

Envoy + The Mx Group

RFP Response

June 2021

**Envoy, the app for today's workspace...
let's get famous fast.**

What we heard

Campaign objective

Create awareness of the Envoy suite of solutions; this is an awareness campaign, not a re-branding campaign.

Target audience

- Titles/personas: Technical Directors, Security Leaders, Workplace Managers, HR Administrators
 - **Primary:** Head of workplace from their perspective as an employee
 - **Secondary:** Head of workplace from their perspective as an administrator
- Mid-market: SMB (50–250) and MM (250–1,500)
- Geography: U.S.: Bay Area, NYC, LA, Chicago; U.K.: London

Timing

8/1 launch; 6-month campaign duration with a potential strategy/creative refresh

Considered mediums

Digital, Print, OOH, Audio

Budget

\$6M–\$10M

What you are about to see

The following pages contain the details of an awareness campaign designed to accelerate trust in Envoy at scale. We believe this plan is truly unique in that it will deliver...

- Media value that is 4x the media spend.
- Media placements in premier media outlets that will reach the target audience and build positive brand associations for Envoy.
- Creative ideas that work within the unique brand you have created.
- An approach to asset creation that will put over 85% of the approved budget into working media.
- A plan that will get Envoy in market before August 1 to capitalize on workplace management decisions being made now.
- Flexible media budget options based on two fully negotiated media plans.

400M
impressions

1
event takeover

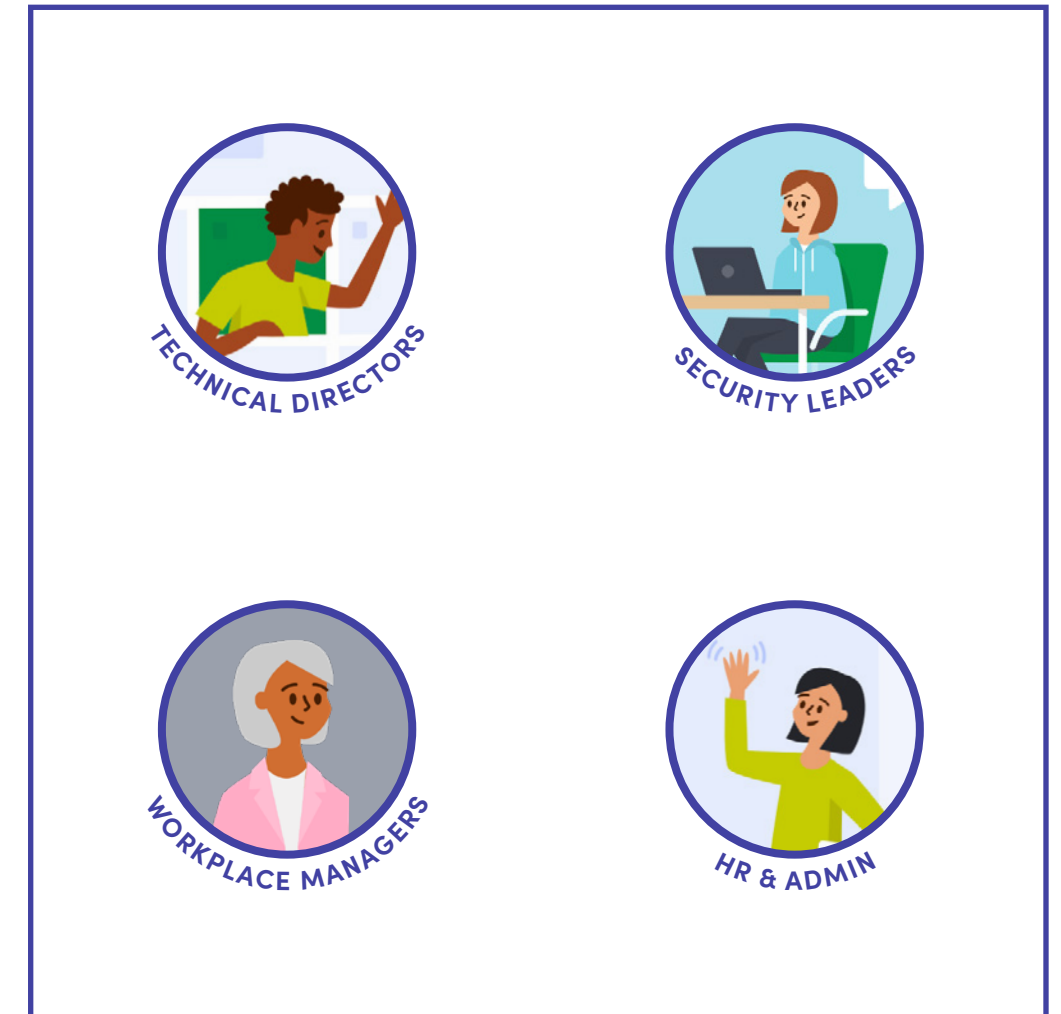
6
months of exposure

Media plan

Delivering 400M targeted impressions by providing
4x the media value for the media spend

