



03/11/2025

Rapid Start

Building the foundation while getting in market quickly

What we heard

- Aggressive 2025 goals followed by a huge 2026
- Continued integration of UPShow brand, product, customers
- Compressed selling window for NFL Sunday Ticket late July-early Sept
- Small, skilled team has built the foundational elements and running campaigns
- Looking for a strategic digital marketing partner who can grow with you
- That partner needs to flex how they support you and is excited about your business

How we can help

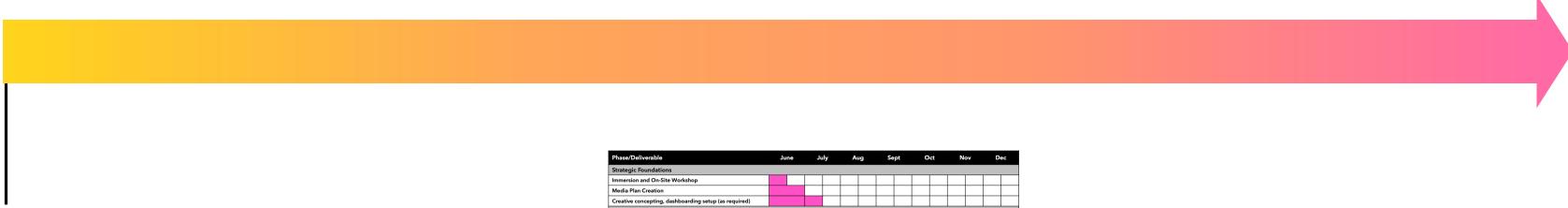
- Measurement and attribution strategy and modeling
- GTM campaign strategy for NFL Sunday Ticket selling season
- Test and learn
- Transitioning larger clients to a full streaming solution
- Continued brand evolution
- Social and digital content
- Self-checkout experience to better serve smaller, individual commercial clients
- Distinctive and breakthrough creative
- **Be in market early June for NFL Ticket campaign**

Rapid Onboarding and Campaign Development

- Designed to provide the base knowledge for the MX core and EverPass teams to enable better collaboration, proactive thinking and future success
- Leans heavy into EverPass and MX collective experience, utilizing desk and your existing market research
- Outputs focused on campaign development to support NFL Sunday Ticket selling season
- May identify areas for deeper discovery/research that will need to be addressed subsequently

Setting the Foundation for Success

Week 0

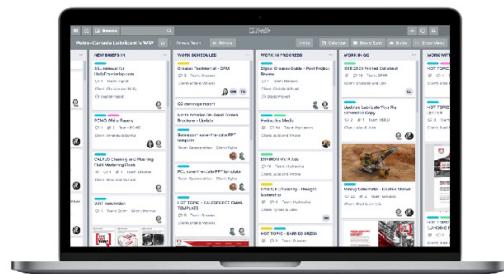


New Client Set-up

- Finalize initial SOW + NDA
- MX aligns team and resourcing
- Finalize schedule
- Formalize ways of working
 - Project management tools and technology
 - Communications plan
 - Invoicing and financial reporting

Phase/Deliverable	June	July	Aug	Sept	Oct	Nov	Dec
Strategic Foundations							
Immersion and On-Site Workshop							
Media Plan Creation							
Creative Briefing, Articulation and Go-Live/Handover setup (as required)							
Run - Property Lead Gen							
Campaign Asset Production							
Campaign Iteration/Refresh 1 (as identified)							
Campaign Iteration/Refresh 2 (as identified)							
Media in market							
Build							
Build - Enterprise ABM							
Audience Insights, account scoring							
Strategic and Campaign Platform Development							
Campaign Asset Production							
Media in market							

Schedule



Ways of working

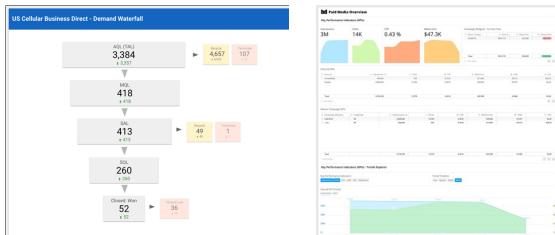
Setting the Foundation for Success

Week 1

Week 2

Background

- EverPass to send background for agency review:
 - Business + marketing goals
 - Target audience(s)
 - Competition
 - Past marketing
 - Brand guidelines
- Access to systems/reporting (as needed)



Access to metrics

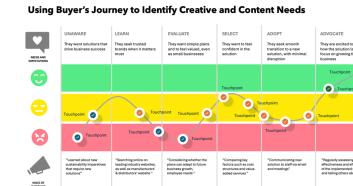
Workshop

- Understand goals and priorities
- Market Insights (competitors, trends)
- Company overview (product, team, org)
- Audience needs and journey
- Brand overview
- Understand client knowledge gaps and pain points



