



A Berkshire Hathaway Company

Duracell B2B Integrated Agency - Request for Information

May 8, 2020 Peter Wroblewski

DURACELL

1. Agency Details

1.1. Company name:	The Mx Group and Bray Leino
1.2. Trading name (if different):	Tritech Marketing LLC dba The Mx Group and Bray Leino Limited
1.3. Year company registered:	1989
1.4. Registered address:	7020 High Grove Blvd, Burr Ridge IL, 60527 (The Mx Group)
1.5. Central / Head Office address (if different):	36 Percy Street, London, W1T 2DH (Bray Leino)
1.6. Number of employees Globally in 2019	471

1.7. Please provide the regional profile of the following areas, if company is present:

	USA & Canada	Europe & Africa	APAC	China specific	
2019 Billings (USD, or indicate local currency)	\$25,872,670	\$70,768,355	\$7,878,562	\$6,167,491	

1.8. Please confirm which regions your agency would be able to provide services as part of an RFP, if you progress:

USA & Canada (Y/N) Y	Europe & Africa (Y/N) Europe Y, Africa N	APAC (Y/N) Y	China specific (Y/N) Y

2. Experience & Expertise (Only divulge information with clients' consent)

	CLIENT NAME	NATURE OF RELATIONSHIP	LENGTH OF RELATIONSHIP
2.1. Please list your top 3 multi market clients	Siemens	We work with multiple divisions of Siemens in different parts of the world. Our U.S. team works with the Large Drives Applications division to increase the awareness of their product offering in growth markets, execute targeted demand generation campaigns and help manage sales enablement. In Europe our team works with the division responsible for selling electrical wiring accessories to develop messaging and content that supports the brand.	15 Years
	Cummins, Inc.	We are the global agency of record for this fortune 115 company. Our work spans each of their five operating divisions around the world and includes strategic planning, digital marketing, demand generation, corporate communications, branding, sales enablement, media, tradeshows & events, content creation, and management of the Cummins agency ecosystem.	1 Year
	Holly Frontier, Inc.	We are the global agency of record for this refiner and manufacturer of specialty products, operating as an extension of their in-house marketing team. Our work for their world-wide corporate and commercial brands includes strategy, digital and traditional marketing, plus OEM outreach.	2 Years
2.2. What are your agency's last 3 account wins and briefly what were the reasons for the success?	US Cellular (Bringing B2B Expertise to a B2C Marketing Team)	We were selected by the B2B division based on our ability to provide a full range of B2B-specific services, from marketing technology setup, to demand strategy and execution, to inbound and outbound calling. U.S. Cellular has a small B2B marketing team and their ability to centralize all of their marketing needs with one agency instead of 3-4 specialist agencies was cited as a critical factor in our selection. Additionally, U.S. Cellular was attracted to our experience with Tempur-Sealy (hospitality) where we have brought a B2B focus to a B2C brand.	3 Years
	Holly Frontier, Inc. (Global B2B Reach)	During the selection process it became clear that our partnership with Bray Leino seamlessly combines best of breed B2B agencies in the U.S., Europe and China into one holistic offering. HollyFrontier said that when comparing us to other international agency options it became apparent that with us they would have the best agency in each region vs. a relationship that was dominated by a strong agency in one region and lacked an equal offering in others. They also recognized how valuable our demand generation capabilities would be in achieving their growth targets.	2 Years
	Cummins, Inc. (Depth of Industry Experience)	We were selected by Cummins after they worked with a global agency (held by one of the big three holding companies) that simply did not have enough B2B expertise to address the brand and market activation challenges they faced. Our depth of experience in the industries they serve, working within complex sales channels and developing deep and long lasting partnerships differentiated us during the selection process. This same experience allows us to talk fluidly with Cummins marketers and gives them confidence, knowing they have a partner that understands their business.	1 Year

