MARKETING FOR RDL: UPDATED PROPOSAL

SEPTEMBER 28, 2022

WHAT WE HEARD

- EDFR develops and finances the construction of renewable energy facilities, and manages operations and maintenance for its own account and for third parties

- To enable operations and maintenance, EDFR has developed software asset performance monitoring (APM) tools utilizing an underlying data lake (RDL) (collectively referred to as "RDL")

- This software is targeted to both technical and non-technical roles (engineering, operations, and site management) across multiple subsidiaries

- The new software supports size and scalability more than current solutions (e.g. Excel)

- There is a need to first sell the software internally and then ensure utilization

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WHAT THIS MEANS

FROM

- Lack of awareness of options

- Resistance to change

- Disparate tool set across the company

TO

- Clear understanding of the enhanced value

- Understanding process and steps of switching

- Consistent use of new Enterprise level software across subsidiaries

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OUR APPROACH

OUR APPROACH TO THE PROJECT

1. BUILD THE STRATEGIC FOUNDATION	2. DEVELOP CONTENT THAT CONNECTS	3. PRACTICAL & SCALABLE

- Follow Mx's proven methodology for buyer insights
- Build on existing knowledge of B2B and content/messaging best practices

- Take an audience first approach to content
- Clearly articulate the value proposition
- Organize and deliver the content in an easily understandable way

- Start with assumptions and provided background to move quickly
- Leverage content and formats that the audience is familiar with
- Customizable formats to allow for versioning and more flexibility

OUR PROCESS: Customer Experience Engine™

Mx's proven methodology is focused on creating meaningful end-to-end experiences for today's B2B buyers. While every step and phase can adapt and scale, this provides a framework for developing impactful campaigns and programs.

ALIGN

Bring marketing, sales & product together on a shared strategic foundation that connects business goals to customer needs and creates a growth powerhouse.

DESIGN

Design emotionally resonant, integrated campaigns to support the entire customer experience and drive immediate impact and lasting momentum.

PREPARE

Establish the digital infrastructure to support omni-channel customer experiences and collect the data that will enable ongoing measurement, analysis, and optimization.

PROPEL

Activate, manage, measure, and optimize across the experience to get better month over month and year over year in order to propel your business forward.

ALIGN: Communication Needs

The foundation for success starts with an understanding of our target audiences.

We will develop 2 personas (technical and non-technical) and a framework for their communication needs. While we often conduct primary research, for this project we will develop these through a workshop format with key stakeholders from EDFR (sales, product, etc.)

The output will be documented and used to inform our messaging and the content plan we will create.

Persona: XX

	BRAND	DEMAND		
	AWARENESS Inspire...	**EDUCATION** Problem identification and commitment to change.	**EVALUATION** Solution exploration and requirements definition.	**SELECTION** Browsing, evaluation and purchase.
Buyer Job to be Done				
Barrier				
Comms Objective				
Touchpoints				
Offer				
Content				
Enablement				
KPIs				

Sample output. Actual output will be adjusted as needed.

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DESIGN: Brand Definition

Once we've aligned on audience needs, we will define the solutions "brand", which will be governed by the overall company brand. This brand definition aligns all stakeholders and provides the red thread that will be consistent throughout all our communications. Elements include but are not limited to:

Vision – A forward-looking statement about what the solution is striving to achieve in the world. Vision is internally focused.

Naming Architecture – Clearly articulate the relationship between AMP, RDL and other solutions (e.g. AMP powered by RDL)

Value Proposition – An articulation of the benefit received by your customers. It's what people get out of using your product / service.

Messaging Pillars – The foundational business attributes that enable you to deliver on your brand mission. The differentiators that set you apart.

