Branding Proposal

Contents

Letter of Transmittal

Mark Ciamarra
Senior Vice President, Marketing and Sales Operations
CareCore National, LLC.
400 Buckwalter Place Blvd.
Bluffton, SC 29910

Mark,

Thank you for providing The Mx Group with the opportunity to address the branding and web site requirements for CareCore National. We are excited about the possibility of working with you and the team you've assembled to shape the new direction of CareCore.

We are confident in our ability to help you achieve your goal of reestablishing CareCore's unique leadership position and building the branding, messaging and digital infrastructure to facilitate sustained growth. We will help make this happen through:

- A proven process for branding that specializes in simplifying the complex, energizing the basics and exciting your various internal and external constituents.

- A unique web development expertise enabling outstanding creative concepts to be seamlessly combined with web marketing, technology integration, and back-end analytics components.

- Our experience in the benefits management market where we have successfully addressed many of the items in the "why rebrand" section of the RFP.

- Our collection of creative problem solvers, including marketing strategists, business analysts, designers, writers, programmers, and data specialists who will bring their skills and perspectives to ensure that your solution is complete and sustainable.

On the following pages you will find descriptions of our processes, pricing estimates, samples of work, and an overview on The Mx Group and the team we would put in place. Please note that our proposal includes discovery and statement of work provisions to make sure that we are completely aligned before moving forward.

We look forward to the opportunity to present our ideas and approach in-person to you and your team. In the meantime, please let me know if you have any questions regarding this RFP response or The Mx Group in general. Thanks again.

Regards,
Peter C. Wroblewski
Co-Founder & Principal
The Mx Group

Your Situation

CareCore is seeking to re-brand the company and refresh the web site.
The drivers for this activity are:

1. New executive leadership has evolved the company vision
2. Service expansion through acquisition needs a flexible brand architecture
3. Aggressive competition has heightened the need for:
    a. Consistent branding
    b. Market leadership positioning
    c. Clarified differentiators
    d. A brand rally point internally and externally

CARECORE'S BRAND GAP

CareCore has a history of being the innovation leader in the market place with a strong ability to sell and close both new deals and renewals based on superior quality of service. The competition has gotten significantly more aggressive at both mimicking CareCore innovations and pursuing highly relevant marketing strategies.

Specialty benefits management is considered more of a want than a need in the market despite the growing costs of specialty benefits. This situation may arise from the combination of the small percentage of total payer dollars spent on specialty and the perception of the disruptive nature of benefits management leading to patient and provider dissatisfaction.

The competition is attacking these problems in a number of ways:

1. Low cost services that may deliver less aggressive cost savings but also less provider disruption to appeal to risk-averse payors

2. Messaging that focuses on a move away from "denial based services" and towards collaborative consulting

3. Emphasis on algorithmic techniques and unique programs that minimize provider disruption

4. Speed of approval through fast processes and mobile technology

CareCore offers a wider variety of medical program support than some of their competitors, but the market perceives no substantial disadvantage to awarding those programs separately to different companies. This allows some competitors to differentiate based on a best-of-breed single program focus and take business in a piece meal fashion.

The current branding and content presents essential elements of specialty benefits management in an explanatory fashion that was perhaps more appropriate to the initial introduction and establishment of an evidence-based medical focus. That approach is still critical to good results, but perhaps has become more fundamental to the service rather than a strong differentiator. While that competency must be proven the brand messaging may need differentiation that establishes how CareCore's implementation of that evidence-based healthcare is superior.

While the branding process is an in-depth one for The Mx Group and relies on being validated both by customers and CareCore subject matter experts, our initial impression is that CareCore could explore:

1. Emphasizing the advantages of real human review of cases

2. Establishing compelling reasons to choose a single comprehensive SBM

3. Proving an unsurpassed commitment to better medical outcomes

4. Persuading payers that CareCore's history of innovation proves its ability to keep pace with the rapid pace of medical and regulatory changes

A branding opportunity.

CareCore has a great opportunity not only to improve its own position through establishment of a stronger branding presence in contrast to its current efforts, but also has an opportunity to surpass the competition's branding.

A content opportunity.

The site needs value-content. The current content is only the bare minimum information about the company and its services. It's focused on CareCore in a general informational way, but is not strong on proof points that help customers concretely understand what CareCore does better. There is educational content on the site, but thought leadership at a higher level, proactively producing or curating information about the large scale trends in diagnosis and testing is either absent or difficult to find. The content that is there works to establish support for review of test claims, but doesn't present as cutting edge information.

A design opportunity

The design of the site has aged and no longer establishes CareCore as the market leader. The site is impeded by:

1. The age of the design thought and UI technology options

2. The lack of a clearly differentiated brand concept to rally the design around

The site home page and navigation needs to have a compelling brand message that the visual design can leverage to create the kind of contrast and visual focus that makes a web site stand out. The interior content on the site needs to make significantly better use of visual interest both in terms of image use and general graphic design. The site needs a distinctive look and feel that carries throughout the pages. CareCore is a premium brand with a unique character that should be reflected in the way the site presents.

An architectural opportunity.

