



UX/UI

MAKE TOMORROW, TODAY



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MERCER.COM TYPOGRAPHY & STYLES

The following section refers to typography, color usage and styles used throughout the Mercer.com site.



MERCER.COM

PROXIMA NOVA FONT FAMILY

page 4

OVERVIEW

Mercer.com will use the Proxima Nova font family. Proxima Nova is a modern typeface with a geometric appearance that has become one of the most popular web fonts within the past few years.

PROXIMA NOVA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (-)

PROXIMA NOVA SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (-)

PROXIMA NOVA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (-)

PROXIMA NOVA REGULAR ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (-)

PROXIMA NOVA THIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (-)

MERCER.COM

GLOBAL STYLE GUIDE

page 5

OVERVIEW

Mercer.com will use a branded color palette and typography to carry across the entire website to give it a consistent look and feel.

Navigation Label:

Style: regular
Size: 16px
Tracking: Default
Linespacing: Default

Kicker:

Style: Bold, Allcaps
Size: 13px
Tracking: 200

Nav Level 1 Section:

Style: Bold
Size: 15px
Tracking: Default
Linespacing: Default

Left Nav and Roads signs:

Style: Semibold
Size: 18px
Tracking: Default
Linespacing: 22px

Homepage Hero Title:

Style: Bold, Allcaps
Size: 36px
Tracking: 200
Linespacing: Default

Page Headline:

Style: Bold, Allcaps
Size: 24px
Tracking: 200
Linespacing: Default

Main Body Copy:
Style: Regular, with inline
styles Bold, Italic, Bold
Italic
Size: 15px

Navigation

Navigation Label
Nav Level 1 Section
Nav Level 2 and 3

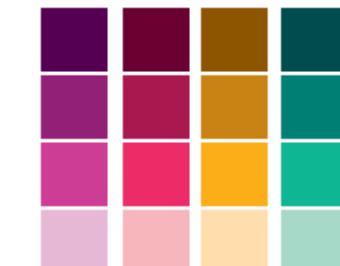
Nav on hover

Navigation Label On Hover
Nav Level 1 Section On Hover
Nav Level 2 and 3 On Hover

Main Swatches



Secondary Swatches



Default Type Colors



Link, On Hover, On Click



Body Copy

KICKER

HEADLINE 1

← For Homepage hero

HEADLINE 2

← For Main Page Headlines

Topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping. Marzipan fruitcake toffee lemon drops pudding sweet gummies caramels. Biscuit gummies wafer icing jelly beans lollipop. Danish tootsie roll dessert sweet oat cake **marshmallow** powder lollipop.

Subhead

Fruitcake carrot cake chocolate bar chocolate. Topping brownie chupa chups sweet roll fruitcake cheesecake. Candy cake powder marzipan carrot cake jujubes croissant

Left Nav and Roads signs

Left Subnav
Goes Here

There is
Paragraph Padding
Here

MERCER.COM

GLOBAL STYLE GUIDE

page 6

OVERVIEW

Further details regarding typography treatment, spacing and overall component information.

Button text:

Style: Bold, Allcaps
Size: 13px
Tracking: default
Linespacing: default
Align: Center
Valign: Middle

Content Callout Grid Component Title

Style: Semibold
Size: 18px
Tracking: default
Linespacing: default

Content Callout Grid Component Copy

Style: Regular
Size: 15px
Tracking: default
Linespacing: default

Pulldown Title:

Style: Bold, Allcaps
Size: 13px
Tracking: default
Linespacing: default

Body Copy Links

Body Copy Link
Body Copy Link On Hover

Button Default

BACK TO ABOUT MERCER

Minimum Button Width

GO

On Hover

BACK TO ABOUT MERCER

Minimum Padding 30px

Small and Side Content

Right Title Breaks into two lines.

Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding. Croissant pastry brownie caramels. Soufflé toffee danish oat cake lemon drops cake chocolate jelly.

Small and Side Content, Hover

Right Title Breaks into two lines.

Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding. Croissant pastry brownie caramels. Soufflé toffee danish oat cake lemon drops cake chocolate jelly.

Pulldown Item text:

Style: Regular
Size: 15px
Tracking: default
Linespacing: default
Paragraph break padding: 11

Side and Small Component

Title:
Style: Bold
Size: 15px
Tracking: default
Linespacing: default

Content Callout Module

Content Callout Title Headline

Topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping.

Content Callout On Hover

Content Callout Title Headline

Topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping.

Pulldown

PULLDOWN MENU ▼

Pulldown On Hover

PULLDOWN MENU ▼

PULLDOWN MENU ▲

Item 1
Item 2
Item 3
Item 4
Item 5
Item 6
Item 7



MERCER.COM

GLOBAL STYLE GUIDE

page 7

OVERVIEW

Further details regarding typography treatment, spacing and overall component information.

Form text:

Style: Regular, with inline styles Bold, Italic, Bold Italic

Size: 15px

Tracking: default

Linespacing: default

Paragraph break padding: 11

Big Quote:

Style: Regular

Size: 24px

Tracking: default

Linespacing: default

Small Quote:

Style: Regular

Size: 18px

Tracking: default

Linespacing: default

Text Field

Checkbox

Checkbox

Radio Button

Radio Button

“ Big quote topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping. ”

“ Small quote topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping. ”

MERCER.COM GLOBAL COMPONENTS

The following section refers to components within the Mercer.com site that are on all pages of the site.



GLOBAL LANGUAGE COMPONENT

page 9

1 UK ENGLISH

2 CN DEFAULT LANGUAGE | LANGUAGE 1 | LANGUAGE 2

3 MERCER

4 Choose Your Location

5 Country Sites

6 United Kingdom

9 MERCER CHINESE B2C MINISITE

Country	Language
Argentina	English
Australia	English
Austria	German
Belgium	Dutch
Brazil	Portuguese
Canada	French
Chile	Spanish
China	Chinese
Colombia	Spanish
Denmark	Danish
Finland	Finnish
France	French
Germany	German
Hong Kong	English
India	Hindi
Ireland	Irish
Italy	Italian
Japan	Japanese
Mexico	Spanish
Netherlands	Dutch
New Zealand	English
Norway	Norwegian
Peru	Spanish
Poland	Polish
Portugal	Portuguese
South Africa	Afrikaans
South Korea	Korean
Spain	Spanish
Sweden	Swedish
Switzerland	French
Switzerland	German
Taiwan	Chinese
Turkey	Turkish
United Kingdom	English
United States	English
Venezuela	Spanish

FUNCTIONAL SPECIFICATIONS:

- When moused over, the full menu will display. On mouse off, full menu disappears, but the top bar remains (with the two-letter abbreviation and language options available.)
- Once a user selects a country, relative language options for that country will appear to the right of the two-letter country abbreviation
- The language selected will be highlighted with a white diamond underneath it, and the unselected value will use Navigation Label and Navigation Label On Hover.
- Any other language options will appear as selectable text beside the highlighted value
- Image of white Mercer Logo will have alt text hard coded to Mercer
- When a user has selected a country, there will be a white box appearance behind the country's name and flag
- When a user mouses over any other country, the same effect will be applied (a white box will appear on mouse over)
- The language within the menu will be set using the user's language options. (ie if a user selects French as their language, "Choose Your Location", "Country Sites" and "Regional Sites" will appear in French)
- Alternate sites may display as tabs here to bring the user to additional sites

GLOBAL LANGUAGE COMPONENT

page 10

TABLET RESPONSIVENESS

The screenshot shows a tablet view of the Mercer website. At the top, there are two tabs: "UK" and "ENGLISH". Below the tabs, the "MERCER Choose Your Location" logo is displayed. The main content area is divided into two columns under the heading "Country Sites". The left column includes Argentina, Australia, Austria, Belgien | Dutch, Belgien | Niederländisch, Brazil, Canada | French, Canada | English, Chile, China, Colombia, Denmark, Finland, France, and Germany. The right column includes Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Portugal, South Africa, South Korea, Spain, Sweden, Switzerland | French, Switzerland | German, Taiwan, Turkey, Grossbritannien, United States, and Venezuela. Below this section is another titled "Regional Sites" which lists Mercer ASEAN, Mercer Middleast, and Mercer Global.

MOBILE RESPONSIVENESS

The screenshot shows a mobile view of the Mercer website. At the top, there are three tabs: "BE", "NEDERLANDS", and "ENGLISH", with "NEDERLANDS" being the active tab. Below the tabs, the "Country Sites" section is shown. The list includes Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Portugal, South Africa, South Korea, Denmark, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, United States, and Venezuela. The "Belgium" entry is highlighted with a blue background and white text.

FUNCTIONAL SPECIFICATIONS:

1. The regional menu will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less
3. The Alternate Sites feature will be disabled on Mobile devices
4. The language that displays just to the right of the two-letter abbreviation will be written in the user's local language
5. A country with no language choices will not show the language or the diamond and will just show the country code
6. There are only two countries where one of multiple languages are available (Canada and Switzerland) Switzerland has three options

GLOBAL HEADER COMPONENT

MER-GLOBAL-01

page 11

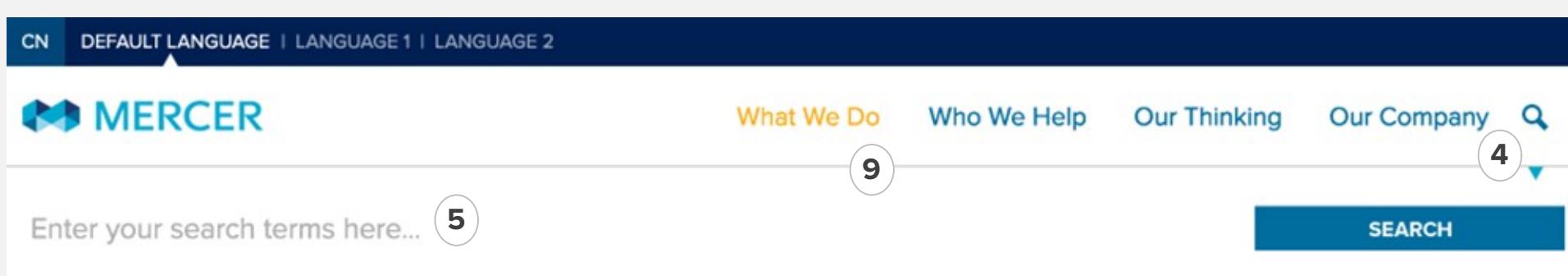
1 BASE MENU



BASE MENU WITH LOGO HOVER



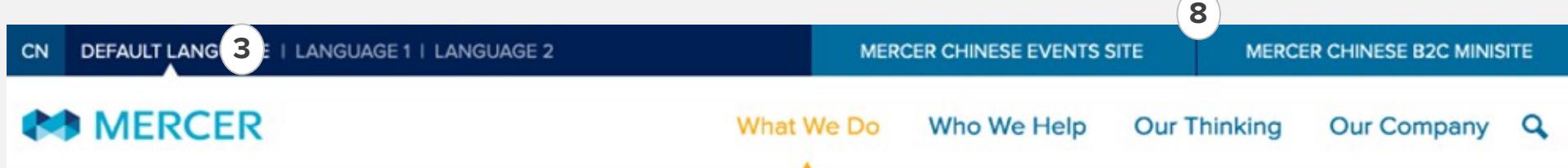
BASE MENU WITH SEARCH FEATURE EXPANDED



STICKY NAV (APPEARS WHEN A USER SCROLLS DOWN THE PAGE)



ALTERNATE SITES VIEW



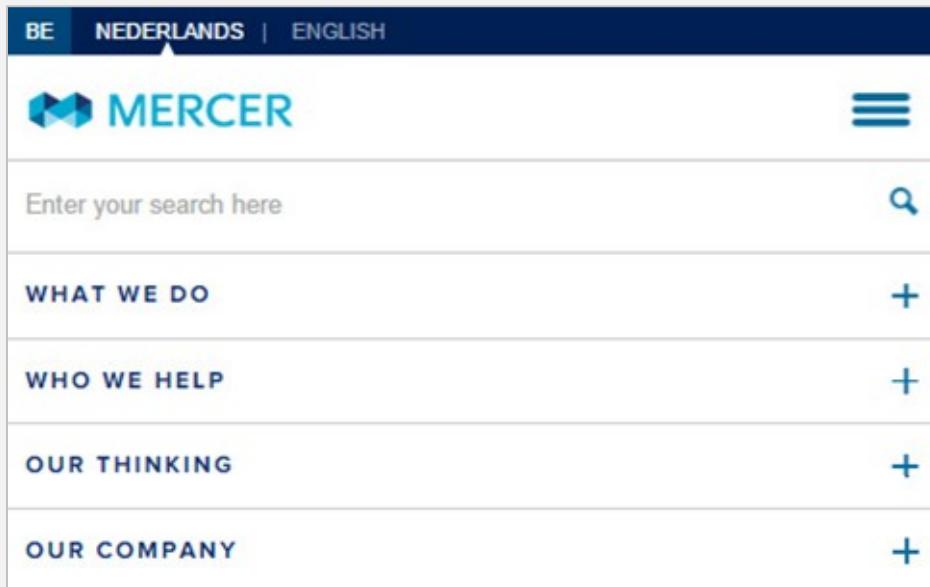
FUNCTIONAL SPECIFICATIONS:

1. The base menu will appear on desktop view at the top of all pages
2. When the Mercer logo is hovered over, a blue diamond appears below the logo and alt text for the logo is displayed. When clicked, this will bring the user to the home page
3. The language selector feature will also have a hover effect. A white diamond will display when a user rolls over a language option
4. When the user rolls over the magnifying glass in the upper right hand corner, the hidden search field will display with a prompt for the user and a search button for further action
5. Search hint text will disappear when the user begins typing in the search field
6. The sticky nav will display when the user scrolls down the page
7. The sticky nav has a "Back to Top" feature which, when clicked, will bring the user to the top of the page they are currently navigating
8. The alternate sites view shows sites based on the users language selection
9. When a user is in a section of the site (ie, "What We Do"), that section will be denoted by a topaz diamond pointing up. When a user mouses over any other navigation choice, the blue diamond pointing down and full menu for that section will appear