EDF BRAND PLATFROM

AMP BRAND DEFINITION

Vision
Naming Architecture
Value Proposition
Messaging Map
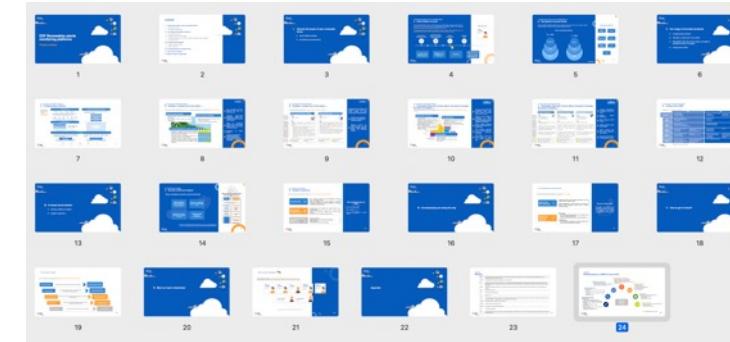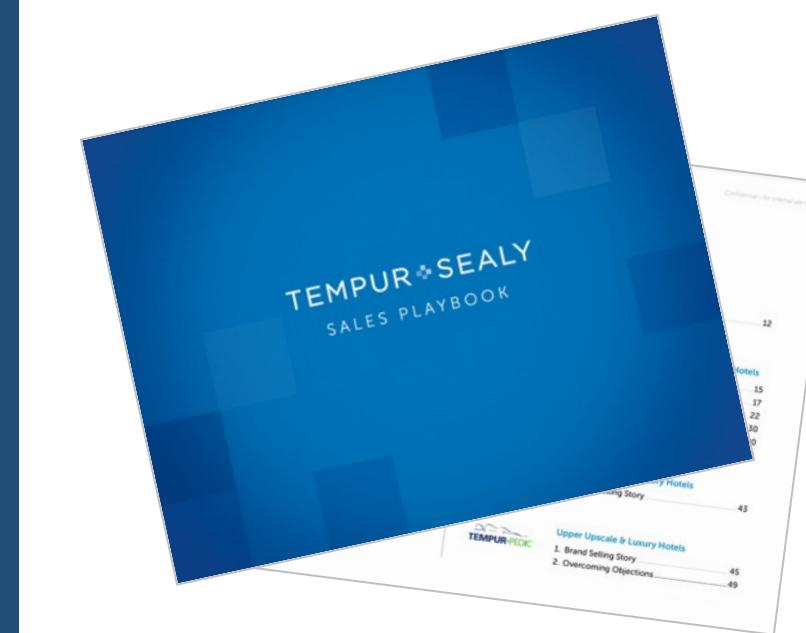
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PROPEL: Content Creation

While we will start with a hypothesis on the content to be created, the audience needs will define the final deliverable recommendations and final formats for delivery.

We will allocate a budget for content creation and make a recommendation on assets to create. We expect this will include a mix of the following:

- **Sales Playbook** – For use by sales teams capturing best practices, buyer personas, challenges, competitive positioning, etc. (PPT)

- **Customer Presentation – A m**odular presentation for sales teams to use when meeting with prospects; customizable for audience (PPT)

- **Product Walk Through (video)** – 2 min introducing the solution to audiences

- **Product Brochure** – PDF (2 or 4 page) overview solution

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SALES PLAYBOOK EXAMPLE

OUR PROCESS: SUMMARY OVERVIEW

	ALIGN *Alignment and understanding*	DESIGN *Brand & Messaging strategy*	PROPEL *Asset and tool creation*
STAGE	ALIGN *Alignment and understanding*	DESIGN *Brand & Messaging strategy*	PROPEL *Asset and tool creation*
TASKS & DELIVERABLES	• Kickoff and guided discovery • Kickoff meetings to cover: company background, product overview, brand guidelines, and sales process • Target audience insights workshop: facilitated working session (virtual) to develop desktop persona and communication needs framework for 2 personas (Technical and Non-technical) • Sales pitch + Product demo(s) – EDFR to give team product demo and sales presentation • Agency working model, timelines, goal alignment	• Naming architecture to clearly articulate the relationship between APM and RDL • Value Proposition per persona • Messaging Map (messaging pillars, reasons to believe) • Finalized content creation plan	Refinement/Development of Content as defined by content creation plan. Eg. Combination of: • Sales presentation • Sales playbook • Product brochure • TBD All content includes: • All copy and design • Utilizes imagery provided by EDF including approved brand imagery, technical diagrams, images provided by product teams • 2 rounds of review • Proofreading • Delivery in agreed upon digital formats (e.g. PDF, PPT, video file)
OUTCOMES	Alignment on background 2x Desktop Personas + Buyers Journeys Mobilized agency team	Foundation for clearly defined solutions Springboard for asset creation Refined content plan	Enabled sales teams Reference materials Awareness and interest materials

TEAM
& TIMING

PRICING APPROACH

We believe better relationships deliver better results, and that starts with a deep understanding of our clients' business. We embed ourselves as an extension of our clients' teams to enable a seamless relationship. Rather than having a one-size-fits-all approach, we structure our working model, and therefore our pricing, to align with our clients' needs.