Web sites inherently offer an opportunity to speak to customers and prospects in a more tailored way. The architecture of a site should recognize the unique needs and challenges of its visitors and market segments, and organize the content in a way that delivers the best information in the most accessible and compelling way to those segments. Content for payers, providers and patients can be found throughout the site, but visitors looking to satisfy their own specific questions will not find highly concentrated areas of the site that quickly answer their needs. In its current architecture, basic explanations of medical conditions like sleep apnea are presented alongside detailed documents of testing criteria.

A technology opportunity.

The current site is supported by a home-grown CMS. An aging custom CMS can create friction in growing and updating the site. The pool of resources who know the internals of the CMS is usually small or worse – no longer available. The admin areas can sometimes be more painful to work in than they need to be. The home-grown system does not keep pace with or offer support for mobile devices. The CMS may not have sufficient control to handle SEO appropriately. Package product CMSs has become such a mature category that in our view it rarely makes sense to stay tied to a custom built system.

A search engine optimization opportunity

- Poorly optimized tags –The site uses the same title and description tag for all pages. There should be a unique, keyword-rich title and description tag on every page.

- Poorly optimized content – The site does not make optimized use of headers, keyword-rich content or cross-links.

- Meta keywords are still present – Google and other U.S. search engines no longer use meta keywords, and can even penalize a site for having them.

A social media opportunity

- There is no social engagement on the site.

- Currently there are dormant Twitter accounts (one with a last post in March and one with a last post in 2009). These should be consolidated and re-activated.

- Notably, competitors have moderate social media presences and call them out on their sites: MedSolutions has LinkedIn and twitter links.

A conversion opportunity

- The site provides no path for visitors to provide their contact information in exchange for more information. Even the Contact Us page does not provide a form.

- The site should present multiple opportunities for visitors to provide contact information regardless of where they are in the sales cycle—white papers, newsletter subscriptions, contact us forms, Live Chat, etc.

Branding Process

SETTING THE FOUNDATION WITH THE PERSUASIVE PROCESS

The Persuasive Process is built from the ground up to deliver a differentiated, simple and resonant brand message platform for ongoing marketing and sales programs. Our process ensures we leverage your internal institutional knowledge and experience. We also conduct primary and secondary research to deliver key insights into your customers, markets and competition. The research and insight phase culminates in a guided *Consensus Meeting* where we present what we've learned to your team in order to set the stage for the strategic direction for your brand.

After the *Consensus Meeting* we will develop and present our recommended strategic *Brand Definition* for your organization. This is the "flag on the horizon" for your brand—the target at which all messaging should aim. Once your team has approved the *Brand Definition*, we will develop and present three distinct creative "paths" that show how your brand message can be brought to life across a variety of communications.

Stakeholders Questionnaire

We ask key members of your organization to complete a comprehensive questionnaire. The answers give us insight into your company's stakeholders perspectives on your competitive position, differentiating benefits and long-term marketing goals.

Competitive Research

A thorough audit of your key competitors to help us gauge your position in the marketplace.

1:1 Interviews

In order to gain qualitative customer perspective into your message and brand, we conduct deep 1:1 interviews with customers, lost deals, and prospects using a "Five Rings of Insight" methodology.

Five Rings of Insight

| Priority Initiatives | Success Factors | Perceived Barriers | Buying Process | Decision Criteria |
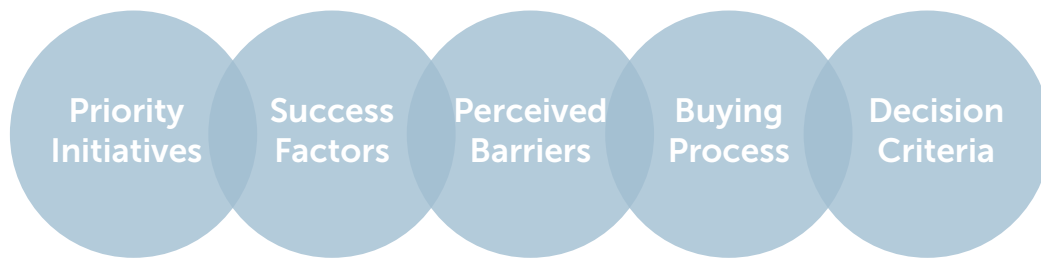
Priority Initiatives
What causes certain buyers to invest in solutions like yours, and what is different about buyers who are satisfied with the status quo?

Success Factors
What operational or personal results does your buyer persona expect to achieve by purchasing this solution?

Perceived Barriers
What concerns cause your buyer to believe that your solution or company is not their best option?

Buying Process
Sometimes known as the buyer's journey, this insight reveals details about the steps your buyer takes to evaluate their options and select one.

Decision Criteria
Which aspects of the competing products, services, solutions or company does your buyer perceive as most critical, and what are their expectations for each?

E-Survey

In order to gain quantitative customer perspective, we conduct a broad a survey will go to key customer and prospect contacts requesting their input and insight.

Consensus Meeting

Following completion of the research, questionnaires and interviews, The Mx Group and CareCore teams will meet to review and discuss the results, balancing the internal perspective with the external research, and coming to agreement about the core underpinnings of the brand strategy.