3. Operational Footprint & Structure

3.1. Please detail your company capabilities in B2B (max 500 words)	<p>The Mx Group and Bray Leino share an agile, global partnership, working together to give clients the expertise they need, everywhere they need it. Our joint agency option provides clients with extensive capabilities that is truly unmatched, with a combined offering of over 450 full-time employees and 75 years of experience.</p> <p>Strategy: We bring our expertise to bear through our strategic prowess. Our team includes strategy experts who gain a deep understanding of your category, market and buyers to find opportunities for sustainable growth. Whether we are creating an integrated marketing program or a global website platform, strategic insights underpin everything we do.</p> <p>Creative: Strategic insights are meaningless if they don't translate into ideas. And that's where creativity comes in. Our team of award-winning, experienced interactive art directors, copywriters, designers and editors embrace the complexity of B2B and turn it into new branding, messaging, websites and campaigns that are meaningful, powerful and engaging to your customers and prospects.</p> <p>Demand Generation: The perfect complement to a powerful brand platform is a well-equipped and executed demand generation and lead management engine. Our team has deep expertise and recognized certifications spanning modern marketing strategy, technology and operations. We turn client marketing investment into revenue, bringing accountability, predictability and performance to demand generation programs.</p> <p>Digital Development: We have a deep bench of in-house talent with experience across a range of technologies and disciplines. We start by understanding your business, your market and your customers to ensure that the end product delivers a seamless user experience and measurable business value. Marketing strategy, business analysis and solutions-design professionals work together to deliver a comprehensive digital development offering from mobile applications to enterprise level websites.</p> <p>Digital Marketing: We take demand strategy and plans and activate them through the identification of custom audiences, targeted media strategies, outbound email programs and user journeys that build awareness, drive traffic and generate demand. Our extensive capabilities in data analysis deliver insights that lead to ongoing optimization and continual improvement. Our approach includes testing, rapid iteration and optimization to ensure we are meeting your goals.</p> <p>Media Planning and Buying: Having a significant media department in-house makes us channel-neutral in our approach, allowing us to find the right solution to a brief, not one that plays to agency preferences. Our planners and buyers have extensive industry experience and come from a broad range of backgrounds; large media networks, media owners, client side and of course our home grown talent.</p> <p>Conferences & Event Planning: We run inspiring, exciting live and virtual B2B events across the world in a variety of sectors; and have the knowledge and experience, in-house, to deliver integrated solutions that exceed expectations.</p> <p>Learning: Creatively driven, human focused, we are growing our digital learning offering through a joint venture with Fenturi to provide world-class bespoke experiences for clients</p>
3.2. Focusing on Communication strategy development only, what is your usual approach? Assuming we already have defined B2B business strategy, including WHO target definition and content developed.	<p>We start with the development of buyer personas. Personas put a name and face on your target audience, clarifying and differentiating the primary concerns of key decision-makers and influencers. Our persona process uses a combination of voice of customer research and stakeholder consensus to identify the buying process and ensure that the messaging and content we develop resonates at each buying stage. These personas also create alignment between sales and marketing around buyers and form the foundation for our content development and sales enablement plans. Content development is guided by the creation of buyer's journeys which outline the touchpoints we want to lead each buyer through during the sales process...and identifies the required content at each of those touchpoints. We also use buyer</p>
	<p>Healthcare is delivered, organized and funded differently across the globe making selling into this industry uniquely challenging as the decision makers and purchasing process can vary significantly. However, there is a simple universal truth regarding healthcare systems and hospitals the world over, which is that they are hotbeds of tension and conflict. The commercial realities and the need to maximize profitability while providing best in class patient care create divisions at many levels. Depending on the type of product or service being sold, we work with our clients to identify the key decision makers and what messages will resonate with them. Clearly selling a piece of medical equipment which will last years is a very different than selling a pair of latex gloves which will be disposed of in minutes. We have experience working with many different suppliers into the medical industry, from manufacturers of medicines and chemotherapy drugs such as Accord, Novo Nordisk and Stada, to the likes of Braun Healthcare, a manufacturer of blood pressure monitors and thermometers.</p>
	<p>We have significant experience working with a number of clients that sell into the hospitality market. We know that the complexity of the selling environment can be overwhelming — more so than in other industries. The intricacies of property ownership, segmentation, and decision-making hierarchy can confuse even the most compelling sales and marketing message. Our experience has helped bring clarity to hospitality marketing initiatives for companies like Tempur Sealy, Assa Abloy and Grainger. We have effectively executed brand campaigns and key account programs that span digital marketing, content development, telemarketing and trade advertising.</p>

