

The Mx Group

# 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

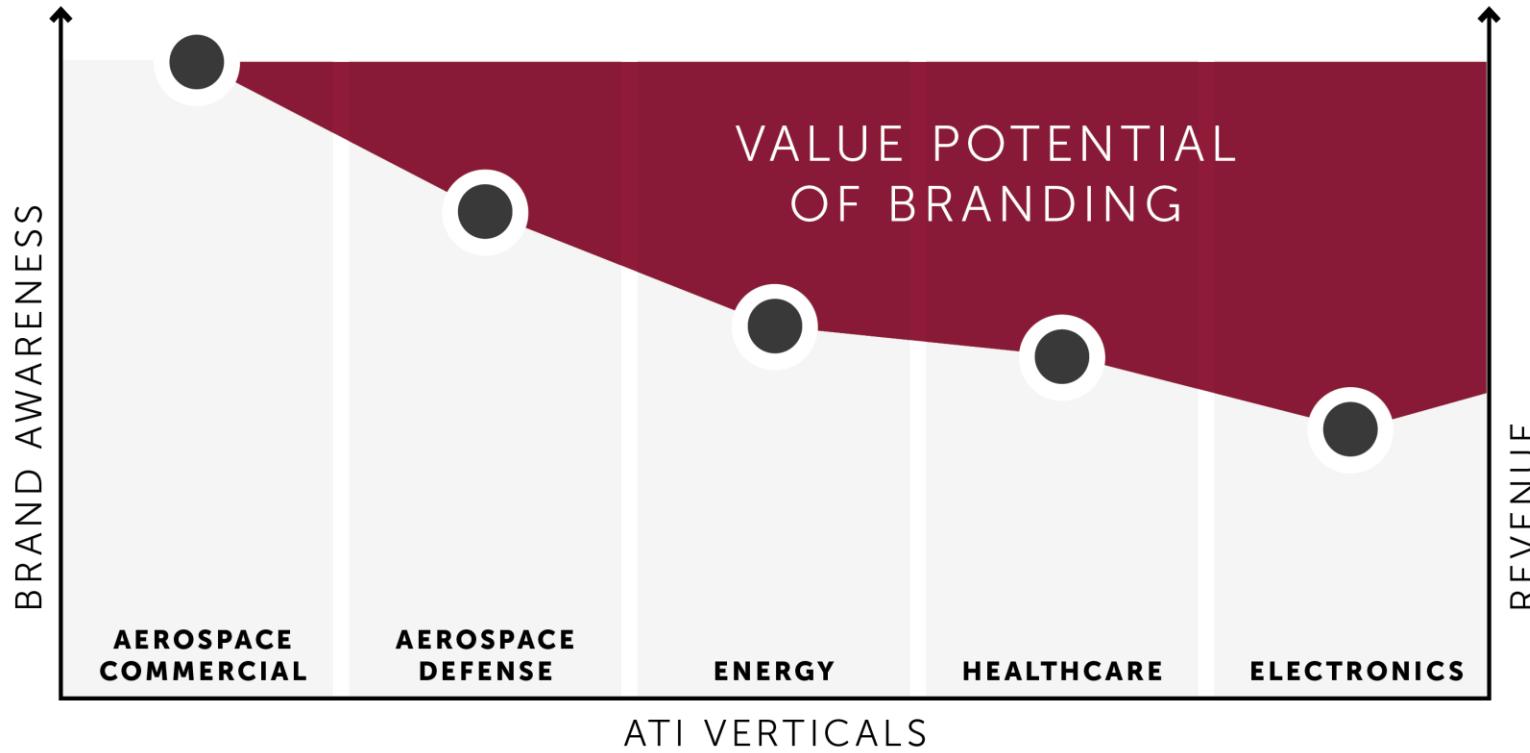
# What We Heard

- “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 professional woman with long dark hair, wearing a blue blouse and a light-colored cardigan, stands in front of a group of people during a presentation. She is holding a small tablet or device in her right hand and gesturing with her left hand while speaking. The audience, consisting of several men and women, is seated at a long table, looking towards her. The setting appears to be a modern office or conference room. The background is slightly blurred, focusing on the speaker.