Brand Definition

Using the strategic foundation agreed to in the consensus meeting, The Mx Group will develop a unique brand definition acts as the "flag on the horizon" at which all future marketing communications are aimed.

Brand Concepts Presentation

Using the approved Brand Definition as our flag on the horizon, The Mx Group develops three sets of creative executions (see samples below) that show how the brand definition can be brought to life in the real world of websites, logos, ads, collateral or other media. You will see three unique paths but each one will fully support the brand as it's been defined.

Concept 1
"Empowering Energy"
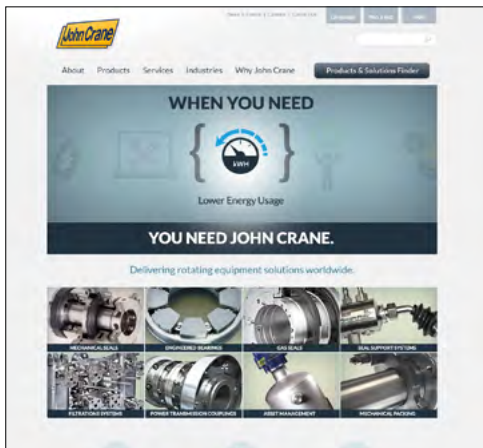
Concept 2
"You Need"
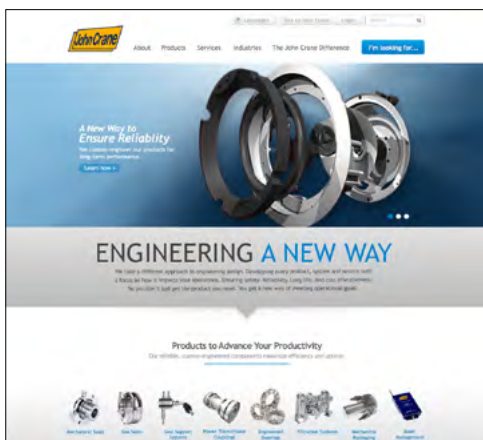
Concept 3
"A New Way"

Branding Rollout

We see the internal and external rollout being categorized into 6 "buckets". These include:

- Discovery and statement of work development

- Internal presentation, training, and documentation

- Internal/external announcement campaign

- Asset (email templates, concept pieces, white paper offers, campaign journeys, etc.) design and development

- Marketing database development and population

- Market activation plan and execution for ongoing communications

We have included a budget category for the discovery process and the statement of work that will provide budget, a list of deliverables and timing for the next steps.

Brand Standards Booklet

The pricing for the brand standards booklet assumes the following contents:

- Brand Overview
- Brand Messaging
- Primary Logo
- Colors
- Fonts

- Imagery
- Samples/Examples
- Business Card
- Branded Communications

Brand standards booklet samples:
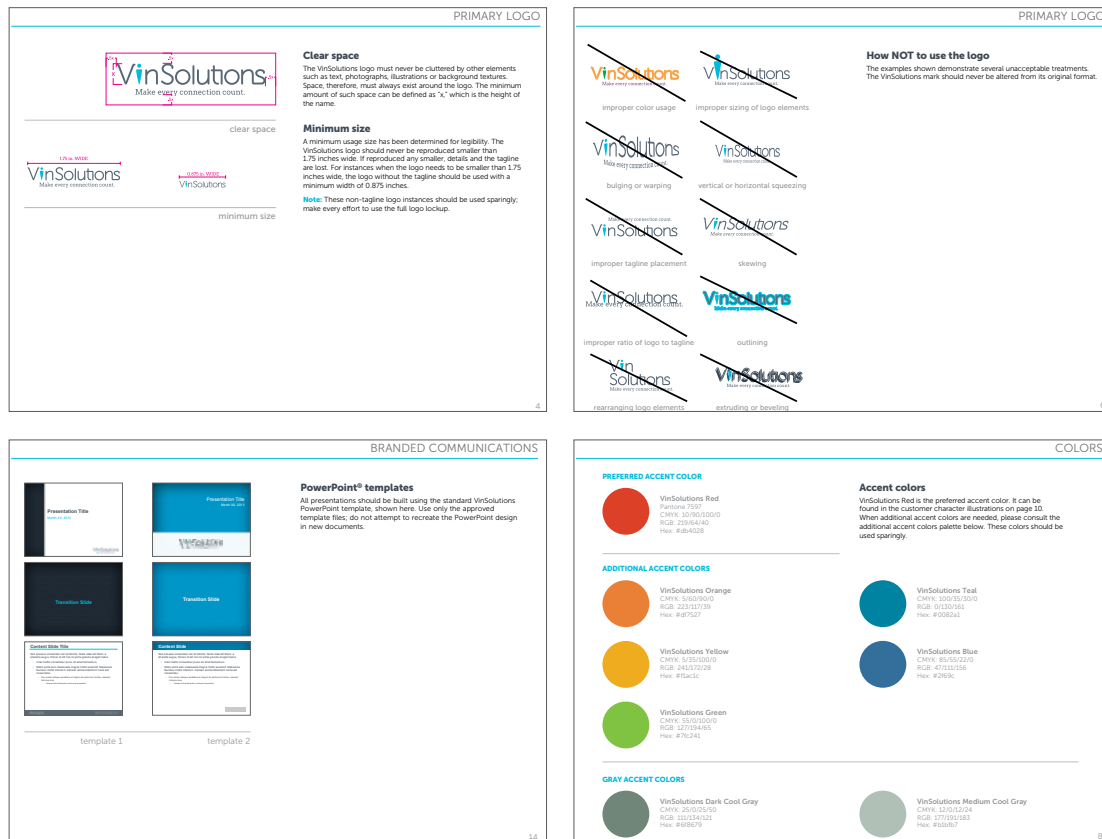
Brand Microsite

