

# *Own*{backup}

Media Strategy & Plan Options

May 2023



You created the idea of data independence  
Let's *Own* it.

# What we heard

## Campaign objective & strategy

Position OwnBackup as THE leader in data independence prior to SF BU launch by:

- Raising brand awareness
- Building value in “data ownership”
- Positioning SMEs as thought leaders

## Target Audience

- Primary: CSO / CISO
- Secondary
  - CIO, CFO, CTO
  - Managed Service Providers
  - Product users & Salesforce admins
- Tertiary
  - CMO, VP Sales
  - Analysts & Financial Investors

## Core geographies

National US

Focus on: SFO, NYC, London

## Timing

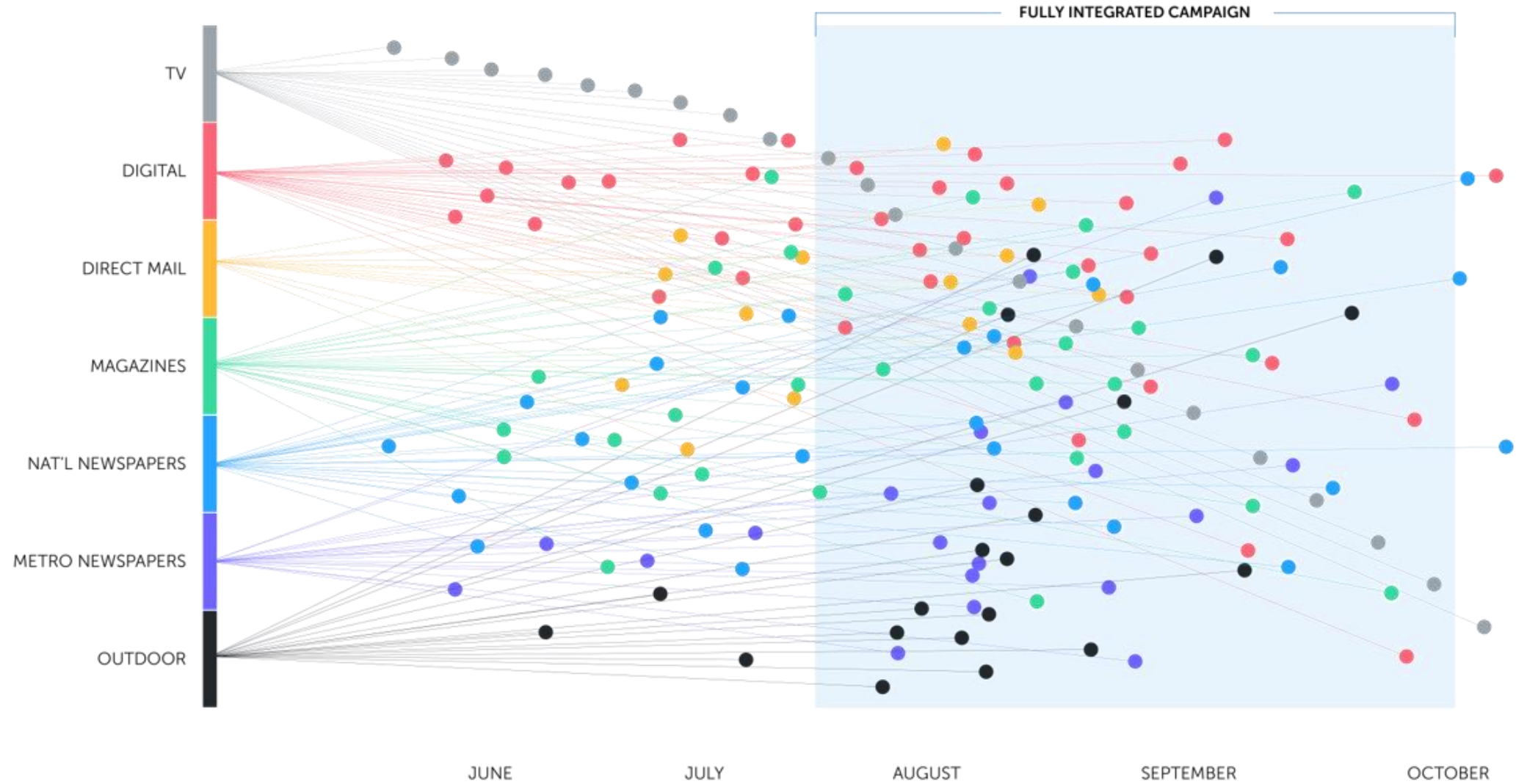
Phase 2: Launch 6/26

Three-month campaign duration through Dreamforce 9/12-14  
leading up to October OwnBackup brand launch

## Budget

Options ranging from \$1.25M - \$10.00M

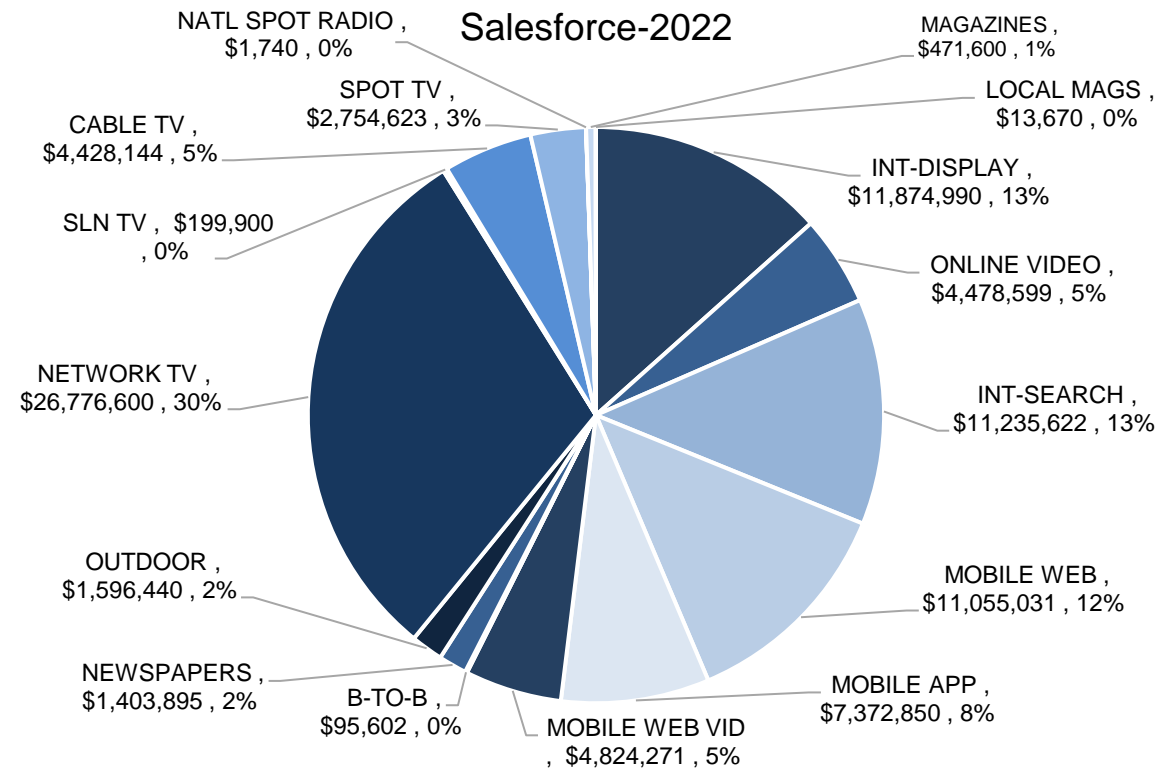
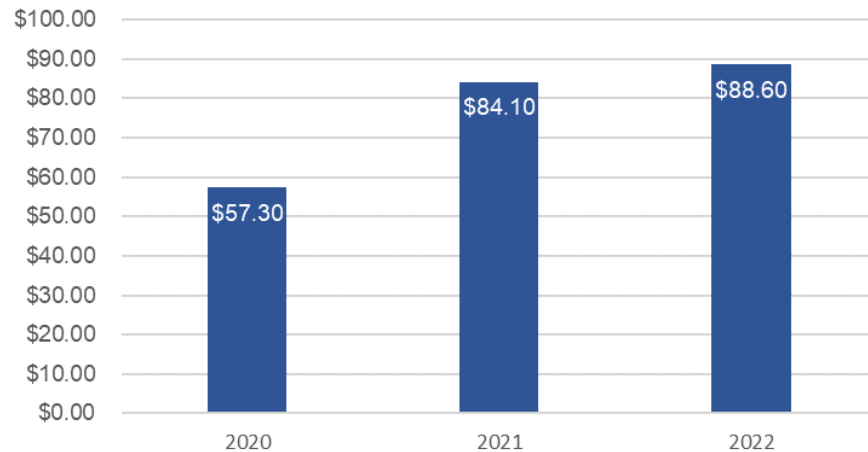
## Media flighting