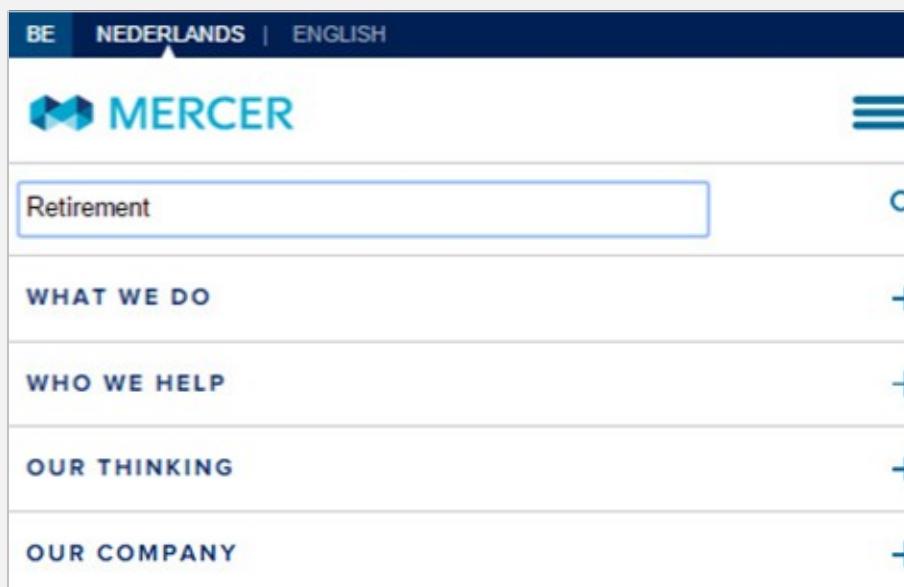
GLOBAL HEADER COMPONENT MER-GLOBAL-01

page 12

BASE MENU MOBILE



BASE MENU MOBILE WITH SEARCH

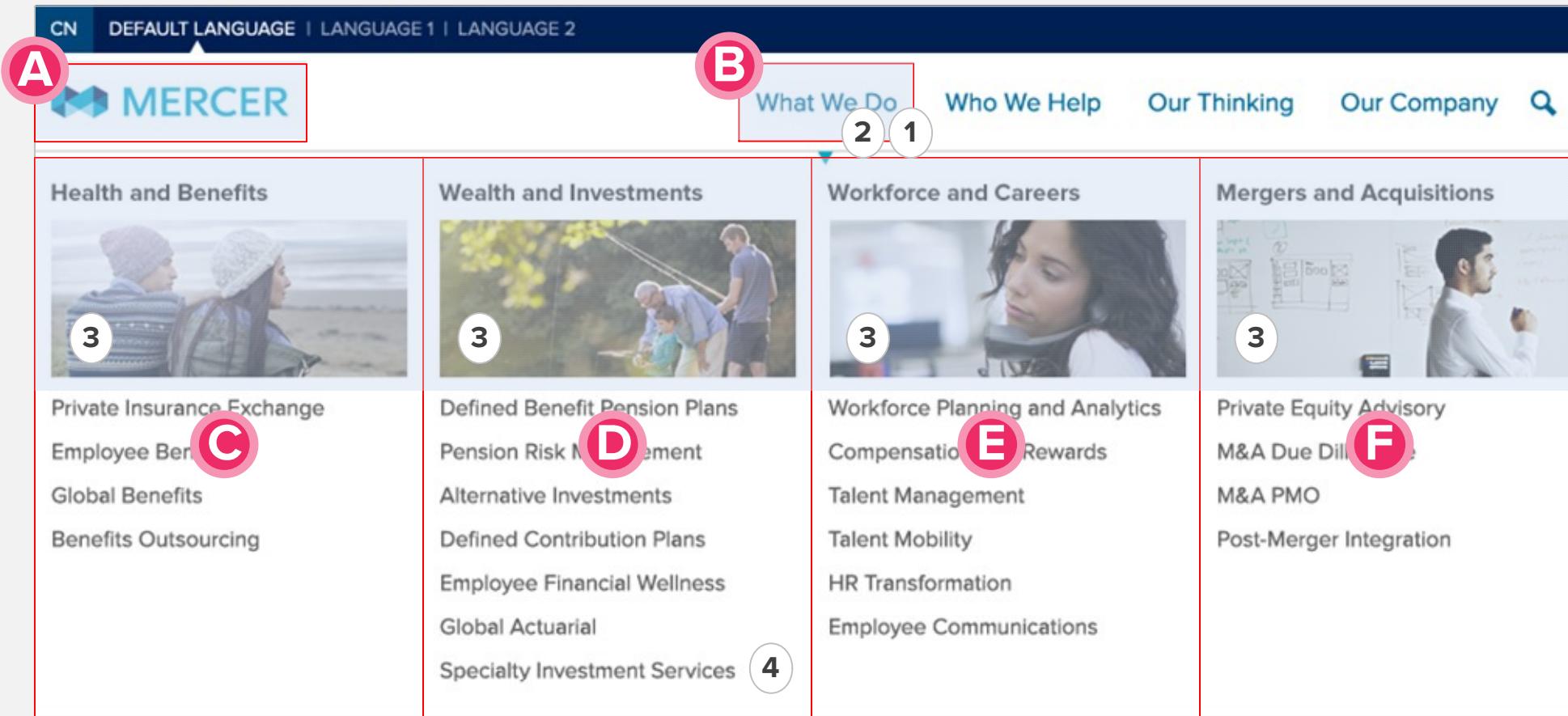


GLOBAL HEADER (WHAT WE DO)

MER-GLOBAL-01

page 13

GLOBAL HEADER DESKTOP



FUNCTIONAL SPECIFICATIONS:

1. Hovering over the Section Header Title will bring up the full navigation for that section below. A blue diamond pointing downward is displayed to enforce this action.
2. Certain country may choose to selectively choose to hide a menu from the top menu. If a menu item is hidden, other menu items will slide to the right to be right justified.
3. When hovering over an image in the columns above, this will activate the hover state of the section header path above it. As an example, if a user hovers over the picture in column "C", the "Health and Benefits" section header will change to its hover state. Both the Header Path (Health and Benefits, etc) and the Image will be clickable.
4. Sublinks will never exceed 7 links in any column

TECHNICAL SPECIFICATIONS:

A	Home Page Logo Logo Alt Text Home Page Logo Link
---	--

Menu 1

B	Suppress Menu 1 Section Header Title
---	---

Menu 1/Section 1 Header Path

C	Image Alt Text Sublinks
---	-------------------------------

Menu 1/Section 2 Header Path

D	Image Alt Text Sublinks
---	-------------------------------

Menu 1/Section 3 Header Path

E	Image Alt Text Sublinks
---	-------------------------------

Menu 1/Section 4 Header Path

F	Image Alt Text Sublinks
---	-------------------------------

Note: Expanded technical data is available in a corresponding word document.

RESPONSIVE GLOBAL HEADER (WHAT WE DO) MER-GLOBAL-01

page 14

GLOBAL HEADER TABLET

The screenshot shows the global header for the tablet version of the website. At the top, there is a dark blue bar with the 'UK' and 'ENGLISH' language options. Below this is the 'MERCER' logo. The main navigation menu consists of four categories: 'What We Do', 'Who We Help', 'Our Thinking', and 'Our Company'. A magnifying glass icon for search is located next to the 'Our Company' link. The 'What We Do' category is expanded, showing three main service areas: 'Health and Benefits', 'Workforce and Careers', and 'Mergers and Acquisitions'. Each of these areas has a list of sub-services. The 'Health and Benefits' section includes 'Private Insurance Exchange', 'Employee Benefits', 'Global Benefits', and 'Benefits Outsourcing'. The 'Workforce and Careers' section includes 'Workforce Planning and Analytics', 'Compensation and Rewards', 'Talent Management', 'Talent Mobility', 'HR Transformation', and 'Employee Communications'. The 'Mergers and Acquisitions' section includes 'Private Equity Advisory', 'M&A Due Diligence', 'M&A PMO', and 'Post-Merger Integration'.

GLOBAL HEADER MOBILE

The screenshot shows the global header for the mobile version of the website. At the top, there is a dark blue bar with the 'BE' (Belgium), 'NEDERLANDS' (Dutch), and 'ENGLISH' language options. Below this is the 'MERCER' logo. The main navigation menu is a vertical list of categories: 'Retirement', 'WHAT WE DO', 'Health and Benefits', 'Wealth and Investments', 'Workforce and Careers', 'Mergers and Acquisitions', 'WHO WE HELP', 'OUR THINKING', and 'OUR COMPANY'. Each category has a plus sign (+) or minus sign (-) icon to its right, indicating it can be expanded or collapsed. The 'WHAT WE DO' category is currently expanded, showing the same three service areas and their sub-services as the tablet version.

FUNCTIONAL SPECIFICATIONS:

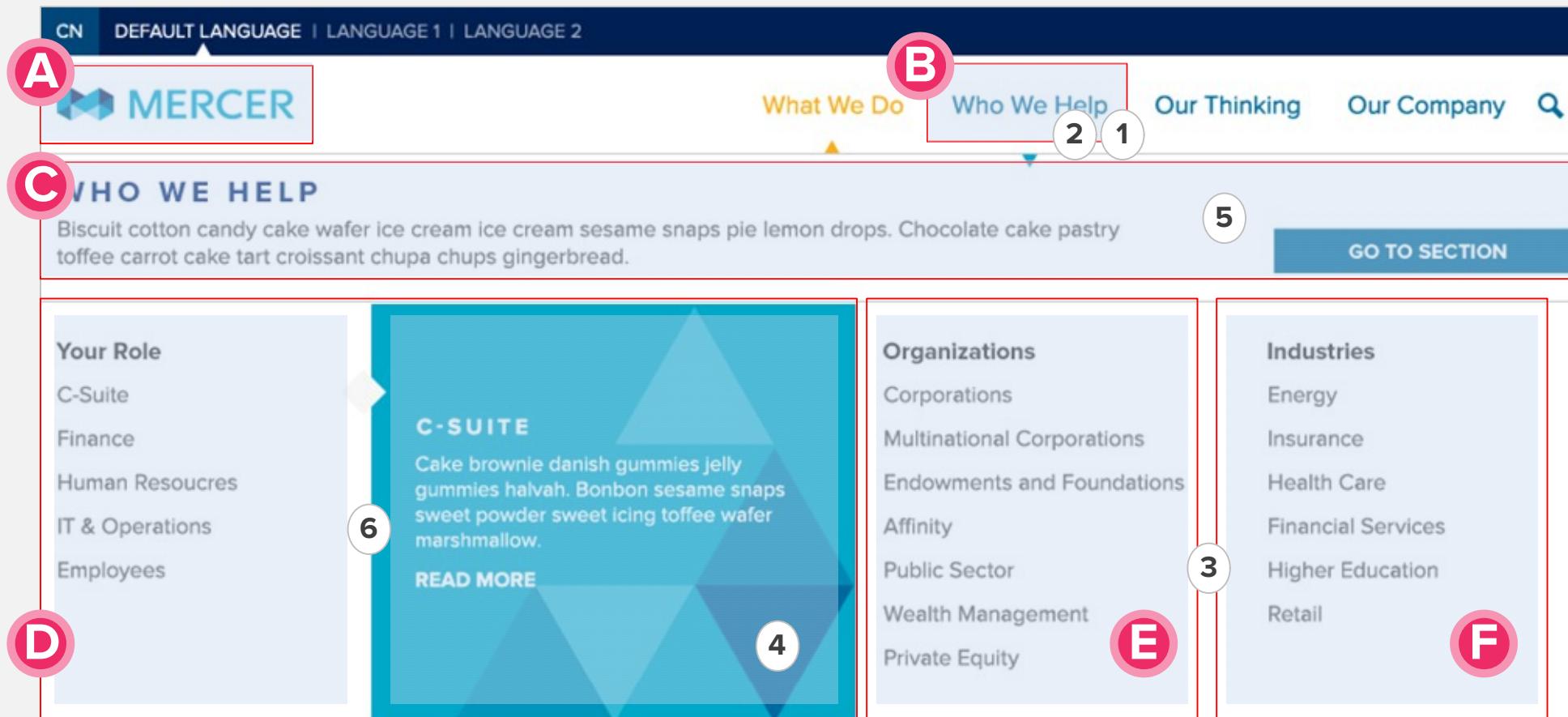
1. Menu 1 will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less
3. On the mobile navigation, all images will not be displayed

GLOBAL HEADER (WHO WE HELP)

MER-GLOBAL-01

page 15

GLOBAL HEADER DESKTOP



TECHNICAL SPECIFICATIONS:

A	Home Page Logo Logo Alt Text Home Page Logo Link
---	--

B	Menu 2 Suppress Menu 2
C	Section Header Title Section Description Header
D	Section Description Read More Button Text
E	Roles Role Image
F	Role Description Read More Link Types of Organizations Industries

FUNCTIONAL SPECIFICATIONS:

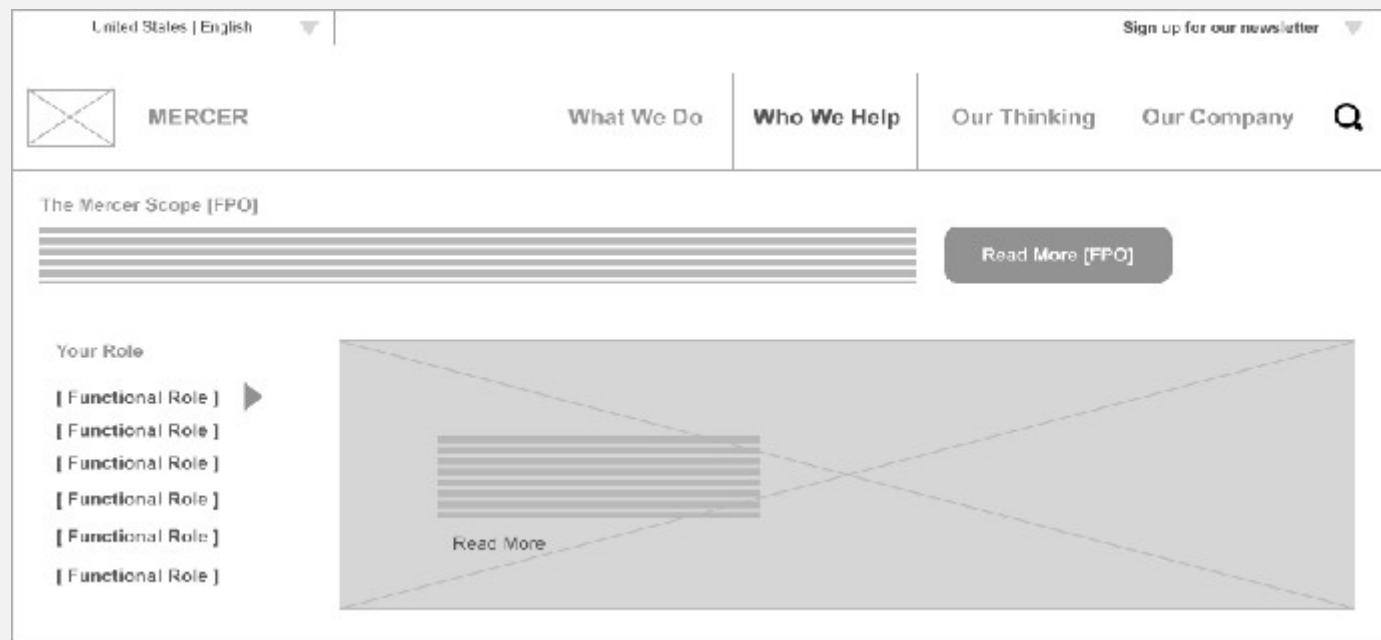
1. Hovering over the Section Header Title will bring up the full navigation for that section below. A blue diamond pointing downward is displayed to enforce this action.
2. Certain country may choose to selectively choose to hide a menu from the top menu. If a menu item is hidden, other menu items will slide to the be right justified
3. If a country doesn't have either more than two Industries or Org pieces, that category will not appear in the menu and so there will only be roles
- 4 . Roles only: if a country doesn't havemore than two pieces in Industry and Organization, both don't exist and we show only the roles.
(See page 14 for details)
- 5 . When a user mouses over any part of area "C", the button state in that area will change to its hover state and the entire area will be clickable.
Clicking will take the user to the "Who We Help" top page
6. When a user rolls over a link under the "Your Role" header, the description of that link appears to the right with a link to that specific section.
This area will default to the top "Your Role" link – (in the screenshot above it is C-suite)
7. Sections E and F do not activate the rollover effect described in #7, they simply act as basic sublinks

Note: Expanded technical data is available in a corresponding word document.

