

Brand Evolution Proposal

4/1/21

Today

- Our Perspective
- ATI's Challenge
- Our Process
- Recommended Approach
- Budget & Timeline Thinking
- Talent & Experience
- Why The Mx Group

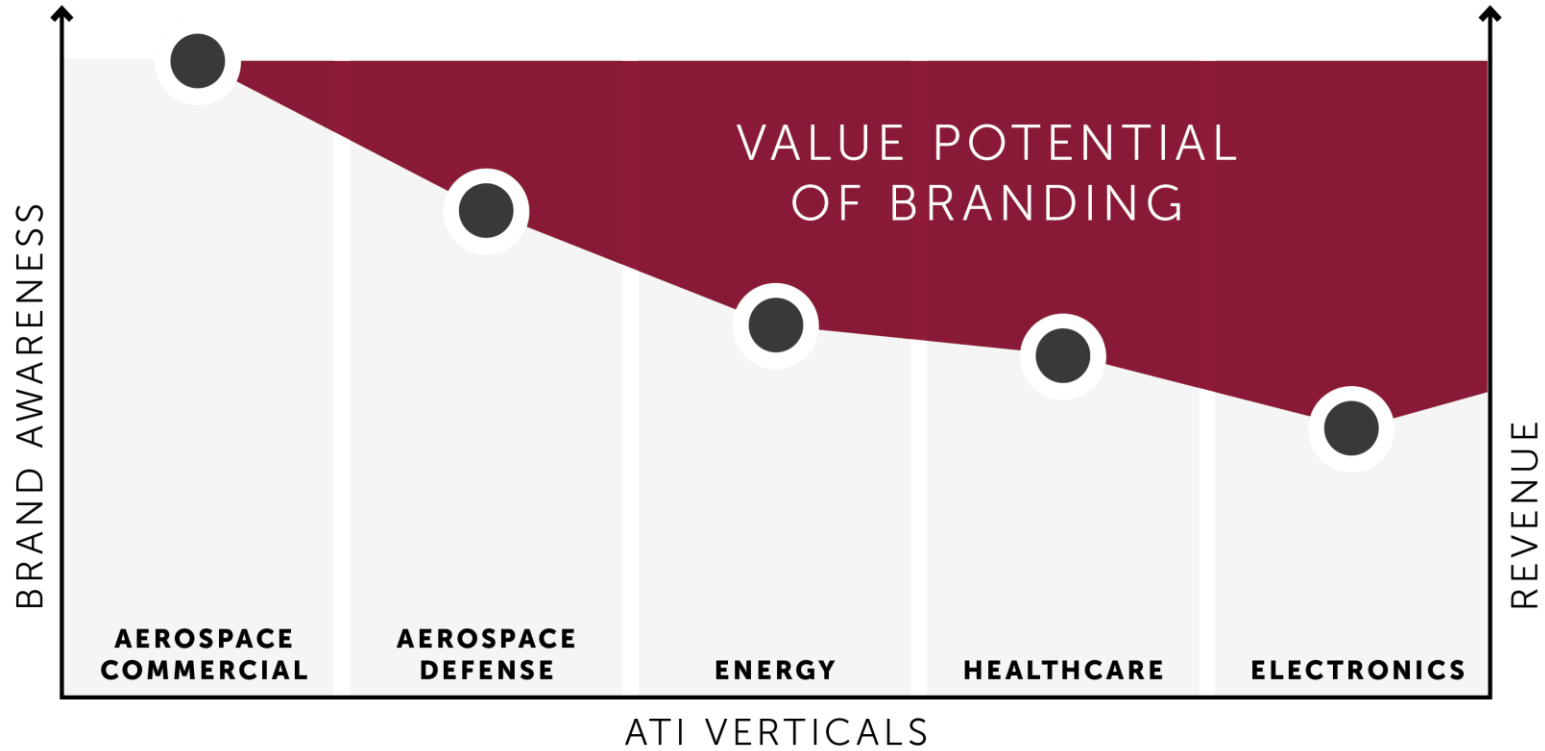
What We Heard

- “The greatest aerospace company you’ve never heard of...”
- Name is tied to the legacy business, regardless of whether we are in it.
- Transforming business...
 - From commodity products to specialty solutions
 - Acquiring new businesses and moving out of some existing
 - Becoming a more technology-driven and modern organization
- Marketing efforts have historically focused on corporate communications vs. demand.
- Evolving the brand is necessary now.
 - Alignment with employees will increase engagement
 - Awareness within the investor community will solidify ATI’s position
 - Knowledge within key accounts will expand ATI’s relationship
- Evaluating agency partners to help create the vision, develop the brand and bring it to life.
 - Want an agency that can work as an extension of the marketing team
