

# Executive Summary



This is a pivotal (and exciting) moment for Airgas. You have ambitions to grow, while the competition is getting aggressive. Elevating your brand in the marketplace is imperative to create differentiation and meet your business objectives. You need a trusted, experienced B2B marketing partner that brings years of experience in your target verticals to deliver short- and long-term results. **MX is that partner.** With four decades of experience building B2B brands in highly commoditized industries, we are confident in our ability to guide you through this journey and deliver measurable growth for your brand.

Our initial review of your business and the competitive landscape has already identified insights we can action to create growth. Those insights, as well as our additional response materials, the story of our agency, relevant case studies and examples of work we've done in your target verticals can be found within the portal we have created for you. Hopefully these materials make it evident that we are the partner who can help you **fill your potential.**



**Visit:**  
[TheMXGroup.com/Airgas](http://TheMXGroup.com/Airgas)  
**Password:**  
Potential

## Our Opportunity

We believe an effective brand awareness campaign will deliver both short- and long-term benefits for Airgas:

**Short term:** Brand building primes your audience and improves the performance of current demand activity and the sales pipeline. By linking brand activity to existing sales and marketing efforts we have seen brand awareness campaigns generate a 249% increase in lead volume and an 84% lift in average deal size.

**Long term:** In B2B, up to 95% of your addressable market is not in an active buying mode. Brand building keeps your brand top of mind and builds favorable impressions when the audience enters the market for your products. For one client, our campaign delivered a 13% increase in brand awareness and a 4.5% increase in trust within the first six months.

## The Challenge

### Phase 1: A three-year media plan that...

- Meaningfully segments your market to focus media activities on the highest potential opportunities.
- Understands your buyers' affinities, needs and preferences to craft effective brand awareness strategies.
- Establishes benchmarks and a measurement strategy focused on attribution and business impact.
- Is built around ideal targets to eliminate untargeted ad spend and improve ROI.
- Is based on the impact it will deliver and has the flexibility to rapidly adapt and optimize.

### Phase 2: Brand Awareness campaign that...

- Includes a bold and ownable creative platform that stands out in a commoditized landscape.
- Is memorable and influences perceptions and behaviors of our targets.
- Meets your buyers where they are and with the right context.
- Delivers higher than benchmarked return on ad spend (ROAS) through effectiveness and buying power.
- Is continually monitored and optimized to improve effectiveness and inform future plans.
- Elevates the effectiveness of all other sales and marketing efforts.

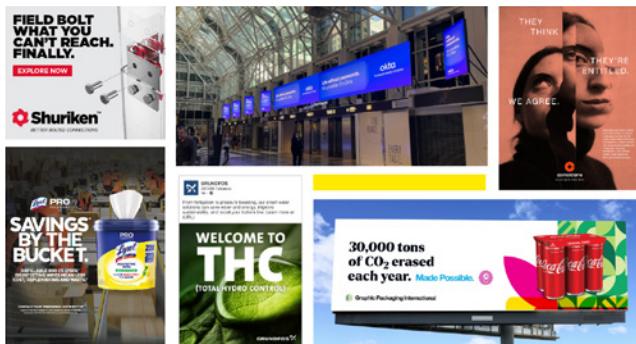
# What it will take

## Knowing your business and buyers

Your target industries	Our experience	Clients we've worked with
Metal	<ul style="list-style-type: none"> <li>Brand Identity</li> <li>Brand Awareness</li> <li>Campaigns</li> <li>Media Strategy</li> <li>Website/Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Creative/Content</li> <li>Editorial/Social</li> <li>Leadership</li> <li>Sales Enablement</li> <li>Events</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>Brand Identity</li> <li>Brand Awareness</li> <li>Campaigns</li> <li>Media Strategy</li> <li>Website/Commerce</li> </ul>	<ul style="list-style-type: none"> <li>UX/UI</li> <li>Content/Thought Leadership</li> <li>Sales Enablement</li> </ul>
Construction	<ul style="list-style-type: none"> <li>Brand Identity</li> <li>Brand Awareness</li> <li>Campaigns</li> <li>Media Strategy</li> <li>Website/Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Creative/Content</li> <li>Editorial/Social</li> <li>Leadership</li> <li>Sales Enablement</li> </ul>
Energy	<ul style="list-style-type: none"> <li>Brand Identity</li> <li>Media Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Demand Gen</li> <li>Editorial/Sales Enablement</li> </ul>
Healthcare	<ul style="list-style-type: none"> <li>Media Strategy</li> <li>Brand Awareness</li> <li>Campaigns</li> <li>Creative/Content</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Content/Thought Leadership</li> </ul>
Food/Beverage	<ul style="list-style-type: none"> <li>Brand Identity</li> <li>Demand Gen Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Content/Thought Leadership</li> </ul>

\*Note – Praxair is a former client of ours before they were acquired by Linde. Emphasis on former. This means we already have strategic insights into your business and industry without any conflict of interest.

## Tactic-agnostic, solution-dependent media approach



## Media buying power for a competitive advantage

<b>Zekelman</b>	<b>Envoy</b>	<b>Own{backup}</b>
Awareness Campaign	Brand Awareness & Demand Gen Campaign	Awareness Campaign
222MM Impressions	447MM Impressions	30-50MM Impressions
<b>Media Value Multiplier</b>	<b>Media Value Multiplier</b>	<b>Media Value Multiplier</b>
<b>5x</b>	<b>3x</b>	<b>4x</b>

## ...and insights that will drive actions

Through an initial review of the category and the competitive landscape, we have developed several insights that can drive action. Looked at independently, these insights are informative – actioned collectively, they are powerful.

**Insight:** Airgas is falling behind on Share of Voice, while competitors are dominating and outpacing growth.

**Action:** Invest in Excess Share of Voice to grow faster than your competition.

**Insight:** Certain markets are outperforming in reaching your target audience.

**Action:** To maximize impact, ensure you are first and foremost focusing on high-potential markets.

**Insight:** Your audience is spread across multiple channels, and your competitors are already active on paid, owned and earned channels.

**Action:** Adopt an omni-channel strategy to fully engage your audience.

**Insight:** In a commoditized category, it's easy to get lost in the sea of sameness.

**Action:** Highly effective creative is your key to standing out and driving growth.

**Insight:** Your brand's market perception directly impacts growth potential.

**Action:** Consistent growth requires ongoing measurement and optimization.

## **Our approach for Airgas**

Leverage a team of experienced marketing and advertising professionals who have marketed to your buyers.

Provide good, better, best media plans to facilitate conversation and collaboration among Airgas and MX.

Create a mutually beneficial pricing model that minimizes risk for Airgas and incentivizes increased spending with MX.

Move at pace. The category is growing and your competition has a head start. We have ground to gain.

## **Why MX**

### **Experience Matters**

We have a long track record delivering successful brand awareness campaigns for businesses and buyers just like yours.

### **Scale for Success**

As the second-largest independent B2B agency in the U.S., we possess the agility and resources to bring your campaign to life effectively, ensuring its success in a dynamic market.

### **Partner for Growth**

As a full-service agency, we offer a suite of tools and services tailored to meet your evolving needs, providing comprehensive support as our partnership and needs grow and evolve.

### **Trusted by Others**

Others trust us to deliver on their vision, making us the risk-free choice as your marketing partner.

## **Conclusion and next steps**

At MX, we are passionate about helping you achieve your business goals. We're not just offering a service; we're offering a partnership—one built on trust, expertise and a shared commitment to driving growth. We are confident that we are the right fit for this initiative, and we look forward to working with you to build a strong, long-term brand presence that will fuel your success for years to come.



**Your partner for growth.**