



Ramey is a marketing partner and business advisory for premium brands.
We help organizations transcend commodity to lead their category and drive profits.

Our why:

To elevate premium brands into category leaders



Why Premium Brands?

Because premium brands drive **60%** of category profits. Affluent consumers spend as much as **5x** more in some categories. [Read the latest research.](#)

We Know Affluent Consumers.

- + Affluent Database
- + Premium Brand Mapping
- + High-Net-Worth Panels

Three Core Offerings.

- + Building premium brands
- + Accelerating premium growth
- + Converting premium demand

Founded 1985
Long-term Brand Stewards

Average Client Tenure
10+ YEARS

100%
Independent

Reach Higher

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