



PREPARE
BOOM | MARKETING

LEVEL
IP

STRATEGICALLY
FORMULATED
TO TAKE YOUR
**BUSINESS
HIGHER**



100%
ORGANIC
SOLUTIONS

The Level Up story

began with a problem. Organizations everywhere were parched, in need of high-octane refreshment.

Tired of the same old, uninspired “solutions” that rarely resulted in enhanced endurance. Craving fresh infusions of strategy, analytics and insight. Desperate to “level up” to peak business performance.

In response, we labored day and night in the lab, formulating and implementing game-changing recipes for sustained organizational well-being. Bold yet balanced blends to support preparation, sustenance and recovery in today’s fatiguing marketplace.

We whipped up nourishing blends of all-natural strategy and marketing, to supercharge customer engagement and win hearts and minds.

Stamina-boosting cocktails of brand management and analytics, to put you—and keep you—ahead of your competitors.

Replenishing formulas for brand audits and business intelligence, so you can recover from exhaustion and bounce back stronger than ever.

Available in six unique, mouth-watering flavors, including Savvy, Boom, Vibe, Drive, Recoup and Re-Up. Each proprietary blend packs key nutrients to fuel, fortify and enhance results throughout your entire organization.

Level Up is a powerfully innovative refreshment—with no junk food, no fillers and zero artificial ingredients. It's strategically formulated to take your business higher.

**Taking your
business
to the next
level is not
a casual
pursuit.**



Power your business to the next level with TCG's three-stage Performance Level Up System (PLUS).

1

PREPARE



SAVVY
Strategy



BOOM
Marketing

2

SUSTAIN



VIBE
Brand
Management



DRIVE
Data
Analytics

3

RECOVER

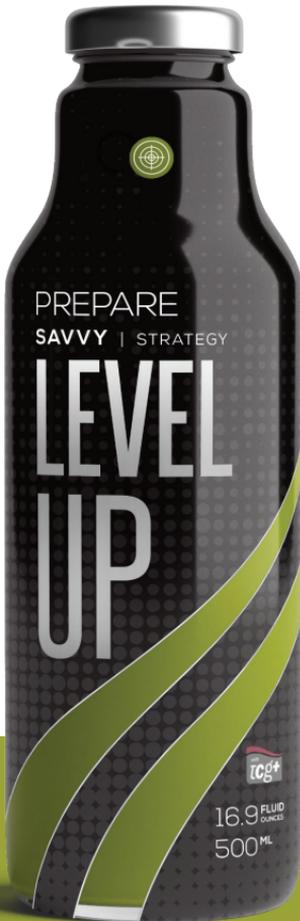


RECOUP
Brand Audit



RE-UP
Business
Intel

PREPARE



SAVVY | STRATEGY

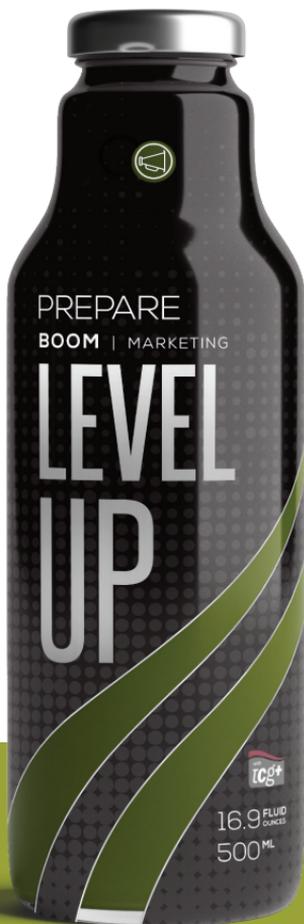
Elevate your business performance with this delightful blend of fresh-squeezed innovation, tantalizing opportunities and vitamin-infused planning.

