

# Agency Capabilities

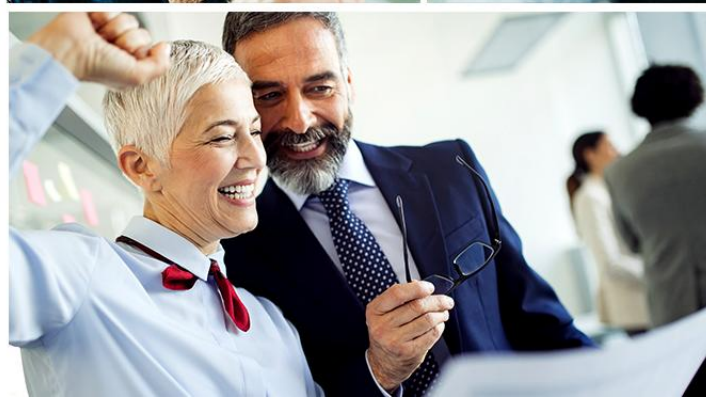
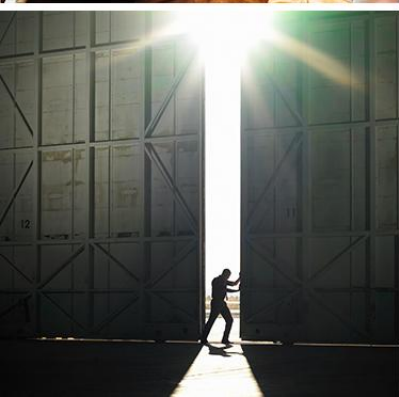
*An overview for NAIC*





## *Mission*

We impact the marketplace for companies that impact the world.





2<sup>nd</sup>  
Largest

Independent US  
B2B Agency

2<sup>nd</sup>  
Fastest  
Growing

US B2B Agency

Agency of  
the Year

B2B Marketing '22

BEST AND  
BRIGHTEST<sup>®</sup>  
COMPANIES  
TO WORK FOR  
IN THE NATION  
WINNER 2023

**We Create  
Meaningful  
Market  
Experiences**



# Potential and current employees are a critical audience

## Brand Platform

Strong Bonds That Drive Advancement.

### Customer Value Proposition

For Semiconductor Manufacturers who need a trusted partner to help them to progress semiconductor technology to the next node and beyond, FFEM builds trusted, collaborative partnerships that drive customer resiliency and success.

### Employee Value Proposition

For ambitious, team-oriented people who want to make a difference in their jobs, FFEM offers the opportunity for growth in a critical and fast-moving industry that provides meaningful work in a mutually-supportive environment.

### Pillars

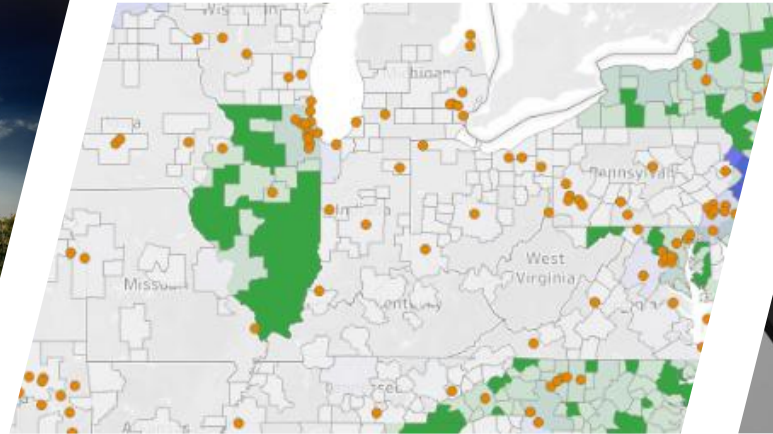
- Customer-oriented and collaborative culture creates active partnerships
- Diverse global teams delivering tailored local support
- Commitment to business continuity proven through capital investments
- Front-to-back products provide a total solution for customers
- Market leading technologies for advanced nodes