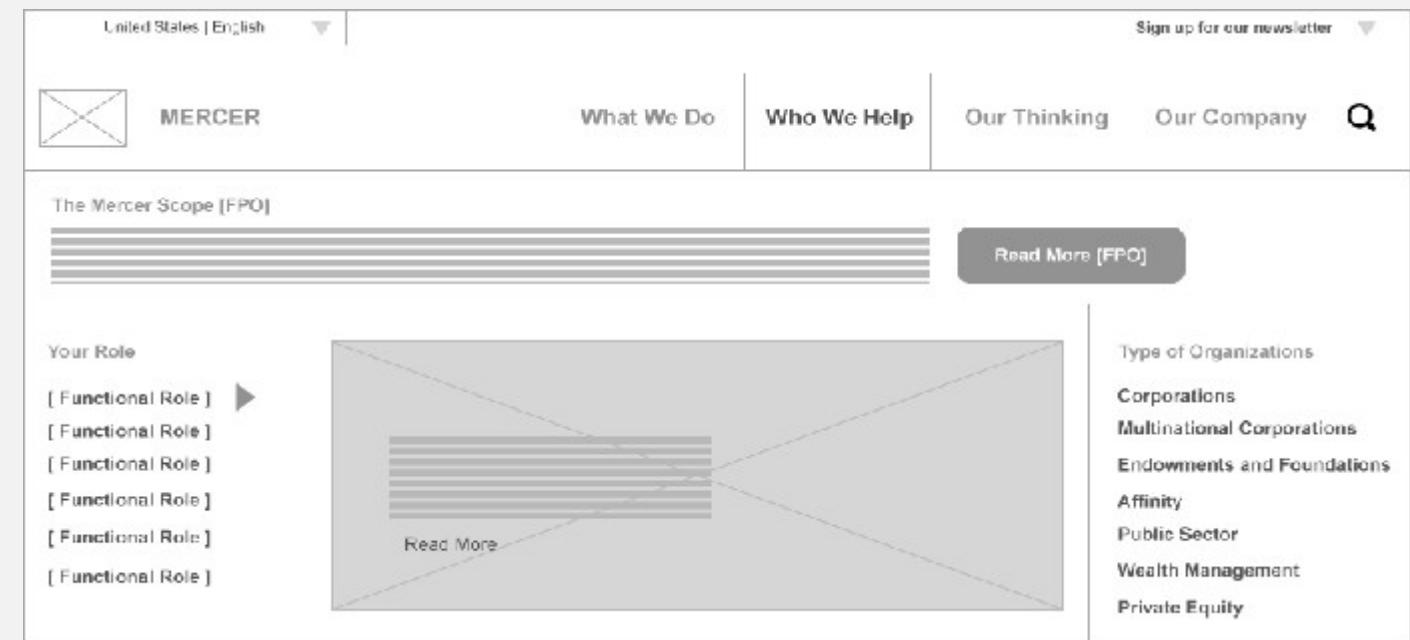
GLOBAL HEADER (WHO WE HELP) MER-GLOBAL-01

page 16

ROLES ONLY DETAIL



TWO CATEGORIES



FUNCTIONAL SPECIFICATIONS:

1. Describe

REPOSNIVE GLOBAL HEADER (WHO WE HELP) MER-GLOBAL-01

page 17

GLOBAL HEADER TABLET

The screenshot shows the 'WHO WE HELP' section of the website. At the top, there are language links for 'UK' and 'ENGLISH'. Below this is the Mercer logo and a navigation bar with 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. A large heading 'WHO WE HELP' is followed by a descriptive paragraph about various food items. A blue button labeled 'GO TO SECTION' is visible. On the left, a sidebar lists 'Your Role' categories: C-Suite, Finance, Human Resources, IT & Operations, and Employees, each with corresponding industry or organization sub-links.

GLOBAL HEADER MOBILE

The screenshot shows the same 'WHO WE HELP' section on a mobile device. The layout is more compact. The 'WHAT WE DO' section is expanded, showing 'Retirement' and 'WHAT WE DO' under 'WHO WE HELP'. Other sections like 'OUR THINKING' and 'OUR COMPANY' are also expanded. The sidebar on the left is not visible in this view.

FUNCTIONAL SPECIFICATIONS:

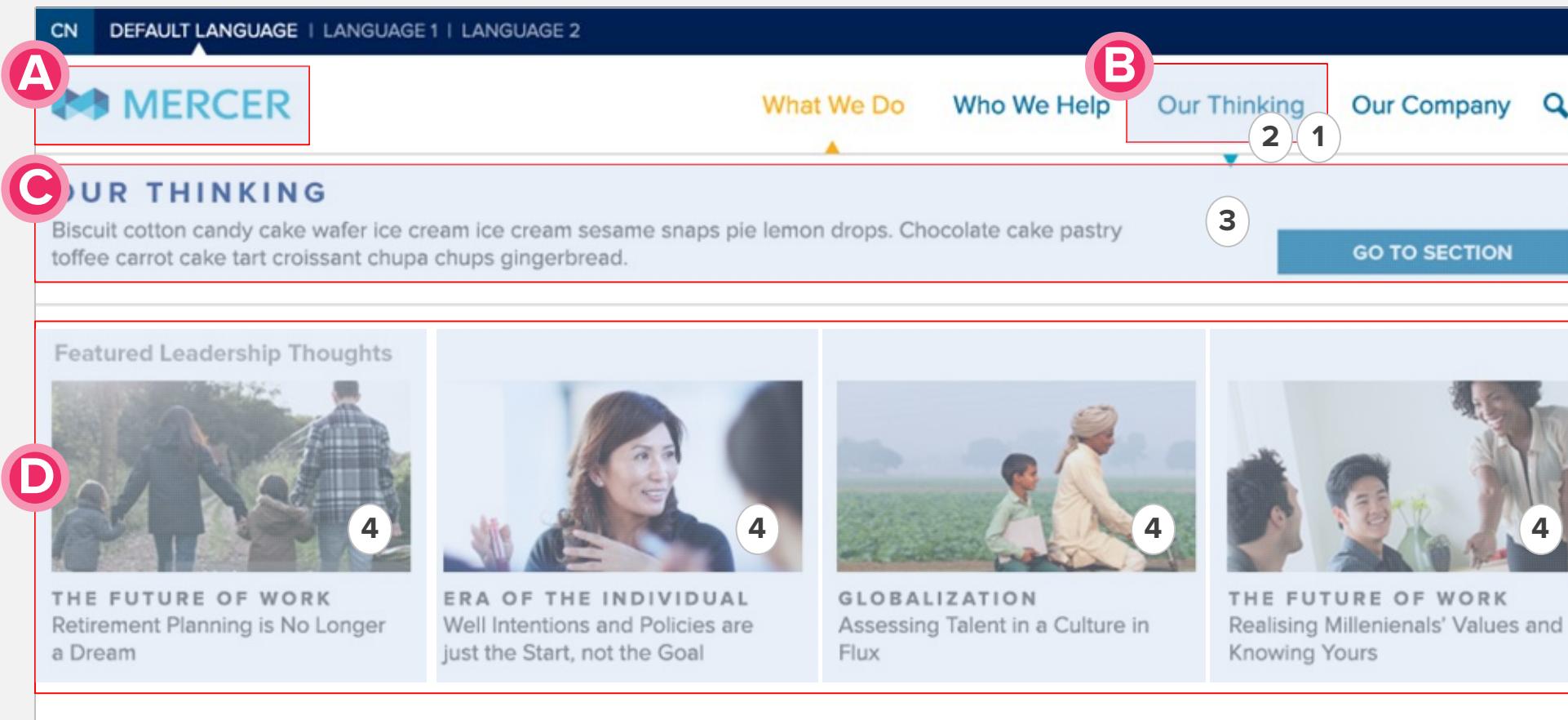
1. Menu 2 will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less
3. On the mobile navigation, all images will not be displayed

GLOBAL HEADER (OUR THINKING)

MER-GLOBAL-01

page 18

GLOBAL HEADER DESKTOP



TECHNICAL SPECIFICATIONS:

A	Home Page Logo Logo Alt Text Home Page Logo Link
B	Menu 3 Suppress Menu 3 Section Header Title
C	Section Description Header Section Description Read More Button Text
D	Leadership Piece (Repeats 4 times) Leadership Piece Leadership Piece Image Alt Text Leadership Piece Description

FUNCTIONAL SPECIFICATIONS:

1. Hovering over the Section Header Title will bring up the full navigation for that section below. A blue diamond pointing downward is displayed to enforce this action.
2. Certain country may choose to selectively choose to hide a menu from the top menu. If a menu item is hidden, other menu items will slide to the be right justified
- 3 . When a user mouses over any part of area "C", the button state in that area will change to its hover state and the entire area will be clickable. Clicking will take the user to the "Our Thinking" top page.
4. When hovering over an image in the columns above, this will activate the hover state of the section header path above it. As an example, if a user hovers over a picture in area "D", the text below that image will change to its hover state. Both the Image and the Piece Description will be clickable

Note: Expanded technical data is available in a corresponding word document.

RESPONSIVE GLOBAL HEADER (OUR THINKING) GLOBAL HEADER RESPONSIVE DESIGN

page 19

GLOBAL HEADER TABLET

The screenshot shows the tablet version of the Mercer website. At the top, there is a dark blue header bar with the 'UK' and 'ENGLISH' language options. Below this is the 'MERCER' logo and a navigation menu with links: 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. The main content area features a section titled 'OUR THINKING' with a sub-section 'Retirement'. Below this is a 'Featured Leadership Thoughts' section with five thumbnail images and their corresponding titles and descriptions. The titles are: 'THRIVING WORKFORCE', 'AGING POPULATIONS', 'ERA OF THE INDIVIDUAL', and 'GLOBALIZATION'. The descriptions provide brief overviews of each topic.

GLOBAL HEADER MOBILE

The screenshot shows the mobile version of the Mercer website's responsive global header. It features a dark blue header bar with 'BE NEDERLANDS | ENGLISH' language options. Below this is the 'MERCER' logo and a search icon. The main content area is a vertical navigation menu with sections: 'Retirement', 'WHAT WE DO', 'WHO WE HELP', 'OUR THINKING', 'Overview', 'Featured', and 'OUR COMPANY'. Each section has a plus or minus sign next to it, indicating expandable/collapsible content. The 'OUR THINKING' section is currently expanded, showing its sub-section 'Retirement'.

FUNCTIONAL SPECIFICATIONS:

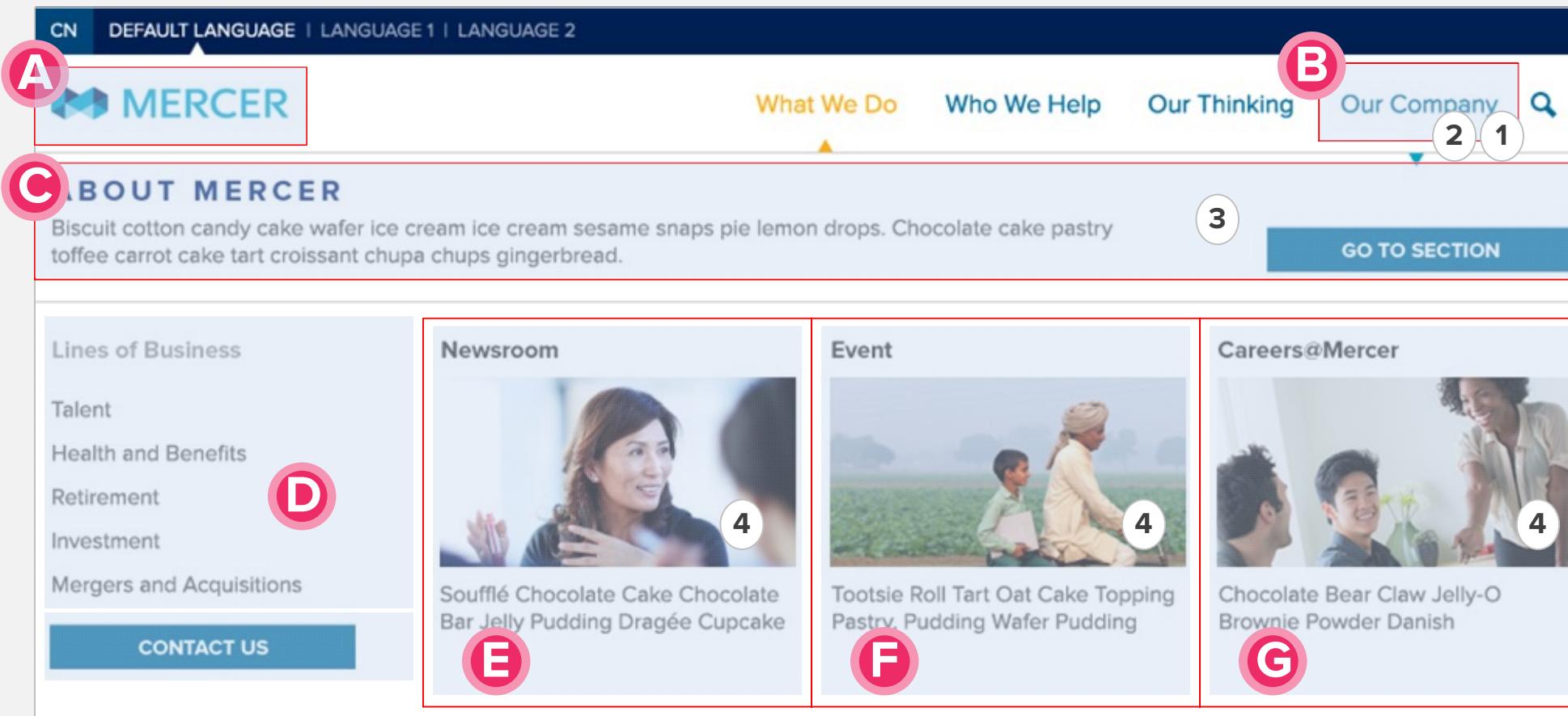
1. Menu 3 will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less
3. On the mobile navigation, all images will not be displayed

GLOBAL HEADER (OUR COMPANY)

MER-GLOBAL-01

page 20

GLOBAL HEADER DESKTOP



FUNCTIONAL SPECIFICATIONS:

1. Hovering over the Section Header Title will bring up the full navigation for that section below. A blue diamond pointing downward is displayed to enforce this action
2. Certain country may choose to selectively choose to hide a menu from the top menu. If a menu item is hidden, other menu items will slide to the be right justified
3. When a user mouses over any part of area "C", the button state in that area will change to its hover state and the entire area will be clickable. Clicking will take the user to the "Our Company" top page
4. When hovering over an image in the columns "E", "F" or "G" above, this will activate the hover state of the section header path above it as well as the text below the hovered image.. As an example, if a user hovers over a picture in area "E", "Newsroom" and the text below that image will change to its hover state. Both the Image and the Piece Description will be clickable

TECHNICAL SPECIFICATIONS:

A	Home Page Logo
B	Logo Alt Text
C	Home Page Logo Link

Menu 4

B	Suppress Menu 4
C	Section Header Title
D	Section Description Header
E	Section Description
F	Discover Button Text
G	Line of Business header

D	Line Of Business Links
E	Events Piece
F	Events Piece Image
G	Alt Text
	Events Piece Description
	Newsroom Piece
	Newsroom Piece Image
	Alt Text
	Newsroom Piece Description
	Careers@Mercer Piece
	Careers@Mercer Piece Image
	Alt Text
	Careers@Mercer Piece Description

Note: Expanded technical data is available in a corresponding word document.