3.3. Please detail your current expertise in working with target audiences in following industries:

		Premises and security	For more than five years we have worked with the division of Siemens responsible for manufacturing and selling electrical wiring accessories for use in commercial premises. Following a number of acquisitions, Siemens now has a vast product range in this market and is able to supply everything from trunking and light switches, to specialist plug sockets for hospitals, to commercial power distribution boards. We have strong expertise in this sector as a result, from the differences between the requirements for new builds and refits to general maintenance and repair. Importantly, we understand the motivations, roles and responsibilities of the different stakeholders involved in influencing the purchasing decisions at each life stage – including architects, original equipment manufacturers (OEMs), specifiers, distributors/wholesalers, professional buyers and property management/maintenance providers.	
		Industry & Manufacturing	Our experience spans a wide range of audiences in these categories as we have been helping clients sell into the industry and manufacturing space for more than 30 years. Additionally, we have several significant client relationships in the industry and manufacturing space which helps further our understanding of this audience. From design and test engineers, to plant and maintenance functions inside the actual plant, to the engineering firms and distributors that recommend products to these same buyers, we have increased awareness, improved reputation and generated growth for companies like Siemens, Atlas Copco, Bosh Rexroth and Allen Bradley.	
		Communication strategy development consisting of paid / owned / earned media	<p>Our Open Comms Planning Process helps guide our communications and marketing strategy recommendations and includes:</p> <ul style="list-style-type: none"> -Partnering with clients' marketing teams to develop a thorough, detailed brief including objectives and KPIs. -Conducting a detailed market exploration, speaking to clients and their customers to develop a deep understanding of the category and market across the communication and purchase funnel. -Creating a strategic planning framework, defining the role for communications and marketing based on the objectives and in line with the messaging framework. We use 'connections maps' – visual representations of the marketplace and the key influences to identifying decision makers and influencers – and we map the most impactful channels to the customer journey encompassing paid, owned and earned. -Developing detailed channel plans by vertical and specific to each market/territory. <p>Paid Media: We analyze all available channels in terms of the role they fulfill for our target audiences and our communication objectives. These often include, but are not restricted to: trade publishers (print & online), conferences/trade shows, direct mail, display/retargeting, email marketing (lead-gen), paid search/PPC, partner marketing, social media advertising, webinars.</p> <ul style="list-style-type: none"> - Channel selection is aligned with the overall communications hierarchy and tactical executions are planned to meet different objectives e.g. pure customer acquisition versus awareness or education. - We conduct a detailed audit of the paid trade media availability in each country and for each vertical business category. - Some areas of B2B have several international publishers which allow for mass communication across borders, others are more specific to each market. - Some publishers have vast amounts of data and their own 'owned' channels so solutions can be provided across a number of the channels mentioned above including events (real and virtual e.g. webinars) and often digital is a key channel used in partnerships. - Paid social, specifically LinkedIn, can often allow for delivery against various objectives and can allow for the dissemination of content and data capture for follow up. <p>Owned Media: An audit of all your owned channels would most likely include digital, website, apps, social, customer database CRM and content as well as physical e.g. transport (delivery or sales vehicles), CRM-DM. We overlay these to the connections map and augment the paid channels within the customer journey. Owned channels are likely to be more limited in reach but more efficient in conversion e.g. contacting lapsed customers, previous inquiries. If a single budget across paid, owned and earned was in place we would need to be aware of the costs for implementing owned activity, as it often not free. We need to be conscious of any permissions for the use of data and the variations in legal framework between territories. For owned digital channels such as website and apps, performance can be augmented by SEO services to improve their organic visibility.</p> <p>Earned Media: We find the synergies between owned and earned with a view to focusing on ROI and ensuring earned content is stretchy and can also work across multiple platforms (earned and owned). Our team is adept at delivering multi-channel content strategies focused on customer engagement, efficiently and effectively rather than just content production.