The pricing for the brand standards booklet assumes the following contents:

- Brand Overview
- Brand Messaging
- Primary Logo
- Colors
- Fonts
- Imagery
- Samples/Examples
- Business Card
- Branded Communications

This will have a user login, two page templates and assets (fonts, logos, images, page templates, etc.) able to be downloaded.

Web Site Development Process

We hear from our clients that our most significant core competency is our ability to conduct "discovery" sessions that flesh out what is important, and to then marry the resultant "requirements" with strategies and solutions designs that are sophisticated, appropriately simple or complex, and nuanced to the client and its constituencies. Key attributes include: Listening, Strategy, Creativity (across many areas), Project Management and Business Process.

In addition, the breadth of our services is unique in the field and adds powerful perspective to everything we do. For instance, the fact that we are the keeper of many of our clients' brand strategy helps us to design websites from both a marketing and technology perspective. The fact that we have business analysts and programmers on staff allows us to conceive and design web apps that extend the functionality of your site and engage your constituencies at a higher level. The fact that we process thousands of sales leads every month on behalf of our clients allows us to see what is working and not working across a range of categories, and make more meaningful and timely marketing recommendations. This breadth also leads to more integrated and effective overall programs.

When designing a site for a client with an established brand, we start by developing a full understanding of brand's character, positioning and visual identity. We also work closely with the client's internal stakeholders to map business objectives and audience dynamics.

While we reference and leverage visual identity from all channels, we don't simply translate off-line branding to the site, but truly activate the brand with interactive content and experiences designed to optimally engage the audience online.

The Mx Group takes a comprehensive approach to web design, assuring the development of scalable digital assets that deliver against business objectives, activate the brand and fully leverage the interactive opportunity while meeting the needs of the site's most important target audiences.

We use a multi-step process, with checks and balances throughout to ensure a strong strategic foundation and effective, efficient tactical execution.

Discovery/Strategy

- Project kick-off meeting

- E-survey to internal stakeholders

- Benchmark site performance metrics

- Define design standards

- SEO strategy development

- Discovery conclusions meeting

- Site architecture map

- Directory structure & page summaries

- Finalize/revise estimate based off discovery conclusions

Key Outcome: Statement of Work & Concept Summary

Architecture and Design

- 3 interface design concepts

- Refinements to finalize design

- Style additional pages/templates

Key Outcome: Site Mock-Ups & Design Specifications

Content Development

- Copywriting, incorporating SEO strategy

- Create/source/prep all images

- Compile product database & complete taxonomy tags

Key Outcome: Complete Site Content

Technical Development

- CMS installation & set-up
- Staging environment set-up
- CSS templates
- CMS configuration

Key Outcome: Staged Pages (with dummy content)

Content Integration

- Import product page data
- Input content pages (copy/images)
- Import/upload PDFs
- Complete page aliasing & meta data
- Configure search, site map, forms
- Preliminary proofing
- Build additional functionality

Key Outcome: Complete Site

Testing & Go-Live

- Final proofing
- Cross-browser testing & adjustments
- Hosting configuration
- Performance testing
- Forms testing
- Deployment to production server

Key Outcome: Live Site

Measurement and Improvement

- CMS training

- Monthly analytics review

- Improvement recommendations

- SEO adjustments

- Phase II enhancements planning

Key Outcome: Monthly Reports & Version Planning

a. Creative design.
We bring a full set of creative design resources to our web development processes. Our approach integrates highly polished design with best practices in usability, search engine optimization and conversion optimization.

b. Search engine optimization.
The Mx Group delivers a full set of search engine optimization services in-house. We begin with a comprehensive mapping of keyword opportunities and an in-depth competitive analysis and create custom SEO plans that include ongoing monitoring and reporting.

c. Site analytics.
Analytics underlies all of our web development and management services. We manage site analytics for most of our clients, focusing not just on site visits but on conversion actions and other key performance indicators. Our approach integrates analytics with search engine optimization, social media and interactive media measurement and reporting.

d. HTML page development.
We have full web page development capabilities in house, with expertise in the most current techniques and best practices including HTML 5 standards, mobile targeted content, and interactive content.

e. Interactive and application development
We have a complete web and mobile application development team in-house, including business analysis, programmers, QA, and UI designers. These capabilities help our clients to deliver interaction with their prospects and customers. The nature of our focus more than the basic applications that tend to come out of pure-play software development shops. We deliver high quality, market-facing applications that integrate your brand, excellent user experiences, and understand how to create business value.