 - Looking for experience in branding and an understanding of the industrial manufacturing landscape
 - Important the agency can listen, understand ATI’s challenges and adapt accordingly
 - Initial ask is for agency to advise and confirm ATI’s need for a re-brand...formal Immersion and Alignment steps added

Additional Perspective

- Innovation in material sciences is unique and offers a path to brand differentiation.
- The impact of ATI is innovation – you help companies move faster, reach new limits, and live life better – there is a higher-order benefit there.
- Brand initiative might be most beneficial to secondary segments (energy, medical, and electronics).
 - Aerospace (commercial) — brand is known, component is critical, value is high
 - Aerospace (defense) — brand not as strong, more competition
 - Other segments — diverse needs, offering may not be as critical and/or has competing alternatives
- Further differentiation from core steel producers (Nucor / U.S. Steel / Steel Dynamics) will support brand differentiation among markets and investor community
- Marketing investment is necessary to solidify brand, create differentiation and help drive culture change within ATI.
- It is as much about *how you act as a brand* as it is about the ads you create for your brand.

Opportunity





Branding Process

Your brand is an idea living here:




Brand can contribute well over

50%

of enterprise value

47%

of consumers expect brands to translate their values and promises into new and innovative products and services.

A woman with long dark hair, wearing a light blue blouse and a white cardigan, stands in the center of a meeting room. She is smiling and gesturing with her hands while holding a tablet. In the foreground, the backs of two people are visible as they sit at a conference table with glasses of water. In the background, a large projection screen displays a blurred image of people in a meeting. The overall scene is brightly lit and professional.

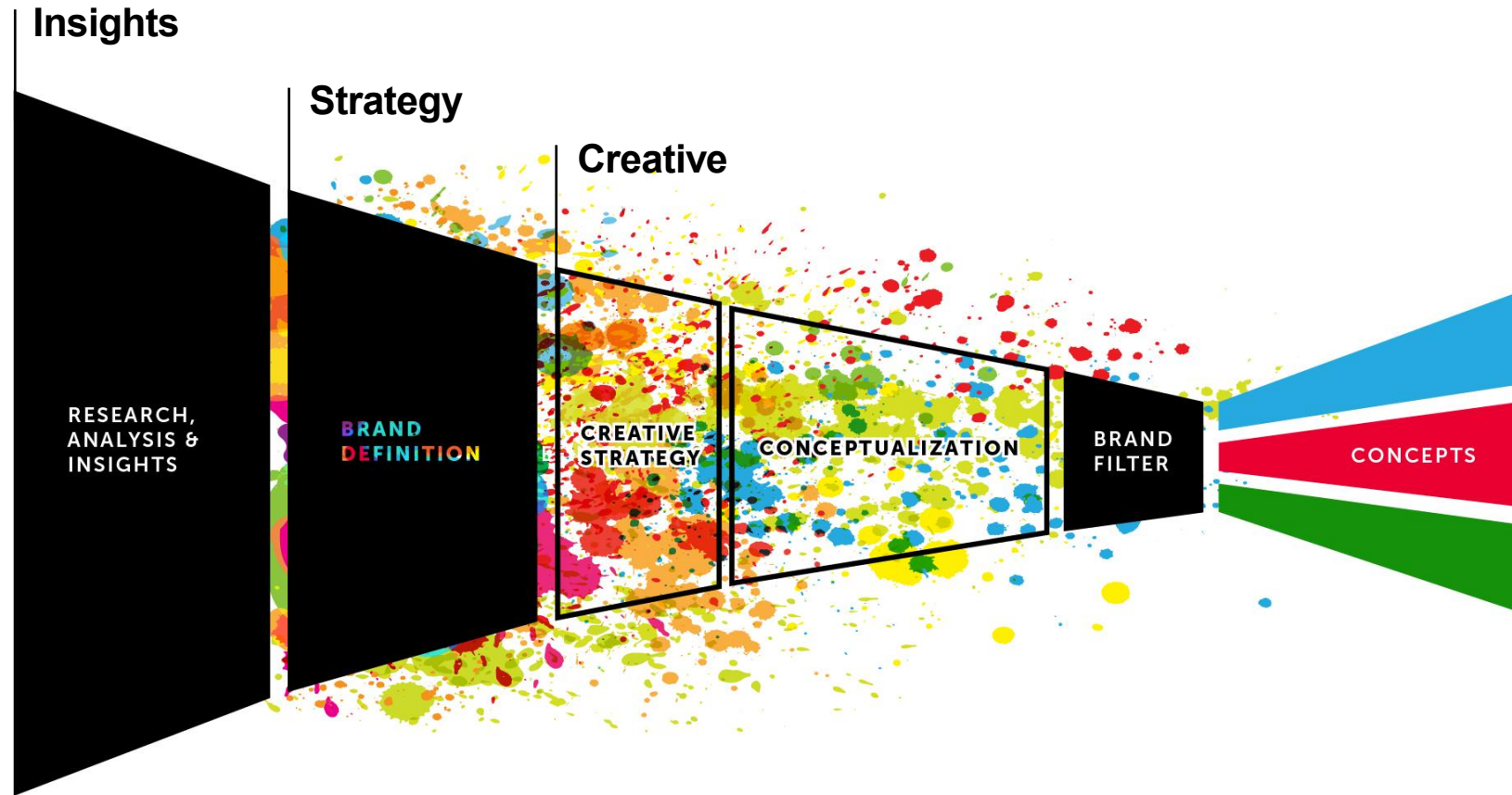
“Your brand can’t just adopt new values; it has to own them and adapt them throughout all levels of the organization.” — Forbes, March 2021