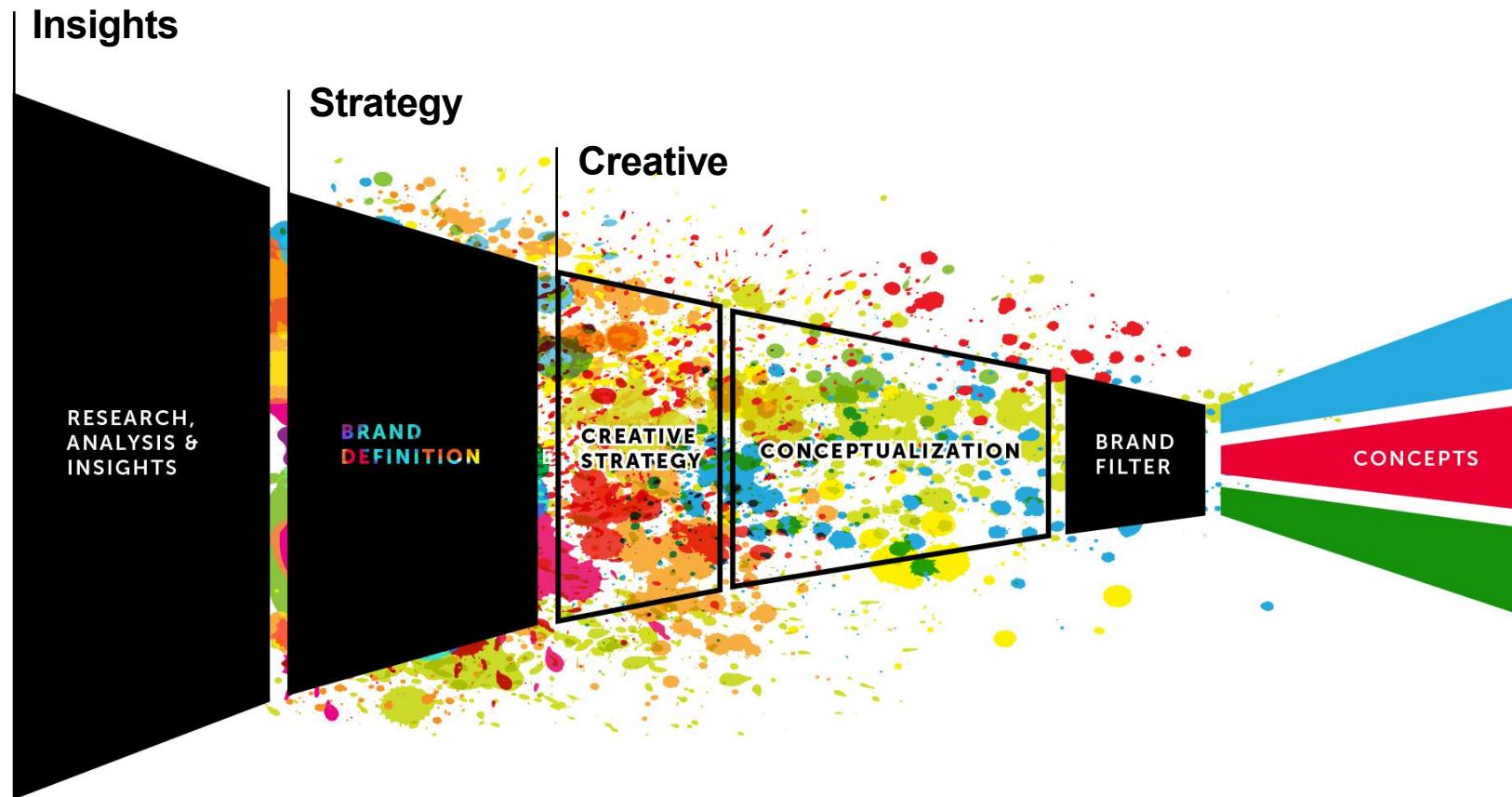
**“Your brand can’t just adopt new values; it has to own them and adapt them throughout all levels of the organization.” — Forbes, March 2021**