Media strategy

1. **Focus** on media and media vehicles that over-index for our target audience.
2. **Diversification** of media mix to reach our target audience and separate Envoy from its competitors who will be predominantly advertising in a digital space.
3. **Accelerate** the speed of exposure for Envoy through not only high-reaching mediums, but also media brands that are highly trusted and have positive brand perceptions among their audience.
4. **Surround** our 4 target personas in key markets with a targeted awareness media mix – paid social, digital, national & metro newspaper, radio, OOH, OTT and select premium magazines.
5. **Minimize waste** and supplement audience targeting through hyper-targeted media.
 - Technical Directors and Security Leaders:
Stitcher podcasts, select premium pubs
 - Workplace Managers & HR Admin:
Association outreach and select premium pubs
6. **Take over** the largest HR technology event in the world.



Media plan 1

BUDGET: \$5.8M**MEDIA VALUE: \$20M**

TARGETED AWARENESS

- Local News & Sports Radio, Pandora
- OOH (Transit, airport and high-impact billboards)
- Paid Social (LinkedIn, Facebook and Instagram)
- Digital (Google, programmatic display and OTT)
- National and Metro Newspaper: WSJ, San Francisco Chronicle, LA Times, USA Today, Sutton & Croydon Guardian, etc.
- Premium Magazine: Fortune, Forbes, Inc, Fast Company

AUDIENCE SUPPLEMENTS

Technical Directors and Security Leaders

- Stitcher Podcasts — Freakonomics Radio, StarTalk, The James Altucher Show
- Programmatic digital display: TechCrunch, Wired, PopSci

Workplace Managers & HR Admin

- SHRM Association Sponsorships
- Premium Magazines: Human Resource Executive, HR Magazine

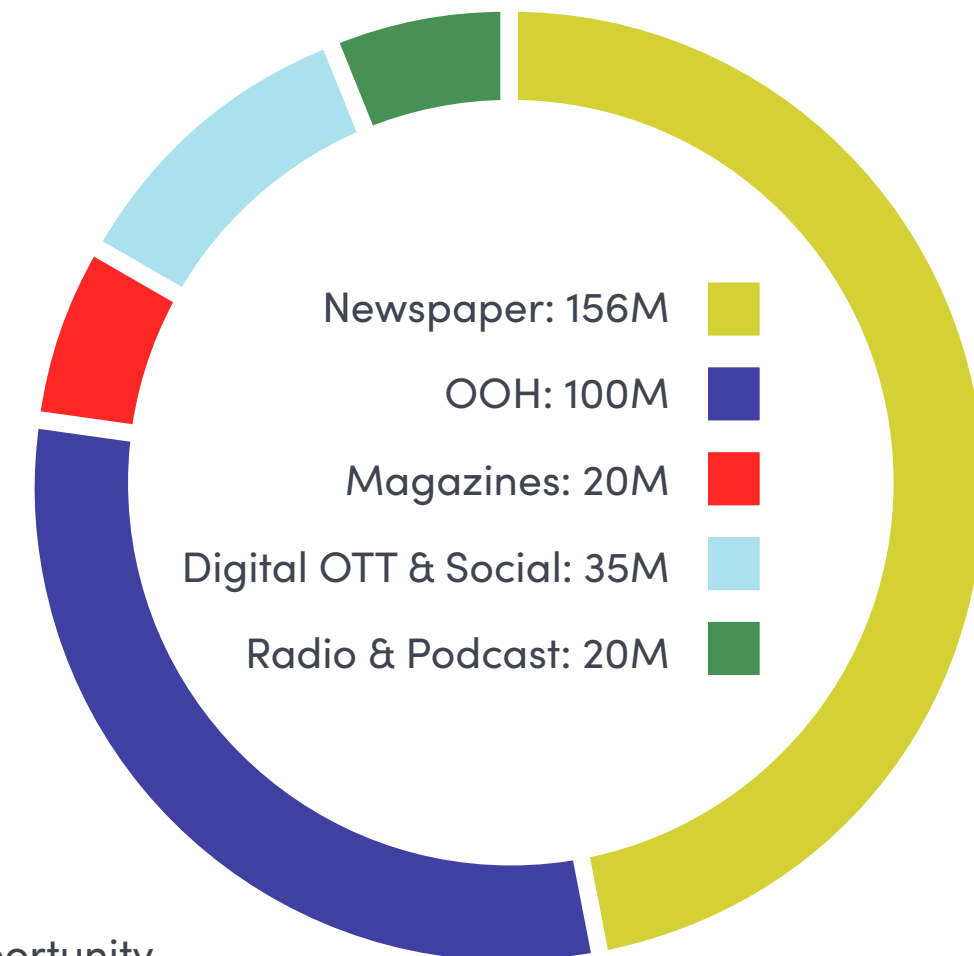
Event Takeover: HR Technology Conference