The Persuasive Process™

Designed to uncover insights and transform them into a brand platform that will captivate your buyer and move your business forward.

The Persuasive Process



Insights

Captured through research

COMPANY
VISION

Stakeholder
IDs

NEEDS &
DESIRES

Audience
IDs and/or
Quant Studies

MARKETPLACE
TRENDS

Quant Studies
or 3rd-party
Research

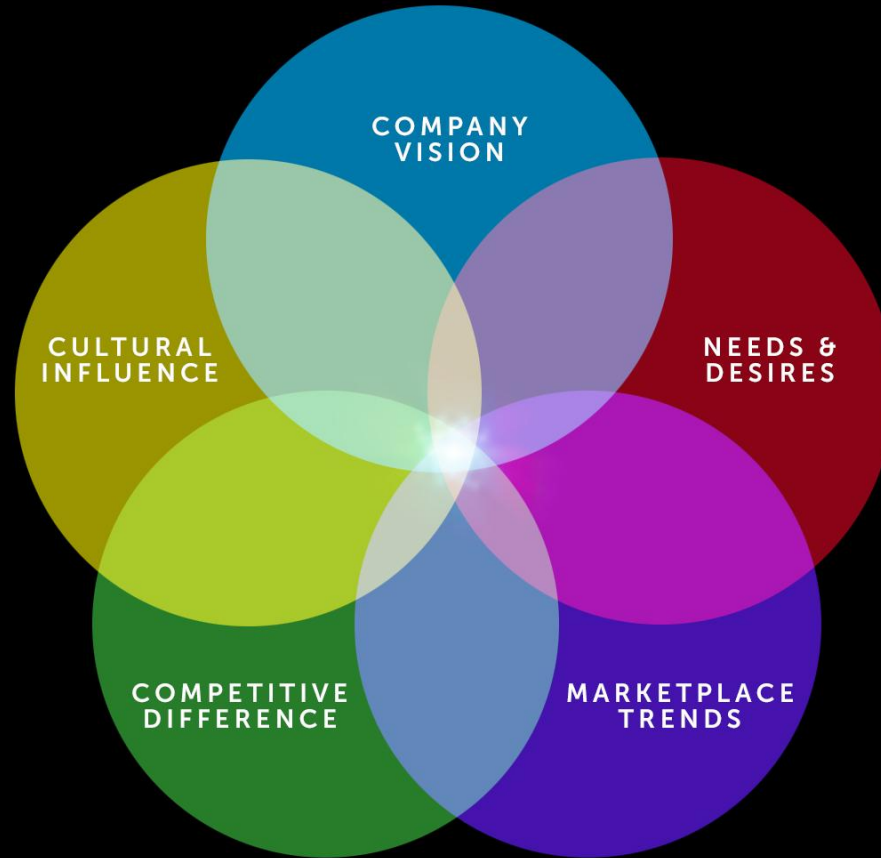
COMPETITIVE
DIFFERENCE

IDs & Online
Research

CULTURAL
INFLUENCE

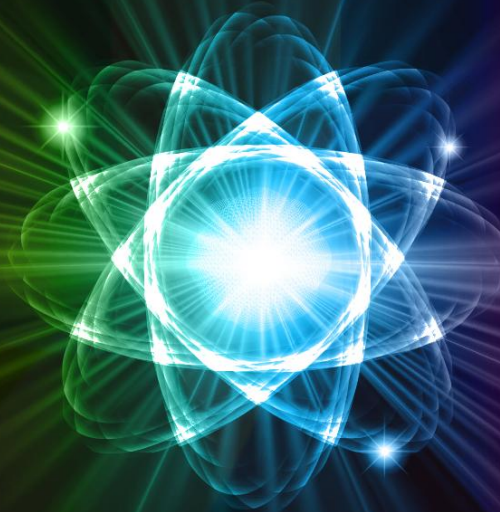
IDs & Online
Research

Unlock insights & your powerful promise



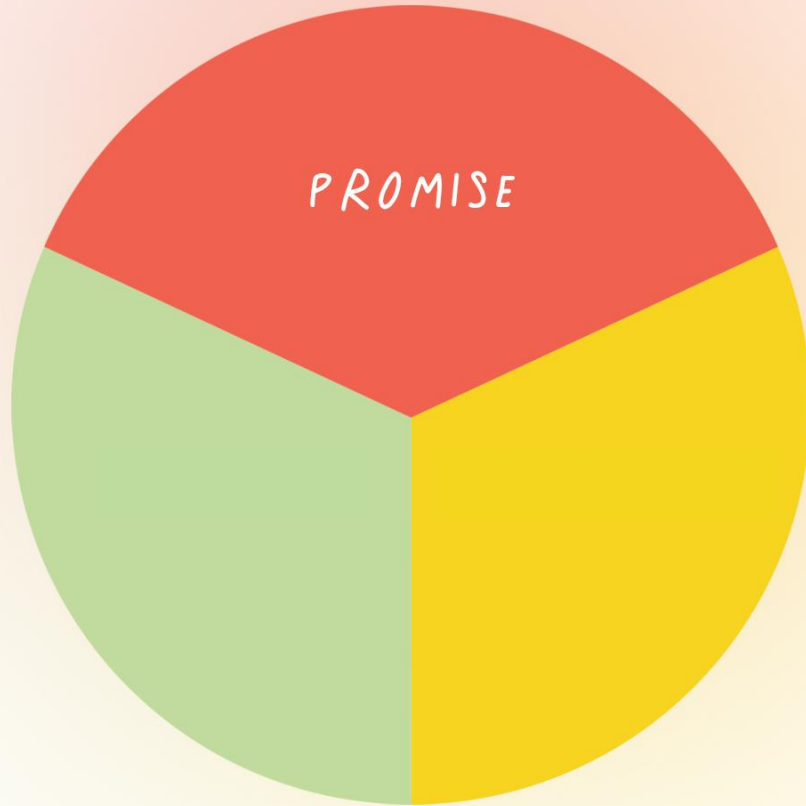
The most powerful brand promise comes at the intersection of the forces at play with your buyers.