Nutrition Facts

Serving Size: 16.9 fl. oz.
Servings Per Container: 1

	% Daily Value
Strategy	100%
Marketing	20%
Brand Management	5%
Data Analytics	30%
Brand Audit	10%
Business Intel	30%

INGREDIENTS: STAKEHOLDERS, VISION, VALUES, CULTURE, LEADERSHIP, SOLUTIONS, DEDUCTIVE THINKING, INNOVATION, DISRUPTION, ANALYTICS, COLLABORATION, INSIGHT, PROFESSIONALISM, PASSION, DRIVE



BOOM | MARKETING

Supercharge your customer engagement with a nourishing mix of data infused with all-natural innovation.

We've added a shot of agility for peak performance under pressure.

Nutrition Facts

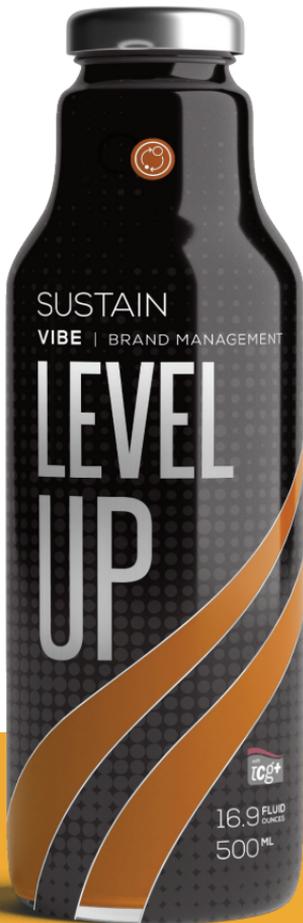
Serving Size: 16.9 fl. oz.

Servings Per Container: 1

	% Daily Value
Strategy	50%
Marketing	100%
Brand Management	73%
Data Analytics	30%
Brand Audit	64%
Business Intel	28%

INGREDIENTS: STAKEHOLDERS, STRATEGY, INNOVATION, BRAND MANAGEMENT, CX, PRODUCT MANAGEMENT, OMNI-CHANNEL, EXPERTISE, DIGITAL, INSIGHTS, ANALYTICS, GO-TO-MARKET, COMMUNICATIONS, CONTENT

SUSTAIN



VIBE | BRAND MANAGEMENT

Our bold yet balanced combination of customers, transformation and alignment will leave you feeling focused and refreshed – mind, body and soul.

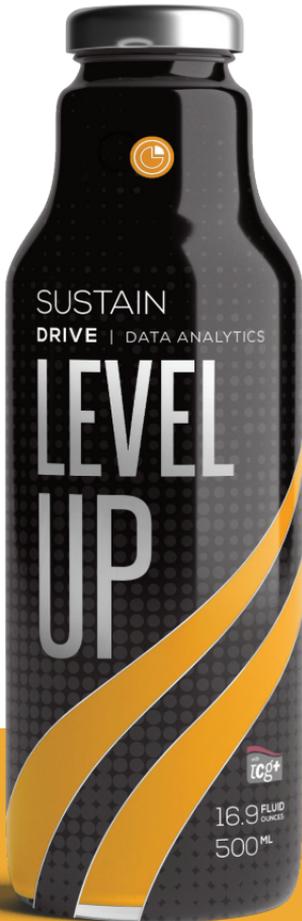
Nutrition Facts

Serving Size: 16.9 fl. oz.

Servings Per Container: 1

	% Daily Value
Strategy	25%
Marketing	65%
Brand Management	100%
Data Analytics	22%
Brand Audit	71%
Business Intel	19%

INGREDIENTS: STAKEHOLDERS, STRATEGY, CULTURE, ANALYTICS, TARGET, POSITIONING, VALUES, NARRATIVE, PROMISE, VOICE, INSIGHTS, ARCHITECTURE, IDENTITY, EQUITY, CX, DIFFERENTIATION, COMMUNICATION



DRIVE | DATA ANALYTICS

Power up your understanding with this cognition-boosting cocktail of insights and actions. Enhanced with vitamins and electrolytes to help you finish strong, right down to the buzzer.