# 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

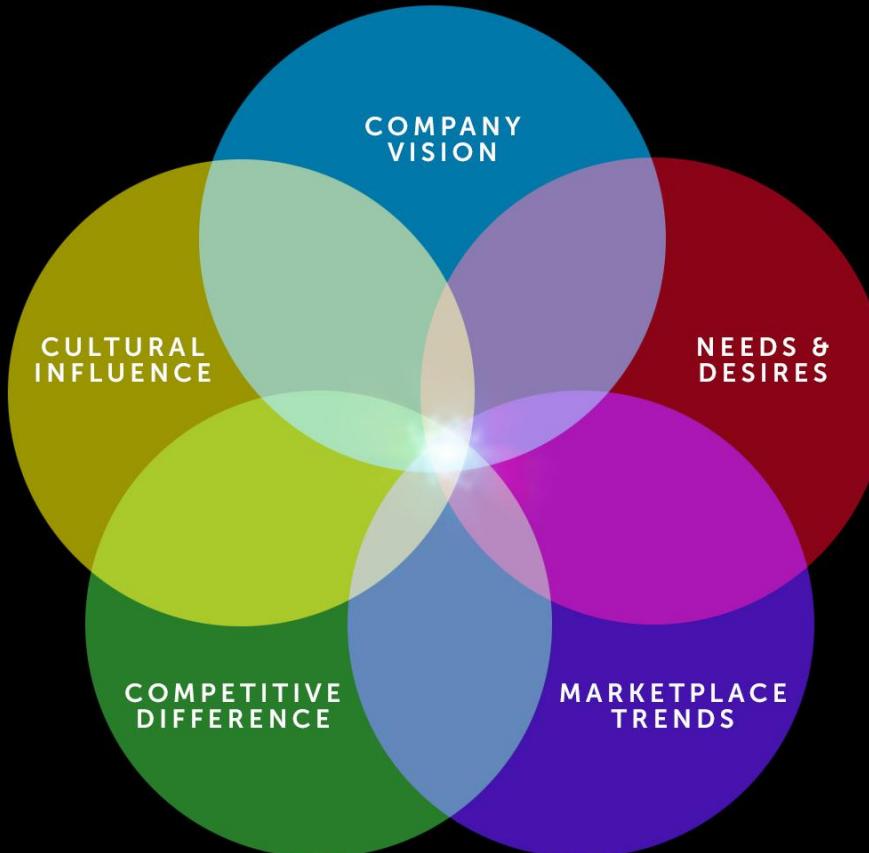


**Insights**

# Captured through research

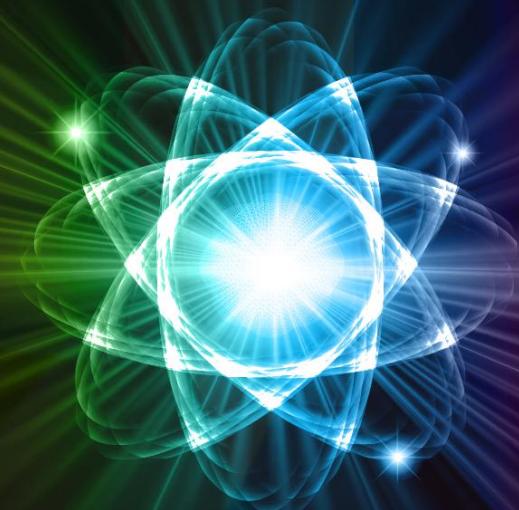


# Unlock insights & your powerful promise



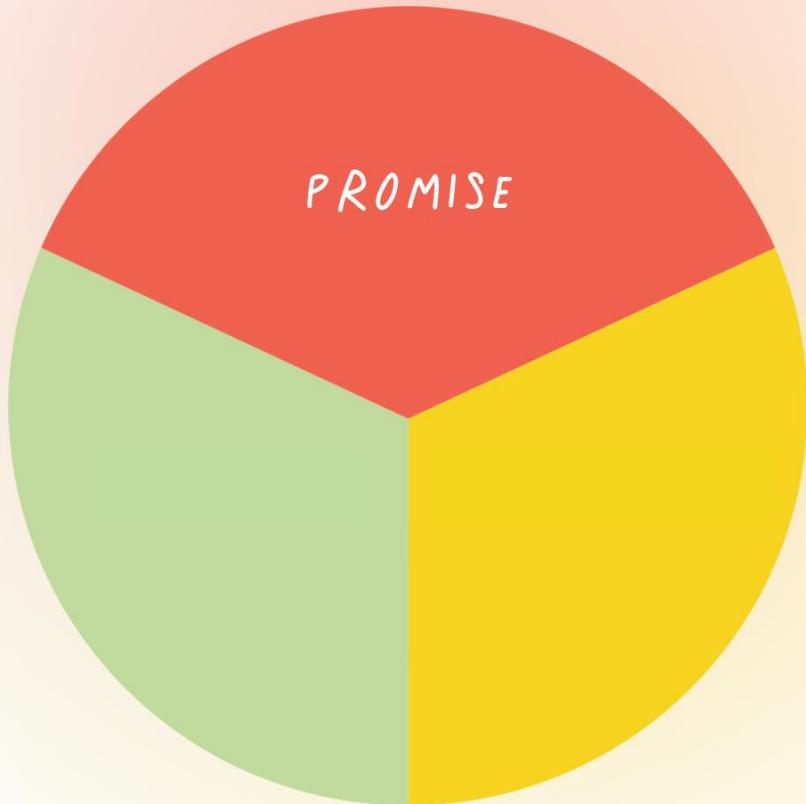
The most powerful brand promise comes at the intersection of the forces at play with your buyers.