It's here your brand gains dimension, value & meaning



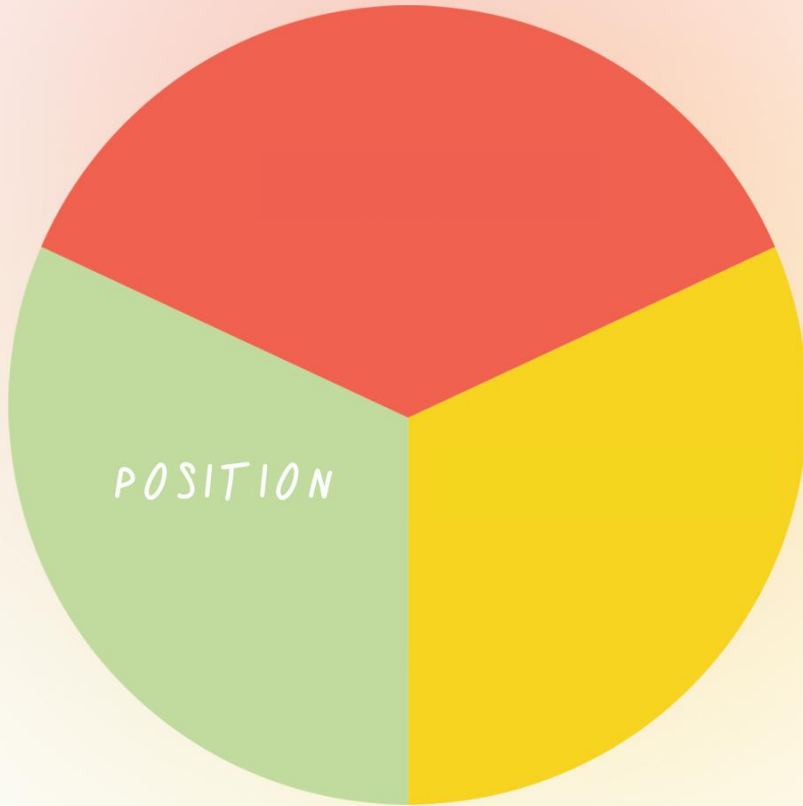
Strategy

Brand Definition



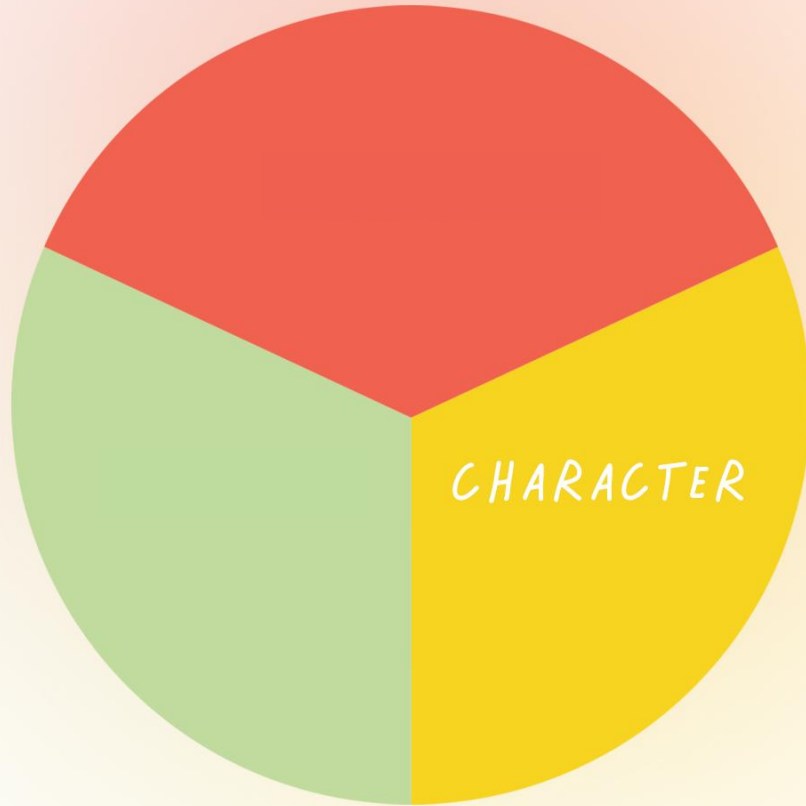
In the minds of the marketplace,
Your Brand will be **useful for**
and deliver...

