

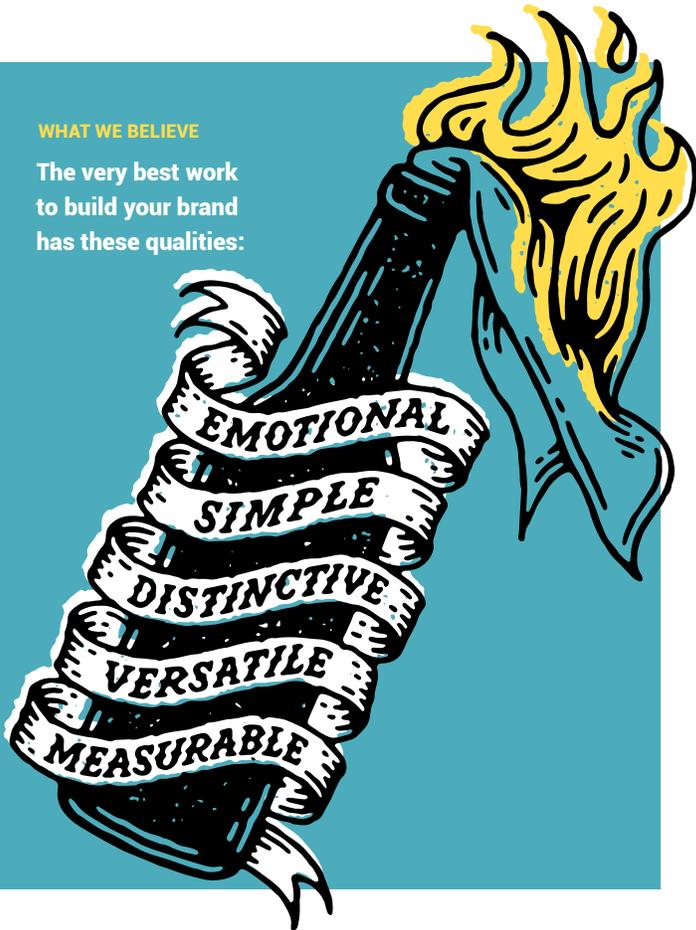
# Hi. We're Truth Collective.

## One honestly creative company.

We believe in telling great stories, generating big business ideas and above all, the truth. Companies have a lot to do. Agencies don't always know the exact right thing to do, so they recommend everything. That's when things get complicated. So as a creative company, we're built to focus on honest relationships that produce extraordinary work focused on your needs. Let's create lasting change for your business together, not endless decks.

### WHAT WE BELIEVE

The very best work to build your brand has these qualities:



### WHAT WE DO

## You likely don't need the kitchen sink.

We offer two things: storytelling that can transform your brand and business growth consulting that can transform your bottom line.

### Storytelling

Good stories get attention. Great stories inspire action. Great brand stories start from an insightful strategy and content plan. They're always part of a bigger creative platform. When we start telling them to your audiences, we do it by using the most impactful tactics (which can change from story to story). When we're finished, we give you and your team the playbook you need to keep building that story and others with consistency.

- Creative strategy
- Creative idea platforms
- High-impact tactics
- Engagement playbooks

### Business Growth

Need to look at your business in a new way or have something new to talk about? We'll go deep on your mission and values, connecting your corporate strategy to your brand strategy so that your customers know exactly why they need you. We'll mine the data that can reveal the "why" behind it all. We'll help you create new products, services, brands and ways of doing business that make sense for you and only you.

- Corporate strategy
- Brand strategy
- Brand identity
- Data insights and analytics

### WHERE WE DO IT

## Rochester, NY. It's not NYC. We know.

That's actually a good thing. Here are just a few reasons why this city is a small but mighty base to serve our regional and national clientele:

- 1 Susan B. Anthony AND Frederick Douglass have roots here. Talk about game changers with noble ambition.
- 2 We're in the heart of the Finger Lakes, with world-renowned wine, craft breweries and views. What's Napa Valley?
- 3 We're in the top 25 most innovative cities. We're surrounded by rule breakers, makers and trailblazers. That's pretty cool—and energizing.

But these days, we're everywhere: on Zoom, GoToMeeting & Teams. Let's work together.

## We've shared Truth with some of the best.

See our full list of clients and capabilities on our [website](#).



Want to understand how we think a bit better? Visit our thought leadership platform on [Medium](#) or reach out to receive our magazine.

## HIGHER ORDER.