## Salesforce has come to play

Despite what may seem like overwhelming competition, OwnBackup can elevate their brand make their voice heard with the following media plans that embrace that challenger brand spirit.

Salesforce Measured Media (Millions)



**Measured Media**  
2022 — \$88,583,576

## What you are about to see

The following pages contain the details of awareness plans designed to bring OwnBackup's "Data Independence" campaign to the market at scale.

We believe these plans are truly unique in that they deliver...

- Placements in premier media outlets that resonate with the target audiences and build positive brand associations for OwnBackup.
- An approach that will put over 90% of the approved budget into working media.
- Plans that will get OwnBackup in market before by 6/26 and continue to scale through the launch of the Salesforce backup product.
- Creative mediums that align with the concept of Manifesto Week & Data Independence.
- Flexible options based on fully negotiated media plans.

**3+**

Plan tiers

**2-3x**

Media value vs. spend

**367M**

Potential impressions

## Media strategies

**Focus** on media and media vehicles that over-index for our target audience.

1. **Diversification** of media mix to surround our target audience and position OwnBackup as the leader in data ownership.
2. **Accelerate** brand awareness & trust in OwnBackup through not only high-reaching mediums, but also media brands that are highly trusted and have positive brand perceptions among the target audience groups.
3. **Increased reach and frequency in key markets** with a targeted awareness media mix.
4. **Supplement** mass audience targeting with hyper-targeted media.
5. **Activate** at Blackhat (August), Dreamforce (September) & regional Salesforce Dreamin' events throughout the year.

Primary:



CSO/CISO/CIO



CTO

Secondary:



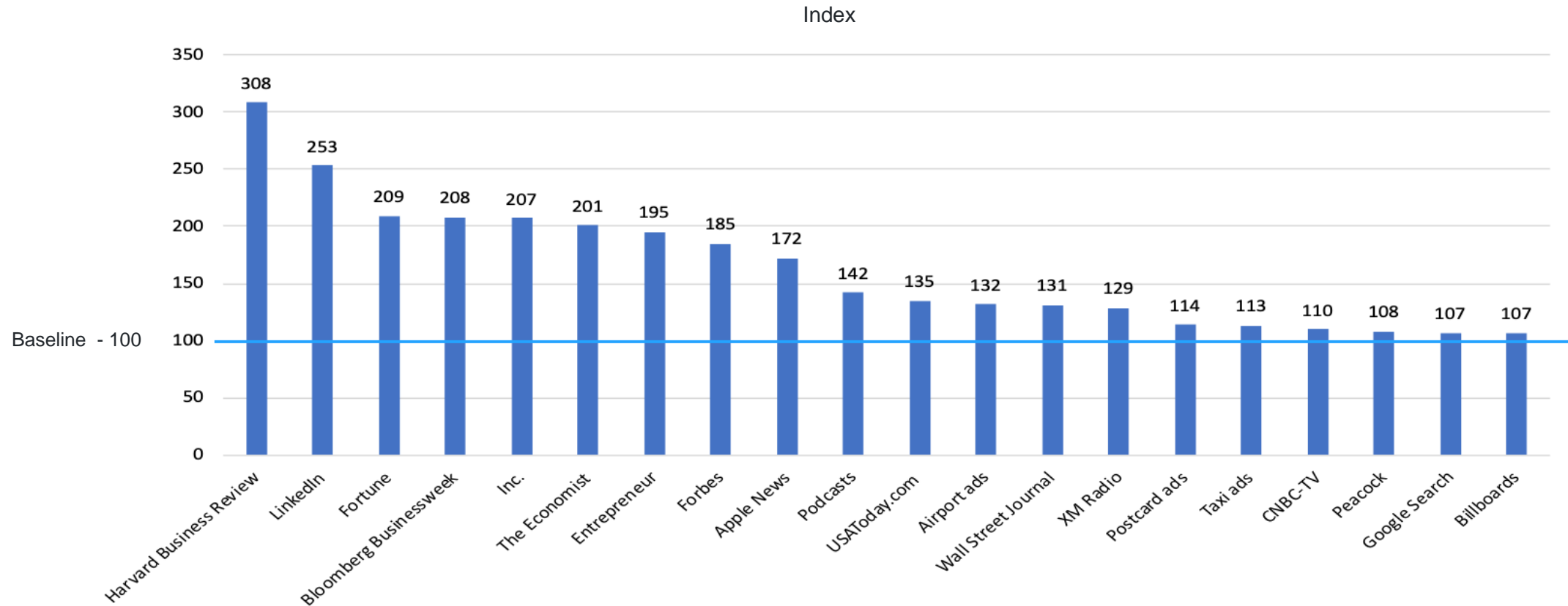
CRM Platform Owners



Managed Service  
Provider

## Targets over index against all core media channels

Job Area: MIS/IS/IT/NETWORKING/TECHNOLOGY-RELATED or Job Title  
(C-Suite 1 (NET) or C-Suite 2 (NET) or Top Management Index)



Note: Demographic used in MRI varies from specified due to range limitations and sample size stability



## Premiere targeted media properties

**Bloomberg**

**Harvard  
Business  
Review**

**WSJ**

**The  
Guardian**

**Entrepreneur.**

**HEDGE**

**squaremile**  
THE VOICE OF THE CITY



**Apple News**

**WIRED**

**Forbes**



**FASTCOMPANY**

**FORTUNE**

**SF**  
**Chronicle**



**Inc.** peacock

## Media plans

Three options for Data Independence campaign: June - October

One option that carries through phase one of the rebrand: June - December

# Plan 1 — Economy Class

Workhorse plan that covers all the bases:

## 1. National awareness

- **Newspaper:**
  - Wall Street Journal - Back page – 7/3
  - Guardian
  - USA Today - Takeovers
- **Magazine:**
  - Entrepreneur, Fast Company, Fortune, Hedge (UK) & The Square Mile (UK)