The pricing provided is budgetary in nature based on the preliminary information we have and assumptions. For each phase and step, we would need to have further discussions to better scope and adjust to fit your needs. Costs are based on estimated effort and time required for our agency team to deliver based on our experience with similar engagements

While we are open for discussion about this, we are recommending a **Project based** pricing model for EDFR that will use time and materials billing. Detailed estimates with assumptions will be agreed upon up front to ensure actual billings are in line with estimates with a minor expected variance.

PRICING MODELS

Retainer based:

- Consistent team of people working across a piece of business, dedicated to the account
- Can shift team's focus based on business, marketing or project needs
- Able to provide proactive thinking, training, best practice sharing, etc
- Ease of budgeting

Project based:

- Projects and programs scoped as they arise
- Flex in spend through the year
- Shorter-term commitment — though this breeds a different mindset for all involved
- Only paying for the resources you need
- Requires more time for all parties to scope and manage

Hybrid:

- Smaller, consistent team working across a piece of business, dedicated to the account
- Extended team, specialists scoped as needed
- Can shift core teams' focus based on business, marketing or project need
- Able to provide proactive thinking
- Flexibility in spend through the year

PROPOSAL

- Includes client and project management

- Currently assumes no travel needed for face-to-face meetings.

- Any travel or 3rd party costs required would be billed in addition at cost

- EDFR would provide all contacts and coordination for scheduling IDIs

- Personas and buyers' journeys would be derived from background provided, workshops and assumptions based on experience. No additional research to be done.

- Personas + Buyers Journeys output would be 2-page PPT/PDFs

- Content recommendations

- See subsequent slides for sample a la carte pricing for key deliverables

- Video assumes ability to use local or online video capture or existing footage. Onsite video production needs (e.g. at customer sites for testimonials) would be incremental

PLAN & DESIGN	BUDGET
IMMERSION • Kickoff and guided discovery • Kickoff meetings to cover: company background, product overview, brand guidelines, sales process • Target audience insights workshop: facilitated working session (virtual) to develop desktop persona and communication needs framework for 2 personas (Technical and Non-technical) • Sales pitch + Product demo(s) – EDFR to give team product demo and sales presentation • Agency working model, timelines, goal alignment	$15,000
BRAND DEFINITION • Naming architecture to clearly articulate the relationship between APM and RDL • Value Proposition per persona • Messaging Map (messaging pillars, reasons to believe) • Finalized content creation plan	$20,000

CONTENT	RANGE
Refinement/Development of Content as defined by content creation plan. Eg. Combination of: • Sales presentation • Sales playbook • Product brochure • TBD	$45,000 Budget
TOTAL	**$80,000**

CONTENT PRICE LIST (A LA CARTE)

- Assumes raw content about solution, audience, competitors, etc will be provided by EDFR
- Agency task will be converting to audience-centric perspective and incorporating the brand definition throughout to provide consistency in all communications
- Assumes close collaboration and input with the product marketing team for content and direction
- Some deliverables may require initial concepting (e.g. testimonials) so efficiencies will be gained by creating multiple versions

CONTENT TYPE	DESCRIPTION	PRICE RANGE
Sales Playbook	20-25 page content rich PPT detailing audience insights, solution value prop, competitive positioning, etc.	$15,000-$20,000
Product Brochure	4-page PDF	$8,000-$12,000
Customer Presentation	20-30 slide PPT for target audience; modular to customize by Technical vs Non-Technical audiences (range depends on detail of outline provided and customization needs)	$15,000-$30,000
Product Walk Through Video	Up to 2 minutes in length, motion graphics, screen shots and voice over. Example	$10,000-$20,000
Short-Form Product Explainer Video	Up to 3 minutes in length, creative concept, motion graphics, screen shots and voice over. Example	$20,000-$30,000
Customer Testimonial PDF	400 - 700 words, 2-page designed PDF, assumes raw content provided to agency (includes creation of template; subsequent versions using same template would be less)	$4,500-$5,500

HOURLY RATES BY ROLE

- Estimates are based upon estimated efforts by role based on similar engagements

- Detailed estimates provided at the onset of every project or engagement based on our understanding of the scope of work identified.

- Fixed bid pricing requires clear alignment on scope with changes after the project onset being handled with change orders.