Work Samples— Branding/Creative

We have included in this section samples of client work involving our branding/messaging platform work including various creative extensions. We will be glad to walk through any of these in more detail with you as your process dictates.

vAuto

Fairchild Semiconductor—Recently completed website

Before

After

GE

John Crane

MAVERICK

Catamaran

Work Samples-Web

Anvil International

www.anvilintl.com

When we first started working with Anvil they had gone through a long period of acquisitions and operational consolidations that drove both top line and bottom line improvements. This left them stronger as a company, but the content of their web site and marketing materials had lagged behind the rapid pace of changes in their size and capabilities.

We began the relationship with traditional marketing and worked with them to revamp their literature hierarchy and space ads. Soon after, Anvil turned its attention to its website. When we redesigned the site, we helped them to move from a dated, relatively static web presence that did not reflect their brand strength, to a data-driven, updated and content-rich site.

Original

Current
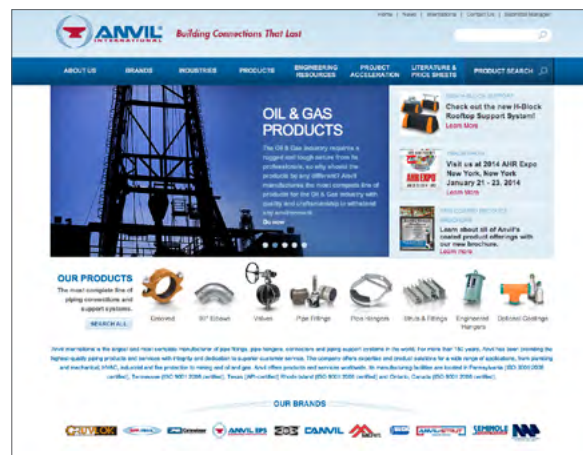
We also replaced Anvil's CD/paper-based submittal process with an efficient and elegant web application. Anvil's submittal system is now full of customer-friendly features unique to their industry, increasing the ease of doing business in an industry where convenience can make the all the difference on a commodity purchase.

The Mx Group developed a system that allows the user to save a construction project online, gather the appropriate products and the technical specifications for engineering approval, customize a submittal package and cover letter, and send it off electronically to an engineer for review. Submittals are always available online for review and can be copied and re-used for the next project. All technical updates from Anvil are done in the system and are synced on all submittals. And the system ensures that every submittal meets the industry's regulatory requirements.

Since AnvilIntl.com went live there has not been one request from customers wanting to return to CDs, resulting in the complete elimination of those costs. So far, hundreds of users have created thousands of personalized submittals, a base that is growing every week.

Additionally we have gone on to help Anvil extend their web site to new products and acquisitions, and data driven price sheet updates. We also recently built another online tool designed to help contractors correctly specify pipe hangers for seismic bracing in a way that is compatible with key building code requirements.

Stepan Company
www.stepan.com

Stepan manufactures basic and intermediate chemicals, including surfactants, specialty products, germicidal and fabric softening quaternaries, phthalic anhydride (P.A.), polyurethane polyols and special ingredients for the food, supplement and pharmaceutical markets.

Prior to working with The Mx Group Stepan had not formally conducted any significant web activity in the previous 5 years. The main driver of the redesign was the overall usability for the chemists and channel partners that include Stepan chemicals in their manufacturing process. Specifically, the goal was to make it easier for these groups to identify the chemical they need and to specify/order a sample of the product for testing and customer analysis purposes. The product selector tool and overall navigation design challenge was focused on the multiple paths these engineers typically take when attempting to identify the products they need. The Mx Group worked with the cross functional team at Stepan to design these elements to best allow the main objectives to be reached.
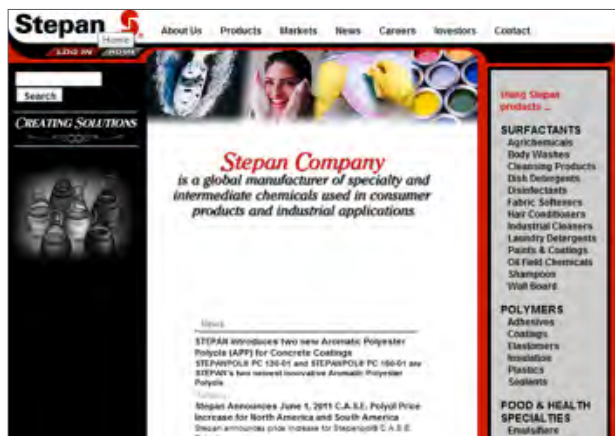
Original   **Current**
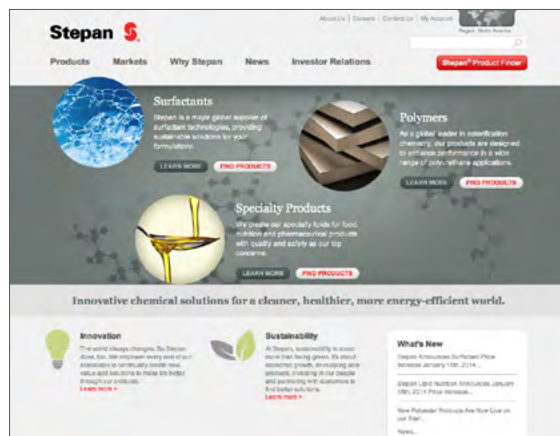
In just two months since the site was launched, Stepan has determined that the time spent by internal technical resources on the tasks of product identification and sample ordering has been reduced by over 25%.