- 40x20 Booth, Diamond sponsorship including a 50-minute scheduled speaking opportunity

Regional coverage: Bay Area, NYC, LA, Chicago, London

Total approximate impressions: 330M

Impact impressions: 463M



Media plan 2

BUDGET: \$8.1M**MEDIA VALUE: \$30M**

TARGETED AWARENESS

- Local News & Sports Radio, Pandora
- OOH (Transit, airport and high-impact billboards)
- Paid Social (LinkedIn, Facebook and Instagram)
- Digital (Google, programmatic display and OTT)
- National and Metro Newspaper: WSJ, San Francisco Chronicle, LA Times, USA Today, Sutton & Croydon Guardian, etc.
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AUDIENCE SUPPLEMENTS

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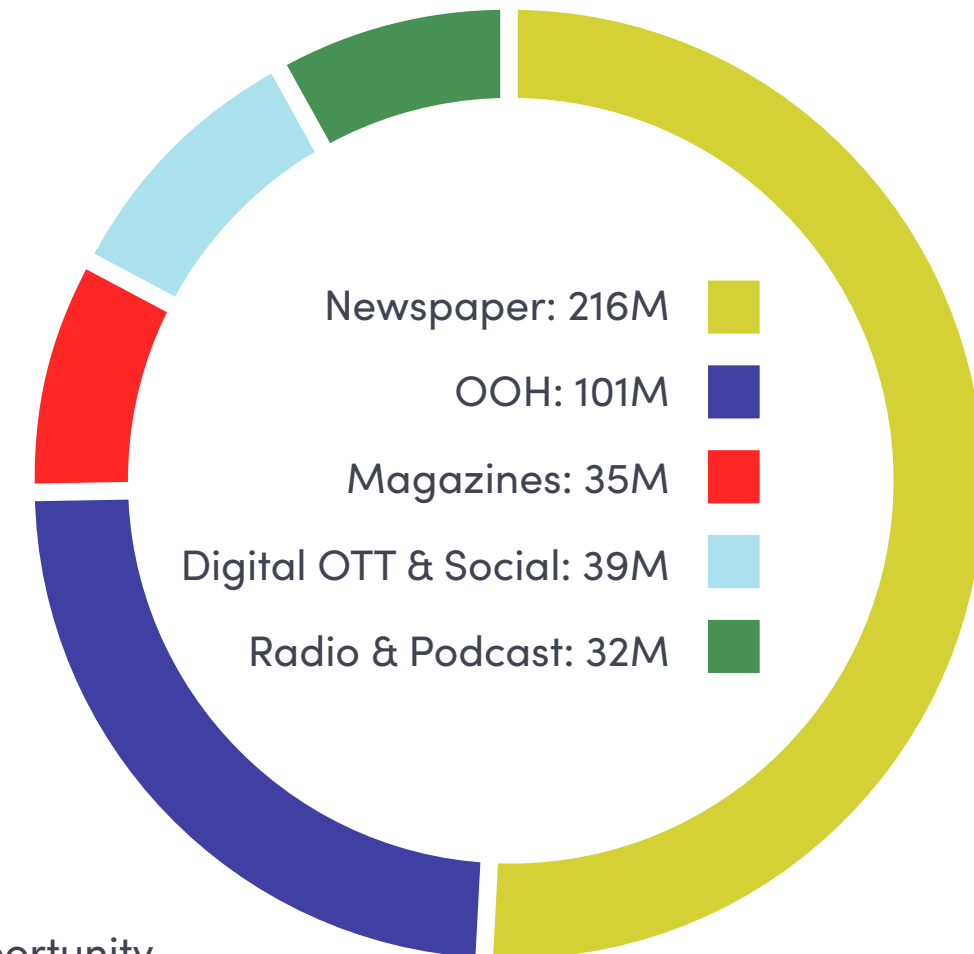
Event Takeover: HR Technology Conference