Brand Definition



In the minds of the marketplace,
Your Brand will be **unique**
because of...

Brand Definition



In the minds of the marketplace,
Your Brand will **create feelings of...**

Creative

Creative Strategy

BRAND PROMISE

CREATIVE CHALLENGE

CREATIVE STRATEGY

CONCEPTS





expect  raves

★★★★★
Best night's sleep EVER!

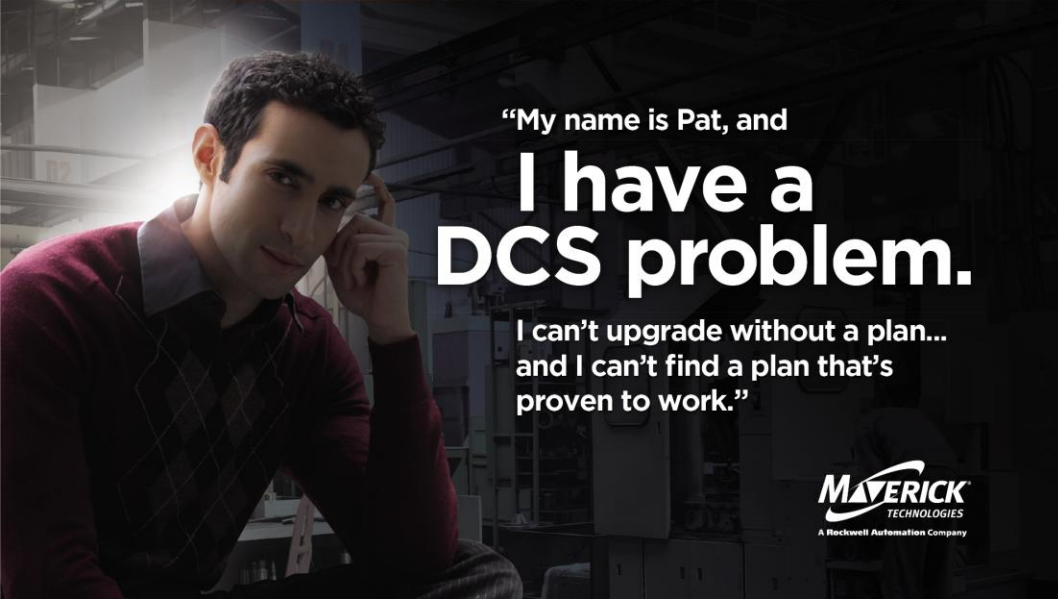
TEMPUR SEALY



DEAR ATLANTA,
LET'S MAKE IT HERE.
SUPPORT DOMESTIC MANUFACTURING.


zekelman.com

 **Zekelman Industries**



"My name is Pat, and
I have a DCS problem.

I can't upgrade without a plan...
and I can't find a plan that's
proven to work."


A Rockwell Automation Company

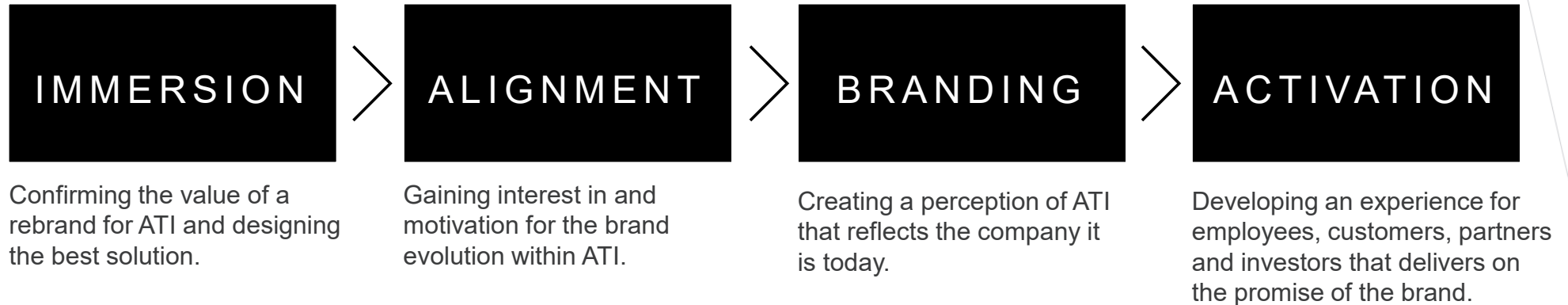


**STRONGER
AND SAFER
IS NOW
GREENER.**



**FOR
A WORLD
THAT'S
ALWAYS ON**

Approach



IMMERSION

Confirming the value of a rebrand for ATI and designing the best solution.