- Time and materials engagements are based on number of hours and hourly billing rates. Actual costs will be billed monthly based on hours spent on the agreed upon scope.

- Billing terms to be defined by the Master Service Agreement.

- Billing schedule to be monthly unless negotiated differently for that Statement of Work.

Department	Title	2022 Rate USD
Client Services	Account Coordinator	$ 115.00
Client Services	Account Director	$ 230.00
Client Services	Account Manager	$ 150.00
Client Services	Account Supervisor	$ 210.00
Client Services	Group Account Director	$ 300.00
Client Services	Senior Account Manager	$ 175.00
Strategy	Vice President of Strategic Planning	$ 350.00
Strategy	Planning Director	$ 250.00
Creative	Art Director	$ 165.00
Creative	Associate Art Director	$ 160.00
Creative	Associate Creative Director	$ 220.00
Creative	Content Editor	$ 135.00
Creative	Copywriter	$ 145.00
Creative	Creative Director	$ 275.00
Creative	Graphic Designer	$ 145.00
Creative	Interactive Art Director	$ 200.00
Creative	Junior Art Director	$ 135.00
Creative	Junior Motion Designer	$ 135.00
Creative	Motion Graphics Designer	$ 215.00
Creative	Print Production Manager	$ 160.00
Creative	Production Artist	$ 123.00
Creative	Senior Art Director	$ 190.00
Creative	Senior Copywriter	$ 185.00
Creative	Senior Copywriter II	$ 195.00
Creative	Senior Graphic Designer	$ 175.00
Creative	VP, Executive Creative Director	$ 350.00
Creative	Video Editor	$ 185.00
Creative	Video Production Director	$ 215.00

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HOURLY RATES BY ROLE (CONT)
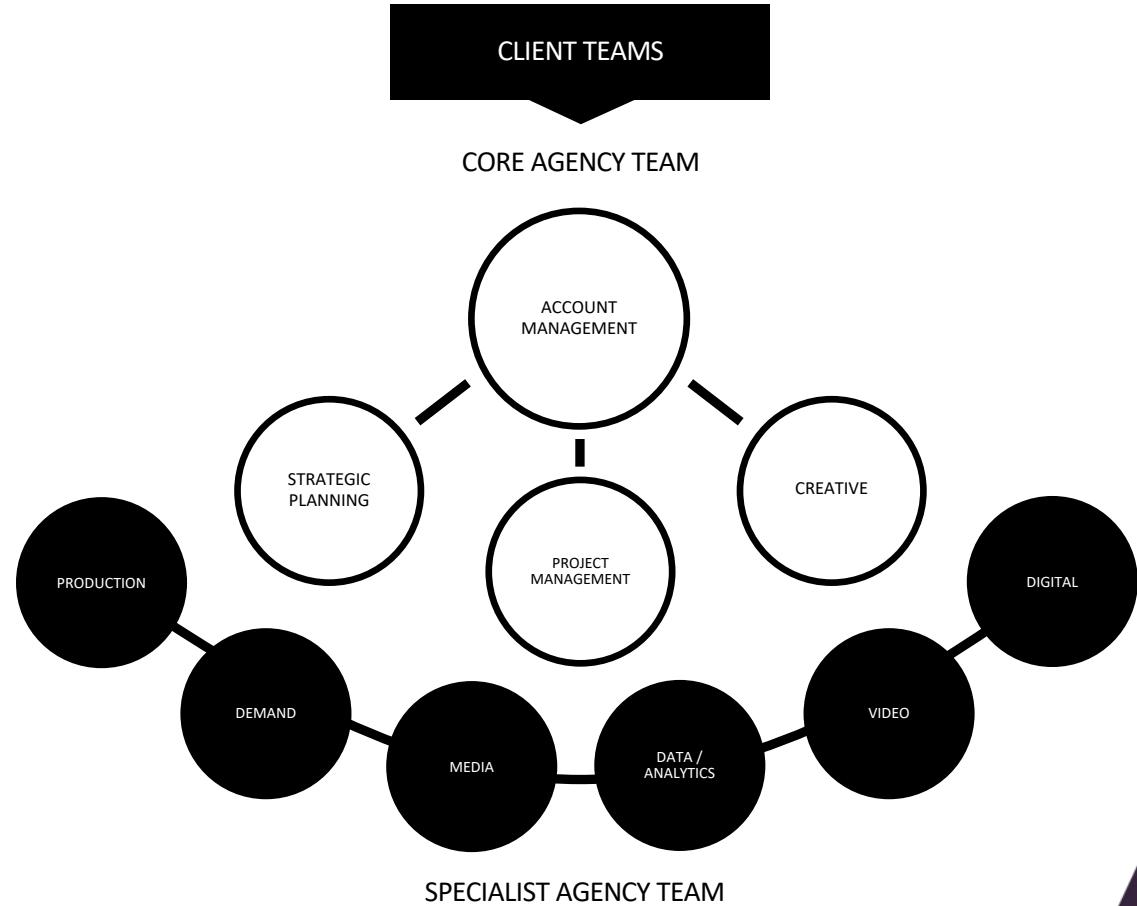
Department	Title	2022 Rate USD
Demand Ops	Call Specialist	$ 55.00
Demand Ops	Demand Operations Coordinator	$ 115.00
Demand Ops	Demand Operations Manager	$ 160.00
Demand Ops	Telemarketing Team Lead	$ 75.00
Demand Ops	Warehouse & Fulfillment Manager	$ 105.00
Operations	Director of Agency Operations	$ 245.00
Operations	Lead Project Manager	$ 180.00
Operations	Project Manager	$ 145.00
Operations	Senior Project Manager	$ 175.00
Operations	Technical Project Manager	$ 165.00
Digital Marketing	Digital Marketing Associate	$ 140.00
Digital Marketing	Digital Strategist	$ 160.00
Digital Marketing	Email Marketing Specialist	$ 130.00
Digital Marketing	Marketing Automation Manager	$ 190.00
Digital Marketing	Marketing Automation Specialist	$ 155.00
Digital Marketing	Sr Architect, Technology & Integrations	$ 220.00
Digital Marketing	Senior Director of Digital Marketing	$ 250.00