RESPONSIVE GLOBAL HEADER (OUR COMPANY) MER-GLOBAL-01

page 21

GLOBAL HEADER TABLET

The screenshot shows the tablet version of the Mercer website. At the top, there is a dark blue header bar with the 'UK' and 'ENGLISH' language options. Below the header is the Mercer logo and a navigation menu with links: 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. A dropdown menu is open under 'Our Company', showing 'About Mercer' and other sub-links. The main content area features a section titled 'ABOUT MERCER' with a brief description of the company's history and a 'GO TO SECTION' button. Below this are sections for 'Lines of Business' (with links to Talent, Health and Benefits, Retirement, Investment, and Mergers and Acquisitions) and 'Newsroom', 'Events', and 'Careers@Mercer'. Each section includes a small image and a list of related topics. A 'CONTACT US' button is located at the bottom left.

GLOBAL HEADER MOBILE

The screenshot shows the mobile version of the Mercer website. The header bar includes 'BE', 'NEDERLANDS', and 'ENGLISH' language options. The 'MERCER' logo is at the top, followed by a three-line menu icon. The main content is presented as a vertical list of items: 'Retirement', 'WHAT WE DO', 'WHO WE HELP', 'OUR THINKING', 'OUR COMPANY' (with a minus sign), 'About Mercer', 'Lines of Business', 'Newsroom', 'Events', 'Careers@Mercer', and 'Contact Us'. Each item has a plus or minus sign next to it, indicating expandable/collapsible sections.

FUNCTIONAL SPECIFICATIONS:

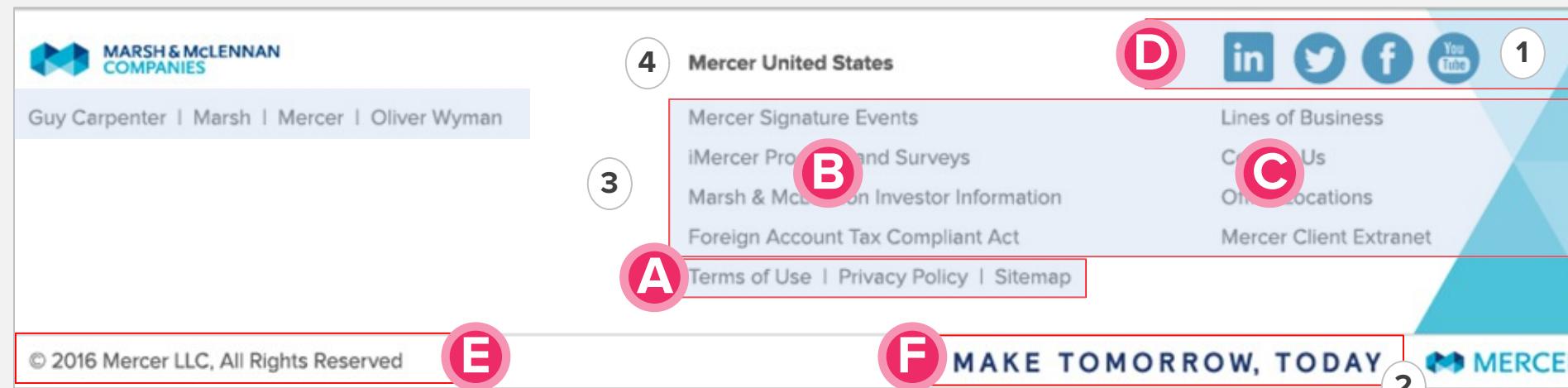
1. Menu 4 will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less
3. On the mobile navigation, all images will not be displayed

GLOBAL FOOTER COMPONENT

MER-GLOBAL-02

page 22

GLOBAL FOOTER DESKTOP



FUNCTIONAL SPECIFICATIONS:

1. It is possible for some countries to have up to 6 social link icons (China)
2. The “Make Tomorrow, Today” tagline may need to be displayed in various languages. Depending on the country / language selected, this image will change.
3. All fields shown above will have considerations for multiple languages.
4. The text that reads “Mercer United States” will be tagged from the pages title. Depending on the user’s selected country / location, this field will be edited accordingly.

TECHNICAL SPECIFICATIONS:

A	Legal Links
B	Quick Links Column 1
C	Quick Links Column 2
D	Social Links
E	Social Service
F	Social Link
G	Copyright Text
H	Tagline

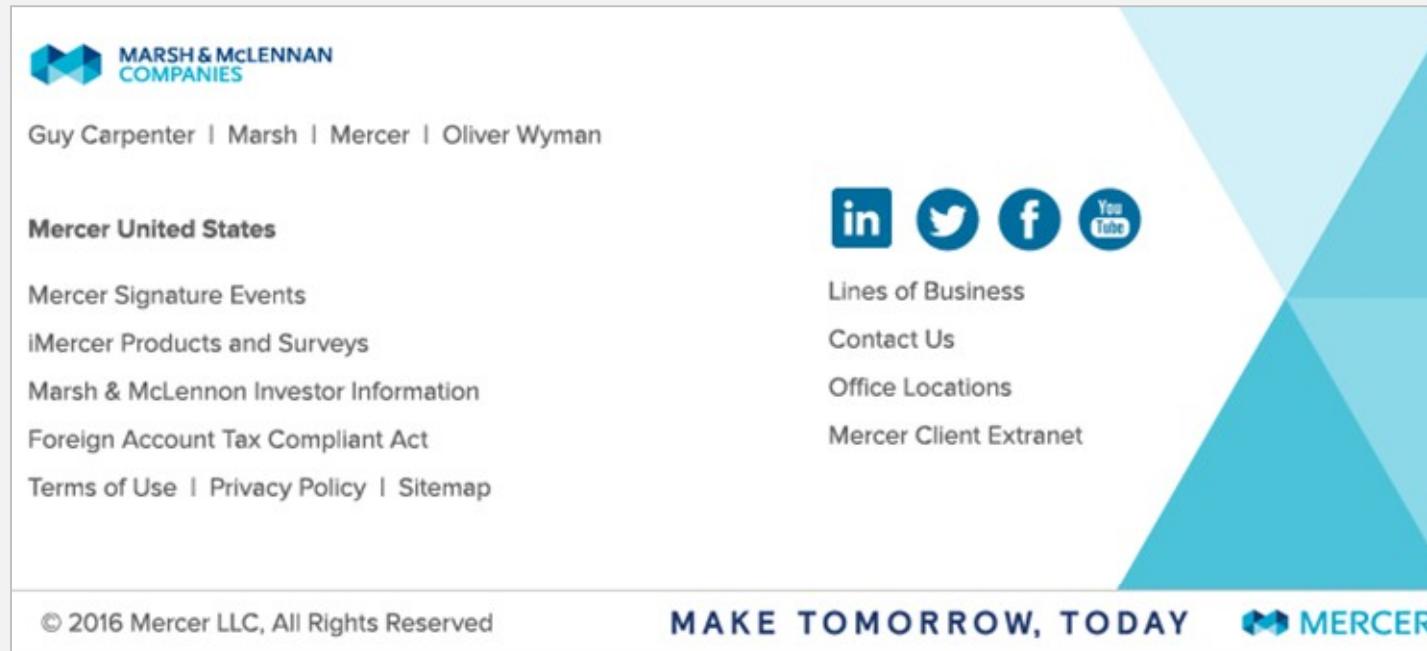
Note: Expanded technical data is available in a corresponding word document.

RESPONSIVE GLOBAL FOOTER COMPONENT

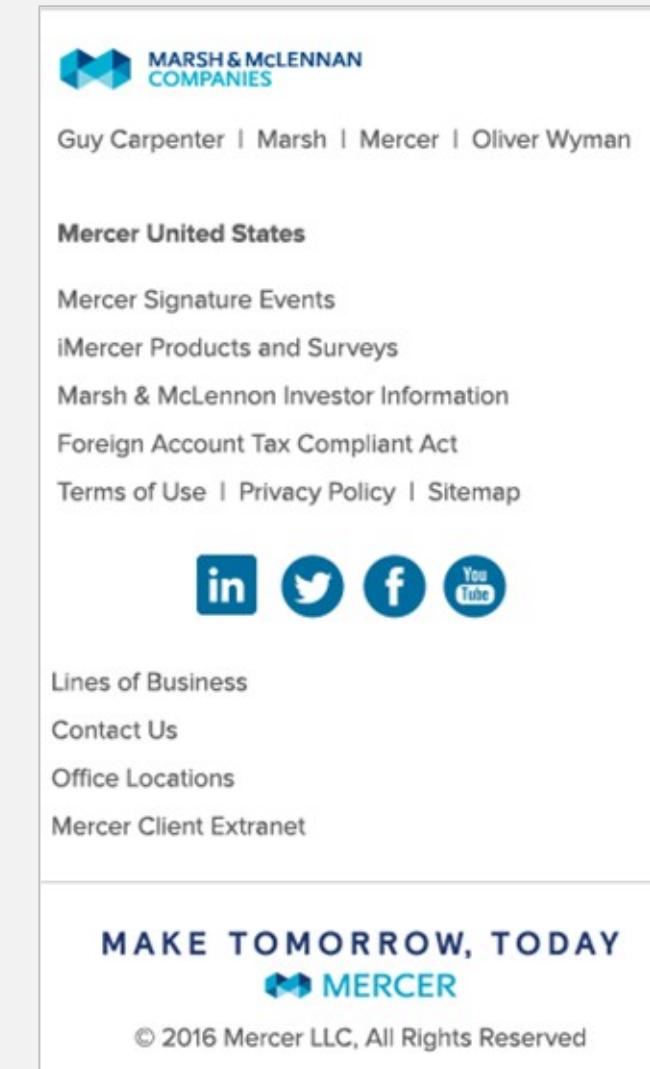
MER-GLOBAL-02

page 23

GLOBAL HEADER TABLET



GLOBAL HEADER MOBILE



FUNCTIONAL SPECIFICATIONS:

1. The Global Footer will break into more condensed columns on tablet devices
2. Tablet devices will break at 720 pixels or less, Mobile will break at 320 pixels or less

MERCER.COM PAGE LAYOUT

The following section refers to the division of page for Mercer.com and how components fit into that structure.