</p> <p>We adopt a tiered approach to earned media, looking at traditional media engagement, as well as organic endorsement on social media, through customers, distributors, influencers, and journalists.</p> <p>We adopt a proprietary measurement tool for earned media activity, called PACE. Developed to meet AMEC best practice principles, PACE is a sophisticated online tool that can measure the full communications mix and give live progress against agreed KPIs.</p> <p>Where appropriate, we leverage assets developed in paid for activity across our clients' broader ecosystem, including social channels, to earn engagement beyond the reach of the original placement. We always aim to negotiate usage rights of editorial style content (webinars, sponsored content etc.) so we are able to sweat the assets across social channels.</p> <p>We use an agreed strategic planning framework and defined role for comms to create market specific media plans based on our exploratory research or each territory or country. We consider variables including language, cultural sensitivities, legislative, media market (costs, channel availability, trading & consumption), political, religious and seasonal factors. This ensures country specific campaigns meet our clients' local objectives while delivering against their global strategic positioning.</p>	
		Translation of strategy into country specific plans		
		Content and Assets Development and Production	We have a creative team that is steeped in developing many different types of B2B content including: thought leadership like webinars and whitepapers; sales enablement content like apps, email generators, and collateral; infographics for presentations and sales materials; traditional and digital ads for market activation; video content for use in websites, in sales tools, in social media; and more. All of this work is conceptual, designed and written in-house. And between The Mx Group and Bray Leino we have the ability to localize content in a way that is meaningful for the markets the content is intended to reach. We also have extensive in-house production capabilities including print production, video production, front-end design and digital development. We believe that putting the creators of content near the producers of content is important to ensure quality and efficiency.	
		Media Buying & Optimization – offline and online	Please fill out the sheet "local market presence"	
		CRM	Our primary focus around CRM is managing integrations with various systems as part of the development of our own or client's Marketing Tech Stack. Our experience includes Salesforce, Microsoft Dynamics and Sales Now. When the time is right, we will provide more background and detail on our significant history of providing demand generation, lead management and sales enablement services and how that relates to our CRM activity.	
		Data management	For many clients we provide services that fall into two areas: 1.) Data Optimization - standardization, consolidation, hygiene, enhancement and data sourcing 2.) Database Strategy & Implementation - Market maps, ideal customer profiling, ABM and list acquisition.	
		Communicate management - including but not limited to LinkedIn, YouTube, Twitter	We manage the social media communities for a range of B2B, B2C and Government clients, managing a total community size of 2.5 million. At the core of successful social media is strong community management, connecting brands with stakeholders on the right platform. We manage numerous social communities and apply best practice to engage with communities authentically and transparently. We also manage brands with local and global social teams.	
		PR & Press	The right community management for you will take the conversation from a monologue to a dialogue, which includes: <ul style="list-style-type: none"> -Creation and maintenance of social channels, including design, content planning and content development -Daily monitoring of channels -Crafting responses to community comments, queries and questions and posting as necessary, or escalating complaints if required -Posting approved content across platforms and managing post performance -Identifying issues and raising with appropriate expert/stakeholder to develop responses 	
		Event and trade shows management	<p>This channel is integrated into all the work we deliver across the globe, and we have extensive experience with B2B brands in:</p> <ul style="list-style-type: none"> -Developing tailored content strategies that fit with the B2B customer journey -Producing thought-leadership content for multi-channel execution -Fast marketing for national, trade and vertical media relations, news hi-jacking and reactive commentary -Audience insight and trends monitoring and mapping to support PR campaign planning -Digital content strategies and community management -Crisis communication planning and activation (including leadership media training and continuity planning) 	
		4. Conflict Management		
		Please list any battery clients you currently work with for possible conflict of interests	N/A - we have no current battery clients that present a conflict.	
		5. Insurance (USD)	Public Liability \$2MM plus general liability and medical expenses: \$2MM	