## 2. Regional supplements

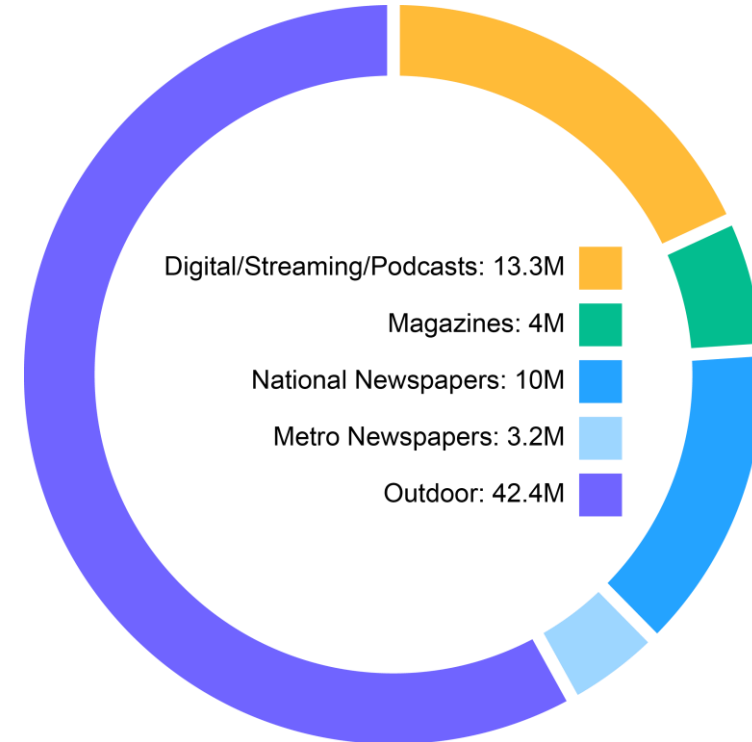
- **Newspaper:** San Francisco Chronicle, Richmond & Twickenham Times, Surry Comet, Sutton & Croydon Guardian, Wimbledon & Wandsworth Guardian
- **Out of Home:** NYC & SF

## 3. Audience supplements

- Peacock OTT
- Programmatic Display & Video
- Retargeting
- LinkedIn
- SEM
- Fastcompany.com & Fortune.com

**BUDGET: \$1.25M**

**MEDIA VALUE: \$2.6M**



**73M**

impressions

**+4M**

Impact impressions

**\$15.37**

cost per thousand impressions



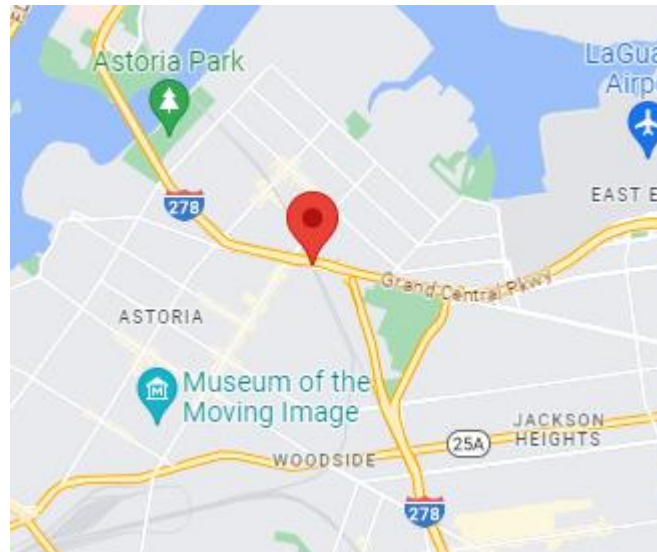
## New York City Outdoor #023124

This head-on bulletin is located in the Grand Central Parkway in Astoria, Queens, just ½ mile from the Triboro Bridge. Vehicles traveling west on the Grand Central Parkway will pass under this bulletin, as they make their way into Manhattan or the Bronx.

Monthly IMPs: 2,118,248

Illuminated: Yes

# periods: 2-3



**2.1M**  
monthly impressions

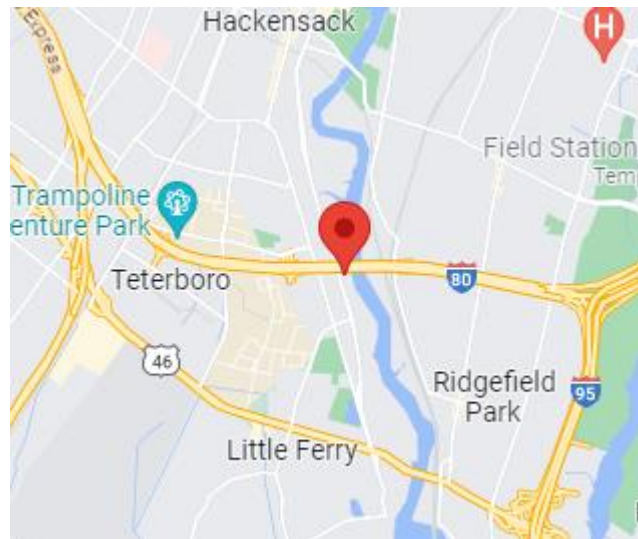
## New York City Outdoor #028107

This billboard is located in Hackensack, NJ and reads to traffic traveling eastbound on the most heavily traveled section of I-80 in New Jersey. Commuters on this interstate are traveling toward the NJ Turnpike, George Washington Bridge, and New York City from the upscale communities of Bergen, Morris, Essex, and Passaic Counties.

Monthly IMPs: 1,016,381

Illuminated: Yes

# periods: 2-3



# 1.0M

monthly impressions



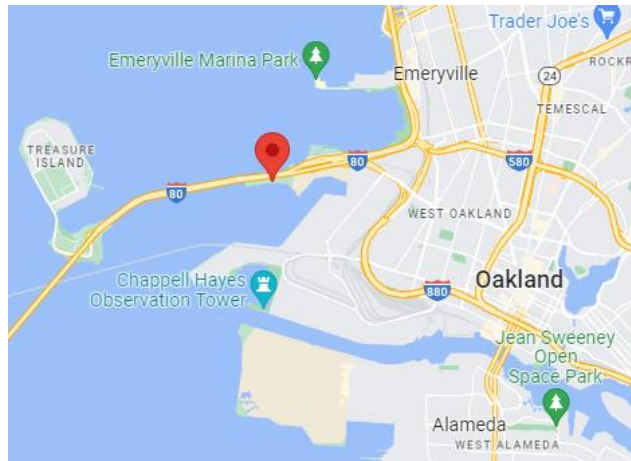
## San Francisco Outdoor #001342

This billboard is located at the East end of the Bay Bridge, just beyond the toll booths. The San Francisco-Oakland Bay Bridge is the most traversed bridge in the Bay Area. The Bridge is a primary commuter thoroughfare, taking thousands of commuters into and out of San Francisco and East Bay every day.

Monthly IMPs: 1,778,268

Illuminated: Yes

# periods: 2-3



# 1.8M

monthly impressions





## San Francisco Outdoor #001385

This digital bulletin is located on the Bayshore Freeway (US 101) in the heart of the Silicon Valley. This technology center serves as corporate HQ to international companies such as Apple, Cisco, Hewlett Packard, and Google.

Monthly IMPs: 1,639,948  
Illuminated: Yes  
# periods: 2-3



**1.6M**  
monthly impressions



## Plan 2 — Business Class

**Builds on Plan 1** with the addition of the following:

### 1. National awareness

- National Cable Television on CNBC - 115 total units
- National Magazines - 44 total ad pages
- National Newspaper – 25 total units

### 2. Regional supplements

- London Taxi Takeover - Six months, 45 taxis
  - Includes electric vehicles @ Wimbledon
- Additional OOH in SF & NYC
- Peacock – London