DELIVERABLES

- Organize, review assets & research
- Vision & mission overview
- Investment community discussion
- Brand perception call
- Market segment 1-1s
- Competitive assessment

OUTCOMES

- Refined deliverables for brand work
- Modified process for ATI branding
- Further education of agency partner
- Initial input gathered for brand definition

ALIGNMENT

Gaining interest in and motivation for the brand evolution within ATI.

DELIVERABLES

- Formal branding proposal & estimate
- “Sell-in” materials (deck & doc) explaining the “what?” and “why?”
- Brand evolution portal
- Participation in alignment discussions

OUTCOMES

- Excitement about the initiative internally
- Alignment on process, cost & timing
- Branding thought leadership & materials available to key personnel
- Consensus on approach

BRANDING

Creating a perception of ATI that reflects the company it is today.

DELIVERABLES

- Audience mindset IDIs
 - 8 x 60 min. buyers in target verticals
 - 2 x 60 min. investor community
 - 4 x 60 min. internal experts
- Quant research w/ buyers in 5 verticals
- Research analysis & insights creation
- Strategic alignment session (½ day)
- Brand promise, position and character
- Creative expression of the brand
- Visual ID
- Name exploration*

OUTCOMES

- Unique and modern look and feel
- Story that accurately reflects ATI's transformation and drives growth in key verticals
- Details needed to create a consistent brand presence
- Alignment on decisions across stakeholders

* The need for a name exploration will be confirmed during discovery

ACTIVATION

Developing an experience for employees, customers, partners and analysts that delivers on the promise of the brand.

DELIVERABLES

- Corporate communications
- User experience updates
- Engagement tools and assets
- Key account activation
- Prospect awareness campaign
- Internal communications
- Investor outreach
- Experiential updates

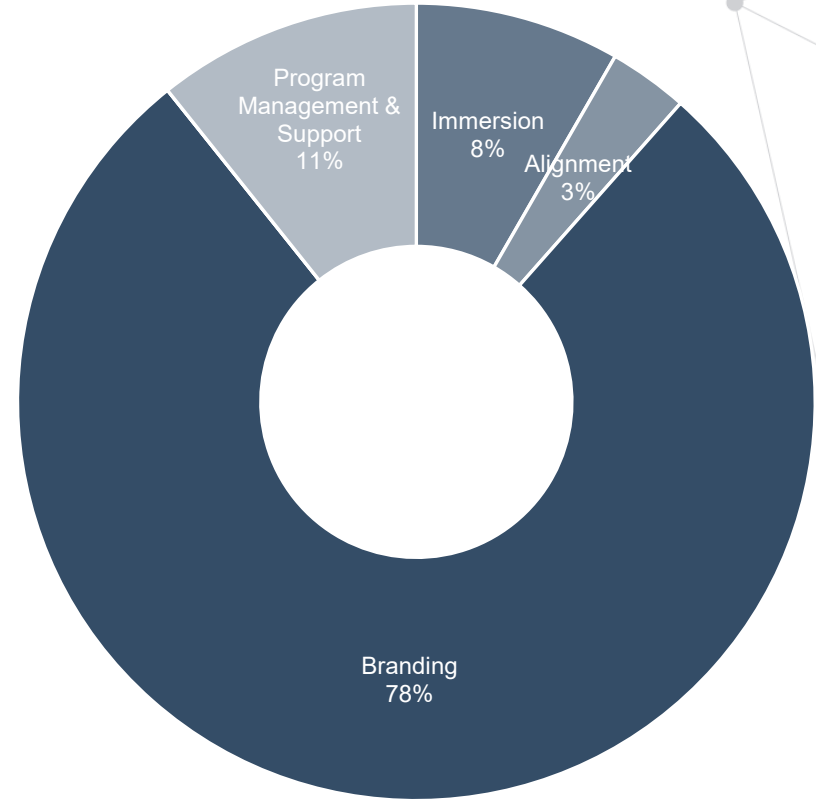
OUTCOMES

- Consistency in communication
- A better user experience for all
- Tools and assets that fill in gaps
- Increased engagement in key accounts
- Awareness among prospect accounts
- Increased engagement of employees
- Etc.