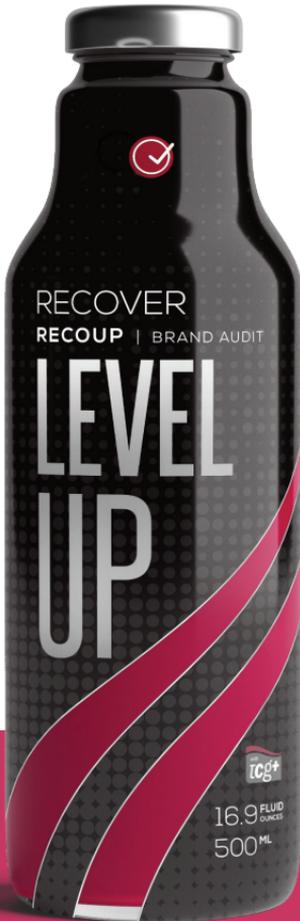
Nutrition Facts

Serving Size: 16.9 fl. oz.
Servings Per Container: 1

	% Daily Value
Strategy	28%
Marketing	19%
Brand Management	26%
Data Analytics	100%
Brand Audit	15%
Business Intel	42%

INGREDIENTS: STAKEHOLDERS, STRATEGY, DATA, SEGMENTATION, OPTIMIZATION, DECISION-MAKING, INNOVATION, KPIs, TRACKING, PLANNING

RECOVER



RECOUP | BRAND AUDIT

This bubbly brew is bursting with nutrients designed to rebalance your business. A fresh blend of clarity, data and alignment to turn your business into a powerhouse of profit.

Nutrition Facts

Serving Size: 16.9 fl. oz.

Servings Per Container: 1

	% Daily Value
Strategy	22%
Marketing	54%
Brand Management	57%
Data Analytics	54%
Brand Audit	100%
Business Intel	51%

INGREDIENTS: STAKEHOLDERS, STRATEGY, CULTURE, VALUES, IDENTITY, COMMUNICATIONS, POSITIONING, VOICE, CUSTOMER JOURNEY, OPTIMIZATION, DECISION-MAKING, INNOVATION, KPIS, TRACKING, PLANNING

3



RE-UP | BUSINESS INTEL

Crush your competition and reignite your profits with our hand-crafted blend of pure acumen and relentless vetting. Packed with business-boosting antioxidants.