Structured Agenda

Buyers Journeys



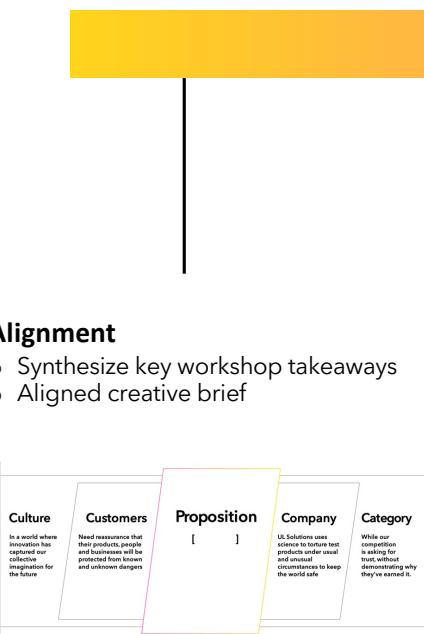
Review/update personas and buyers' journeys



Creative ambition

Setting the Foundation for Success

Week 3



Week 4-5

Measurement Framework

- Measurement strategy
- Data audit
- Data and Martech recommendations
- Initial Dashboard development

Audience Analysis

- Account definition and audience analysis
- Market Mapping using 1st and 3rd party data

Creative Concepting

- Velocity™ Concepting process (see section after this)
- Sprint approach
- Execution ready concepts

Week 6-7

Activation Plan

- Comms Plan
- Paid Media Strategy

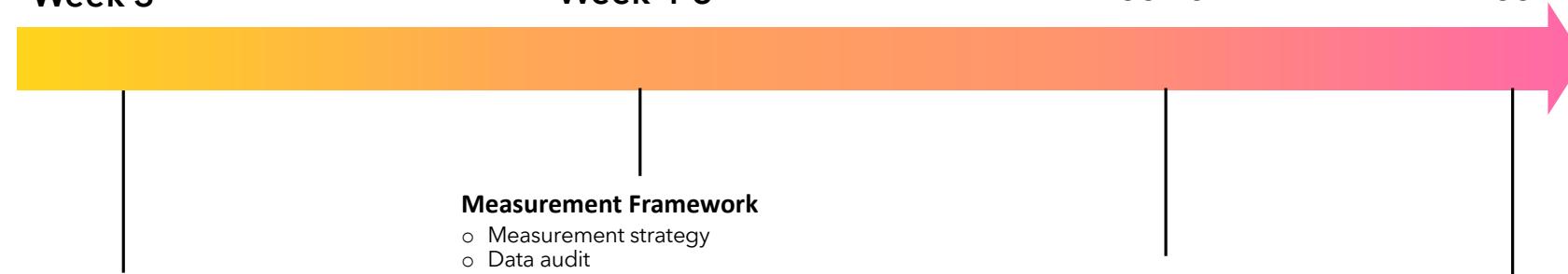
Campaign Asset Development

- Development of specific assets to support activation plan

Week 8

Live

- Campaign execution
- Testing and Optimization



Strategic Foundation + Initial Campaign Creation

MX + EverPass

Phase/Deliverable	March	April	May	June	July
New Client Set-up					
Background and workshop prep					
Workshop					
Alignment and Brief Creation					
Creative concepting					
Data and Measurement Strategy					
Dashboard setup					
Audience prioritization and market mapping					
Activation Plan (Comms and Media Plans)					
Campaign asset development					
Campaign Live					
Testing and Optimization					

The above represents our project timeline based on the structure of our proposal. A more detailed timeline will be developed at the onset of the engagement that incorporates specific dates aligned to specific requirements.

Investment Summary

Deliverables	Budget	Variables
<ul style="list-style-type: none"> • Workshop Prep, Participation with core MX team • Additional desk and limited field research • Creative Brief • Measurement strategy • Martech and Data Recommendations • Initial Dashboard Setup • Creative concept for NFL Sunday Ticket campaign • Communications plan • Paid Media plan 	\$75k	<ul style="list-style-type: none"> • Utilizes existing market research • Dashboard requirements • Travel costs quoted separately
Campaign Assets to support comms and media plan	\$20k	<ul style="list-style-type: none"> • Estimated budget • Final asset list to be scoped as part of plan
Ongoing campaign management + additional work	TBD	<ul style="list-style-type: none"> • To be defined and included as part of onboarding



B2B Like It Oughta Be.

VELOCITY is a distinct creative concepting offering from MX for clients who need to engage buyers and reach business goals more expeditiously.

VELOCITY Personnel

A team of three senior strategists—art, copy and account—are dedicated to your engagement and work directly with you from the beginning.

Work is delivered
in two weeks.

Typical Process

Comprehensive Model

Large stakeholder group

Risk-averse

Values the process that leads to ideas

Deliverables are concepts as well as executions

Time and materials

VELOCITY

Sprint Model

One or few like-minded stakeholders (entrepreneurial, independent spirit)

Risk-tolerant (or see a sprint as a way to reduce risk)

Values iterating on ideas more immediately

Deliverables are execution-ready concepts

Fixed price

The **VELOCITY** *Process*

Week One

Jump Start

2 hours. 3-person team meets with client to understand business challenge.

Rapid Ideation

Internal research and brainstorming. Begin conceiving.

Quick Collab

Touch base with client for a discussion and/or a possible tissue session.

Week Two

Final Push

Presentation deck is finished.

Presentation

Concepts presented. Deployment suggested.

Future Needs?

Plan for what's next based on the feedback.