Estimate Summary

PHASE	ESTIMATE
Immersion	\$15,500
Alignment	\$6,000
Branding	\$145,000
Activation	TBD
Program Management & Support	\$20,000
Total	\$186,500

Line-item pricing is available for each phase and will be included in our presentation. Activation is intentionally left as TBD as the scope needs to be informed by the output of branding, your capabilities and needs.



ESTIMATE BY PHASE

Initial Estimate Assumptions

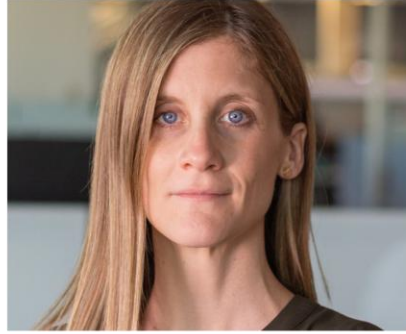
- Our position on the name "ATI" will be informed by immersion, and thus changing the name is not included in the initial estimates.
- We will execute preliminary trademark searches when necessary, and formal legal review will be ATI's responsibility.
- The need for the quantitative research included in this estimate will be confirmed during the immersion phase and could be deemed unnecessary based on existing research ATI has.
- ATI can provide contact details for immersion calls and Audience IDIs. Data purchases are not included.
- Activation will be quoted once the brand definition is complete.
- There are no travel costs included for meetings, immersion sessions, etc. Travel will be estimated as needed.
- ATI will provide The Mx Group with safety policies and protocols for on-site visits in advance of arrival.
- The competitive assessment is based on 3–5 immediate competitors and core steel producers.
- After discovery, The Mx Group will provide a formal proposal and estimate for branding work. Time for this work will not be charged.
- The brand portal is temporary and will be made available during the time of our engagement. ATI does not own the asset or the content.
- ATI will be provided with transcripts from the Audience Mindset IDIs.
- Program management will cover time for meeting attendance, support requests and ancillary needs.

[illegible]

Core Team



IVA KURTZ
Group Account Director



EMILY KLEIST
Executive Creative Director



KELLY OLSON
VP of Strategy



RICK SEBOK
Industrial Manufacturing Lead



MEGAN RYAN
Sr. Account Manager



TONY RILEY
President

Relevant Experience

- 100 collective years of B2B experience
- Extensive work creating B2B brands
- Corporate branding and activation in developing solutions for a similar category
- Ability to add scale to ATI team:
 - Marketing & brand strategy
 - Project management
 - Creative conceptualization & execution



Why The Mx Group?

TALENT

Mx retains 84% of its talent year over year.



MANUFACTURING MATERIALS GLOBAL
ENERGY **AEROSPACE**
MATERIALS **MEDICAL** HEALTHCARE

EXPERIENCE

Mx has developed and activated B2B brands for 30+ years.

PARTNERSHIP

Mx retains its AOR relationships for 12+ years on average.

 Zekelman Industries



SIEMENS

 HOLLYFRONTIER

 GRUNDFOS

Rexroth
Bosch Group

 **DEUBLIN**
Engineering for Performance

 **Atlas Copco**

 **JPW**
INDUSTRIES

MTS
SYSTEMS

 **MAVERICK**
TECHNOLOGIES
A Rockwell Automation Company

 **RACO**
SINCE 1949
REMOTE MONITORING AND CONTROL

Going Forward

- We are excited about the opportunity **to make an impact** at ATI.
- Our clients will serve as **references** should you have questions.
- We are **committed** organizationally to this effort.

Personalized Portal



VISIT
TheMxGroup.com/ATI

Meeting materials and
information about
The Mx Group