Please confirm the financial cap of your company's insurance policies:		Employer Liability \$1MM
		Product Liability \$4MM
		Professional Indemnity \$2MM
6. Minimum standards for online advertising		
<p>We expect core of paid media execution will be in online media. Please state your agency policy regarding minimum acceptable standards globally and by region:</p>	Ad Fraud (invalid traffic)	<p>U.S./Canada/UK/France/Germany/Belgium/Italy/Spain/Japan/Australia: Less than 1% across all platforms although it does vary from network to network and ad verification monitors the instance rates, but we aim for less than 1%. There can be instances with some networks and creative executions where it would naturally be as high as 5% without proper ad verification either built into buys or as a separate governance which we would insist on. China: IVT rates will depend on buy type. PD/ PDB (direct) is generally less than 1%, RTB is anywhere between 5-20% (without whitelist). Not charged for any IVT highlighted by IPINYOU Sky Eye system or a 3rd party vendor.</p>
	Viewability (expressed as percent of total impressions that met a benchmark of X percent pixels in view for a duration of X continuous seconds)	<p>U.S./Canada/UK/France/Germany/Belgium/Italy/Spain/Japan/Australia: Viewability standard for video placements (add audibility if applicable) Viewability for video meets 50% of the ads pixel of the video are in view (we usually achieve 70%, although depends on execution and platform) for more than 2 continuous seconds of the video played. For auto enforced played we would expect the viewability to be in the 90% quartile. China: Video is non skippable in China (great CTR and VTR), so typically tends to be 80%-90%. (Opening screen and welcome screen so no need for in-view tracking).</p>
	3rd party verification vendor used to measure viewability and ad fraud (outside China)	<p>U.S./Canada/UK/France/Germany/Belgium/Italy/Spain/Japan/Australia: Viewability standard for display placements Greater than 50% (Usually achieve 60%) of the pixels of an ad are in view for more than one continuous second after the ad has rendered. Please note this is dependent on the volume of pixels i.e. for large format sizes such as half pages or takeovers than a duration of 30%-40% is acceptable. China: Viewability for display in China is universally not fully reported on due to the ad inventory that is available to buy. Setting up governance to report on viewability will limit available Chinese inventory to around 15% of total available market.</p>
	3rd party verification vendor used to measure viewability and ad fraud (in China)	<p>We use Doubleverify and Moat for ad verification as standard, but we have flexibility to use multiple or preferred providers.</p> <p>IPINYOU Sky Eye built a proprietary into their system plus can use RTB Asia, MiaoZhen or Admaster.</p>
7. Remuneration		
<p>Please detail how do you propose to get remunerated for your work.</p> <hr/> <hr/> <hr/> <hr/>		
<p>Our general account structure consists of the creation of annual plans that align objectives to programs and budgets that are reviewed quarterly, where actual campaigns and tactics for the upcoming quarter are confirmed.</p> <p>We have multi-market clients who work with us on a project-basis, where each individual project is scoped and approved independently. In addition, we have clients who find it more efficient to scope all the work for the entire year and approve that work once through a retainer model.</p> <p>Whether we work in a project or retainer-based relationship is based on what is best for our clients and we are willing to accommodate either. Please note that in The Mx Group and Bray Leino joint relationships, we establish a lead agency to handle all client billing and manage financials between our two agencies internally. This ensures that the billing process is as seamless as working with one agency.</p> <hr/> <hr/> <hr/> <hr/>		