

AGENCY OVERVIEW



OUR PHILOSOPHY AND APPROACH TO SERVING CLIENTS

After reviewing the criteria in your RFI, we determined we will best serve Henkel by **working with our proven agency partner Bray Leino Limited**. Together, our mission is to be the best B2B agency in the world, by always focusing on our clients’ needs with the ambition to beat expectations. We currently work together for global, enterprise, Fortune 500 companies such as Cummins and Holly Frontier, successfully serving as their seamless, global B2B agency.

The Mx Group and Bray Leino share an agile partnership, working to give clients all the expertise they need, everywhere they need it. This world-

class alternative agency option provides our clients with extensive capabilities and global reach. The Mx Group is a 100% B2B agency serving clients in North America and Bray Leino focuses both on B2B and B2C in Europe and Asia.

As partner agencies, we form custom teams bound by a mutual desire to work for a common client. **Our combined offering of over 470 full-time employees and 75 years of experience** delivers in-house capabilities ranging from strategy and creative to demand generation, media, events, training, digital and more.

CLICK HERE TO READ MORE ABOUT THE MX + BRAY LEINO PARTNERSHIP

SERVICE AREAS AND HEADCOUNTS

STRATEGY	CREATIVE	MEDIA	DIGITAL	DEMAND	CLIENT SERVICES	EVENTS	LEARNING & DEVELOPMENT	PRODUCTION
17	65	15	84	11	50	83	22	22

REPRESENTATIVE CLIENT LIST



AGENCY LEADERSHIP FOR HENKEL



KATE COX
EXECUTIVE LEADERSHIP
BRAY LEINO



TONY RILEY
EXECUTIVE LEADERSHIP
THE MX GROUP



RICH PIECZYNSKI
GROUP ACCOUNT
DIRECTOR



LISA EVERETT
B2B STRATEGY LEAD



EMILY KLEIST
EXECUTIVE CREATIVE
DIRECTOR



ALLEN MORGENSTERN
CREATIVE DIRECTOR



ERIC VON ZEE
DIRECTOR OF
APP DEVELOPMENT



MATT BINZ
DIRECTOR OF
DIGITAL MARKETING



STUART RUSSELL
DIGITAL MEDIA
DIRECTOR



MIRO ZUGOVIC
DIRECTOR OF
VIDEO & PHOTOGRAPHY

MARKETING SERVICES

Collectively we offer every service listed in the RFI including specialist services such as demand generation, learning and development and application development. The Mx + Bray Leino team has extensive experience delivering these services globally.

The Mx + Bray team knows how to maintain efficiency by partnering seasoned client services professionals with clients and empowering them to add specialist resources when needed. This prevents clients from paying for resources they don't need.

IT'S IMPORTANT TO KNOW OUR SERVICES ARE...

CHANNEL NEUTRAL

Our breadth of marketing specialties means we can recommend what best delivers your objectives.

INTEGRATED THINKING

All our skills are in-house, allowing for maximum responsiveness, quality and integration.

FLEXIBLE & ADAPTABLE

We constantly refine our approach based on learning.

OPERATIONAL

Our CRM, MAP, telemarketing and fulfillment teams help operationalize campaigns for maximum impact in the market.



3 SERVICES WE CONSIDER OUR STRONGEST

1. CREATIVE

We are a creative solutions company staffed with award-winning writers, designers, illustrators, interactive art directors and more. Our talented team turns market and buyer insights into big ideas, and creates compelling work that moves today's B2B buyers. From persuasive advertising and educational content to interactive digital experiences, we embed brand value in buyers' minds and drive results for your business.

2. CLIENT SERVICES

Our highly experienced and strategic client service professionals have a deep understanding of target markets, buyers and the most effective ways to reach them in the B2B landscape. They understand their clients' businesses and know how to leverage our broad set of specialist resources to ensure clients' goals are not only met, but exceeded.

3. DIGITAL

We have a robust digital team designing user experiences, developing websites, creating digital ads, producing tools and using marketing automation. Our broad digital service offering allows us to execute on specific campaign or business needs in addition to helping our clients drive their digital transformation strategy.

