



RAMEY

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

ramey.com

Alex Diethelm

Business Development Director

adiethelm@ramey.com

