



Dear Brent and Lauren,

We are deeply inspired by the vital role Consolidated Water plays in the world. By transforming wastewater and seawater into clean, accessible water, you help communities become self-sufficient and secure in their water supply – a necessity that will only grow in importance. Your mission aligns perfectly with our own at MX: "Impact the marketplace for companies that impact the world." We're incredibly enthusiastic about the opportunity to partner with a company that's making such a positive global impact.

You make this impact while operating in a competitive market overflowing with potential for growth. Water scarcity is a pressing concern, creating a ripe opportunity for a unified, powerful brand. Bringing together PERC, Ramey, Aerex and Consolidated Water under one powerful entity allows you to tell a seamless story to municipalities, utilities, developers and engineers while positioning you for future acquisitions and growth. This also delivers a strong message to investors, showcasing you as a force greater than the sum of your parts. Finally, a unified brand streamlines internal operations, promoting efficiency and clear communication across your entire company.

This is where our expertise aligns perfectly with your needs. For over 30 years we've been in the business of transforming B2B brands in your verticals and across the B2B landscape. The impact we make for clients is why we have been recognized as B2B Agency of the Year. We understand the challenges and opportunities you face because we've helped others navigate them. Our proven Persuasive Process™ reveals your brand's core and helps us define your overarching narrative, and our full-service capabilities enable us to translate this story into a captivating new website and other impactful marketing materials.

The remaining sections of this document detail our approach, cost proposal, timeline and references, conveniently consolidated within a [dedicated portal](#) for ease of access. Here you'll find our company profile, team qualifications, portfolio and relevant work we've done for others like what we'd do for you. To demonstrate our strategic and creative thinking, we've included our initial thoughts on how we can help elevate your business to its next stage of growth.

We're eager to bring our passion and enthusiasm for B2B marketing to the table as your partner in transforming Consolidated Water into a dominant force in this critical industry.

Let's transform together!

Sincerely,

The MX Team

# The Persuasive Process™

## Our Methodology for Creating Transformational Brands

Developed from over 30 years of experience working with B2B brands, our Persuasive Process is designed to uncover and transform insights into a brand platform that will captivate your buyer and move your business forward.



The Persuasive Process is built from the ground up to quickly and effectively deliver a differentiated, straightforward and resonant brand platform for marketing and sales.

This framework is flexible enough to adapt to the needs of each brand and organization and unfolds over several stages:

- 1. Brand Insights**  
Revealing and synthesizing insights to inform the brand strategy based on competitive and category analysis, stakeholder and customer interviews, and quantitative research.
- 2. Brand Strategy**  
Crafting your brand definition – a focused articulation of what the brand is about – and your brand architecture to lay the foundation for your brand experience.
- 3. Brand Experience**  
Creating the verbal, visual and sensory identities, delivering on the brand definition in a way that lives up to the brand idea.
- 4. Brand Management**  
Developing brand guidelines, rules and inspiration that drive alignment across the organization.
- 5. Brand Activation**  
Designing and developing essential activities that bring the brand to life across the website, customer journey, campaigns and more.

# Our Proposal

## Pricing Approach

Our goal is to provide transparency and flexibility in pricing and to ensure a seamless, collaborative process to develop your new brand. The estimated costs detailed below are based on similar projects for similar clients, adapted to our understanding of your specific needs (e.g., ensuring that the essences of all four brands are given due consideration). Critical assumptions and variables that impact actual costs are noted.

Project pricing is structured on a time and materials basis and billed on actual number of hours at hourly billing rates. Once accepted, final pricing will be documented in a separate Statement of Work reflecting any necessary adjustments to scope agreed upon, such as additional or fewer stakeholder/customer interviews, or other details of deliverables.

## Stages and Deliverables

Activities	Assumptions	Est. Cost
<b>Brand Insights</b>		
<ul style="list-style-type: none"><li>Guided discovery, including review of selected marketing and sales collateral</li><li>Company insights - 5-8 stakeholder interviews (1-2x CWCO, Perc, Aerex and Ramey)</li><li>Customer insights - 5 customer interviews</li><li>Competitive insights - 5 identified competitors audited for messaging</li><li>Desk research of market and cultural trends</li><li><b>Deliverable:</b> Brand Insights presentation and consensus meeting</li></ul>	<p>Number of customer and stakeholder interviews required</p> <p>Number of competitors audited and amount of sales and marketing material reviewed</p> <p>CWCO will set up customer interviews</p>	\$45,000
<b>Brand Strategy</b>		
<b>Brand Definition</b> <ul style="list-style-type: none"><li>Crafting of Brand Definition (Purpose, Strategic Platform, Pillars, Reasons to Believe and Tone)</li><li><b>Deliverables:</b> Brand Definition document and Brand Definition presentation</li></ul>	Assumes alignment on brand definition direction at presentation and two rounds of review for finalized Brand Definition document	\$25,000

