

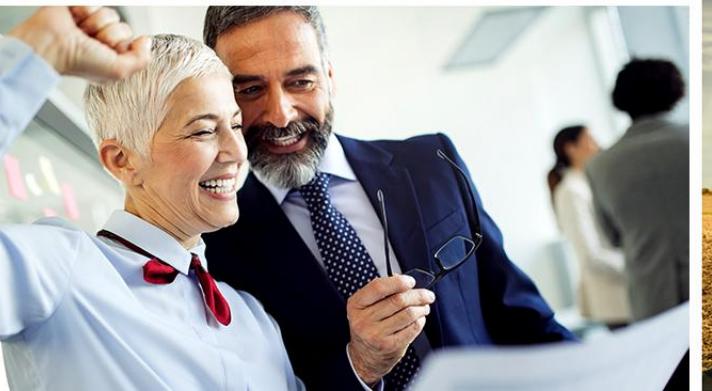
# Agency Capabilities

*An overview for NAIC*



## Mission

We impact the marketplace for companies that impact the world.



2nd  
Largest  
Independent US  
B2B Agency

2nd  
Fastest  
Growing  
US B2B Agency

Agency of  
the Year  
B2B Marketing '22

BEST AND  
BRIGHTEST®  
COMPANIES  
TO WORK FOR  
IN THE NATION  
WINNER 2023

# We Create Meaningful Market Experiences



# Potential and current employees are a critical audience

## Brand Platform

Strong Bonds That Drive Advancement.

### Customer Value Proposition

For Semiconductor Manufacturers who need a trusted partner to help them to progress semiconductor technology to the next node and beyond, FFEM builds trusted, collaborative partnerships that drive customer resiliency and success.

### Employee Value Proposition

For ambitious, team-oriented people who want to make a difference in their jobs, FFEM offers the opportunity for growth in a critical and fast-moving industry that provides meaningful work in a mutually-supportive environment.

### Pillars

- Customer-oriented and collaborative culture creates active partnerships
- Diverse global teams delivering tailored local support
- Commitment to business continuity proven through capital investments
- Front-to-back products provide a total solution for customers
- Market leading technologies for advanced nodes

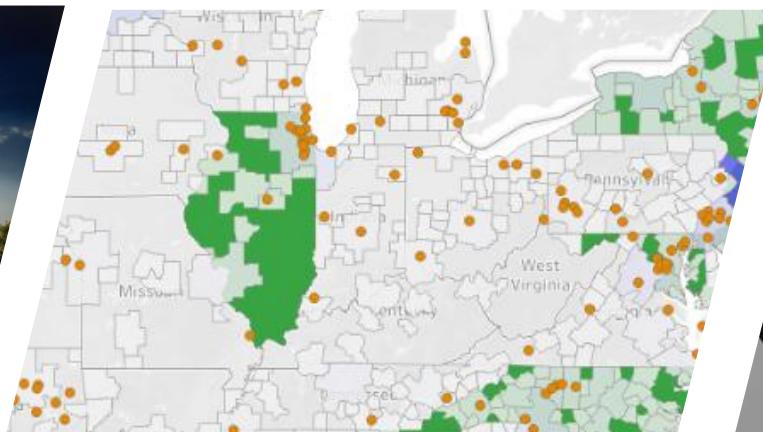
### Personality

Dedicated | Collaborative | Curious | Driven

# Agency capabilities



Brand



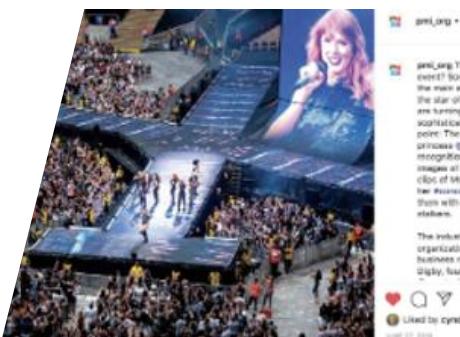
Demand



Loyalty



Digital Experience



Content Marketing



Media



ABX

## Diverse industries and expertise

MX

High Tech  
and SaaS



cornerstone

FARO

FUJIFILM

Cox  
AUTOMOTIVE™



Packaging and  
Consumer Goods

Graphic Packaging  
INTERNATIONAL

NOVIPAX™

reckitt

ofi

THOR  
KITCHEN®

Financial  
Services

DISCOVER®

JPMORGAN CHASE & CO.

NEW YORK LIFE  
INVESTMENTS

charles  
SCHWAB

SHARES

FirstCitizensBank

Industrial and  
Manufacturing

Zekelman

STARCS  
SYSTEMS

SIEMENS

GRUNDFOS

MTS

Cummins

HFSinclair

Trade  
Associations

Project  
Management  
Institute.