General Electric, Intelligent Platforms

www.ourwatercounts.com

GE needed a web platform to anchor its campaign to increase awareness of water management inefficiencies—and achieve thought-leader status.

The Our Water Counts website uses the three pillars of the campaign—Water is money. Water is growth. Water is life.—for the website's navigation and provides interactive modules to explain them in detail. The website was promoted with an email marketing campaign targeting decision-makers in the water utility market. Social media was also used to promote the website including Facebook, YouTube, LinkedIn and Twitter.

Our Water Counts has had more than 7,000 visitors in less than a year and has significantly raised awareness of the need for increased water utility efficiency. The website soft-sells systems such as GE Prophecy while maintaining a grassroots feeling.

Other Sites

Below is a brief list of other web sites we have done. More detailed information is available about the challenges and successes, and we'd be happy to expand on them in our in-person meeting.

- www.fairchildsemi.com

- www.mavtechglobal.com

- www.catamaranrx.com

- www.sealyhospitality.com

- www.vauto.com

- www.weatherguard.com/

- www.dcsnext.com

Proposed Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross functional areas, led by single point of contact relationship management and account management. The account team is the primary client contact point, who then manages work flow and communications with the appropriate Team Leads. CareCore will have significant direct contact with a Creative Director or Business Analyst, but that contact will always be in the context of the Account Team managing it.
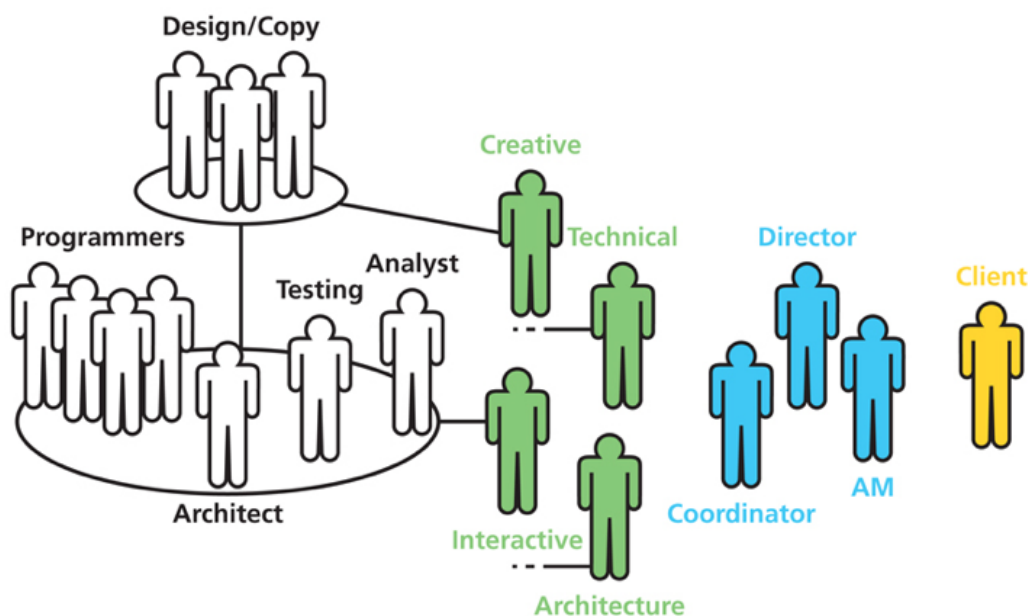
Tim Cook, Vice President of Client Services

Tim has more than 15 years of in-house and agency-side marketing and communications experience for a broad range of companies including Convergys, Intel, SAP, AT&T, Charles Schwab, HP and Sun Microsystems. Tim is responsible for overseeing The Mx Group's Account Services department. Prior to joining The Mx Group, Tim held senior management positions in corporate marketing, product marketing and corporate communications. Tim completed his BA in English Literature with concentrations in communications and political science from Stonehill College in North Easton, Massachusetts.

Tom Barg, Vice President & Executive Creative Director

Tom brings more than 18 years of business-to-business design expertise to the table. He is highly skilled at developing core branding and messaging platforms that produce short term and long term results for clients. Tom oversees The Mx Group's Creative Services Department and has been with the company for 13 years. Prior to The Mx Group, Tom was director of Creative Services for a major technical publishing house. Tom holds a BA in Fine Arts from Loyola University Chicago and achieved an MFA from Rochester Institute of Technology.
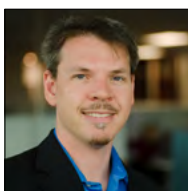
Kevin Coe, Vice President of Digital Development and Technology Services.