### Personality

Dedicated | Collaborative | Curious | Driven



Brand



Demand



Loyalty



Digital Experience



Content Marketing



Media



ABX

## Diverse industries and expertise

MX

High Tech  
and SaaS



Packaging and  
Consumer Goods



Financial  
Services



Industrial and  
Manufacturing



Trade  
Associations



The Association of  
Accountants and  
Financial Professionals  
in Business

Additional





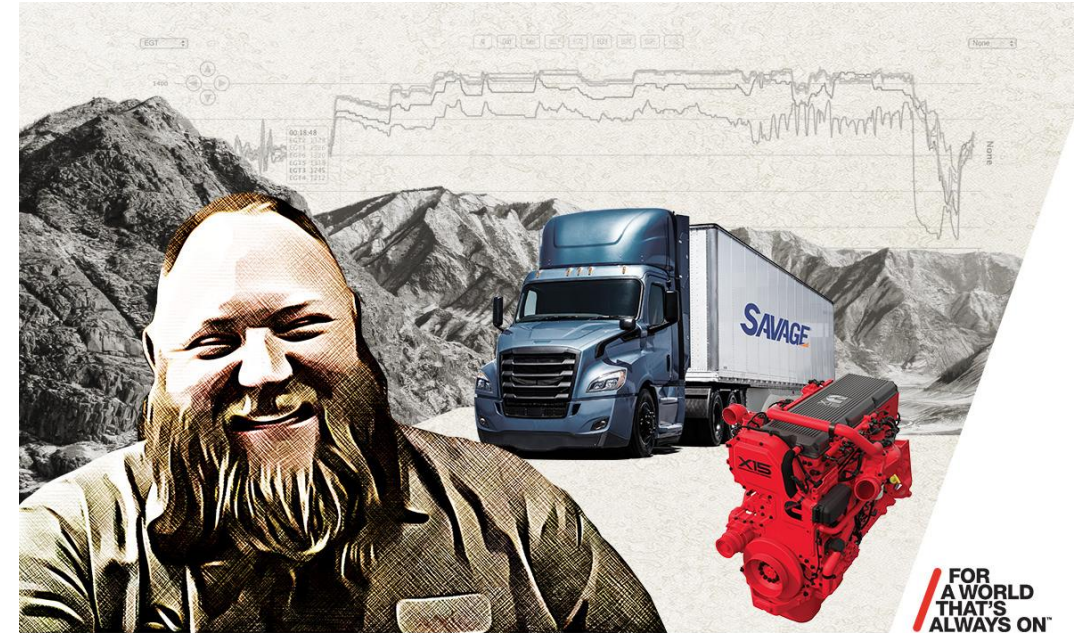
## Employee campaigns

MX



Building on the success of the customer-focused Food Fanatics program, MX launched an internal campaign for US Food's 22,000 employees called "I'm a Food Fanatic."

Featuring an internal publication, a newsletter, celebrations and even new name badges engaging employees in the Food Fanatic movement.



TRUCKS GO THROUGH ALTITUDES 9,000 FEET ABOVE SEA LEVEL IN THE WASATCH RANGE IN CENTRAL UTAH. SAVAGE TRUCKING'S ENGINES HAD BEEN STRUGGLING IN THE THIN AIR FOR YEARS. THEN THEY MET CSSNA RESIDENT TECHNICIAN STEVE SHAW. [SEE WHAT HAPPENED NEXT >](#)

*That's just what we do.*



To connect Cummins employees to something bigger than themselves and raise morale, MX created the "That's Just What We Do" campaign.

This internal marketing program celebrated team members successes with customers by highlighting how they go above-and-beyond as part of the fabric of their being.



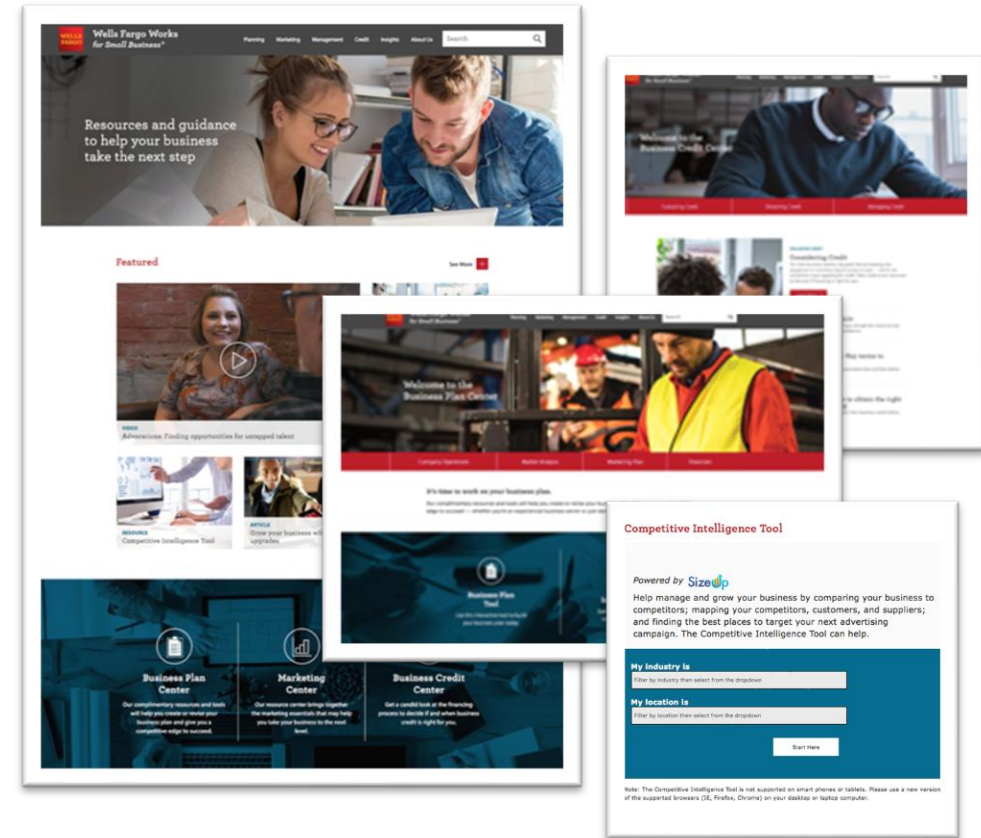
# Employee campaigns

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MX launched the new brand platform to Zekelman's 2,900 employees with a company wide event, pausing production across North America for a live address by CEO Barry Zekelman.

The campaign continues with a Brand Ambassador program, new environmental and an internal communication app for teammates to share and celebrate their latest accomplishments.



MX wrote and designed the quarterly internal newsletter for Wells Fargo's employees then created a web portal for bankers at more than 4,000 locations.

The content hub served to provide insights and training on financing trends, customer stories and Wells Fargo's services and products



B2B Like It Oughta Be.