



# Our mission

Grenadier exists to help emerging, entrepreneurial and enthusiast brands **take a stand**. We help clients identify and articulate their deeper “why” —a purpose that goes beyond just making and selling stuff. Then we work tirelessly to bring that brand promise to life at every creative touchpoint.



Fig. 1: Obligatory agency concentric circle chart

# Our team

account & strategy	
integrated creative	
agency ops	
dog	



# Our name

Grenadiers were 17th century wartime specialists—a relentlessly disruptive force capable of changing the course of battle in an instant. As an agency, we are cut from the same cloth—a small, nimble team making an outsized impact for clients with insightful strategy and breakthrough creative.

# Our clients

# Our services

<b>Strategy &amp; Research</b> Consumer Insights Brand + Business Strategy Quant + Qual Research	<b>Brand Development</b> Logos + Naming Brand Identity Brand Standards Packaging
<b>Integrated Creative</b> Advertising + Design Social + Content Creation Digital + Websites	<b>Other Stuff</b> Account + Project Management Integrated Production Management Projects + AOR

# A small brigade – an army behind us

Grenadier was founded in 2012 as a Barkley partner company. With more than 400 employees on staff, Barkley is the largest independent, employee-owned agency in the U.S. Our partnership allows Grenadier to tap into Barkley’s suite of capabilities: from digital production and data analytics to Millennial insights and an innovation lab, and much more. It’s a model that allows Grenadier to deliver the right team at the right time for clients big or small.



# Contact

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