### 3. Audience supplements

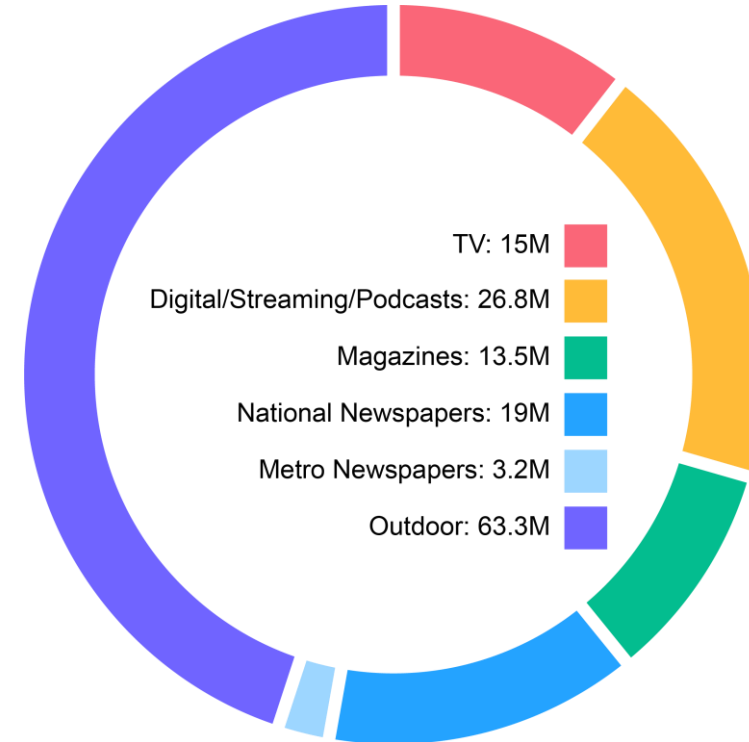
- CSQ.com takeover (1 month)
- Apple News & Apple Stocks
- XM Radio (Streaming)
- Podcasts – Predictive Audience Security and Privacy, IT Industry B2B Decision Maker
- Forbes.com & Inc.com
- Increased impressions across base programmatic & LinkedIn plan

### 4. Event takeovers

- Geofencing programmatic saturation around:
  - Dreamforce in SF
  - Black Hat in Las Vegas
  - "Dreamin'" events in Atlanta, Portland, Lake Tahoe, Minneapolis, Ft. Lauderdale, Denver, Manchester & Clearwater Beach

**BUDGET: \$2.5M**

**MEDIA VALUE: \$5.7M**



**140M**

impressions

**+24M**

impact impressions

**\$15.96**

cost per thousand impressions

# London Outdoor

40x Taxi SuperSides

5x Electric Full Livery (sides, bonnet/hood, boot/trunk & top)

Targeted focus on Wimbledon July 14-16 with the 5x Electric Livery's

Targeted dates to cover SF WT London

Monthly IMPs: 5,000,000+

Timeframe: 6 periods (End of June – December)

**5.0M**  
monthly impressions

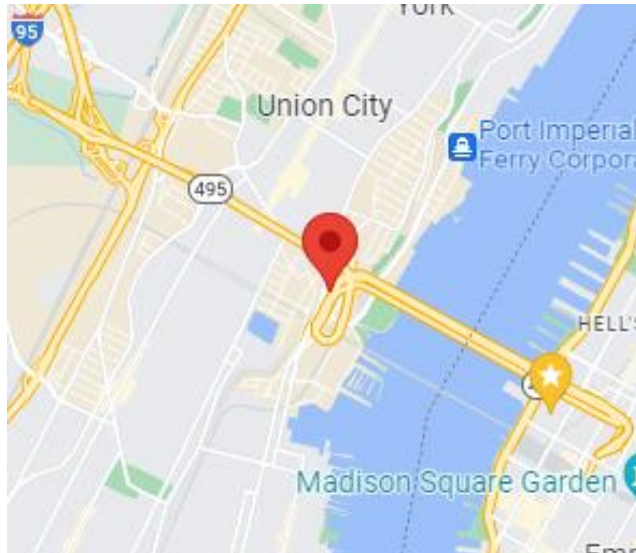




## New York City Outdoor #031101

This over-sized bulletin is right at the entrance of the Lincoln Tunnel, the primary entry point into Manhattan from New Jersey. Targeted traffic includes daily commuters and traffic from Newark Liberty International Airport.

Monthly IMPs: 5,058,907  
Illuminated: Yes  
# periods: 3



**5.1M**  
monthly impressions

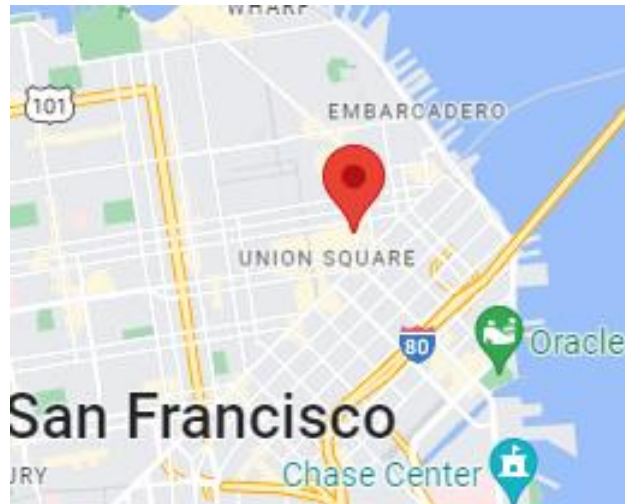
## San Francisco Outdoor #003804

This location, in the heart of the city's financial and business district, is seen by heavy one-way traffic heading to North Beach, the Marina, and Marin County. Within close proximity of this wallscape is the Union Square shopping district which boasts upscale retailers that include Nordstrom's, Macy's California and Sak's Fifth Avenue.

Monthly IMPs: 1,423,648

Illuminated: No

# periods: 3



**1.4M**  
monthly impressions

## Plan 3 — First Class

Includes all of Plans 1 & 2. Adds more of everything!

### 1. National awareness

- More CNBC!
- More marquee digital
  - Bloomberg.com, Harvard Business Review, USAtoday.com
- More national print
  - Bloomberg Businessweek, Inc, Harvard Business Review, Innovation & Tech Today, Success, Wired (UK)

### 2. Regional supplements

- Metro newspaper in additional markets
  - Los Angeles, San Diego, London Telegraph
- Additional OOH in NYC

### 3. Audience supplements

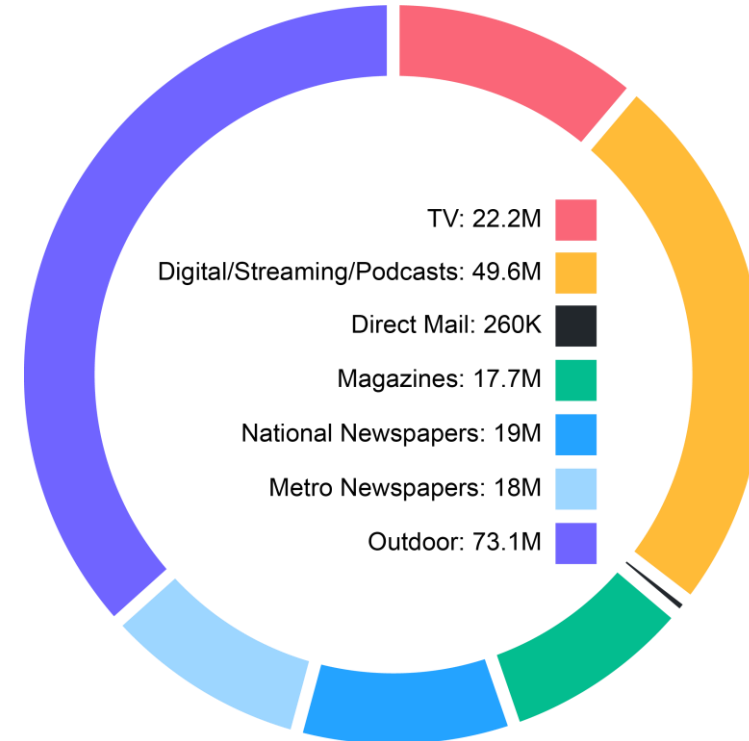
- More programmatic
- Direct outreach via email & direct mail (match back analysis, 175K addresses)
  - YouTube, Geo-fence

### 4. Event takeover

- Guerilla Marketing around Dreamforce

**BUDGET: \$5.0M**

**MEDIA VALUE: \$11.9M**



**200M**

impressions

**+51M**

impact impressions

**\$22.49**

cost per thousand



## New York City Outdoor #022285, 022286, 022287

This uniquely shaped digital spectacular reaches both vehicular and pedestrian traffic on both 41st St. and 7th Ave. This sign is situated in close proximity of numerous attractions, such as Times Square and The Fashion District.