- 40x20 Booth, Diamond sponsorship including a 50-minute scheduled speaking opportunity

Regional coverage: Bay Area, NYC, LA, Chicago, London

Total approximate impressions: 423M

Impact impressions: 634M



Premiere targeted media properties

Entrepreneur

FASTCOMPANY



HRMagazine

Human Resource
Executive

Forbes

WSJ

Inc.

FORTUNE

hulu



Google



Creative ideation

A couple thought-starters...

Our thinking

As a brand, Envoy strikes us as fun, playful, cheery and non-corporate, a badly needed antidote to the overwhelming stresses of the past year. Perhaps more than any single issue, the removal from others — family, friends, neighbors and co-workers — has been our greatest shared pain point. We're now emerging from the isolation with renewed joy and fresh commitment to making being together smarter, safer and just plain better than ever. No app is more right for this moment than Envoy.

We hope you enjoy looking at some of our creative areas as much as we did creating them.

Creative area: Details

It's the little things: a chance to wave “hello” to a real co-worker in person, or to say “good morning” at the coffee machine, or just to see a smiling face without a screen.

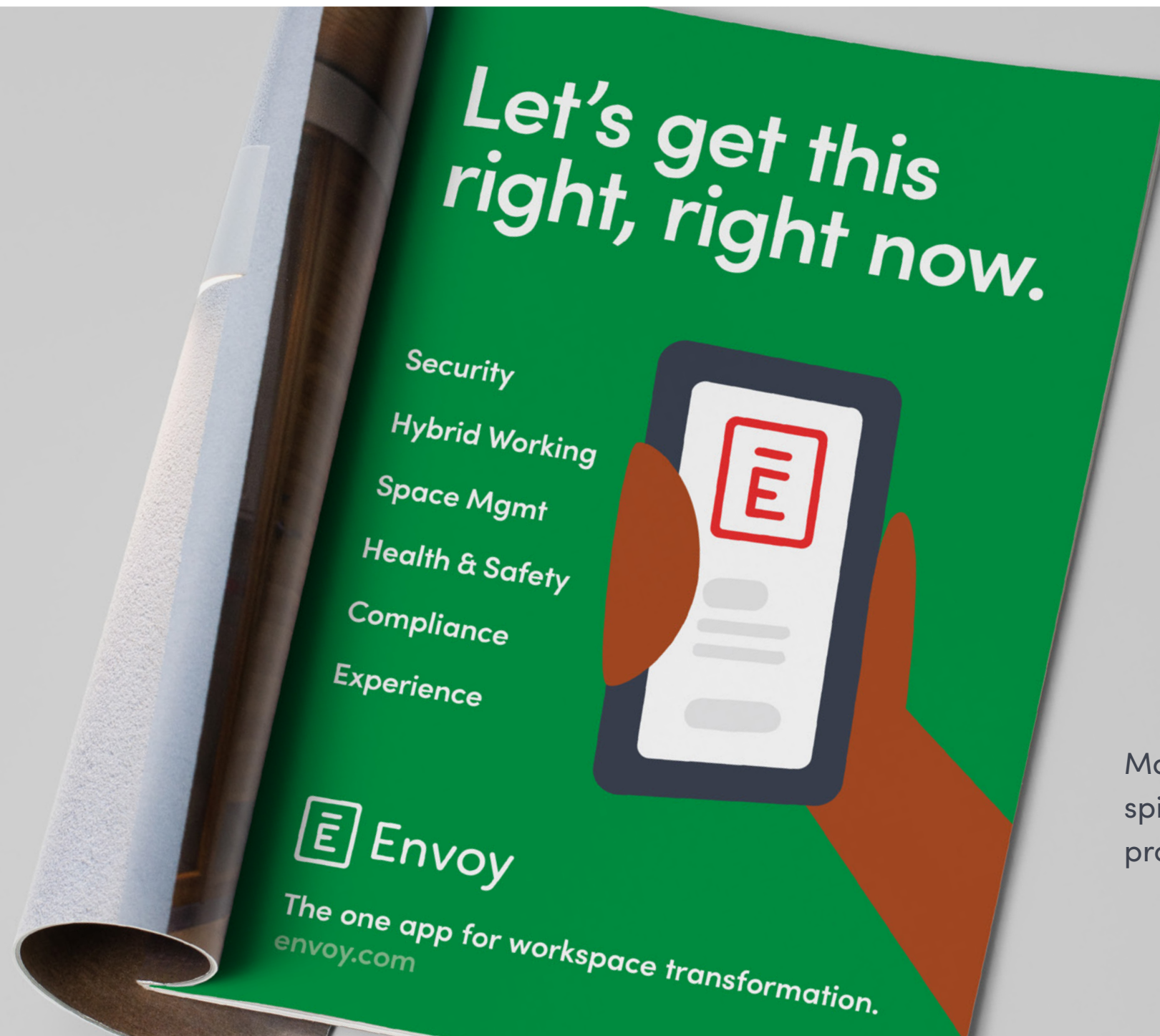
Getting back to work will not be as it had been, but many aspects of the old ways of working — those involving real togetherness — will be prized now more than ever.