"THEY DEVELOP GREAT INSIGHTS WHICH LEAD TO AMAZING CREATIVE WORK IN SOCIAL MEDIA, DIGITAL EXPERIENCES, TRADE ADVERTISING, SALES TOOLS, CONTENT AND MORE."

"THEIR IN-DEPTH KNOWLEDGE IN EVERY INDUSTRY IN WHICH THEY OPERATE IS UNPARALLELED, AND FOR US IT'S MEANT GREATER RESULTS."

"THIS PROJECT WAS A GREAT SUCCESS BY THE DIGITAL TEAM WHO USED THE SCRUM METHODOLOGY TO MANAGE AND DELIVER DYNAMIC BUSINESS REQUIREMENTS — ON TIME AND ON BUDGET."



PROCESSES

NEW CLIENT ONBOARDING APPROACH

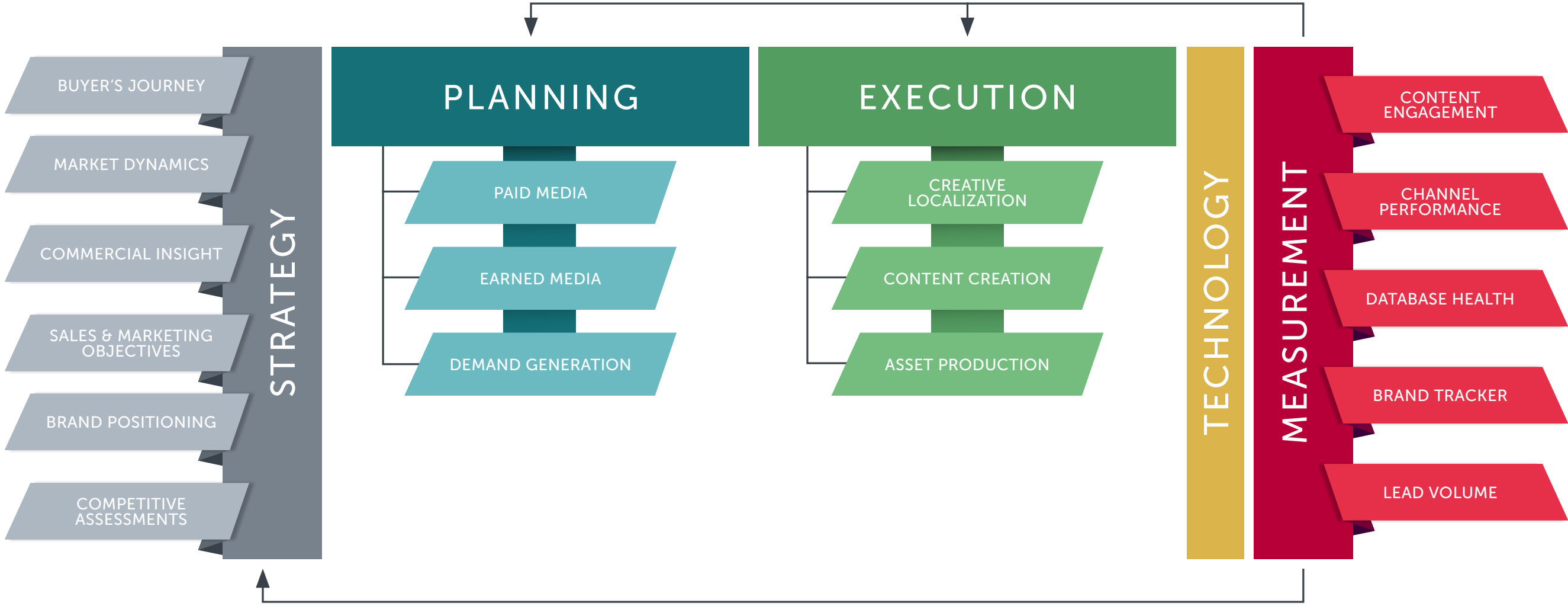
Our well-established process for onboarding new clients is extremely focused, based on discovery, not research and is designed to happen digitally instead of in-person due to the current business climate.

This proven process for rapid discovery will be executed against a clear plan, with all participants understanding the inputs, outputs and objectives. We provide clarity on roles and responsibilities of stakeholders to maximize their time, and we can capture a larger set of inputs from a broader set of stakeholders through e-survey(s). Our onboarding approach is extremely effective in defining client needs and objectives, which leads to refined, effective marketing recommendations.



