

Our Purpose

To give brands the **creativity, vision** and **courage** to be **extraordinary.**

About Us

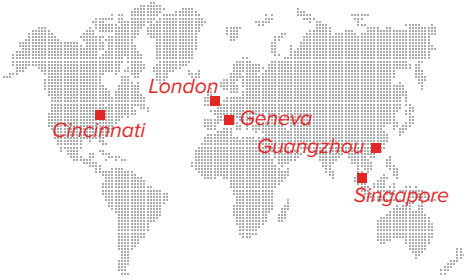
LPK is an independent, global brand design agency.

For more than 30 years, we've been in the business of helping clients win hearts, steal share and transcend categories.

We help brands reach extraordinary with an approach that creates deeper connections between businesses and people.

We are on the ground, around the world, working with respected brands to achieve their full potential.

Our Locations



Our Clients Include



Our Approach

We create extraordinary brands to help businesses connect to people for the benefit of both. Here's how we do it:

- **Transform organizations:** we shape healthy organizations to pave the way for growth and create enduring relevance with employees, investors and communities.
- **Build brands:** we create, revive and reframe brands to be embraced and shared by passionate tribes.
- **Activate ideas:** we craft the right message in the most effective media to reach and compel audiences.

Here's how we **translate ideas** from the boardroom to the marketplace:

- Trends + forecasting
- Research + analysis
- Enterprise strategy
- Employer branding
- Portfolio strategy
- Brand foundation + architecture
- Positioning + messaging
- Naming + copywriting
- Corporate + brand identity
- Photography, video + CGI
- Retail + package design
- Category + pipeline innovation
- Product innovation + design

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Our Global Officers

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- Brent McCoy**, Finance
- Nathan Hendricks**, Creative
- Valerie Jacobs**, Insight & Innovation

Board of Directors

- Jerry Kathman**, Chair
- Phil Best**
- Dennis Geiger**
- Nathan Hendricks**