Monthly IMPs: 4,107,276

Illuminated: Yes

# periods: 3-6

**4.1M**  
monthly impressions





# DreamForce — Guerilla Takeover

## Laser Projection

Laser projections enable OwnBackup to target various high traffic areas of San Francisco and then transform virtually any physical wall surface into an exciting digital canvas bursting with light.

This spectacular outdoor display of static and animated brand messaging stops consumers in their tracks and compels them to engage, react and share.

Multiple locations throughout all three nights of DreamForce (5 hours per night).



# DreamForce — Guerilla Takeover

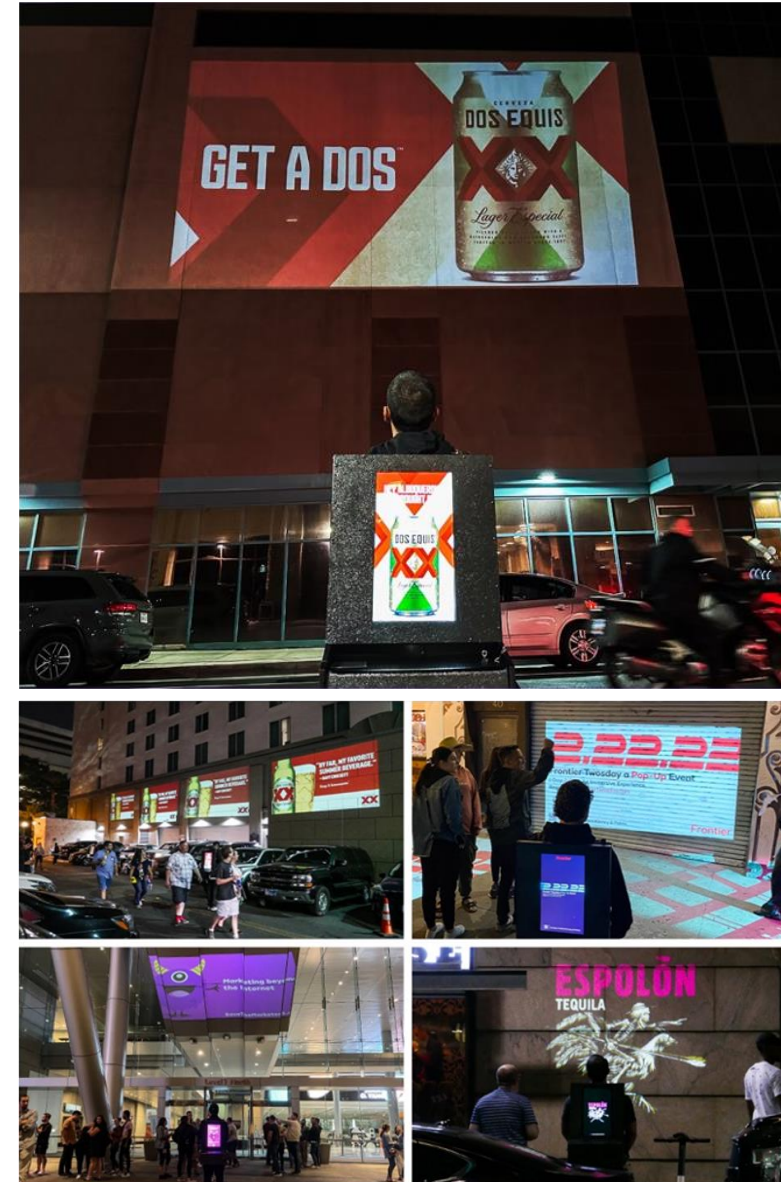
## ProjectionMan

A fusion of digital HD projections and a digital 24" touchscreen. Day and night, ProjectionMan goes directly to where the people are for the ultimate engagement.

The teams are equipped with digital HD projectors and 24" screens built for the streets.

Each team member has the ability to project on walls, sidewalks, ceilings, and any other visible surface.

Multiple locations throughout all three nights of Dreamforce (4 ProjectionMen / 5 hours per night).





# DreamForce — Guerilla Takeover

## Live Illuminated Billboards

Brand Ambassadors wearing the branded pack compel consumers to engage, react and share. This highly-visible eye level medium creates a memorable advertising experience for your brand.

Brand Ambassadors can pass collateral as well as premiums for consumers.

Multiple locations throughout all three nights of DreamForce (4 Live Illuminated Billboards / 6 hours per night).



## Plan 4 – Private Jet

Includes all of Plans 1, 2 & 3. Adds more of everything!

### 1. National awareness

- Total of 345 CNBC spots
- 81 national print newspaper placements
- 180 total ad pages in premium magazines
  - 16-page spreads in Fast Company and Fortune

### 2. Regional supplements

- 254 FPFC metro newspaper placements
- Additional OOH in NYC, SF, LA, SD

### 3. Audience supplements

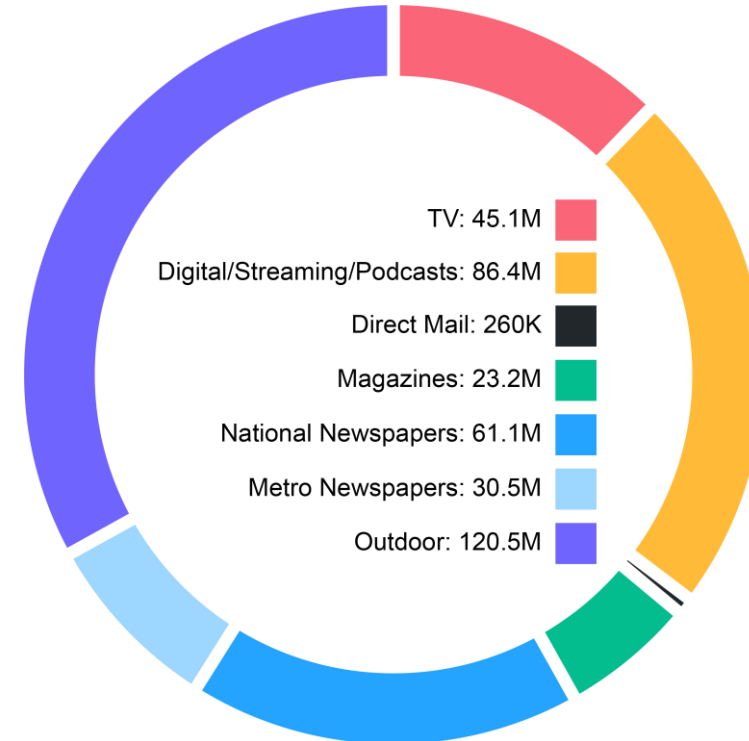
- Over 86M digital and paid social impressions