PLANNING FROM KICKOFF THROUGH TO EXECUTION

We use a process for strategy, planning, execution, and measurement developed over years of experience in a variety of B2B sales applications called the Total Marketing Experience Engine™. This process was built based on real-world experience and has proven to produce results. The technologies that drive this engine combines marketing automation, campaign planning, and media optimization tools. We are well-versed in using clients’ existing technologies while also providing options for clients to use our own.



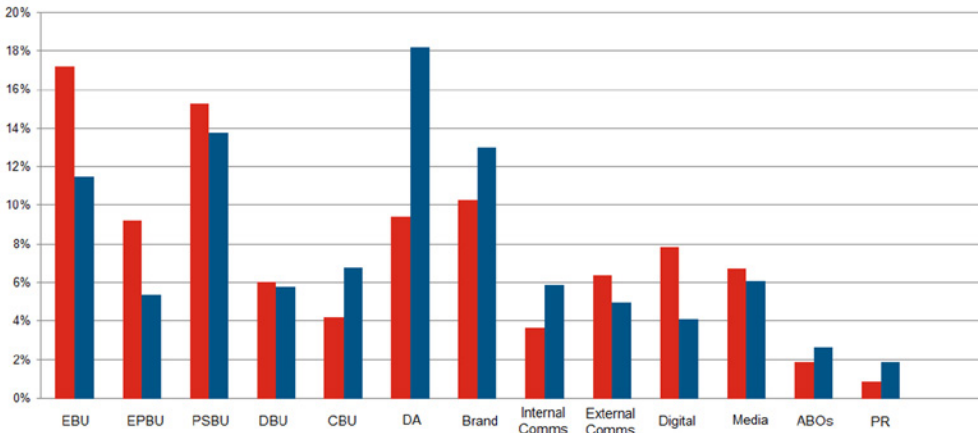
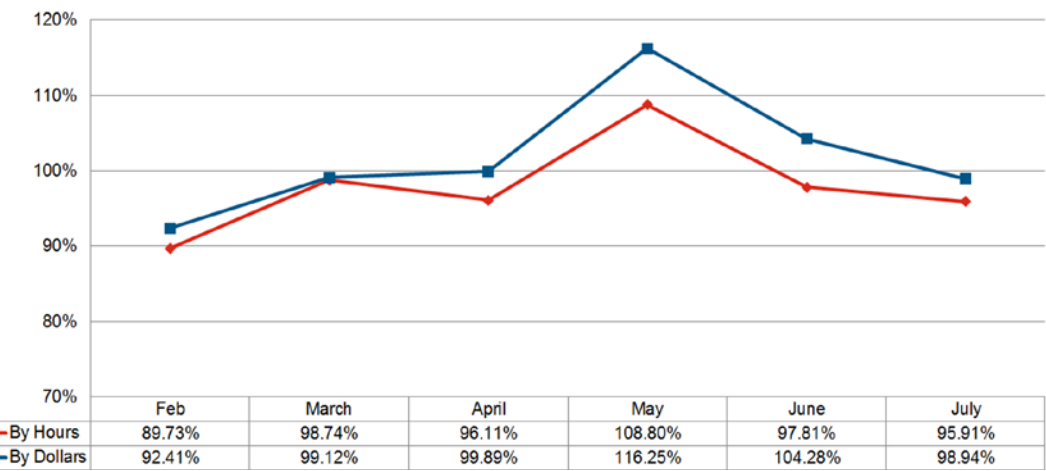
TOTAL MARKET EXPERIENCE ENGINE™

BUDGET & PROGRAM TRACKING AND MANAGEMENT

Our clients appreciate the level of financial transparency and detail we provide. We are comfortable working in project based, retained and hybrid models and have existing reporting systems and frameworks for each. We deliver monthly reports that identify costs incurred against approved budgets to ensure alignment prior to billing.

We compliment financial reviews with bi-annual satisfaction surveys to collect feedback on our performance and identify opportunities to optimize our approach. We believe that open and frequent communication on financials and feedback are keys to growing our partnership with clients.

