

FOR LEADERS ABOUT TO COMMIT CAPITAL

Make the big call knowing what the market will do.

Brackett Partners is a strategy and marketing firm. Before you commit to a launch, a price or a new market, we measure how your customers will choose, tell you which move the evidence supports, then help you carry it out.

THE PROBLEM

The hardest questions come right before you commit.

Which price will hold? Which segment moves first? Which feature earns the premium? Your research sets the direction. We add a measure of how customers choose when the options compete.

**Erania Brackett, Founder & CEO**

Former CMO, Dentsply Sirona. Led growth at Medtronic and GE Healthcare; built consumer brands at P&G. Former NYSE board director.

THE PLAN

Three steps. You decide at each one.

01

Diagnose.

We build on your existing research with a trade-off study at scale that shows where value is created and where it leaks.

02

Direct.

We turn the insights into your strategy: where to play, how to win and what to do first.

03

Deliver.

We stay accountable for carrying it out, with your team or ours.

WHAT MAKES US DIFFERENT

We measure the trade-offs customers make when they choose.

Our method asks buyers to pick between options, the way they do when they buy. It was developed at Stanford and peer-reviewed in the *Journal of Marketing Research*. It adapts to each respondent in real time, so a few dozen experts give a reliable answer.

50+

attributes in one short survey

Small samples

reliable with 30–45 experts

Verified

respondents, screened for AI answers

IN PRACTICE · MEDICAL DEVICES

16%

year-one growth for a device maker whose distributor engagement was slipping. We found what drives partner choice.

The first step costs nothing.

A working conversation about where you're trying to go and what's in the way.

[Start the conversation](#)

ONE FIRM, TWO SIDES

The strategy, and the team to carry it out.

Engage one side, or both.

A

Advisory

Decide what to do, with trade-off evidence from your customers.

Growth & go-to-market strategy

Customer insight & pricing research

Brand, positioning & experience

New revenue models

Competitive intelligence

B

Agency

Take it to market, accountable for results.

Fractional CMO leadership

Campaigns, content & creative

Media planning & buying

Press & media relations

Performance marketing

OUR WORK

MEDTECH · GLOBAL DEVICE COMPANY

Repositioned a device brand
through a product transition

85%

loyalty retained

3x

reimbursement
approvals

18 mo

faster to market

UNDERWAY · HEALTHCARE TECHNOLOGY

Ranking six acquisition
options by size, price and fit

6

markets
assessed

40

buyer interviews
and surveys

8 wks

to a shortlist

Start with the decision in front of you.

Tell us what you're about to commit to. We'll tell you what it would take to validate it.

Start the conversation

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