### 4. Event takeover

- Guerilla Marketing around Dreamforce

**BUDGET: \$10M**

**MEDIA VALUE: \$25.6M**



**367M**

impressions

**+125M**

impact impressions

**\$24.52**

cost per thousand



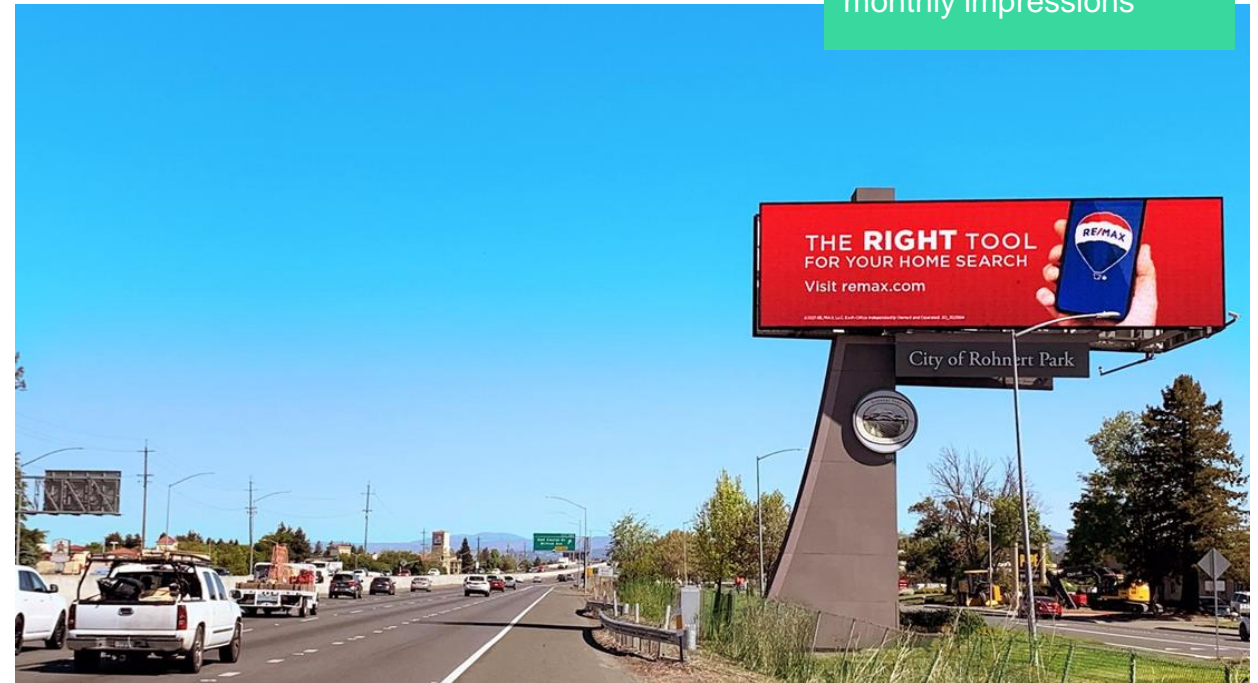
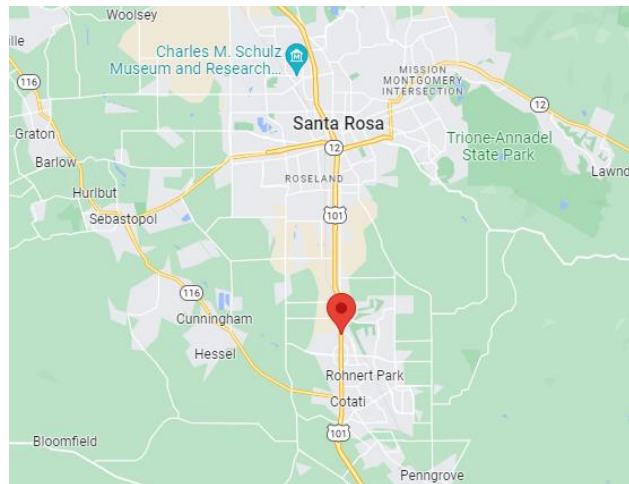
## San Francisco Outdoor #114

North bound in the Heart of Wine Country Near  
Graton Casino and Sonoma State University.

Monthly IMPs: 2,125,824

Illuminated: Yes

# periods: 6



**2.1M**  
monthly impressions

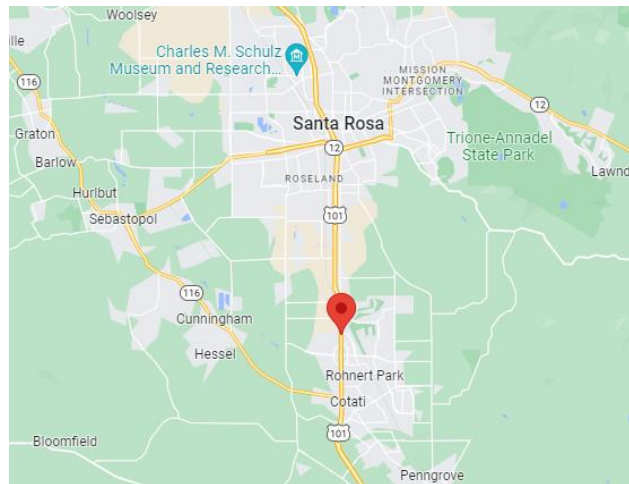
# San Francisco Outdoor #115

South bound in the Heart of Wine Country Near  
Grafton Casino and Sonoma State University.

Monthly IMPs: 1,028,468

Illuminated: Yes

# periods: 6



**1.0M**  
monthly impressions

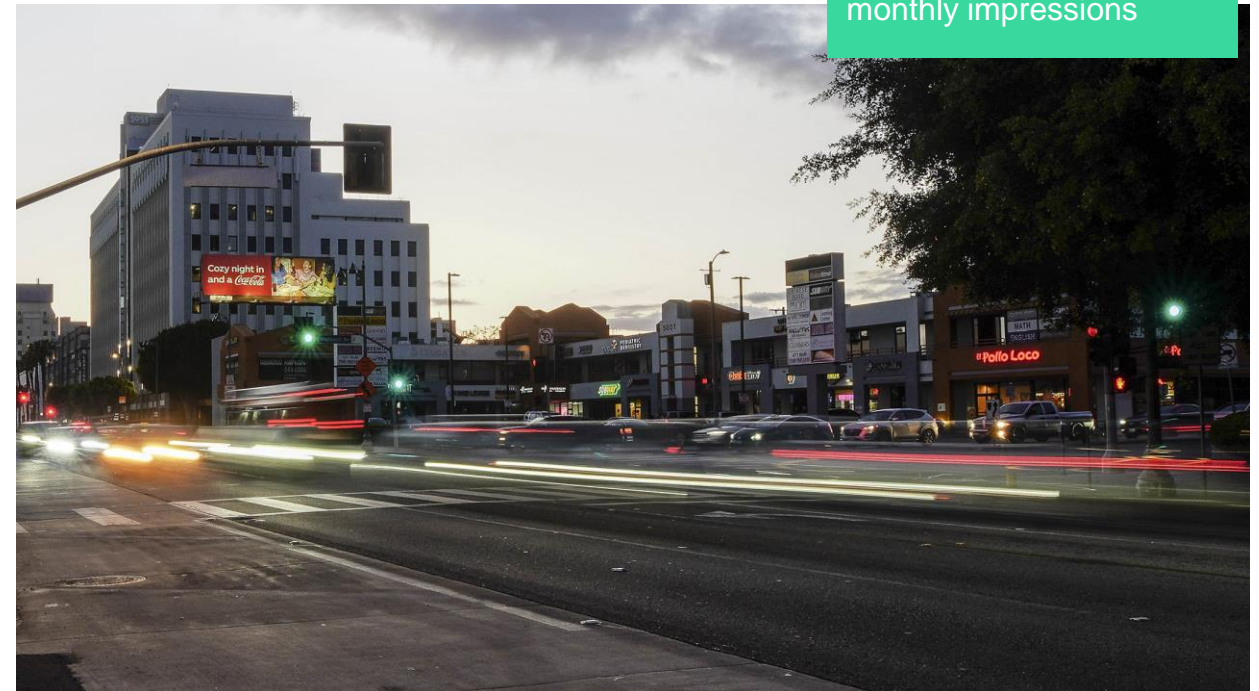
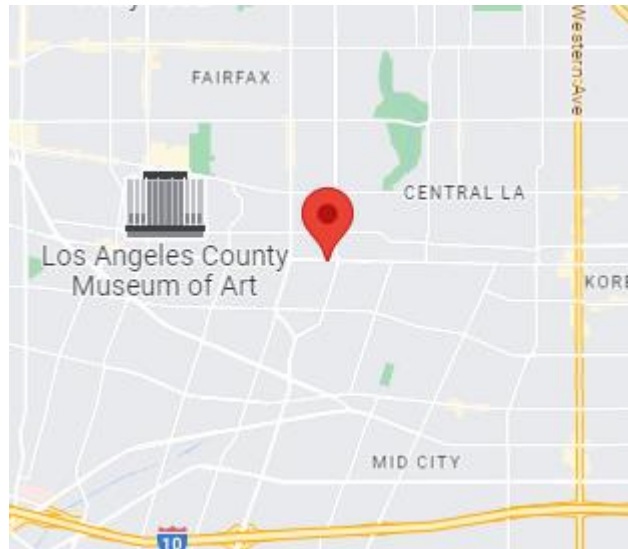
## Los Angeles Outdoor #LA008

