

Proposal

Prepared for:

Black & Veatch

Research for Brand Audit

January 3, 2018

Your Situation

Black and Veatch's corporate marketing group is placing greater emphasis on and investment in the overall Black & Veatch brand. The effort is starting with a brand awareness audit, beginning with a survey/research project aimed at establishing market baseline awareness, association and perception levels as defined by customers, prospects and employees.

The marketing team is looking for an external partner to work with them to define, develop, and implement the scope of work around this survey project.

You need this partner to:

- Quickly and efficiently work with your team to establish the parameters of the survey, the execution plan and findings reporting.
- Act as an independent source to conduct complete and thorough research.
- Bring the complete set of services required to develop and execute including phone interviews, analysis and reporting.
- Ground the program in research best practice.
- Ensure clarity and specificity of goals and drive the program to achieve those goals.
- Be accountable to milestones, deadlines and budget commitments.

We'd like to thank you for the opportunity to engage with you for this project. We firmly believe The Mx Group is the right partner for this brand research project and beyond.

Our Process

Overview and Discovery

Our goal in completing this brand research is to determine where Black & Veatch is in the minds of the marketplace. The goal is to provide enough accurate data to help you determine the next steps in your brand audit process and beyond. The discovery process will be used to further our knowledge of Black & Veatch's offerings and your customers. Also, there are many components (access of usable data, actual segments, etc.) of this proposal that are estimated and based on our limited information. We will use this step to verify the assumptions used to develop this proposals. The result will be a final list of deliverables, timeline and pricing estimate.

Stakeholder Interviews

We begin by asking key members of your organization to complete a questionnaire or interview facilitated by our strategy team. The answers give us insight into your stakeholders' perspectives on the current state of your brand and perceptions of the buyers in their market.

Your stakeholder team should include key members of marketing, sales and any other departments that interface with your market regularly. We estimated this at 20 interviews.

Segmenting

The chart below shows our preliminary recommendations on segmentation and responses. As stated above, final counts and our approach will be determined during the discovery step and finalized with an updated grid.

Source	Segment	Org Size	Job Category					Responses	
			C or Corp Level	Ops	Construction	Project Mgt.	Mkt/Sales	e-survey (est.)	Phone
Customer, Lost Customer, Prospects	Energy	T-1	X (2)	X (2)	X (2)	N/A	N/A	5	6
		T-2		X	X	N/A	N/A	5	
	Water	T-1	X (2)	X (2)	X (2)	N/A	N/A	5	6
		T-2		X	X	N/A	N/A	5	
	Telcom	T-1	X (2)	X (2)	X (2)	N/A	N/A	5	6
		T-2		X	X	N/A	N/A	5	
	Consulting Eng	NA	X (2)	X (2)	X (2)	N/A	N/A	5	6
Employee	Energy	NA	X	X	X	X	X	5	
	Water	NA	X	X	X	X	X	5	
	Telcom	NA	X	X	X	X	X	5	
	Corporate	NA	X	X	X	X	X	5	
X= e-survey plus selective phone survey								Total	
X= e-survey only								55	24

Data Sourcing

We will work with you to determine the types and segments of customers (lost and current), prospects and employees we should target for our research. You have indicated that you have the data and/or data resources to complete both the interviews and e-surveys, but we can help with the sourcing and acquisition of names if necessary. As discussed, we will utilize a combination of existing customer and prospect data provided by Black & Veatch as well as your purchased data for the eSurvey and 1:1 interviews.

e-Survey

Once the stakeholder interviews are complete, we will finalize any open questions and send an e-Survey to all customers, prospects and employees on similar topics discussed during the stakeholder interviews. The purpose of these surveys is to obtain response data directed at gaining the baseline brand knowledge that you desire.

Contact and Scheduling Management

When we interview customers and lost customers our experience is that we get the best scheduling results when our clients actually schedule the calls. Our team will work with the Black & Veatch team members assigned to schedule each interview with our recommended approach to reaching out, “selling” the idea of the call and then actually scheduling the call. If it works best for The Mx Group to schedule these interviews we will quote that activity separately.

1:1 Interviews

Beyond the e-survey, we believe the 1:1 interviews will play an important role in generation the information you are looking to gain in this process. These interviews give us the opportunity to a little deeper and more nuanced discussions about the themes uncovered by stakeholder interviews and the e-survey. In particular, the market’s perception of the brand can sometimes be best discovered during these phone interviews. For these interviews, it is important that we engage with at least 3 individuals in each of the primary market segments determined during the discovery and data sourcing.

Summary, Analysis and Readout

Using the insights gathered, The Mx Group will produce a readout and summary of the findings. We will present these findings and our conclusions to Black & Veatch stakeholders. Recordings of all interviews will be made available as well.

Pricing Estimate

Tactic	Estimated Mx Labor	Estimated Mx Pass-thru	Estimated Total
Discovery/overview; stakeholder interviews; data review, project definition, final pricing and program management	\$5,000	N/A	\$5,000
Stakeholder interviews @ 20	\$6,000		\$6,000
e-Survey – Incentive variable by quantity	\$7,500	\$1,000	\$8,500
1:1 Customer, lost customer brand perception interviews – estimated @ 24, 15-20 minute calls, incentive	\$10,000	\$500	\$10,500
Conclusions, analysis, and presentation of findings	\$15,000	N/A	\$15,000
Total	\$43,500	\$1,500	\$45,000

Timeline

Milestones	Weeks										
	1	2	3	4	5	6	7	8	9	10	11
Discovery / overview, stakeholder interviews, project definition and management											
Stakeholder Interviews											
e-Survey											
Contact and scheduling management											
1:1 brand perception interviews*											
Conclusions, analysis, and presentation of findings											

* Timeline dependent on availability of buyers.