AMERICAN  
ASSOCIATION FOR  
JUSTICE.  
The Association for Trial Lawyers

ABA  
AMERICAN BAR ASSOCIATION

NACS

ACEC  
AMERICAN COUNCIL OF ENGINEERING COMPANIES  
100 Years of Excellence

ima®

The Association of  
Accountants and  
Financial Professionals  
in Business

Additional

WORLDWIDE  
EXPRESS®

CERTIFIED  
COLLECTIBLES  
GROUP®

UNISHIPPERS®

powerflex  
EDF Renewables

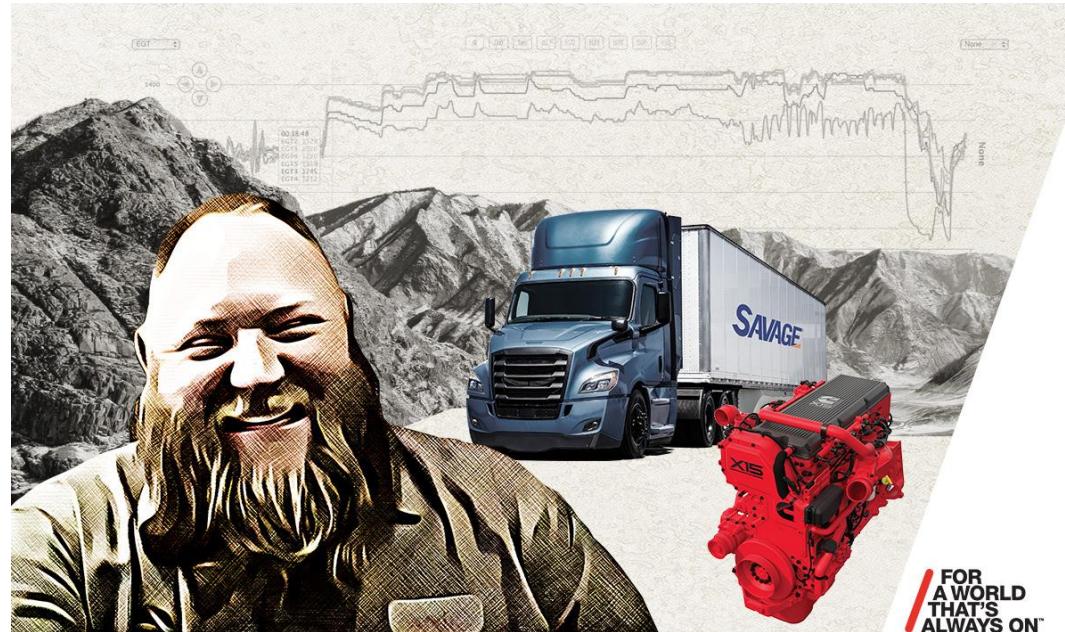
## Employee campaigns

MX



Building on the success of the customer-focused Food Fanatics program, MX launched an internal campaign for US Food's 22,000 employees called "I'm a Food Fanatic."

Featuring an internal publication, a newsletter, celebrations and even new name badges engaging employees in the Food Fanatic movement.



TRUCKS GO THROUGH ALTITUDES 9,000 FEET ABOVE SEA LEVEL IN THE  
WASATCH RANGE IN CENTRAL UTAH. SAVAGE TRUCKING'S ENGINES HAD  
BEEN STRUGGLING IN THE THIN AIR FOR YEARS. THEN THEY MET CSSNA  
RESIDENT TECHNICIAN STEVE SHAW. SEE WHAT HAPPENED NEXT >

*That's just what we do.*



To connect Cummins employees to something bigger than themselves and raise morale, MX created the "That's Just What We Do" campaign.

This internal marketing program celebrated team members successes with customers by highlighting how they go above-and-beyond as part of the fabric of their being.

## Employee campaigns



The image shows a collage of screenshots from the Wells Fargo 'Wells Fargo Works for Small Business' website and mobile app. The top section features the website's homepage with a banner about resources for business growth. Below are sections for 'Featured' content, a 'Business Plan Center', and a 'Competitive Intelligence Tool'. The bottom section shows a mobile app interface for the 'Brand Ambassador Book'.

MX launched the new brand platform to Zekelman's 2,900 employees with a company wide event, pausing production across North America for a live address by CEO Barry Zekelman.

The campaign continues with a Brand Ambassador program, new environmental and an internal communication app for teammates to share and celebrate their latest accomplishments.



MX wrote and designed the quarterly internal newsletter for Wells Fargo's employees then created a web portal for bankers at more than 4,000 locations.

The content hub served to provide insights and training on financing trends, customer stories and Wells Fargo's services and products



B2B Like It Oughta Be.