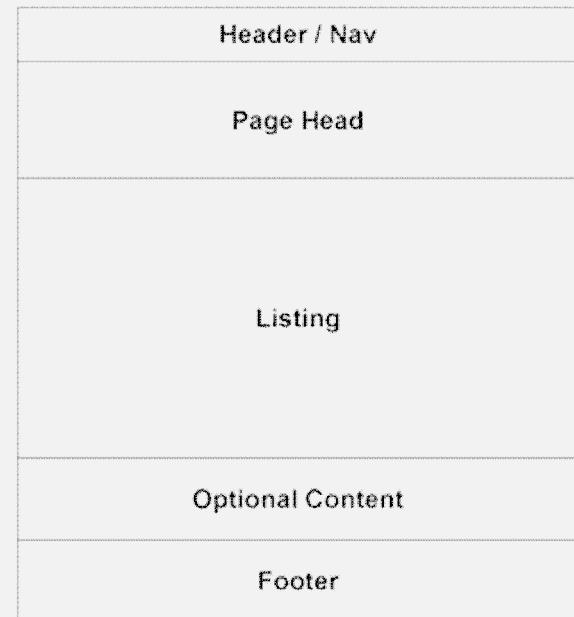


PAGE LAYOUTS DESKTOP DESIGN

page 25

PAGE TEMPLATE & DIVISION OF SPACE

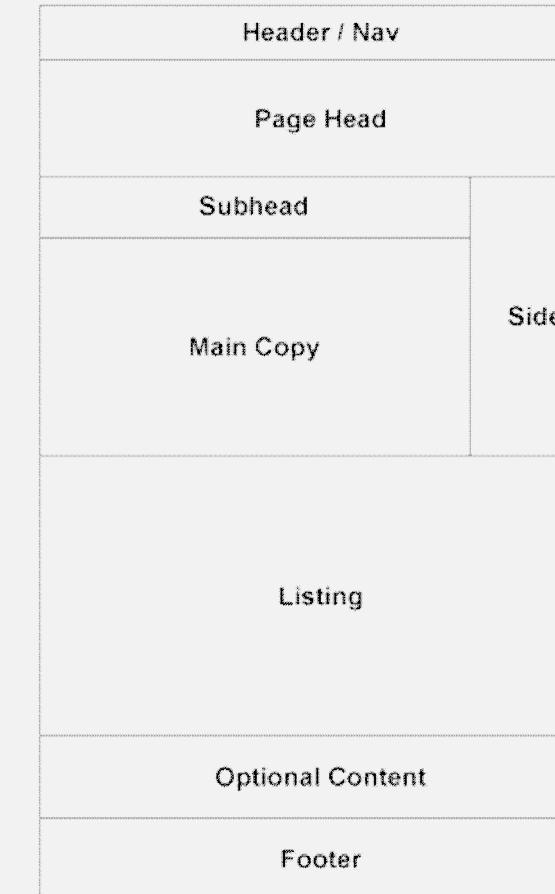
Listing Page



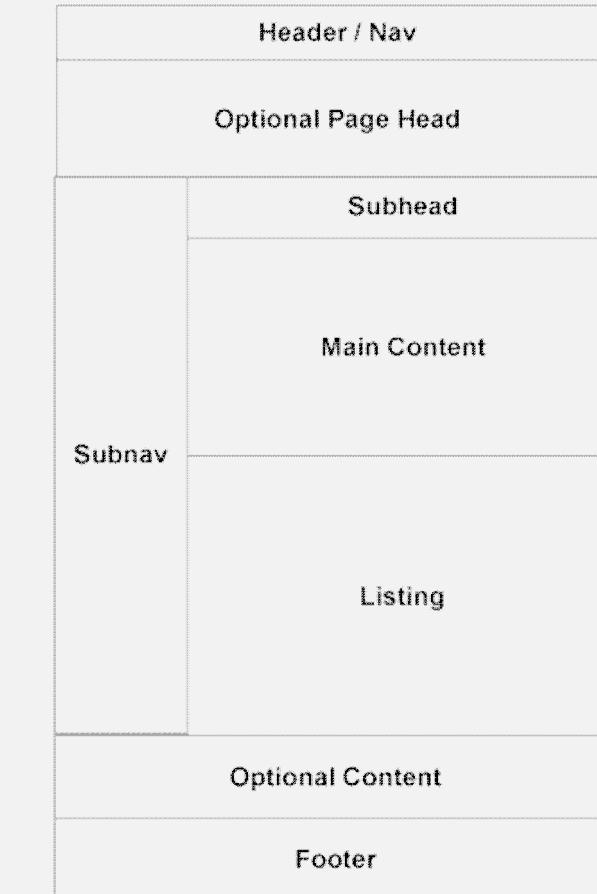
Article – 3 Column - Desktop



Article – 2 Column - Desktop



Article – Subhead - Desktop



PAGE LAYOUTS

TABLET RESPONSIVE DESIGN

page 26

PAGE TEMPLATE & DIVISION OF SPACE

Article – 3 Column – Tablet Verticle



Article – 2 Column – Tablet Vertical



Article – Subhead – Tablet Vertical

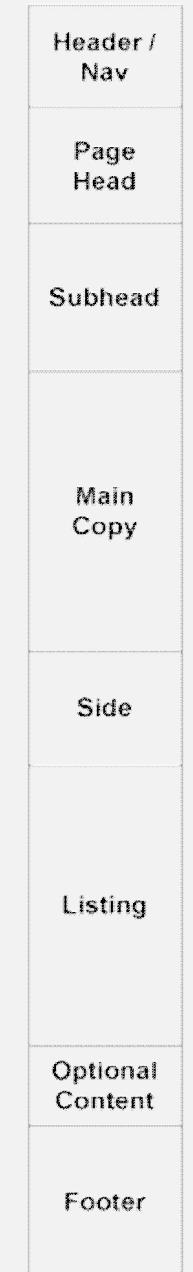


PAGE LAYOUTS MOBILE RESPONSIVE DESIGN

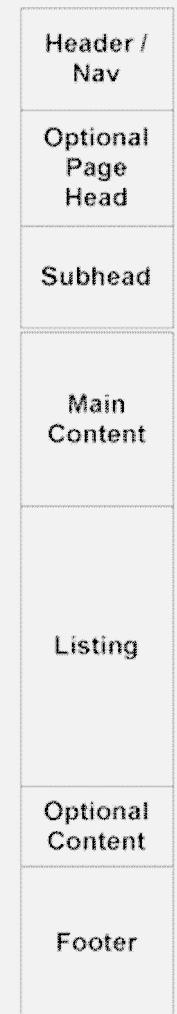
page 27

PAGE TEMPLATE & DIVISION OF SPACE

Article – 2 and 3 Column – Mobile

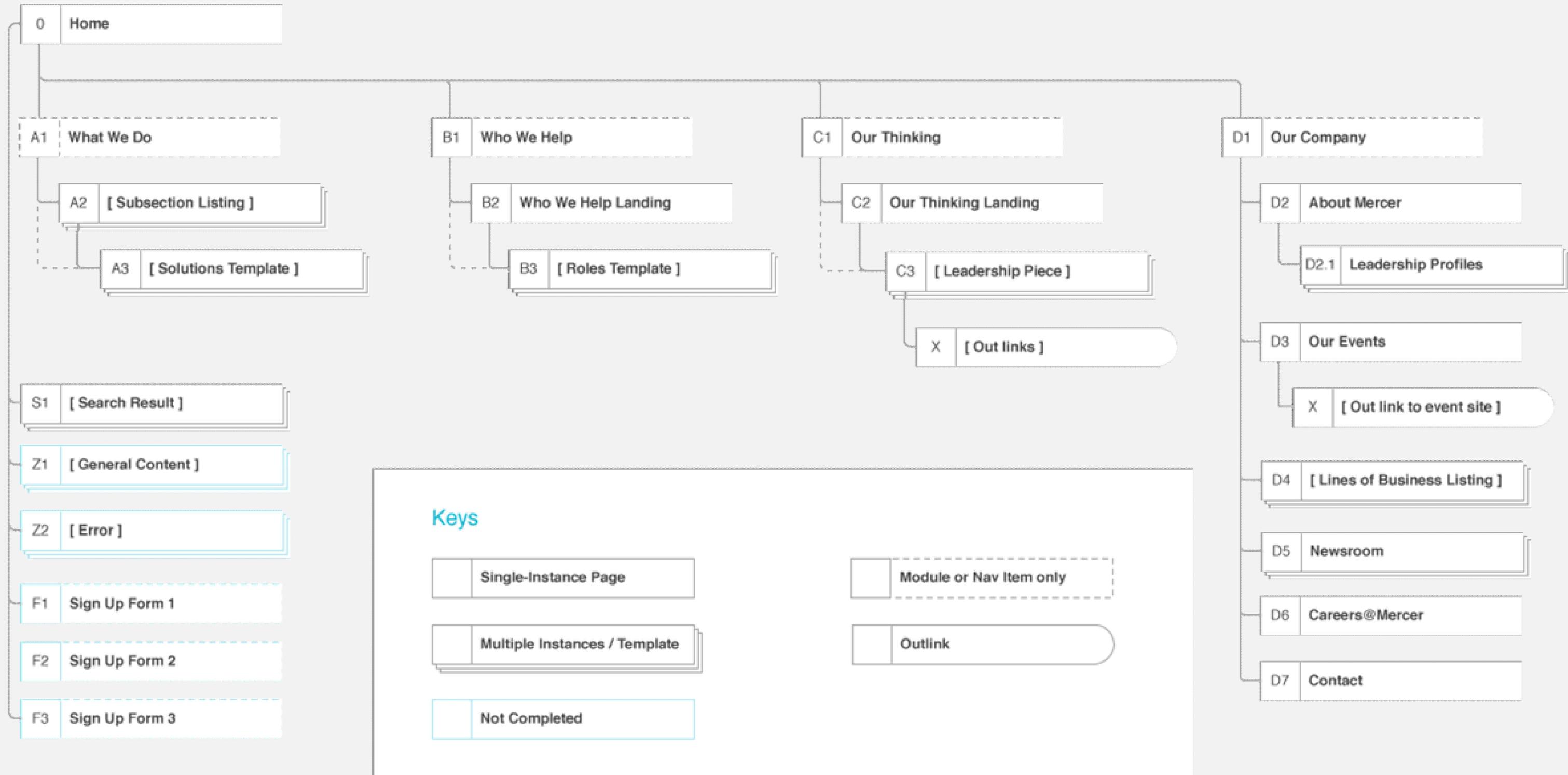


Article – Subhead - Mobile



SITE SCHEMATIC

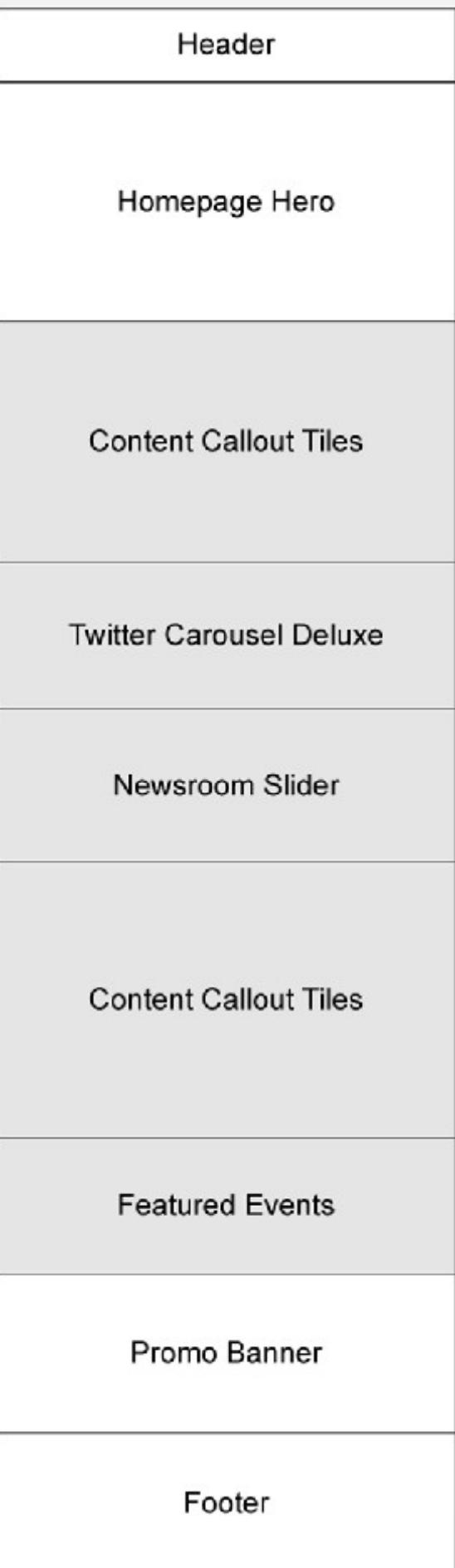
page 28



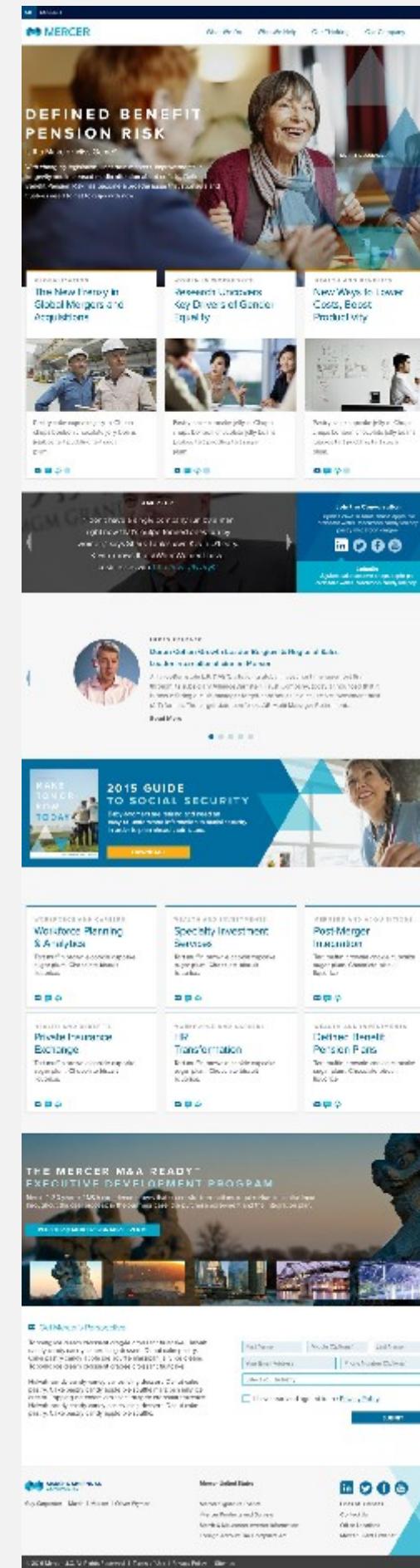
PAGE LAYOUTS HOMEPAGE

PAGE TEMPLATE & DIVISION OF SPACE

Schematic



Design

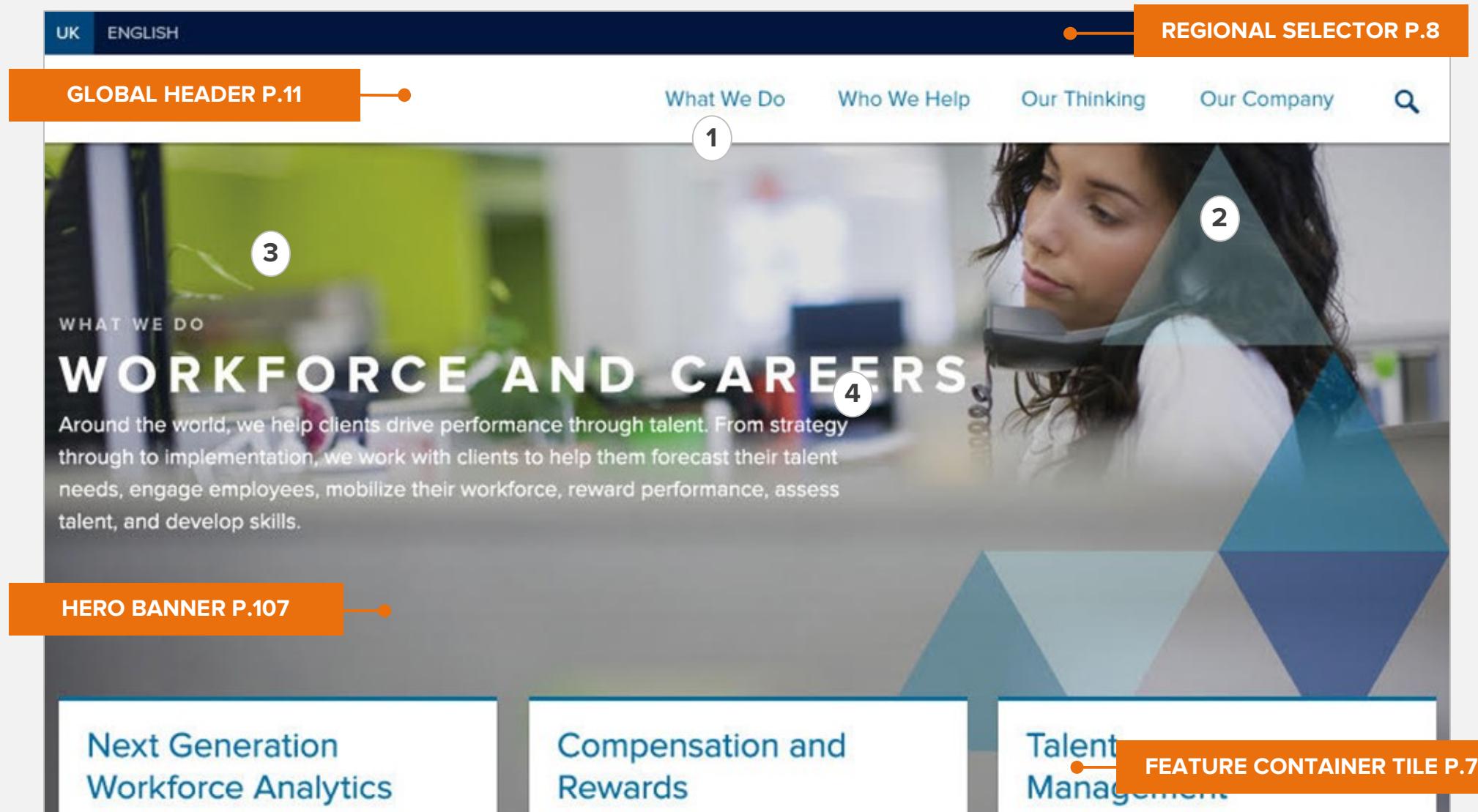


SECTION A

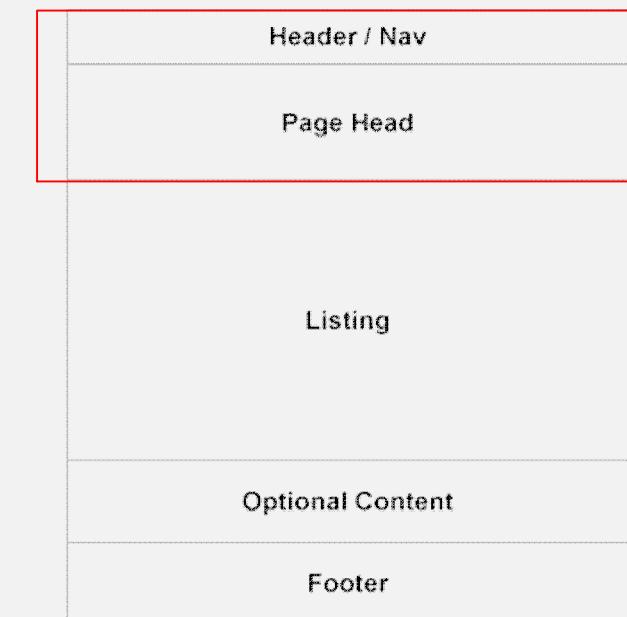
WHAT WE DO (LISTING P1)

page 30

PAGE TEMPLATE & DIVISION OF SPACE



Uses Listing Format



FUNCTIONAL SPECIFICATIONS:

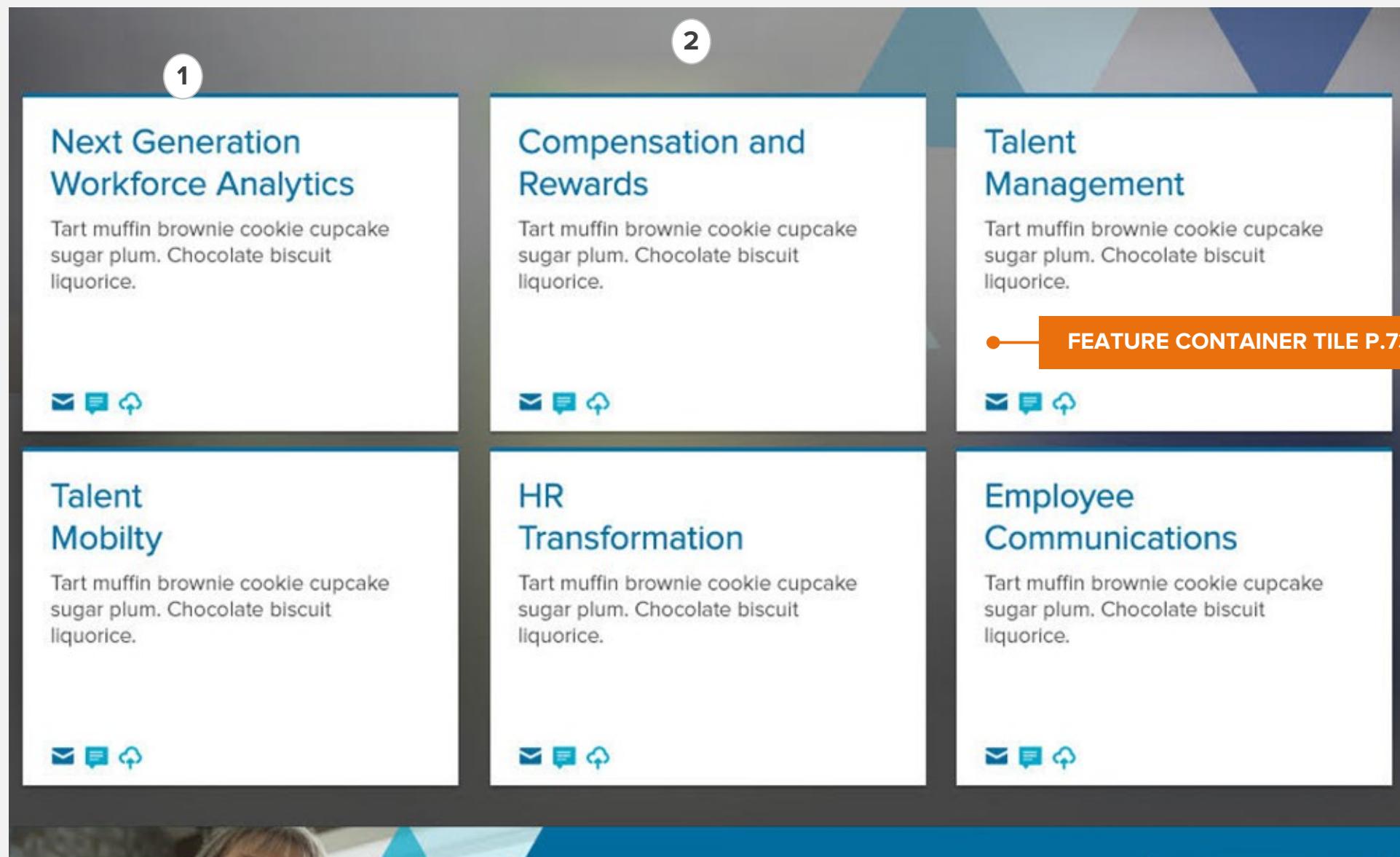
1. Background Image: visual needs to have gradient progression to background color to present a seamless transition. 10% black to ensure white text is readable. Default image size: 1300px, height XX. Scale to width, align center, valign top. Position: fixed – stays while scrolling
2. Diamonds graphic: align right, valign top, no scaling. Position: fixed – stays while scrolling.
3. Kicker and Headline – defined by global styleguide. Scrolls by default
4. Copy –defined by global style guide – main copy style. Scrolls by default

SECTION A

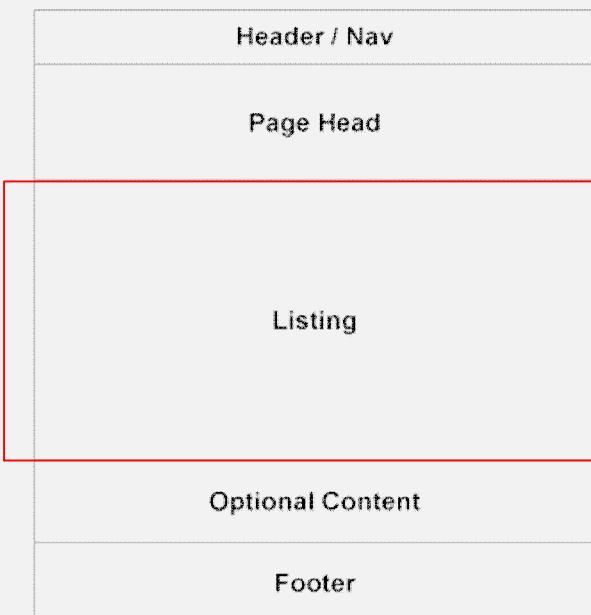
WHAT WE DO (LISTING P2)

page 31

PAGE TEMPLATE & DIVISION OF SPACE



Uses Listing Format



FUNCTIONAL SPECIFICATIONS:

1. MER-GLOBAL-07 component defined (see pages: 43-46). Uses non-kicker variant. Uses mobile variant on mobile state, see specs.
2. Uses 3-column grid system. Flows regularly from left to right. Responsive changes to be determined by foundation 5 / Halo coding.
On mobile, the grid becomes 1 column.

SECTION A

WHAT WE DO (LISTING P3)

page 32

PAGE TEMPLATE & DIVISION OF SPACE



Guy Carpenter | Marsh | Mercer | Oliver Wyman

2

Mercer United States

Mercer Signature Events

Mercer Products and Surveys

Marsh & McLennan Investor Information

Foreign Account Tax Compliant Act



Lines of Business

Contact Us

Office Locations

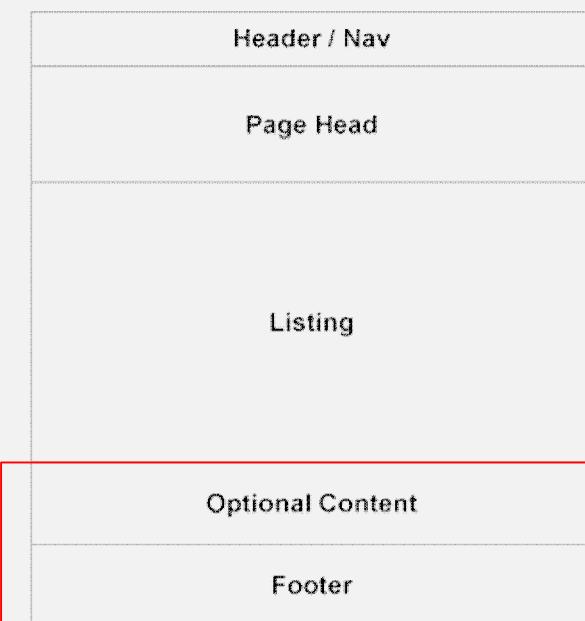
FOOTER P.21

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FUNCTIONAL SPECIFICATIONS:

1. Ad component can be placed by editor. If no content, then this component does not exist. See Ad Component Page for specs.
2. Footer. This image is outdated; see Footer for specs.

Uses Listing Format

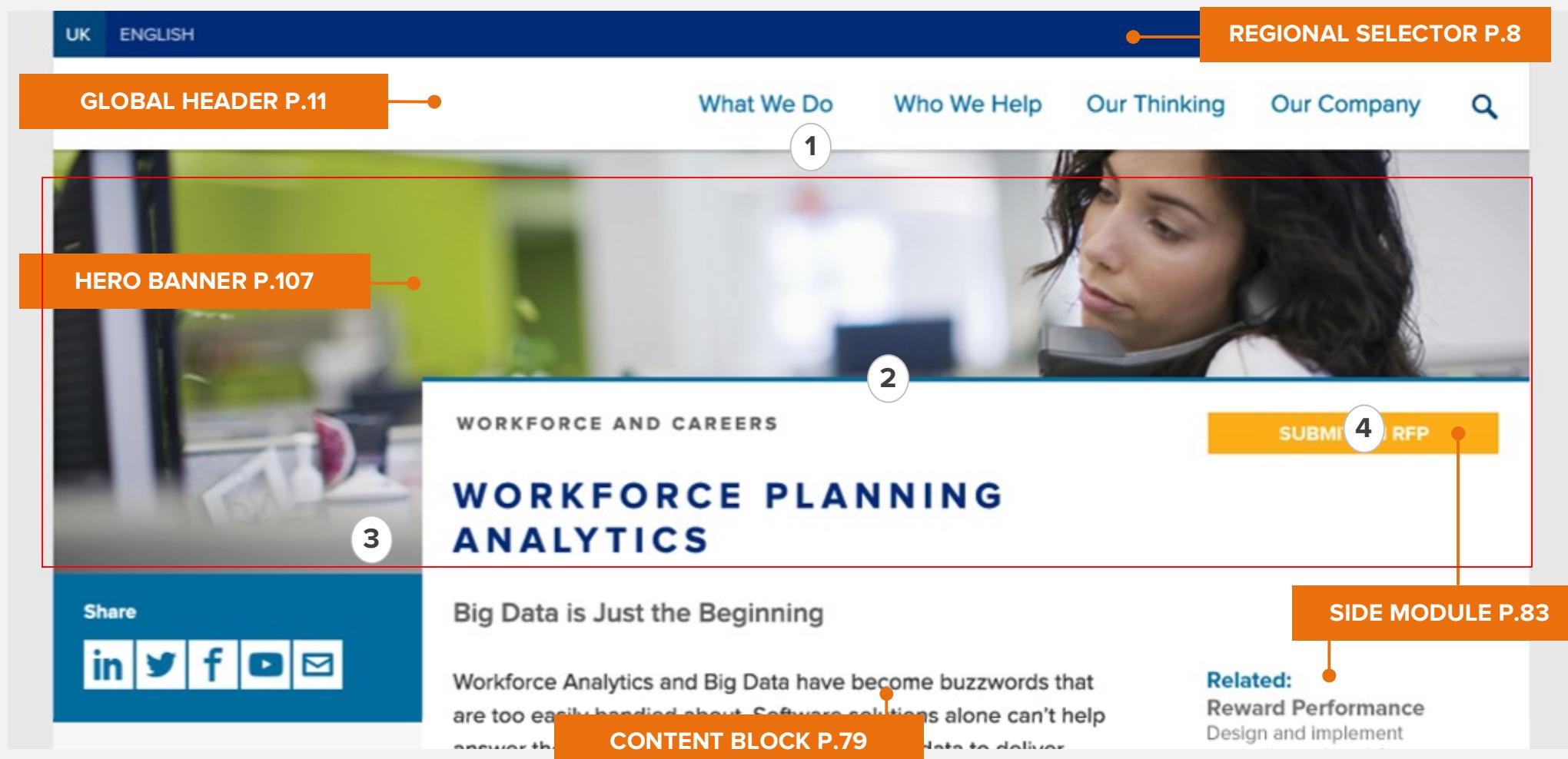


SECTION A

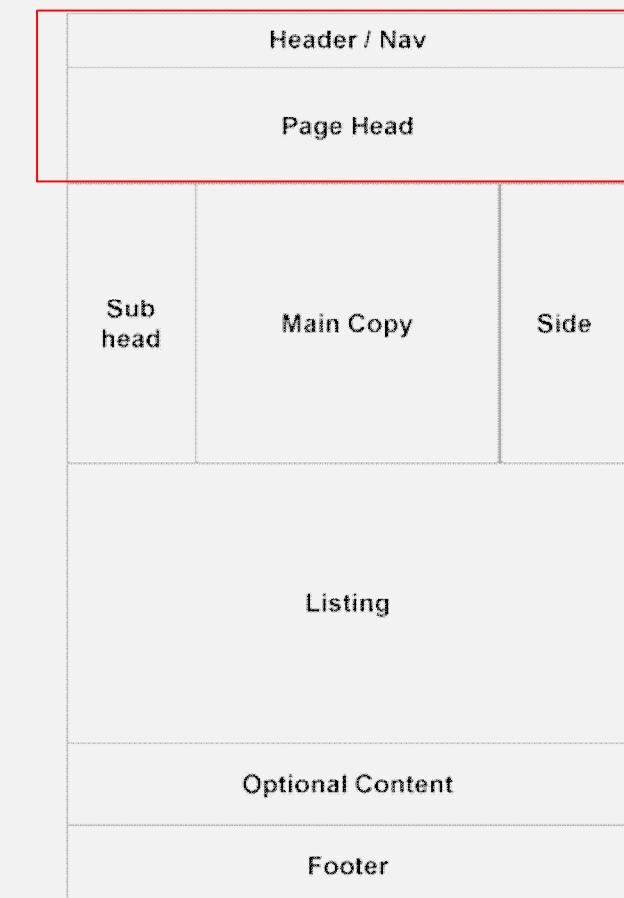
WHAT WE DO (ARTICLE P1)

page 33

PAGE TEMPLATE & DIVISION OF SPACE



Uses Listing Format



FUNCTIONAL SPECIFICATIONS:

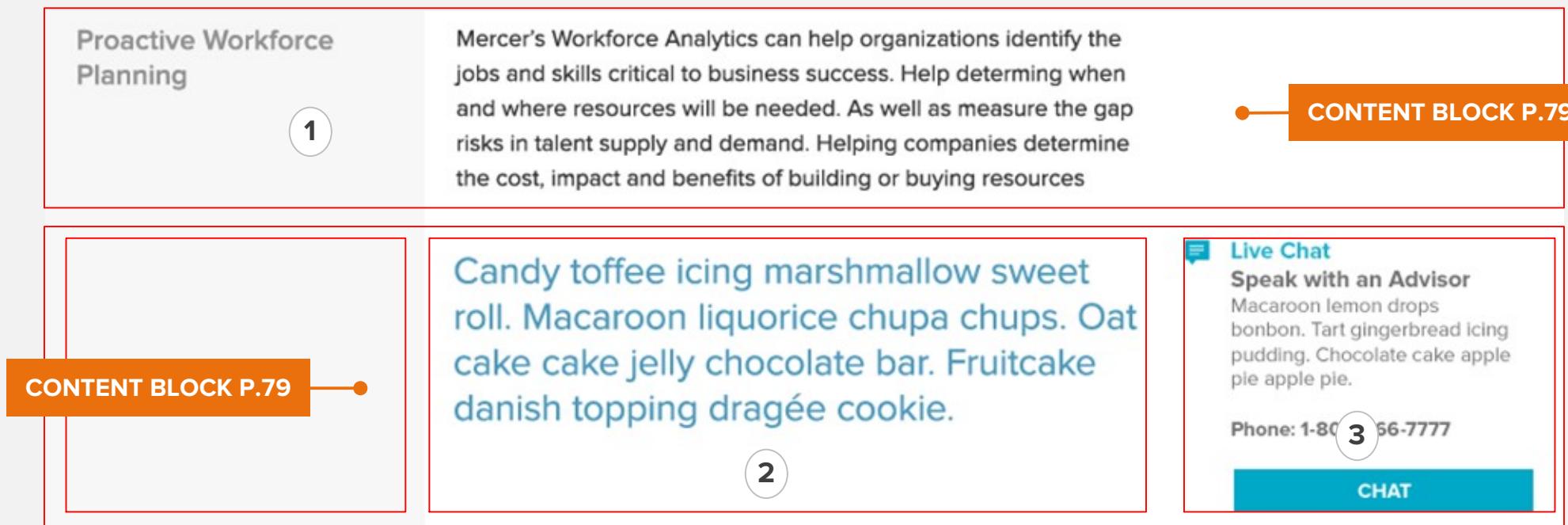
1. Background Image: uses the same image and functionality as What We Do Listing. Diamonds are gone on this page.
2. Article Lead (see page 52)
3. Share Component (component to be described later). Responsive state TBD by Foundation / Front end
4. Side Component / CTA button variation only. See Global style guide for specs. The topaz treatment indicates this is the main CTA of the page and is the first side component of the right column. It is an anchor link to the form area towards the end of the Content Area

SECTION A

WHAT WE DO (ARTICLE P2)

page 34

PAGE TEMPLATE & DIVISION OF SPACE



FUNCTIONAL SPECIFICATIONS:

Overview: The main content area uses Content Blocks to construct the main content of the page. For this section, we are using the 3-column Content Block variant (See page 78 for details). The left-side area is for subheads, which functions as visual Roads signs for the user scrolling through the page. Hence, the Content Block is a repeating element when the editor chooses to add a Roads sign. In addition, each Content Block contains a right side area reserved for optional Side Components (3).

1. This Paragraph Block is formatted for the 3-column Content Block.
2. Content / Asset. The middle column is for body and / or asset components (see Page 78)
3. The right side column is reserved for Side Components (see Page 84)
4. Note that the left hand roads sign is optional.

Uses Article – 3 Column



SECTION A

WHAT WE DO (ARTICLE P2.1)

page 35

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a page template with a header containing the text "example of how Mercer uses workforce analytics to build models". Below this is a section titled "Products and Solutions for Workforce Analytics:" with three items:

- Strategic Workforce Planning**: Evidence-based approach to turn workforce management into a lasting competitive advantage.
- Diversity and Inclusion Strategy**: Mercer's combines the latest scientific research with analytics and world-class expertise in leadership and organizational performance.
- Workforce Metrics Benchmarking**: Understand workforce productivity and the link between your employees and the revenue they generate.

Each item has an "EXPAND" button. At the bottom left is a "Submit an RFP" button, and at the bottom right is a "CONTACT FORM P.78" button. A red circle with the number "1" is positioned above the first item.

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. For What We Do Article Page, if there are more than two Products/Services items, we implement the Accordion Tile. (See pages 878). If there is only 1 product / service, it will be incorporated into the main copy as regular text.
2. It has been determined that there will be a maximum of 9 tiles max for Accordion Tiles.

SECTION A

WHAT WE DO (ARTICLE P3)

page 36

PAGE TEMPLATE & DIVISION OF SPACE

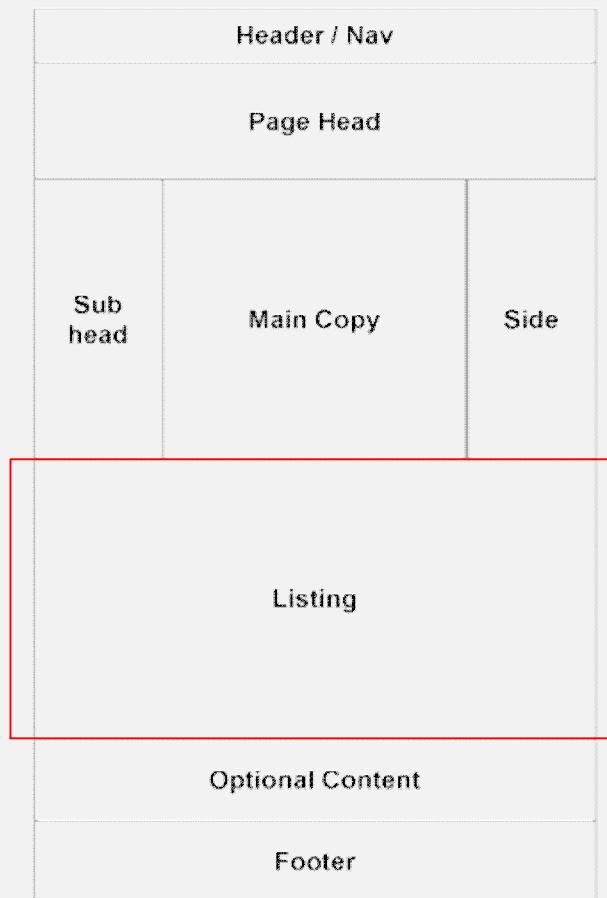
The diagram illustrates a page template with the following structure:

- Header / Nav**: Located at the top.
- Page Head**: Located above the main content area.
- Main Content Area**: Contains:
 - Sub head**: The first column of the grid.
 - Main Copy**: The second column of the grid.
 - Side**: The third column of the grid.
- Listing**: A section below the main content area with a red border, containing a header and multiple items.
- Optional Content**: Located below the listing.
- Footer**: Located at the bottom of the page.

Key elements in the main content area:

- More Workforce and Career Top Solutions**: A header for the listing.
- Compensation and Rewards**, **Talent Management**, **Talent Mobility**: Titles for the first three items in the listing.
- HR Transformation**, **Employee Communications**: Titles for the fourth and fifth items in the listing.
- FEATURE CONTAINER TILE P.73**: A call-to-action button.
- PROMO BANNER P.92**: A promotional banner at the bottom.

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

Overview: After the main content area and CTA, we continue the page with the Listing. It is the same listing and functionality as the What We Do Listing page.

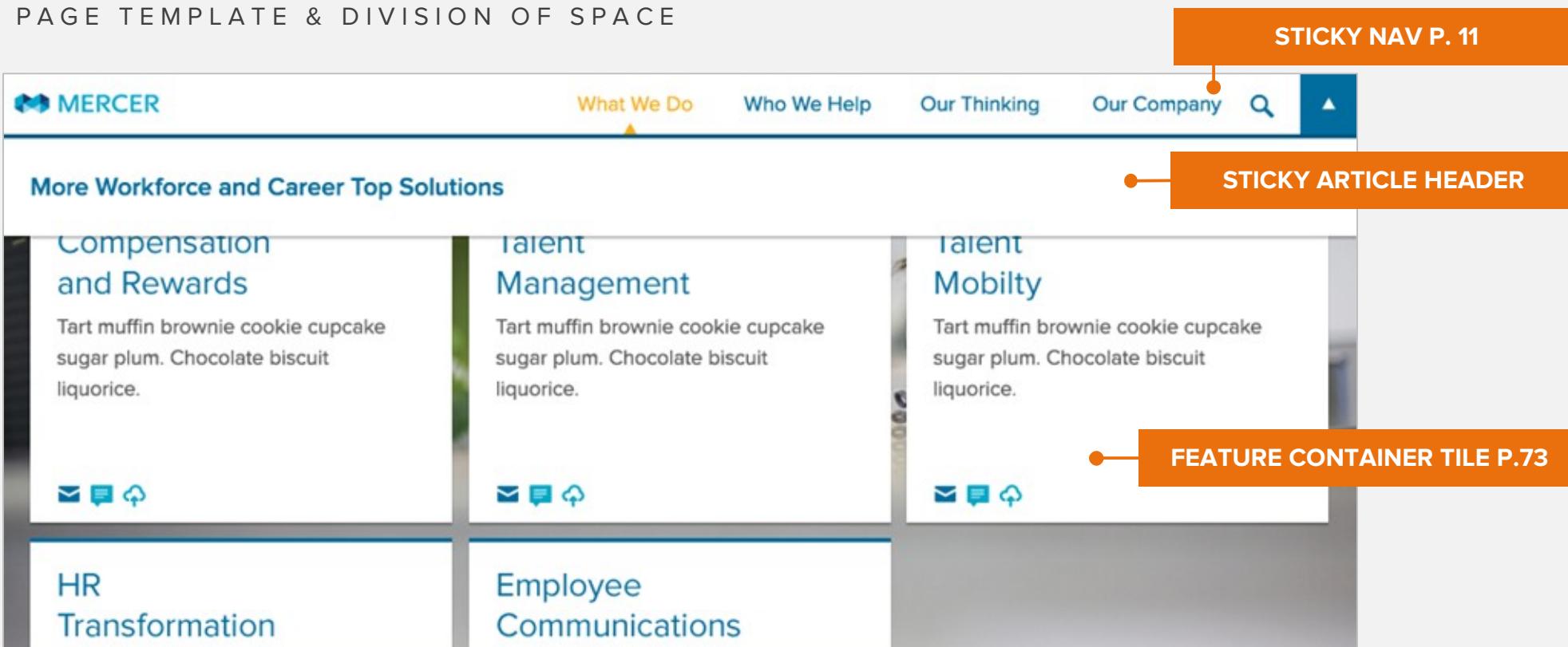
1. Listing Header: Will be stickied below the main sticky nav when user scrolls to the point where it is on the top of the browser. This is standard for all listing; other sections' Listing Header will include filters on the right hand side.
2. Note that because the main background image from the Page Head is fixed, users will be able to see it when viewing the listing.
3. The Featured Container Tiles here will be dynamically populated based on the sibling pages of this section.

SECTION A

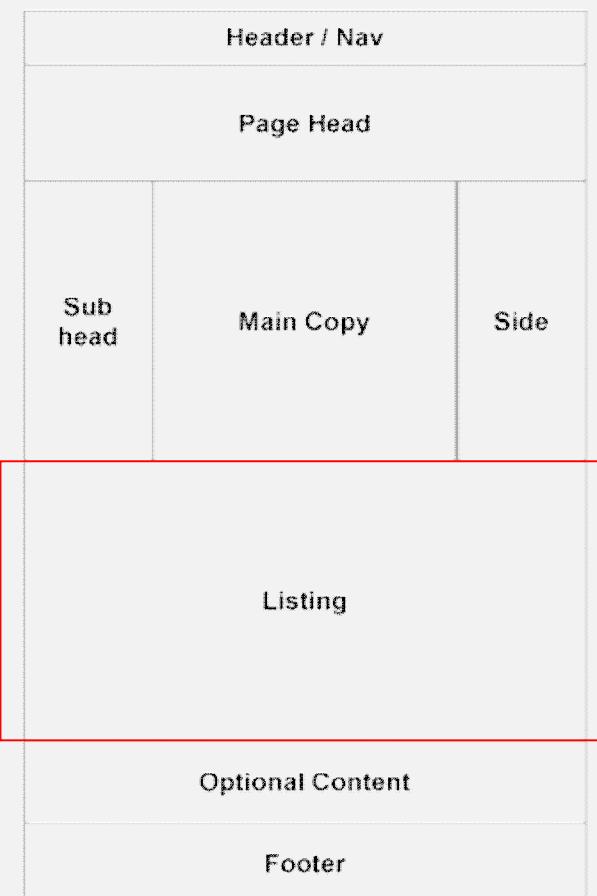
WHAT WE DO (ARTICLE P3.1)

page 37

PAGE TEMPLATE & DIVISION OF SPACE



Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

Overview: After the main content area and CTA, we continue the page with the Listing. It is the same listing and functionality as the What We Do Listing page.

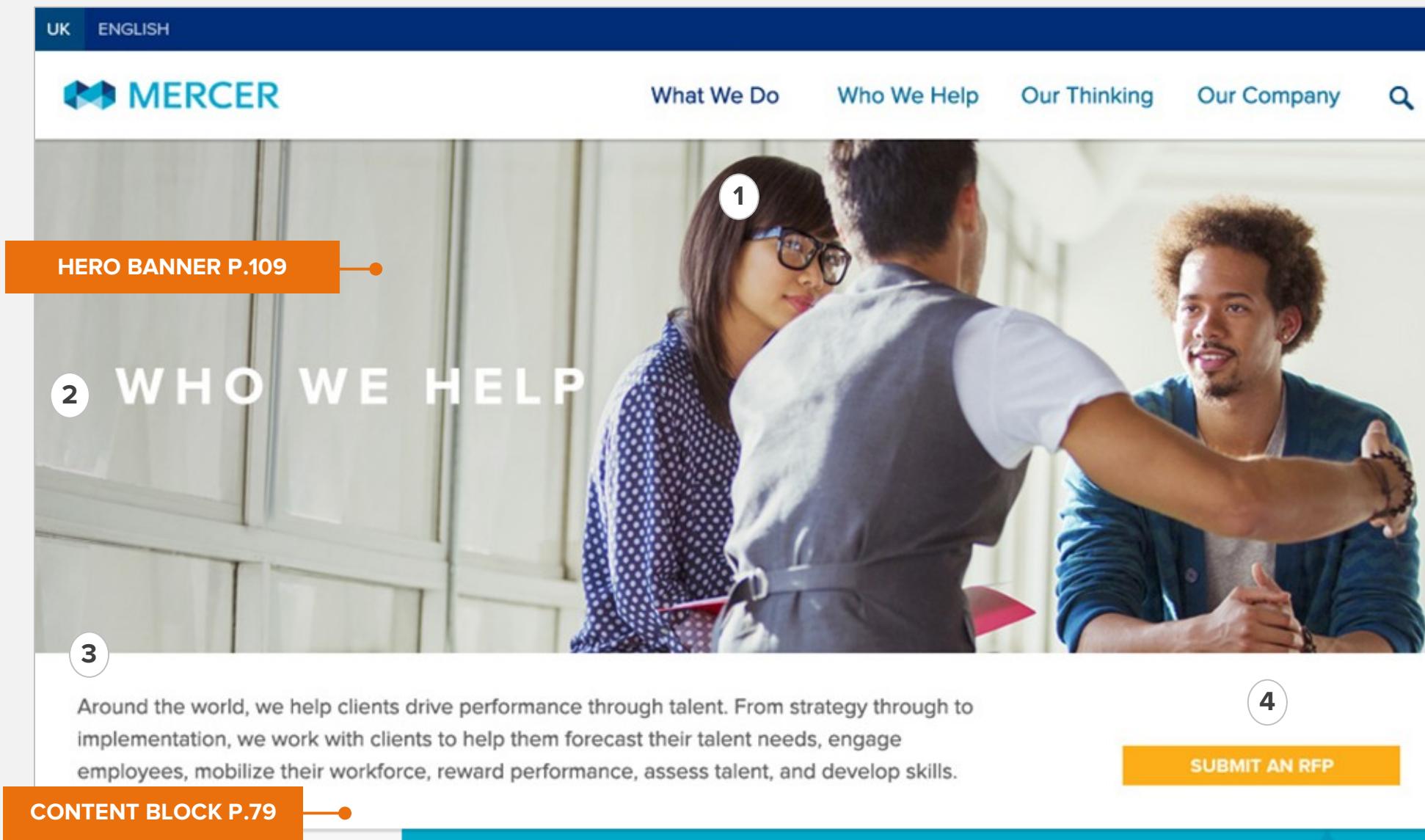
1. The ??? of the current article's content grid unit is missing because you are viewing the content right now

