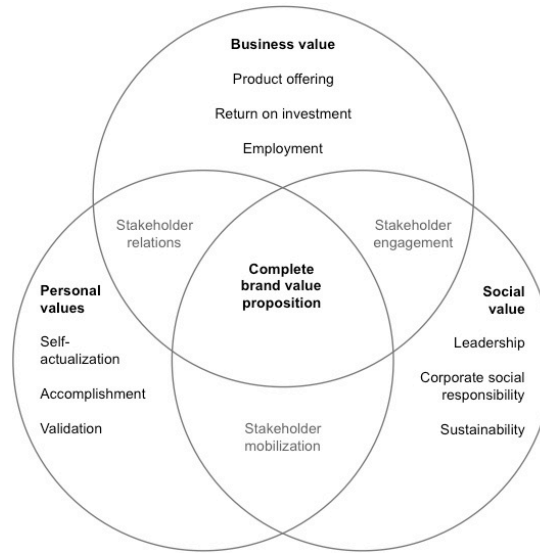
- Information architecture for print and electronic media
- Content for communications, briefing and training materials
- Individual mentoring and group training sessions
- Establishment of strategic partnerships

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Method Nair-Safir's approach focuses on all three areas that define the value of an organization today:



We combine these to create a complete value proposition that makes your brand coherent and compelling.

Difference **Cost effective:** You pay for the value of our work, rather than the fixed costs of a large infrastructure.

Tailored: You get solutions designed solely for you, rather than adaptations of a standard model.

Definitive: You deal directly with Nair-Safir's owners, our intellectual capacity, and our decision-making authority.

Personal: You work with a partner who is interested in you, your success and your sense of fulfillment.

Experience We have worked with diverse fields, such as art, design, fashion, luxury, hospitality, media, international relations, public policy, financial services, energy, climate science and technology. This variety allows us to see and combine elements in surprising and beneficial ways. Yet the focus is always on seamlessly integrating internal values with external expression, placing the individual at the heart of the brand.

Principals Rachna Joshi Nair has 18 years experience in forecasting, production, merchandising, retail and training. She holds an MBA from ESSEC Business School in Paris. Rachna speaks English, French and Hindi.

Misha Pinkhasov has 14 years experience in corporate communications. He holds an MBA from ESSEC and a BS from Cornell University. Misha speaks English, French, Russian, Spanish, Portuguese and Hebrew.

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