We propose a campaign for Envoy celebrating these details in the illustrated brand style Envoy has already created.

A note on “Workplace” vs. “Workspace”

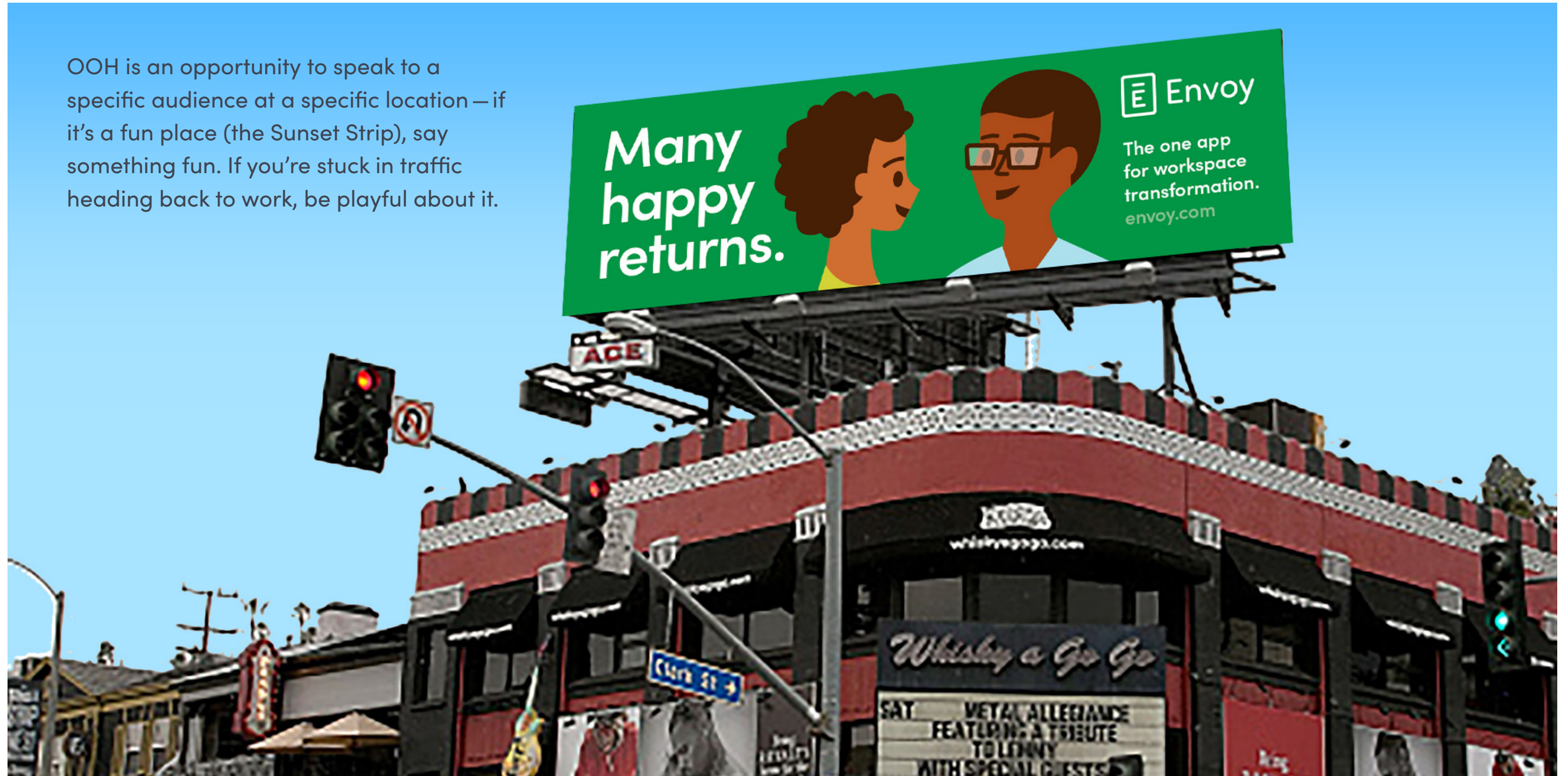
“Place” seems to suggest the strict confines of an office, whereas “space” feels somehow larger and can include all remote, hybrid and in-office personnel. This is to be discussed further, but in the following executions, we’ve gone with “workspace.”