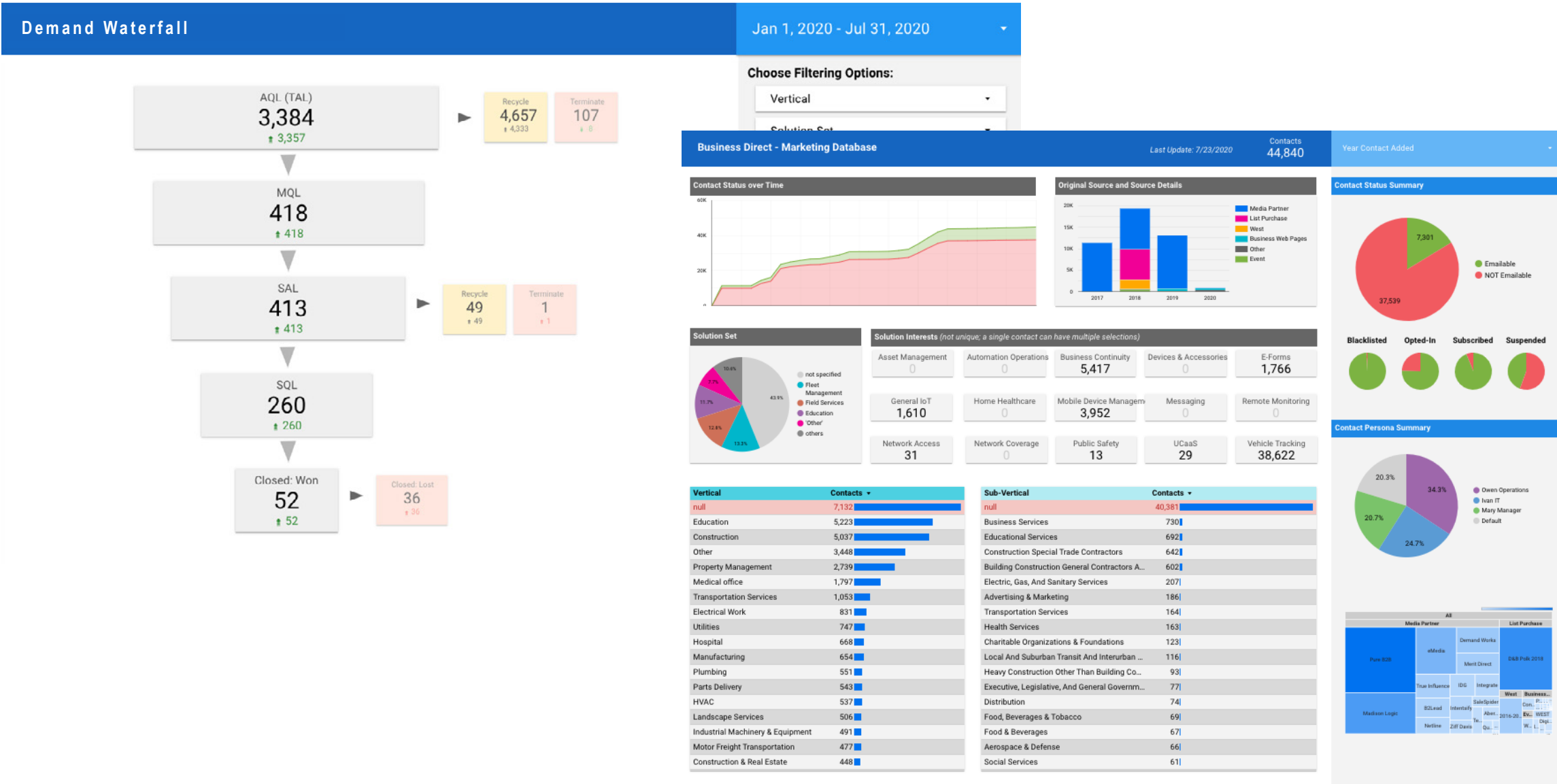
		Estimated Labor	Estimated Outside Costs	Estimated Total	Previous			Sep-19			Current Invoiced	Total Invoiced
Campaign Name		Labor	Outside	Total	Labor	Outside	Total	Labor	Outside	Total		
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RESULTS-DRIVEN MEASUREMENT AND REPORTING APPROACH