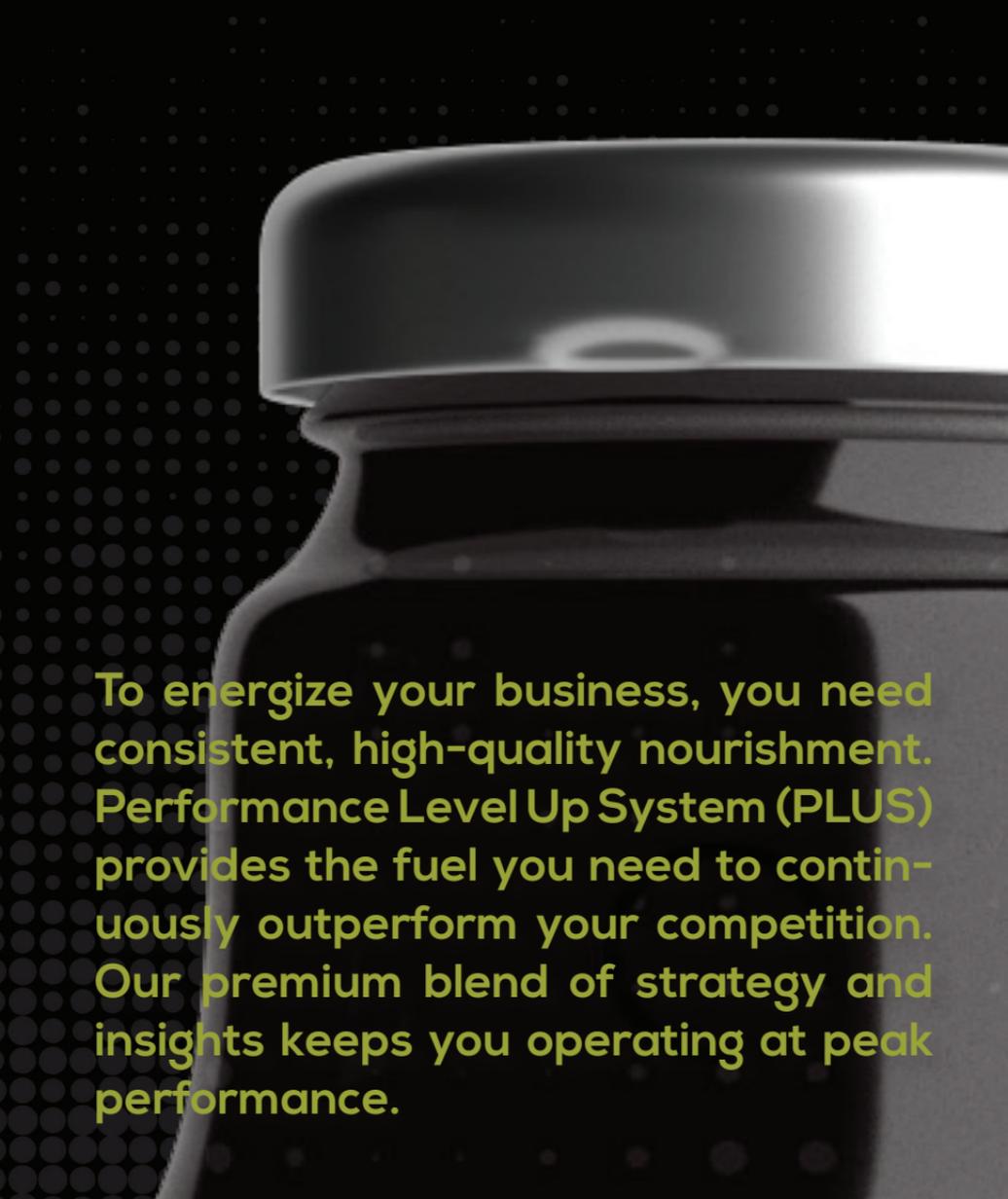
Nutrition Facts

Serving Size: 16.9 fl. oz.

Servings Per Container: 1

	% Daily Value
Strategy	48%
Marketing	27%
Brand Management	46%
Data Analytics	51%
Brand Audit	35%
Business Intel	100%

INGREDIENTS: STAKEHOLDERS, LEADERSHIP, STRATEGY, DATA, PROCESS, COMPETITORS, INDUSTRY, ANALYTICS, INSIGHTS



To energize your business, you need consistent, high-quality nourishment. Performance Level Up System (PLUS) provides the fuel you need to continuously outperform your competition. Our premium blend of strategy and insights keeps you operating at peak performance.

STRATEGICALLY FORMULATED TO TAKE YOUR BUSINESS HIGHER

Taking your business to the next level is not a casual pursuit. To energize your business, you need consistent, high-quality nourishment. Performance Level Up System (PLUS) provides the fuel you need to continuously outperform your competition. Our premium blend of strategic ingredients keeps you operating at peak performance. We help you stay ready, so you don't have to get ready. Want to level up?

DRIVE | DATA ANALYTICS

Power up your understanding with this cognition-boosting cocktail of insights and actions. Enhanced with vitamins and electrolytes to help you finish strong right down to the buzzer.



Power your business to the next level with TCG's three-stage Performance Level Up System (PLUS).

OUR FLAVORFUL OFFERINGS

PREPARE



SUSTAIN



RECOVER



Tired of the same old, uninspired “solutions” that rarely result in enhanced endurance?

Enriched with vitamins and electrolytes to help you finish strong, right down to the buzzer. Level Up helps you stay ready, so you don't have to get ready.

the **cooper** group

LEVEL

IP

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