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



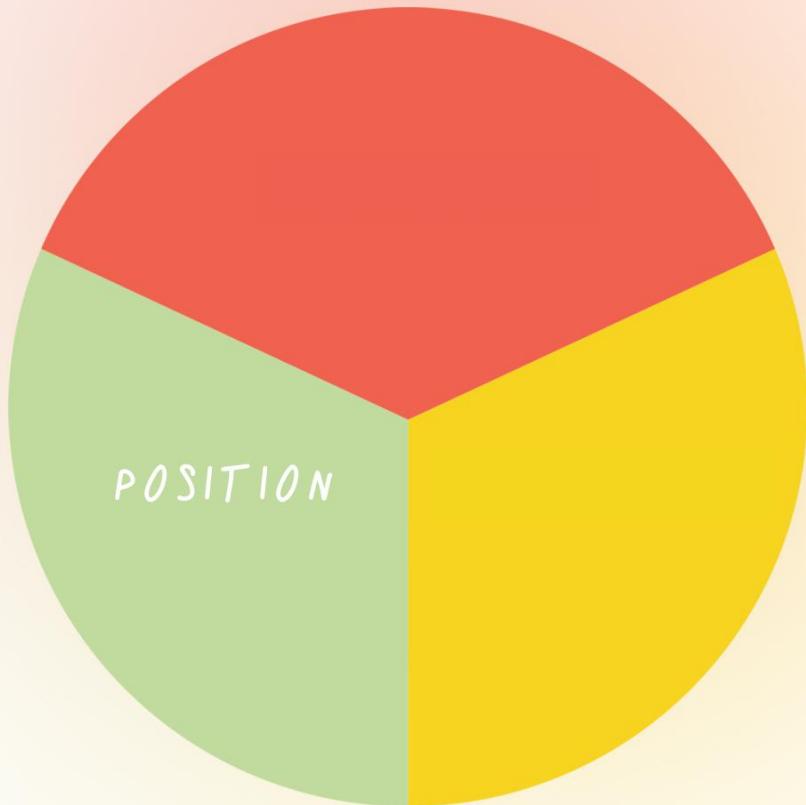
**Strategy**

# Brand Definition



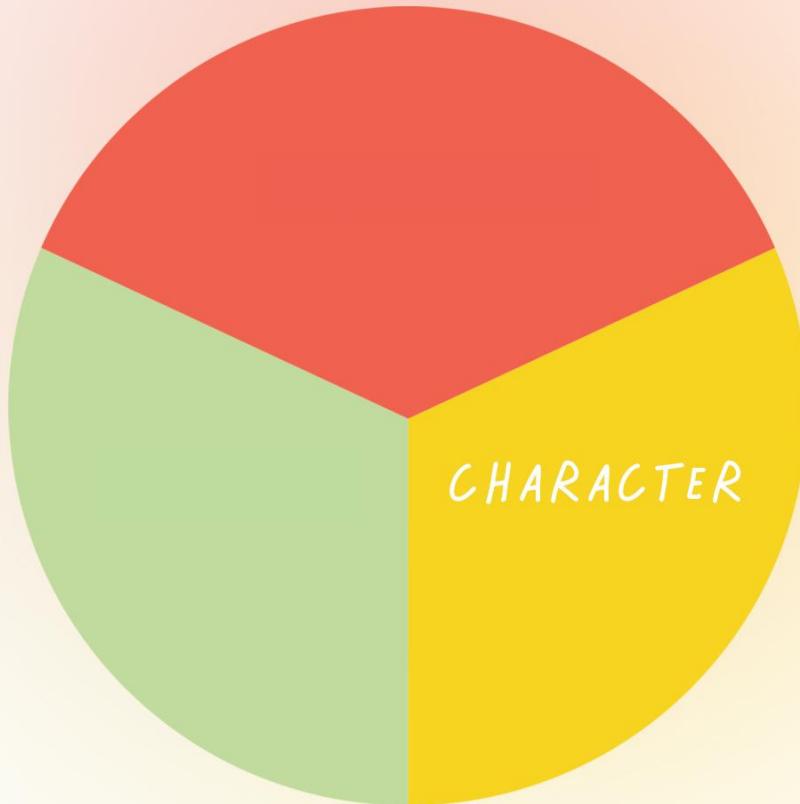
In the minds of the marketplace,  
Your Brand will be **useful for**  
**and deliver...**