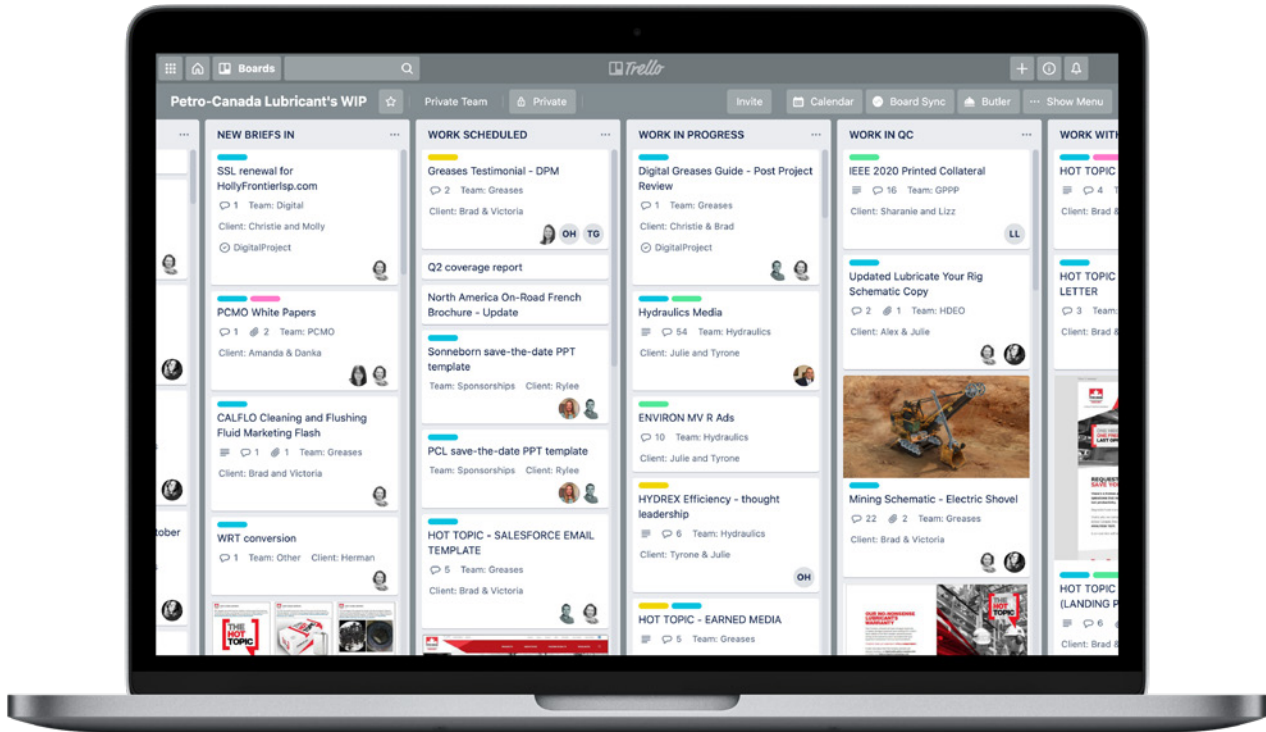
Given the diversity of our services and our client’s objectives for B2B sales, the way we measure success can vary, but often involves channel effectiveness, web engagement and funnel metrics reporting. By understanding which channels drive the most interest, how traffic engages and converts online and the velocity with which leads move through the sales process, we can identify areas of optimization that increase revenue for the organization.

While certain instances may require “custom” reporting, we recommend clients use a standard set of reports and metrics that are common within the industry to allow for benchmarking and create consistency across agencies and teams.