Magazine print is an opportunity to keep the spirit of the campaign while taking a more product-focused approach.

OOH is an opportunity to speak to a specific audience at a specific location — if it's a fun place (the Sunset Strip), say something fun. If you're stuck in traffic heading back to work, be playful about it.





Details: Rationale

Quick and immediate. Bold and assertive. Fun and intriguing. Takes a well-branded approach to reaching key stakeholders as employees first. Explains the nature of the product while holding back just enough info to make a viewer want to go to the site.

Creative area: Love letters

It's been a heck of a year for all of us. And we're not sure we're ready to rush right back to the office, but we also miss the energy created by working together in person. Envoy understands these complexities and holds space for them — at work, and sometimes at home. So, what better way to celebrate this moment than by writing letters to the audience that will benefit most from the Envoy product offerings?

This campaign acknowledges our shared experience and builds awareness for how we'll share workplaces again.

We know how you feel about heading back to the office.

It'll be challenging to start regular routines again but exciting to reclaim some of what we've lost. The ability to slide an idea across a table to a co-worker. The friendly assurance of a handshake. And the joy of sharing the stories of our lives around the water cooler. Now is the time. We'll never go back to the way things were. But we can return.

And we can finally do it together.



envoy.com





These iconic landmark sketches, added to Envoy's already-existing illustrations, help identify and target the 5 key markets. If approved, our creative team will translate these suggested sketches to the established brand style.

Dear New York,

We know how you feel about heading back to the office.

Excited. Nervous. Energized. Employers feel the same way. Now there's an app to help everyone manage the process together: Envoy Desks, part of Envoy's workplace platform. Desks empowers employees to reserve a desk for safe on-site collaboration — and enables employers to keep everyone safely distanced while utilizing space well. We'll never go back to the way things were. But we can return.

And we can finally do it together.

ENVOY'S WORKPLACE PLATFORM

- Protect:** Manage hybrid schedules and keep employees safe.
- Visitors:** Welcome guests while keeping people, property, and ideas safe.
- Desks:** Empower employees to reserve a desk in the office.
- Rooms:** Easily book rooms for collaboration and free up unused space.
- Deliveries:** Declutter the mailroom by prompting package pickup.

 **Envoy**

envoy.com



Regionally targeted print ads can have a product focus to increase awareness.

Love letters: Rationale

Warm and heartfelt. Universal and far-reaching, but grabs you by the heartstrings. Uses mainstream media and wellness platforms to appeal to the broadest audience of employers and employees alike. Leads with emotions and follows with enough product details to compel action.

Additional creative thinking

Audio presents a powerful messaging opportunity for Envoy. It can't include our branded visual style, but it can reinforce our voice, which is intelligent, confident, upbeat and purposeful.

Radio

We envision a campaign of 30-second spots rich with sound design and a signature music style that begins with identifying a concern employees might have, quickly gets to how our app solves for it, goes to a more complete Envoy offering statement and closes with “Envoy.com: The one app for workspace transformation.” (TBD: We think smart humor can be very effective for this medium in reaching the audience we want.)