Kevin brings more than 15 years of business-to-business marketing and technical expertise to The Mx Group, providing oversight for the Technology Services Group. Kevin's technical teams develop and implement an extensive array of software and web development projects. Kevin attended the University of Illinois/Champagne-Urbana, receiving his BS in Advertising with a minor in French.
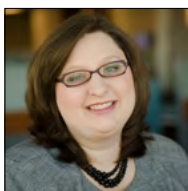
Kellie de Leon, Account Supervisor

Kellie brings more than 10 years of integrated marketing experience to her clients. Serving in both client- and agency-side roles, she has devised and implemented dynamic strategies across a wide variety of channels including direct mail, digital, social media, print, television, radio and telemarketing. Prior to joining The Mx Group, Kellie directed multi-channel marketing efforts for large international non-profit organizations. Kellie holds a B.A. in communications and theatre from Marquette University in Milwaukee, Wisconsin.

Emily Williams, Senior Content Manager & Copywriter

Emily has been with The Mx Group since 2008. In her role as Senior Content Manager and Copywriter, Emily provides creative concepting and content creation for a diverse client base, and oversees the content editing functions. Emily came to The Mx Group with five years of experience in book publishing, as a project manager and editor for a large independent publishing company. She holds a B.A. in philosophy and creative writing from Gettysburg College in Gettysburg, Pennsylvania.

Thomas D. Hayward, Associate Creative Director

Thomas brings over 13 years of print and interactive design experience to The Mx Group. Since joining the team, he has successfully lead an extensive array of projects from web applications and UI design to lead generation campaigns. Prior to joining the creative group at The Mx Group, Thomas was senior art director at a major business-to-business publishing company where he won several Ozzie and APEX design awards.

Pricing

Branding Estimate

Deliverable	Budget
The Persuasive Process Brand Strategy	$50,000
Stakeholders Questionnaire (5–6 Stakeholders)	
E-survey*	
Competitive Research	
One-on-One Interviews (10-12 interviews)	
Consensus Meeting	
Brand Definition	
Brand Concepts Presentation (3 options)	
Brand Book	$5,000
Corporate Identity—Logo	$25,000
Logo	
Naming	
Letterhead	
Brand Launch and ongoing activity	TBD Statement of Work
Discovering/Statement of Work	$3,750
Internal presentation, training and documentation	
Internal/external announcement campaign	
Asset (email templates, concept pieces, white paper offers, campaign journeys, etc.) design and development	
Marketing database development and population	
Market activation plan and execution for ongoing communications	

*Does not include the potential cost of list rental for the e-survey

According to our discussions, discovery will be an essential part of the project in order to form strategic consensus among stakeholders about the primary goals and key content. Additionally, the selection of a final CMS will have an impact on both the approach and the execution of international content to provide centralized core content, but local and regional flexibility. Browser and device support also needs discussion in order to determine the extent to which the content must be cross-browser tested over what span of version, and to determine whether the extent of mobile device support.

Given these open issues, and according to our discussions with CareCore, what we have priced here is constrained by a number of assumptions. This will provide a core price that can be used for vendor comparison and general project budgeting. The discovery work that results in a final post-site-planning statement of work will refine and define both the site plan and pricing.

CareCoreNational.com

Website Development Steps	Price Range
Discovery/Strategy & Statement of Work Total	$10,500–$12,200
Architecture, Design and SEO Total	$19,500–$24,300
Copy Review and Editing at 175 pages	$29,950–$37,400
CMS Technical Development	$24,200–$30,300
Key Functionality & Content Integration at 70 pages	$33,700–$42,100
Testing and Go Live	$11,600–$14,500
Handoff, Training, Documentation	$4,700–$11,500
Responsive for mobile	$9,500–$11,800
Project Management	$27,600–$34,500
Total	$171,250–$218,600
Midpoint	$194,925

Below are assumptions we've made based on the RFP and our discussions
(These assumptions include:

- SEO is initial implementation and excludes ongoing maintenance and updates

- 150 existing pages on carecorenational.com

- 20 pages of new copy/content

- 5 pages of new copy/content to cover healthfortis.com and carenext.com

- 28% (50 pages) of existing content usable as-is, 72% (125 pages) to be rewritten/optimized by Mx. Of those 125 pages:

    - 60% (70 pages) will require content edits

    - 29% (37 pages) will require content to be optimized for web

    - 11% (14 pages) will require a heavy amount of content development

- Implementation estimated for Ektron CMS

- 10 Ektron templates

- 274 PDF uploads

- Pricing assumes Ektron CMS and can be modified as necessary later

- Ektron Licensing and training done by CareCore

- Changes to existing interactive tools excluded from scope (payer, provider and patient portals), and assumed to be hosted outside of the Ektron server at a separate subdomain or domain.

- Dynamic tools such as radiation calculator excluded from scope pending code review

- Web user groups, and social media programs will be addressed after more discussion/discovery

- Development will be mobile-friendly, but not responsive unless the responsive design option is chosen

- Web pricing is dependent on design output from the branding process. Elimination of branding would require re-pricing

- Hosting is excluded as CareCore has indicated that they will host

Video Development

Video	Price

8 interview videos—1 minute in length
 	
• Single Re-usable Script
  A single set of questions are asked to each person.
 	