# 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

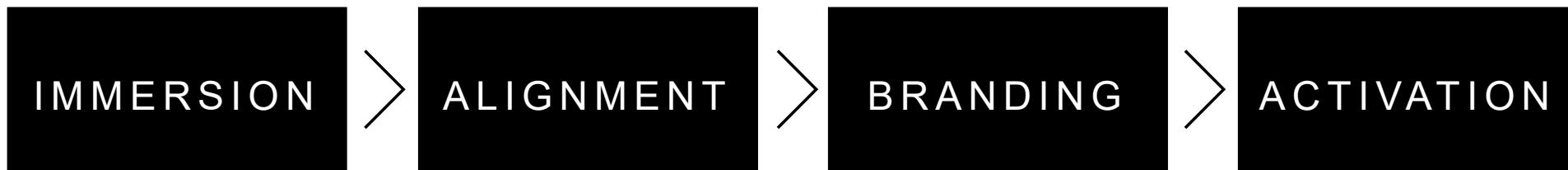


"My name is Pat, and I have a DCS problem." **I have a DCS problem.**  
I can't upgrade without a plan... and I can't find a plan that's proven to work."

**MAVERICK**  
TECHNOLOGIES  
A Rockwell Automation Company



# Approach



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

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

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

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

# 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 ( $\frac{1}{2}$  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

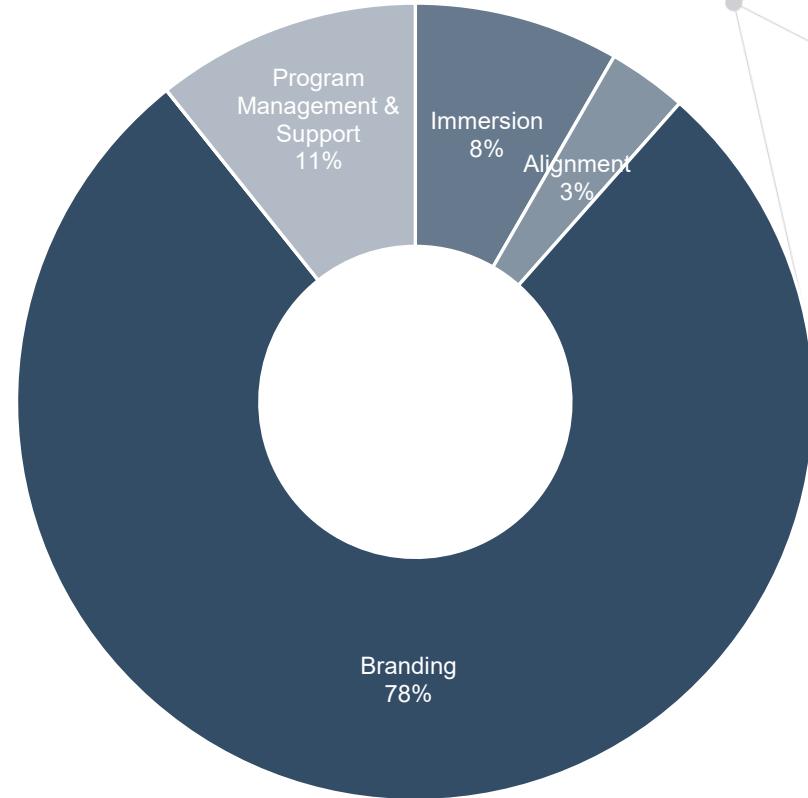
## OUTCOMES

- 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
<b>Total</b>	<b>\$186,500</b>

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.

## GENERAL TIMELINE

# 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  
ENERGY AEROSPACE GLOBAL  
MATERIALS MEDICAL HEALTHCARE

## PARTNERSHIP

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

## EXPERIENCE

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



SIEMENS

HOLLYFRONTIER



Rexroth  
Bosch Group

DEUBLIN  
Engineered for Performance

Atlas Copco



MAVERICK  
TECHNOLOGIES  
A Rockwell Automation Company

RACO  
SINCE 1948  
REMOTE ALARMS AND CONTROLS

# 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



Meeting materials and  
information about  
The Mx Group