Podcasts

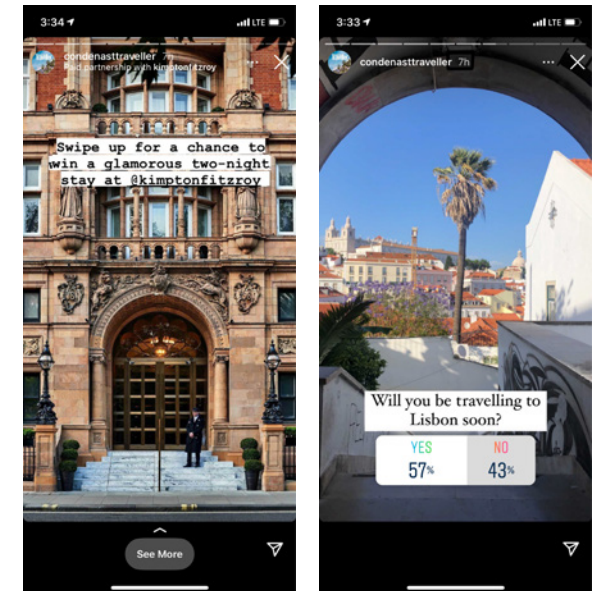
The “Work Smart” series: case studies of how Envoy is used at various companies of all sizes with a hear-from-a-peer vibe, where an interviewer engages employees and management principals at all relevant levels.



Podcast sponsorships

Social media

In addition to a paid social media campaign, Envoy could deploy a series of organic efforts using LinkedIn and Instagram polls to connect directly with key targets.



Pre-roll

A campaign of inexpensive 5–10 second videos consisting of motion graphics and animation each making a singular product claim before our consistent close of “Envoy.com: The one app for workspace transformation.”

Proposal details & timeline

July 22 launch!!

Timeline

	June					July				August				
	5 / 31	6 / 7	6 / 14	6 / 21	6 / 28	7 / 5	7 / 12	7 / 19	7 / 26	8 / 2	8 / 9	8 / 16	8 / 23	8 / 30
Operations								July 22 Launch (Newspaper, Social & Digital)						
Proposal delivery	June 4													
Proposal approval & Mx selection		June 10												
MSA/contract finalization			June 14											
Media cost pre-payment					June 30									
Creative development														
Creative area selection		June 10												
Campaign development			June 15											
Material delivery to publishers						July 5								
Media strategy & execution														
Media strategy presentation	June 4													
Media plan delivery			June 14											
Media plan approval			June 17											
Media authorization to buy					July 2									

Budget

Representative of two fully negotiated media plans. Each delivers value well above spend and places over 85% of the budget into working media with flexibility on total spend.

	Media plan 1	Media plan 2
Media budget	\$5,250,000	\$7,300,000
Measured media value off rate card	\$20,000,000	\$30,000,000
Return on media investment	3.8	4.1
Creative & production fees	\$630,000	\$876,000
Total budget	\$5,880,000	\$8,176,000

Why The Mx Group

The Mx Group is one of the fastest-growing integrated B2B marketing agencies in the country, with a 30+ year history of making an impact on companies that impact the world. We find ourselves at the intersection of an amazing opportunity with Envoy.

- We are your target audience, as we are actively evaluating how to bring our team back to the office safely.
- We have a media partnership that can bring large-scale media awareness to life quickly and at tremendous value.
- We have a team ready to go!

We are an independent, agile, flexible and results-driven agency that works tirelessly with clients who share similar core values and appreciate a true B2B partner.

We are excited to partner with Envoy on your immediate and long-term communications needs.

By the numbers

130

B2B professionals

2nd

fastest-growing B2B
agency in the U.S.

3rd

largest independent
agency in the U.S.

5 years

Chicago's Best &
Brightest company

Awareness case study

To navigate the noise and fear of a global crisis, we recommended Zekelman Industries narrow its message and broaden its challenge to the market: Make it here. Whoever you are, whatever you make, do it domestically.

Our ultimate goal was to ignite awareness and drive demand by galvanizing the market with messages about easier, cleaner, greener, smarter and more precise ways to build and manufacture right here in North America.

HORIZON
INTERACTIVE AWARDS

WINNER

B2
AWARDS

FINALIST

B2B Marketing
Elevation Awards
USA 2021

FINALIST

5x

media spend value

300M

impressions generated

3x

increased website traffic

[Click to read the case study](#)

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

zekelman.com

 **Zekelman** Industries