Proposed Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, led a by single-point-of-contact Account Director and account management team.



Tim Cook

Vice President of Client Services & Partner

Tim has more than 25 years of B2B marketing experience. He leads The Mx Group's Client Services and Demand Generation departments. Previously, Tim held senior marketing positions at the global outsourcing firm Convergys, and served clients at McCann-Erickson and Resource Marketing. Tim completed his B.A. in English literature from Stonehill College in Easton, Massachusetts. He completed certificate programs in integrated marketing communications and change management at the Chicago Graduate School of Business.



Jessica VanDyken

Account Director

Jessica brings nine years of experience developing integrated marketing programs for companies with complex products and sales cycles. Since joining The Mx Group in 2010, she has led marketing programs for clients across several industries, including hospitality, manufacturing and health care. Jessica holds a B.S. in health communications from Grand Valley State University.



Colleen Croft

Account Coordinator

Colleen joined The Mx Group in May 2016 following her graduation from Indiana University, where she received a B.A. in communication. Preceding The Mx Group, Colleen worked at two other marketing agencies, focusing her time on marketing, PR and brand placement. Colleen's clients utilize the full range of The Mx Group's marketing specialties, from lead management and demand generation to design and content.

About Us

Digital & Demand Gen Agency

More theory. More data. More tech. You've never had more tools at your disposal to generate demand. But along with this comes more expectations. Expectations not only to attract customers, but to convert and retain them. To perform the impossible and to prove it. To make $1+1=100$ and to show your math.

At The Mx Group, we say, "OK, pass the pencil!" — with expertise across strategy, content, digital and demand. We help B2B marketers rise above their growing expectations. We make sense of today's marketing and sales technologies to make the most of data and automation. We create new assets — messages, websites and apps — that engage prospects and customers alike. We make it all work together to help you rise above the noise and focus on what really matters: driving reliable growth for your business.



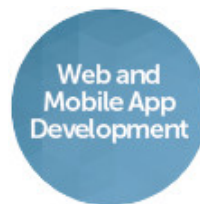
Brand Strategy
Buyer Strategy
Sales & Marketing Alignment
Demand Waterfall Forecasting
Market Mapping
Research & Insight



Interactive Content
Thought Leadership
Video & Motion Graphics
Outbound Content



Program Design, Asset Creation & Execution
Marketing Technology Optimization
Marketing Technology Outsourcing
Lead Management
Telemarketing Services
Attribution, Analytics & Reporting



Digital Strategy Services
Website Design & Development
Website Optimization
Mobile App Development

Current Clients



TEMPUR+SEALY

Rexroth
Bosch Group



Wonderlic.

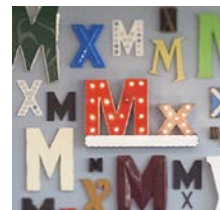
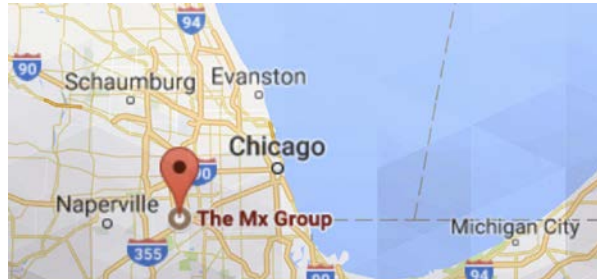
SIEMENS



Abaco Systems | Abbott Diagnostics | Abbott Molecular | Alonti | Altran | Anvil International
ASSA ABLOY Hospitality | Atlas Copco | Belden | Benefit Mobile | Bosch Rexroth | BriovaRx
Certified Collectibles Group | Cox Automotive | DealShield | Deublin | Fairchild Semiconductor
General Electric (GE) | GG+A | Grundfos | Huron | JPW Industries
MAVERICK Technologies (A Division of Rockwell Automation) | National Automobile Dealers Association
NAVIS | Optum | RACO Manufacturing | SCA | Siemens | Tempur Sealy (Hospitality)
The Vitality Group | U.S. Tsubaki Power Transmission | vAuto | VinSolutions
WIN (Wireless Information Networks) | Wonderlic | Xtime | Zekelman Industries

**TOP B2B
AGENCY**

- Ad Age



Corporate Information

Company Name

The Mx Group

Ownership Structure

Privately held

Year Founded

1989

Total Number of Employees

110

Office

7020 High Grove Blvd.

Burr Ridge, IL 60527

United States

Primary Phone

630-654-0170

Website

TheMxGroup.com

Social

Twitter: @MxGroup

Facebook: TheMxGroup

LinkedIn: TheMxGroup

Instagram: @TheMxGroup

Contact Information

Business Inquiries

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Principal & Founder

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Thank you for considering us!



The Mx Group

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