Department	Title	2022 Rate USD
Digital Experience	Business Analyst I	$ 155.00
Digital Experience	Business Analyst II	$ 190.00
Digital Experience	Business Analyst III	$ 215.00
Digital Experience	Director of Front-End Development	$ 250.00
Digital Experience	Director of Software Engineering	$ 275.00
Digital Experience	Director of Software Solution Delivery	$ 250.00
Digital Experience	Front End Developer I	$ 150.00
Digital Experience	Front End Developer II	$ 180.00
Digital Experience	Front End Developer III	$ 210.00
Digital Experience	Lead Quality Assurance Analyst	$ 180.00
Digital Experience	Lead Software Engineer	$ 225.00
Digital Experience	Quality Assurance Analyst I	$ 130.00
Digital Experience	Quality Assurance Analyst II	$ 140.00
Digital Experience	Quality Assurance Analyst III	$ 170.00
Digital Experience	Senior Software Engineer	$ 210.00
Digital Experience	Senior Software Engineer - Sitecore	$ 255.00
Digital Experience	Senior VPof Digital Experience	$ 400.00
Digital Experience	Software Engineer I	$ 165.00
Digital Experience	Software Engineer II	$ 195.00
Digital Experience	VP of Application Development	$ 325.00

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WHAT IS THE MAKEUP OF YOUR CLIENT TEAM

We channel all client communications through a core account management team who operates alongside appointed representatives from strategy, creative services, and project management. This core team acts as brand guardians and holds a deep understanding of your business and operations. They will pull in capabilities from a broad group of expert specialists where required, meaning that you don't pay for continual overhead for these skills but can leverage these resources wherever necessary. The diagram to the right summarizes this.

We ensure that we are easy to work with through applying smart technology and systems to our client engagements. We frequently deploy simple bespoke portals for our clients that hold common documents, provide digital briefs and project documents, outline processes and provide the contact details of the agency team members. This ensures that our clients can easily initiate work. We supplement these portals with online collaboration tools, which are shared between client and agency to provide full transparency and up-to-date information regarding the status of every job and agency task. For global accounts we add a single international client service director as a central contact.

CLIENT TEAMS

CORE AGENCY TEAM

ACCOUNT MANAGEMENT

STRATEGIC PLANNING

CREATIVE

PROJECT MANAGEMENT

PRODUCTION

DIGITAL

DEMAND

VIDEO

MEDIA

DATA / ANALYTICS

SPECIALIST AGENCY TEAM

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BIOGRAPHIES OF PERSONNEL

Laura Sarnicola
Account Director

Laura Sarnicola joined The Mx Group in 2021. She has 18 years of agency- and client-side experience working on brands like MillerCoors, Western Union, Exclusive Resorts, Cox Communications and Qwest Communications (now CenturyLink). Laura's strengths lie in developing integrated campaigns for B2B and B2C brands, managing successful client relationships and building high-performing teams. Her love for advertising and marketing started in journalism school at the University of Colorado when she realized a career could be made from being passionate about connecting brands and people.

