

# WHO WE ARE

Circ Consulting is a marketing and strategy consultancy, established in 2007. The name is derived from 'circle' and reflects our belief that building winning strategy requires a holistic approach, taking into account all interested parties - consumer, customer, community, environment and shareholder.

Circ Consulting is made up of highly experienced Marketers and Market researchers. We have all worked on the client side - we understand the challenges and the issues, and the need to collaborate with all stakeholders.

# WHAT WE DO

## INSIGHT

Qualitative research  
Quantitative research  
Marketing Analytics  
Segmentation

## STRATEGY

Brand  
Category  
Portfolio  
Growth  
Customer journey

## CAPABILITY DEVELOPMENT

Evaluation  
Training  
Program development

## SUSTAINABILITY PROGRAMS

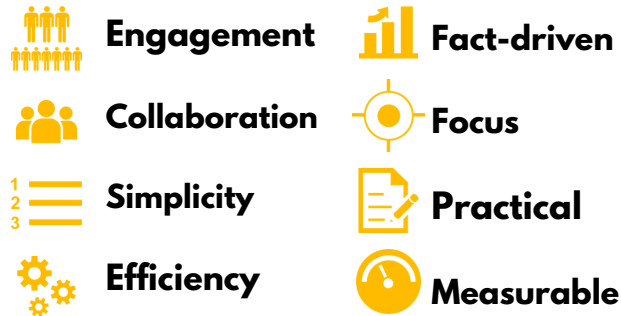
Strategy  
Measurement  
Training

We work across many industry sectors, with many blue-chip clients, using our insight and processes to help solve problems and create opportunities.

Our style is collaborative, and we pride ourselves on the ability to make the complex simple and practical.

Circ Consulting is committed to developing strategies that deliver sustainable value.

# HOW WE WORK



# OUR AGRIBUSINESS EXPERIENCE

- MLA**
  - Producer segmentation and value proposition development
  - Other stakeholder segmentation and value proposition development
  - Global portfolio strategy
  - 'True Aussie' brand strategy
  - Domestic marketing strategy
  - Food service strategy
- Dairy Australia**
  - Producer segmentation and value proposition development
- Landmark**
  - Business Strategy
  - Customer segmentation and value proposition development
  - Sustainability strategy
  - Market sector strategies

# OUR FOOD EXPERIENCE