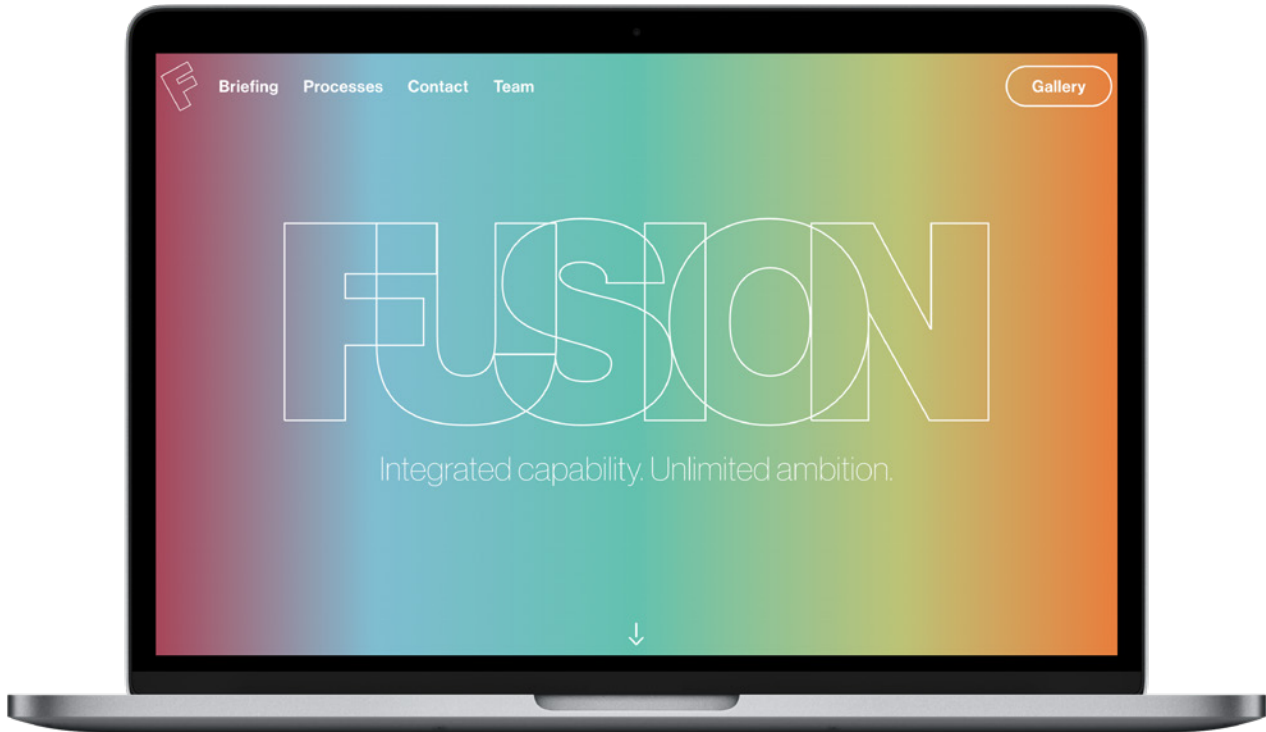


WAYS OF WORKING

When working across departments within global organizations we often find the need to help our clients connect the dots across projects and initiatives. This allows us to leverage assets and information to create efficiency. To do this we use different technologies that provide a 24/7, on demand view of all of our work. We also create custom portals to make project initiation digital, easy and consistent across client teams.



Global Project Dashboard



Custom Client Portal

SPEED AND NIMBLENESS

We believe that our size is an advantage and that we are able to move quicker and turn faster than our competitors. Our speed and nimbleness are increased by:

- Understanding our clients’ business to create a shorthand across teams.
- Prototyping solutions to get to a collaboration point quickly.
- Developing in an Agile methodology to allow teams to pivot mid-stream.

DETAILS IMPORTANT FOR HENKEL TO CONSIDER

Given your product portfolio we believe it is important for you to consider the marketing automation, demand generation and account based marketing capabilities of your future agency partner.

These are tools critical to the success of B2B marketers today and an area where we often differentiate from our competition. We have people, processes and tools with expertise in these areas that we would like to discuss with you in further detail.

COMPETITIVE BRANDS

While we work in adjacent categories and represent clients that sell into what we would assume are target markets of Henkel’s, we do not represent any competitive brands.