Long approach and great visibility at this major intersection. Reaches all heading west from Hancock Park towards LACMA/Mid-Wilshire, Beverly Hills, and Hollywood.

Monthly IMPs: 1,302,200

Illuminated: Yes

# periods: 3



**1.3M**  
monthly impressions



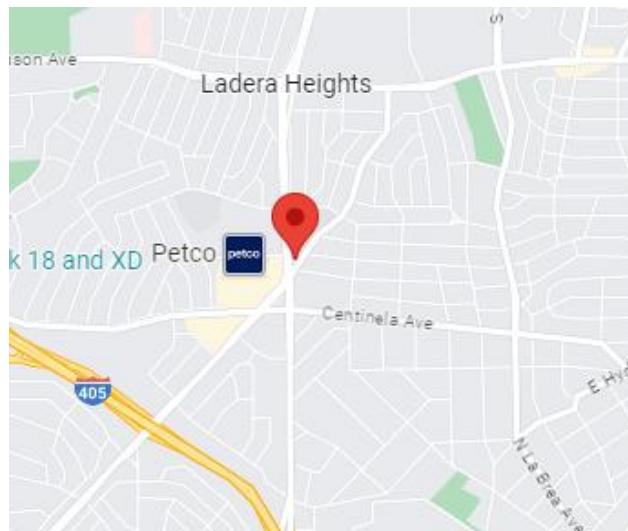
## Los Angeles Outdoor #007546

This dual-read digital bulletin is located on heavily traveled La Cienega Blvd; a popular alternate north-south route for commuters who want to avoid the San Diego (405) Freeway traveling to and from Los Angeles and LAX.

Monthly IMPs: 1,823,936

Illuminated: Yes

# periods: 3





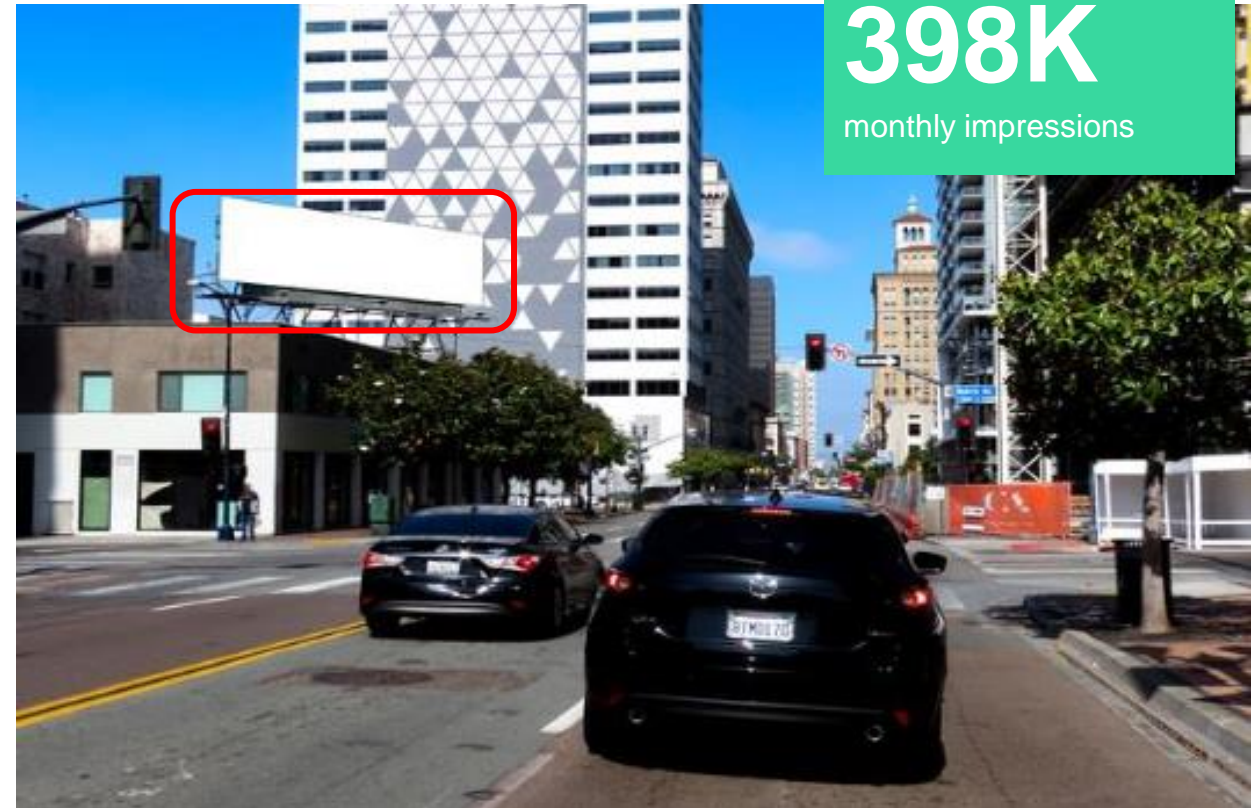
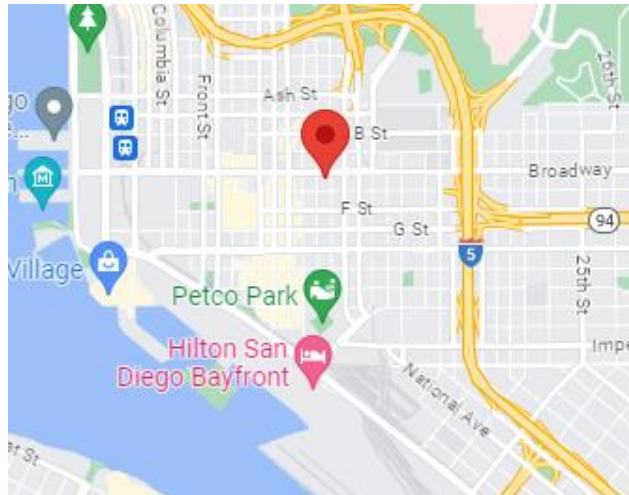
## San Diego Outdoor #009002

This bulletin is located in the heart of Hip & Trendy Downtown San Diego on heavily traveled Broadway. Broadway is the main arterial connecting commuters traveling to the downtown financial district.