Megan Ryan
Sr. Account Manager

Megan delivers valuable integrated marketing and project management experience to The Mx Group. Directing all facets of a project, from concepting to execution, she brings a high level of detail and client knowledge to the accounts she serves. Prior to joining The Mx Group, Megan developed and managed multi-channel marketing programs for a wide variety of national and international nonprofit accounts. Megan holds a B.A. in business administration and psychology with a concentration in marketing from Augustana College in Rock Island, Illinois.

Kelly Olson
Vice President of
Strategic Planning

Kelly oversees strategy for The Mx Group, a top 5 U.S. integrated B2B marketing agency. For more than 15 years, she has directed successful and award-winning campaigns for clients in the hospitality, automotive, medical and industrial sectors. She is accomplished in the areas of B2B product and brand messaging, creative development, website and app development, demand generation, lead management and sales enablement. Kelly is a graduate of Concordia College in Moorhead, Minnesota, and holds a B.A. in business and communications.

Nina Brackel-Schutt
Director of Planning

Nina Brakel-Schutt is a growth-focused brand and marketing leader with a passion for problem-solving. Before joining The Mx Group in 2022, Nina spent 10 years helping position software brands for market success and over 15 years on the agency side in Chicago, helping small and large organizations communicate the value of their brands.

BIOGRAPHIES OF PERSONNEL

Ray Johnson
Senior Copywriter

After years as a generalist in B2C agencies like Chiat Day, Leo Burnett and Ogilvy & Mather, Ray made the move to 100% B2B marketing. He chose to do so at The Mx Group so that he could, in his words, "reach smarter audiences for companies that actually have something worthwhile to bring to the market."

Brit Thill
Art Director

Brit has been with The Mx Group since February 2022, working as an art director on the Creative team. They currently work on a variety of Mx clients, such as Polly, Tempur Sealy and ofi. Brit's prior experience has been in the B2C space at both internal and external agencies. Their BFA is in illustration, and they are also a well-versed fine artist.

John Gallagher
Director of
Video Production

As an award-winning filmmaker with more than ten years of production experience under his belt, John brings a versatile blend of video insights and capabilities to The Mx Group. He previously worked at a B2B creative production agency in Chicago, where he built the in-house video team and collaborated with a broad network of external partners to produce, direct, shoot and edit hundreds of videos for high-profile corporate clients. John holds a B.A. in broadcast and electronic communications from Marquette University.

Tamarah Moore
Project Manager

Tamarah has been with The Mx Group since December 2021, working as a project manager on the Operations team. She currently supports DealShield, Manheim Express and Olam. Before coming into the advertising field, she worked for 13 years in the manufacturing industry. Tamarah has her B.A. in computer information systems.

ESTIMATED TIMELINE

- A more detailed timeline will be developed at the onset of the project

- Approximately 10 weeks in length
  - Agency kickoff w/o 10/10
  - Internal launch mid December

- Assumes 2 rounds of review and feedback provided within 2 days of presentation

- Deliverables for Base content will be digital (e.g. PPT, PDF)

- EDFR will be responsible for all legal reviews

WHY MX?

We believe your needs are a great fit with our expertise and experience. Key reasons why we believe you should select The Mx Group include:

- We have over **thirty years of experience** tackling complex markets and developing compelling content that speaks to B2B buyers as humans first.

- Deep expertise **developing compelling company, divisional and product brands** for SaaS, industrial, manufacturing verticals and more.

- **Broad product** development and **product marketing** experience for internal software with clients Grundfos, Cummins, Zekelman and Faro.

- Enabling **product, marketing and sales teams** to align is part of our agency DNA and an integral component of our work with .

- As a **full-service agency**, we're not only able to support EDFR as the relationship grows, we have an in-house Analytics and software development teams that can help act as SME's allowing us to onboard faster and work more efficiently.

We have an excited and motivated team, experience with your company, platform and industry ready to hit the ground running to deliver the results you need!

THANK YOU

The Mx Group