<b>Brand Strategy (Continued)</b>		
<b>Brand Architecture Implications and Roadmap</b> <ul style="list-style-type: none"> <li>Work with internal stakeholders to understand company operational and marketing processes and procedures that would be impacted by a transition to branded house model.</li> </ul> <p><b>Deliverable:</b> Finalization of brand architecture and roadmap</p>		
<b>Brand Experience</b>		
<ul style="list-style-type: none"> <li><b>Deliverable:</b> Creative brief for new Consolidated Water brand identity based on finalized brand strategy</li> <li>Exploration of creative directions to bring brand strategy to life</li> <li><b>Deliverable:</b> Creative tissue session with CWCO to align on 2-3 territories to develop</li> <li>Development of creative territories, based on the strategic platform, into brand fundamentals (logo, colors, imagery, font, etc.)</li> <li><b>Deliverable:</b> Creative Territories presentation and alignment</li> <li>Test with key stakeholders</li> <li><b>Deliverable:</b> Finalized brand identity, inclusive of logo, colors, font, tagline, copy tone, etc.</li> </ul>	Three rounds of review for finalized brand identity	\$50,000
<b>Brand Management</b>		
<ul style="list-style-type: none"> <li>Create 8- to 12-page Brand Guidelines book</li> <li><b>Deliverable:</b> Brand Guidelines in pdf format for CWCO to maintain unified look, feel and voice across all communications.</li> </ul>	Three rounds of review for finalized Brand Guidelines document	\$15,000
<b>Total Estimated Cost</b>		<b>\$135,000</b>

## Timeline

The project timeline below is based on the proposal as structured. Considerations such as scheduling of stakeholder and customer interviews, reviews, approvals and revisions are included, based on similar projects, but are highly dependent on specific circumstances. A more detailed timeline will be developed at the onset of the engagement and will incorporate specific dates aligned to specific requirements.

Phase/Deliverable	June	July	Aug	Sept
<b>Brand Insights</b>				
Kick-off and guided discovery		■		
Insight Gathering		■	■	
Stakeholder Interviews		■	■	
Insights Presentation and Consensus Meeting			■	
<b>Brand Strategy</b>				
Brand Definition			■	■
Brand Definition Presentation			■	■
Brand Architecture Roadmap			■	
<b>Brand Experience</b>				
Creative exploration and Tissue Session			■	■
Creative Territory Development				■
Creative Territory Presentation and Alignment				■
<b>Brand Management</b>				
Creation of Brand Guidelines				■

## Further Stages

It will be critical to bring your new brand to life with a new website and additional activities. However, we do not have enough information currently on your requirements and the scope of changes to give you a firm estimate for these deliverables. We have provided budgetary ranges based on our current understanding but will work with you on your requirements and our recommendations to provide more detailed estimates when we get to these stages.

Activities	Assumptions	Est. Cost
New Website		
<ul style="list-style-type: none"> <li>• Consolidation of four sites into one</li> <li>• Martech consulting and implementation</li> <li>• Information architecture and content creation/consolidation</li> <li>• Redesign to bring updated brand to life</li> </ul>	Amount of content needed to be created	\$250K - 400K

<ul style="list-style-type: none"> <li>• Development of site</li> <li>• Creation and training of self-service tools</li> <li>• Analytics and measurement setup</li> </ul>	Features and functionality	
<b>Sales and Marketing Templates and Tools</b>		
<ul style="list-style-type: none"> <li>• Creation of updated templates (Word, PPT, proposals, etc.)</li> <li>• Updated sales tools, pitch decks</li> <li>• Updated LinkedIn social channels</li> <li>• New event materials (e.g., trade show booths)</li> </ul>	Number of templates and tools identified	\$40K - 100K
<b>Brand Experience</b>		
<ul style="list-style-type: none"> <li>• Redesign and production of Annual Report with polished look and feel reflective of new brand</li> </ul>	Number of pages, amount of new content, visuals, and infographics needed	\$20K - 40K

## References

We are proud of the work we do for our clients and the relationships we build in the process. But don't take our word for it; hear it from our clients themselves:

*"I'm absolutely thrilled with our new website, which represents months of dedication, collaboration and innovation. Our digital home has been revamped, and it's looking fantastic."*



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*"Our new brand stands as a beacon in the marketplace. It's about what we stand for. It speaks to our customers, distribution partners and all of our employees."*



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*"MX took the time to understand our business and our vision of water sustainability. As storytellers, they brought our company history and passion for driving energy-efficient, sustainable solutions to life."*



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