Monthly IMPs: 398,342

Illuminated: Yes

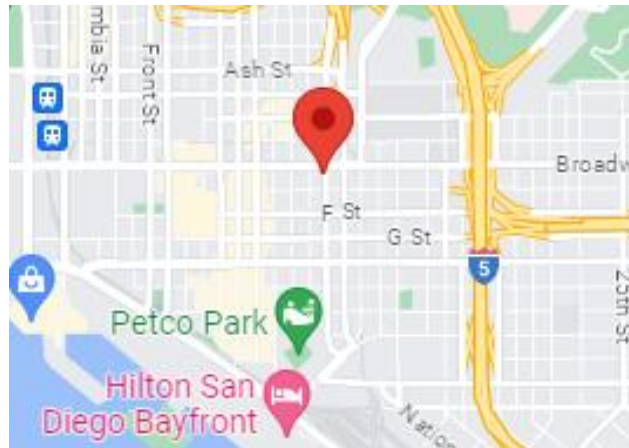
# periods: 3



## San Diego Outdoor #009079

This excellent rooftop bulletin is located in the heart of Downtown San Diego. The area is heavily upscale and extremely congested with both automotive and pedestrian traffic.

Monthly IMPs: 670,204  
Illuminated: No  
# periods: 3



**670K**  
monthly impressions

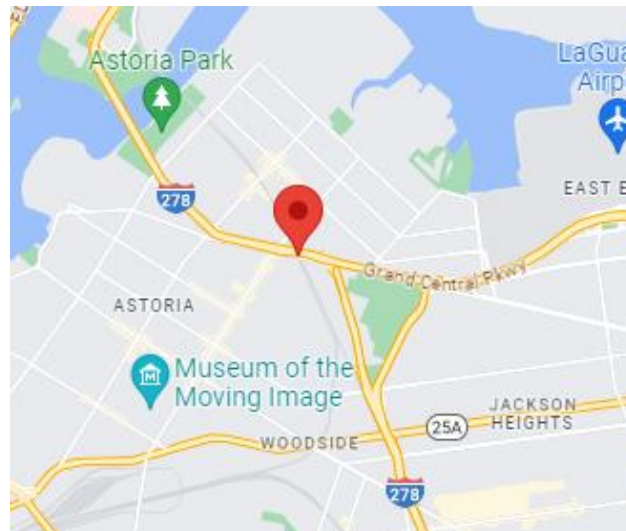
## New York City Outdoor #023123

This head-on bulletin is located on the Grand Central parkway in Astoria, Queens, less than one mile from LaGuardia Airport, and only a mile away from Citi Field (home of the NY Mets), and the USTA Tennis Center (home of the US Tennis Open).

Monthly IMPs: 2,073,807

Illuminated: Yes

# periods: 3



**2.0M**  
monthly impressions



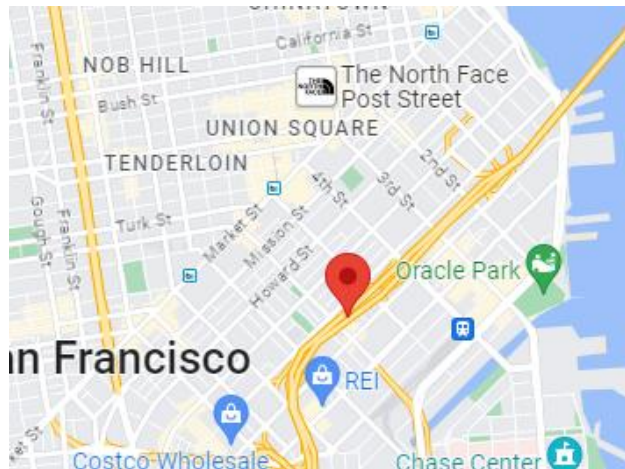
## San Francisco Outdoor #1608

This prominent bulletin towers over the famous San Francisco Skyway. Heavy westbound traffic heading toward the cosmopolitan downtown area from the Bay Bridge is exposed to this dominant structure. The skyway is the primary length between the metropolitan San Francisco market and the densely populated East Bay region of Northern California.

Monthly IMPs: 3,036,332

Illuminated: Yes

# periods: 3



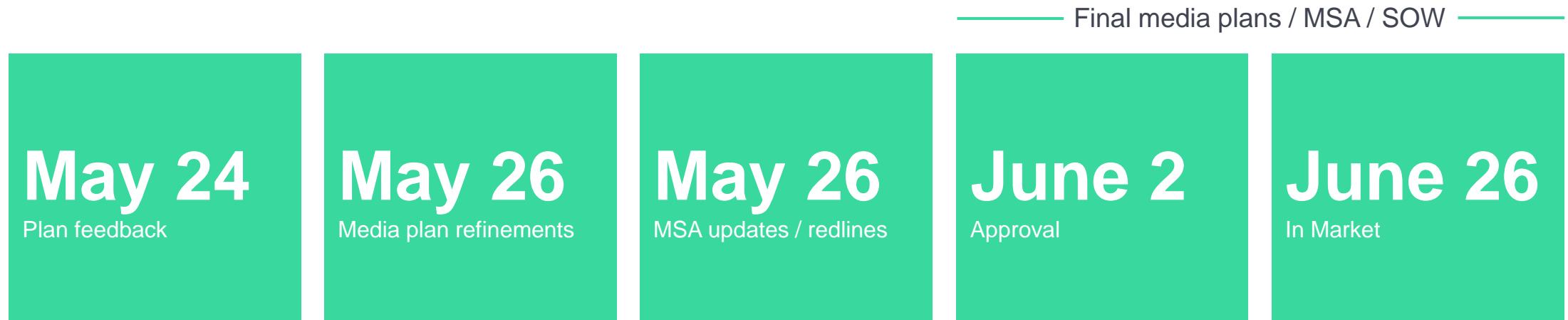
**3.0M**  
monthly impressions



## Plan tier comparison

Plan Tier	Economy	Business	First	Private
Spend	\$1.25M	\$2.50M	\$5.00M	\$10.00M
Value	\$2.60M	\$5.70M	\$11.90M	\$25.60M
Impressions	73M	140M	200M	367M
Impact Impressions	77M	164M	251M	463M
Added Value	N/A	N/A	\$200k in Mx creative services	\$400k in Mx creative services
				+37M impact impressions across various media
WSJ / Guardian	X	X	X	X
Premiere OOH	X	X	X	X
London Taxi Takeover		X	X	X
SalesForce Events Digital Coverage		X	X	X
CNBC		X	X	X
Direct Mail			X	X
DreamForce Guerilla			X	X

## Next steps



## Media commitment lead times





# Creative services

Case studies and thought starters

## Awareness case study – Envoy

In 2021, amidst continued uncertainty about the pandemic and return to work, hybrid work SaaS company Envoy partnered with The Mx Group to launch a robust, multi-channel brand awareness campaign to establish itself as the number-one solution provider for hybrid, remote and in-office businesses.

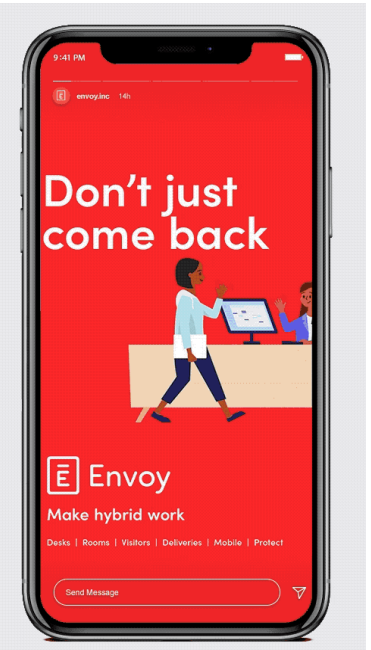
Based in our understanding of how the modern workplace was changing, we developed a campaign that humanized the Envoy brand through lively messaging ushering people through an upbeat view of the “return to office” journey. We delivered this through print, radio, podcasts, digital, OOH, and OOT channels and brought work to market in 17 days from the signed SOW.

**+13%**

Brand Awareness

**146%**

Lift in SQLs



## Awareness case study – Zekelman Industries

To navigate the noise and fear of a global crisis, we recommend 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.

**300M**

impressions generated

**3x**

increased website traffic