• Video crew for a full day
  8 individual people will be interviewed, at the same location in one-day.
  2 camera shoot.
 	
• Production
  Cut, edit, and render 8 individual videos.
  Basic title, end slide, and lower third animations are included
	$15,000

1 Corporate address video—3 minutes in length
 	
• Script
  Draft a script to be read for the video.
  Client can review to make any necessary edits.
 	
• Video crew for ½ day
  Video shoot with Chief Medical Officer presenting a corporate address to clients.
  2 camera shoot, will be shot from multiple angles.
 	
• Production
  Cut, edit, and render video.
  Basic title, end slide, and lower third animations are included.
	$11,000

Total	$26,000

Branding Site

Website Development Steps	Price Range
Site creation and implementation	$21,896–$25,233
Total	$23,564

Assumptions:

- Branding site will mirror the brand book

- 20 pages

- 2 templates

- Shares the same Ektron instance on the same domain

- Content populated and downloadable assets included

- Password protected—shared access

- Content managed areas to enhance the site over time with:

    - Additional asset uploads

    - Additional marketing example uploads

Option: CareCoreNational.com—HTML Templating Only

Website Development Steps	Price Range
Discovery/Strategy & Statement of Work Total Architecture, Design and SEO Total Copy Review and Editing at 175 pages HTML/CSS template delivery Project Management	$77,800–$91,000
Responsive for mobile	$6,500–$8,900
Total	$84,300–$99,900
Midpoint	$92,100

Assumptions:

- If this option is chosen, the branding site needs to be repriced.

- HTML templates will be delivered at .NET master pages

- No content population or per page HTML or image assets are included

- Design, architecture, SEO and copy editing are unchanged

- 150 existing pages on carecorenational.com

- 20 pages of new copy/content

- 5 pages of new copy/content to cover healthfortis.com and carenext.com

- 28% (50 pages) of existing content usable as-is, 72% (125 pages) to be rewritten/optimized by Mx. Of those 125 pages:

    - 60% (70 pages) will require content edits

    - 29% (37 pages) will require content to be optimized for web

    - 11% (14 pages) will require a heavy amount of content development

- Not inclusive of support time to make revisions to HTML code, post CareCore CMS implementation

About
The Mx Group

The Mx Group is a marketing and technology services company that seamlessly integrates and delivers digital, creative and sales enablement services for our clients. We are a collection of creative problem solvers, including marketing strategists, business analysts, designers, writers, programmers, data specialists and sales management experts. All bringing unique skills and perspectives while contributing to our common mission of helping companies **excite** markets, **engage** customers, **effect** sales, and **embed** value.

References

Catamaran
Susan Fleming
Vice President, Communications
312-261-7806
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Catamaran is a growing $15 billion company at the center of the rapidly changing healthcare landscape. As a leading pharmacy benefit manager, Catamaran's innovative technology and clinical solutions connect pharmacists, doctors, caregivers and patients to improve health outcomes while lowering prescription drug costs. The Mx Group provides brand and message strategy, website design and support, strategy and development of interactive content for Catamaran's Innovation Center, including video and a custom analytics application. Additionally we handle collateral design, recruiting strategy and branding, media planning, trade show design, and investor relations design including annual reports and presentation materials.

Siemens Industry
Jessica Norman
Strategic Marketing Manager
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A client since 2009, Siemens is the leading manufacturer of medium voltage variable frequency drives in the world. The Mx Group serves as the primary agency on this business managing all aspects of this integrated program. This work includes market identification and buyer definition, database construction and population, content development, media planning, lead generation, lead qualification, lead management and custom sales-enablement application development.

MAVERICK Technologies
Paul Galeski
CEO and Founder
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A client for over 10 years, MAVERICK provides industrial automation services to global process manufacturers. Throughout the engagement The Mx Group has provided the branding strategy and definition needed to elevate MAVERICK from the competition and help them become the largest automation service provider in the world. Today The Mx Group provides a fully integrated program including branding, web development and optimization, social promotion, public relations and automated lead nurturing.

Fairchild Semiconductor
Dorothy Sloan
Director of Web Strategy & Marketing Operations
Corporate Marketing
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A client since the beginning on 2014. Fairchild selected The Mx Group to create a new responsive website that delivers the message of the "new" Fairchild to customers, prospects, employees, partners and the financial community. Unlike previous efforts that have been limited in scope, this project was a complete redesign that needed to deliver critical business and marketing results, ultimately doubling the number of Marketing Qualified Leads produced by the site.
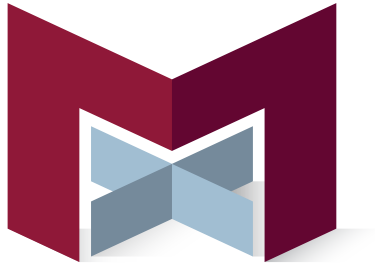
The Mx Group

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