CASE STUDY

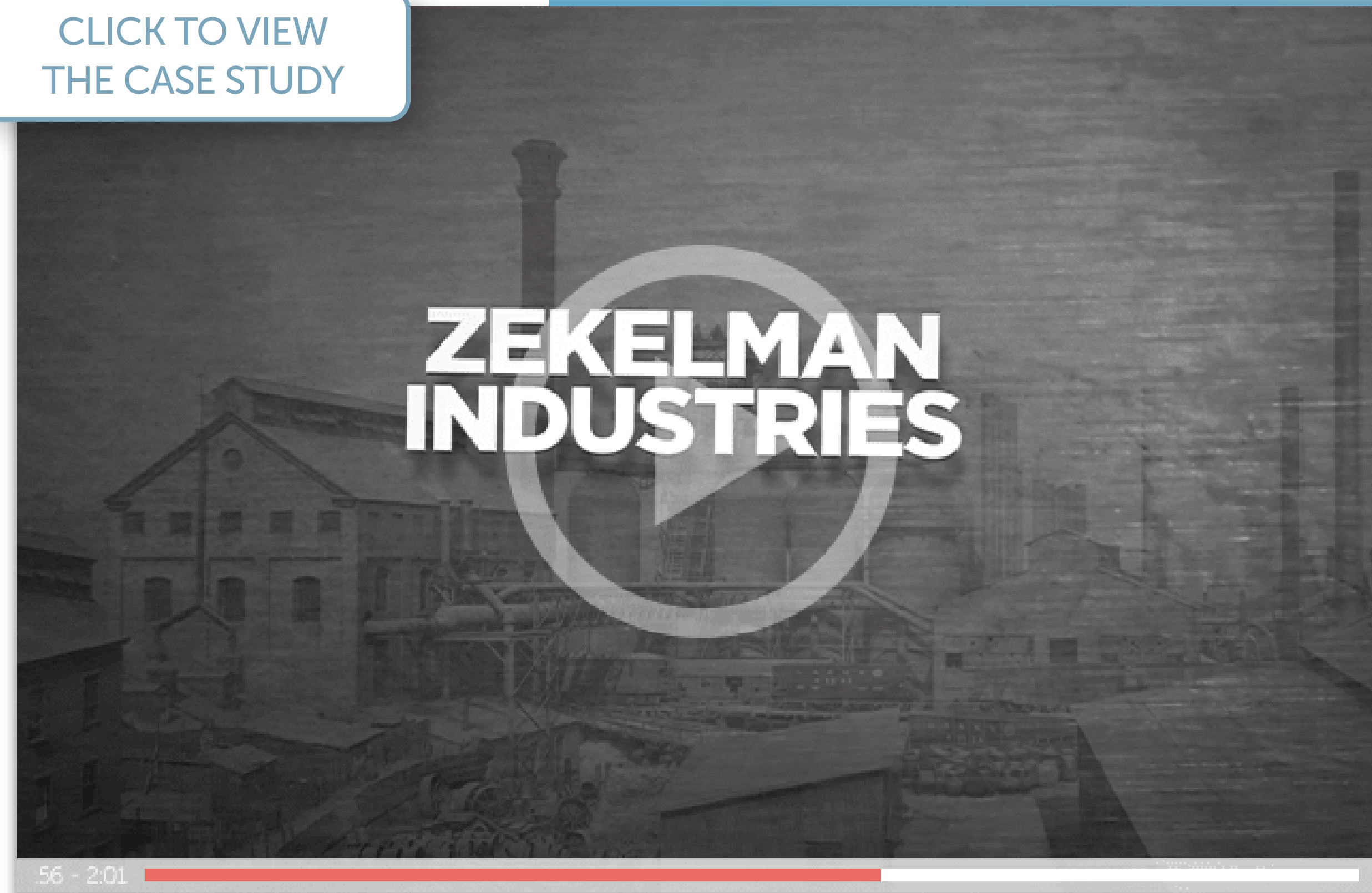
ZEKELMAN INDUSTRIES CASE STUDY

Zekelman Industries is the largest steel pipe and tube manufacturer in North America. Our work spans across their 11 different operating divisions and 7 parent brands. Over the last 7 years and 4,000+ projects we have helped them climb the value chain and break from commodity pricing pressure.

This brief case study video demonstrates how we have applied an incredibly diverse set of B2B strategies and services to breakthrough and differentiate their brand. We've helped them transform and grow their business in multiple ways through branding, new product launches, creative development, advertising, content marketing, social media, digital marketing, e-commerce and more.

[THEMXGROUP.COM/CASESTUDY](https://themxgroup.com/casestudy)

CLICK TO VIEW
THE CASE STUDY



THANK YOU

for taking the time to review this RFI.
If you have any questions please contact:

pete.wroblewski@themxgroup.com | TheMxGroup.com