SECTION B

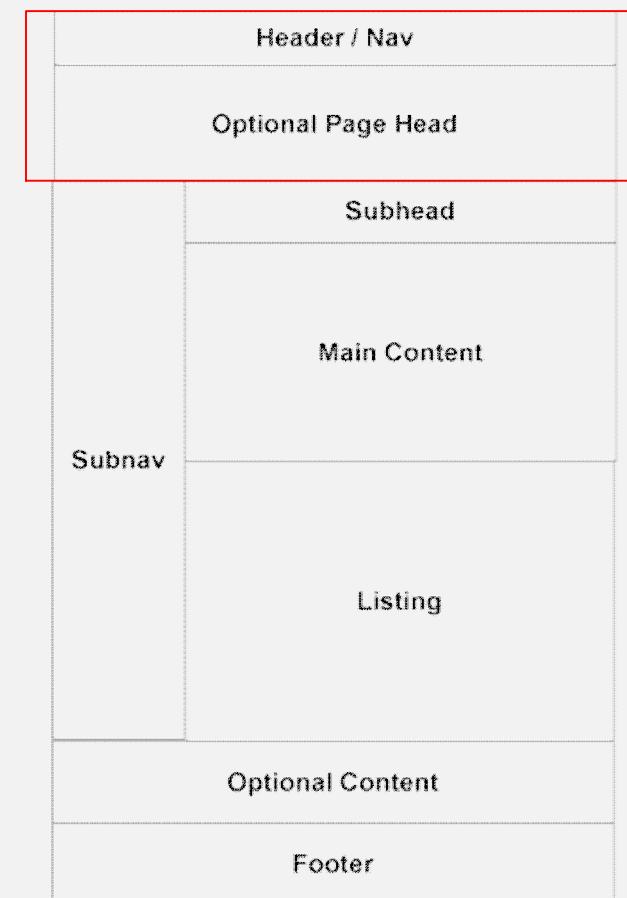
WHO WE HELP (LISTING P1)

page 38

PAGE TEMPLATE & DIVISION OF SPACE



Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. Background image is fixed position. Size: 1300 width **XXX** height. Scale: to width of browser if browser width > image width. Valign top, align right.
2. Header 2 Global Spec
3. Paragraph style Global Spec
4. Submit an RFP: CTA anchor link to bottom of page form

SECTION B

WHO WE HELP (LISTING P2)

page 39

PAGE TEMPLATE & DIVISION OF SPACE

1

Your Role

Organizations

Industries

LEFT NAVIGATION P.98

2

3

CEO AND BOARDS

Cotton candy sweet roll marzipan. Gingerbread candy cake sugar plum caramels sweet sesame snaps candy canes marshmallow. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Croissant apple pie bear claw.

VIEW DETAILS

4

CFOs

Talent Leaders

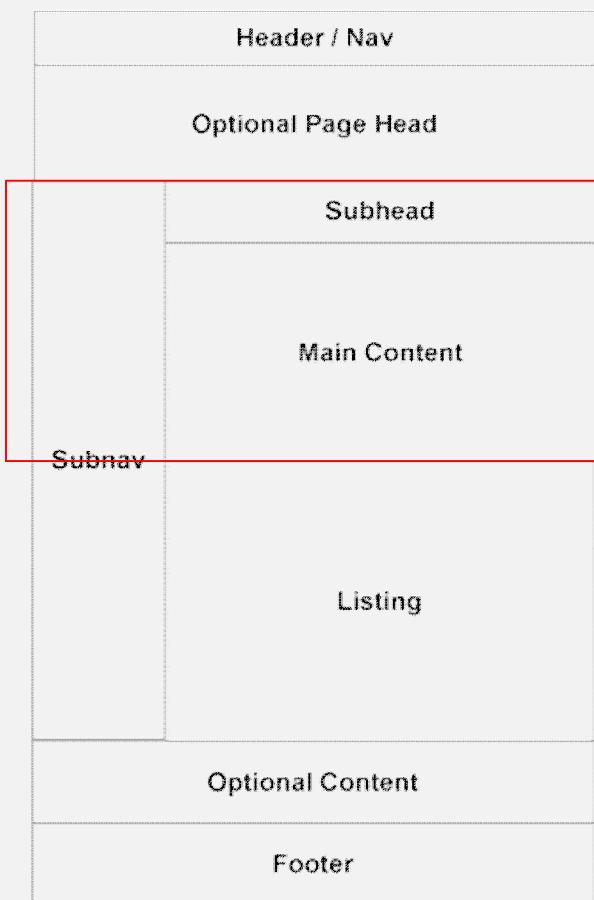
Human Resources

Benefit Managers

Financial Advisors

ACCORDION P.93

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. Subnav: Stickied position. The listing is categorized by the maximum of three categories: Your Role, Organizations, Industries. When the user scrolls to those that category, the subnav's chevron will move to the category's label. Conversely, when the user clicks on the subnav's label, the page will scroll to that category.
2. Listing Accordion unit: on hover state defined by Global Style Guide. On click reveals dropdown layer. The dropdown layer for Roles units differ from Organizations and Industries. See 3. for Roles pulldown layer.
3. Roles Rollover Menu: Headline and copy from Global Style Guide. Background image is configurable, but for launch we are using a designated default graphic (as shown).
4. READ MORE CTA. Goes to the Roles article page.

SECTION B

WHO WE HELP (LISTING P2.1)

page 40

PAGE TEMPLATE & DIVISION OF SPACE

1 Your Role

2 CORPORATIONS

3 WEALTH AND INVESTMENTS

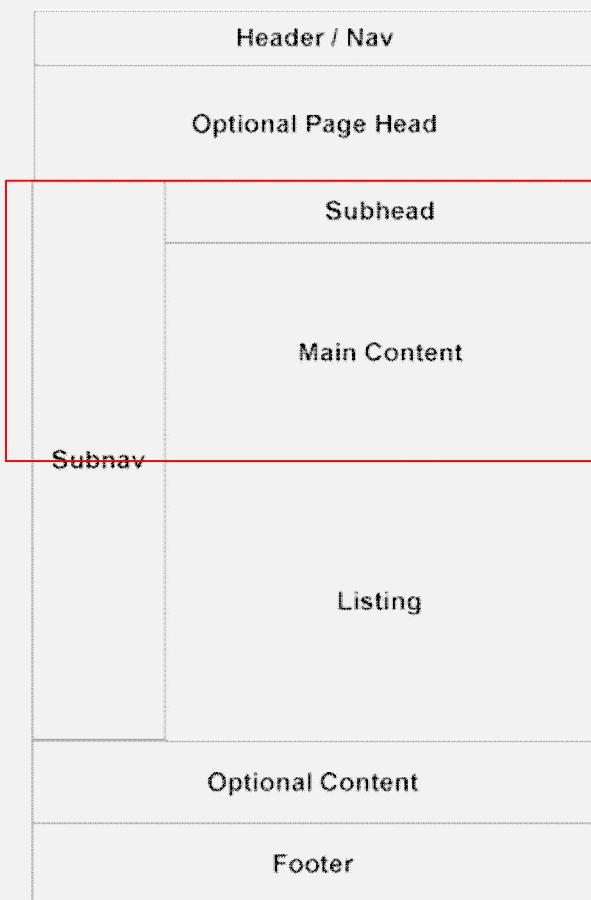
4 MERGERS AND ACQUISITIONS

ACCORDION P.94

TILE CAROUSEL P.99

LEFT NAVIGATION P.98

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. Subnav: it will be stickied see part 1
2. Organization and Industries pulldown. Shows an overview of the item and dynamically pull in content callout units (min 2, max 6). Background image is same rule as Role pulldown with the designated default graphic shown here.
3. See page 112.
4. If more than X components appear, arrows will appear for horizontal scrolling

SECTION B

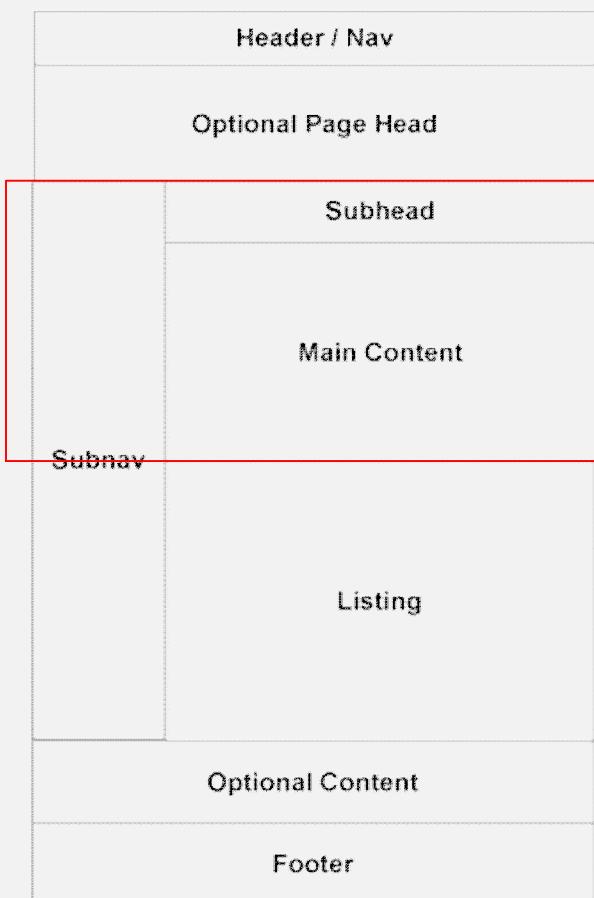
WHO WE HELP (LISTING P2.2)

page 41

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot illustrates the page template and division of space for the 'Who We Help' section. It features a sticky navigation bar at the top with links for 'What We Do', 'Who We Help' (highlighted in yellow), 'Our Thinking', 'Our Company', and a search icon. A 'STICKY NAV P. 11' callout points to the navigation bar. Below the navigation is a 'Who We Help' section with a 'Subhead' and a 'Main Content' area containing a list of roles: 'Talent Leaders', 'Human Resources', 'Benefit Managers', and 'Financial Advisors'. A 'STICKY ARTICLE HEADER' callout points to the main content area. To the left is a 'LEFT NAVIGATION P.98' sidebar with categories: 'Your Role' (highlighted in yellow), 'Organizations', and 'Industries'. An 'ACCORDION P.94' callout points to the 'Industries' section. The main content area has a red background with a geometric pattern and contains a heading 'CORPORATIONS' and a paragraph of placeholder text. At the bottom, there are two tiles: 'WEALTH AND INVESTMENTS' (Speciality Investment Services) and 'MERGERS AND ACQUISITIONS' (Post-Merger Integration). A 'TILE CAROUSEL P.108' callout points to the bottom right tile.

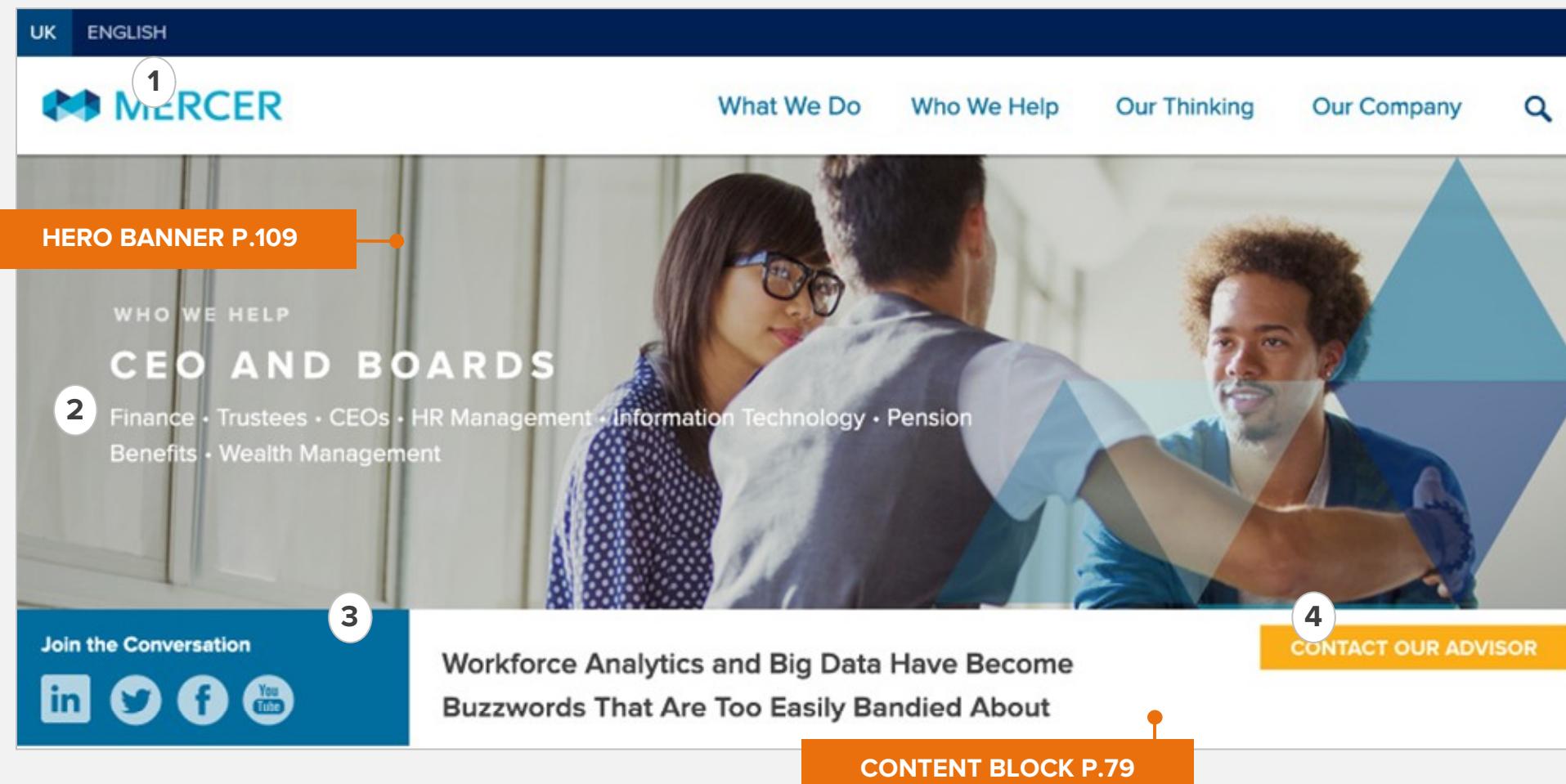
Uses Article – 3 Column



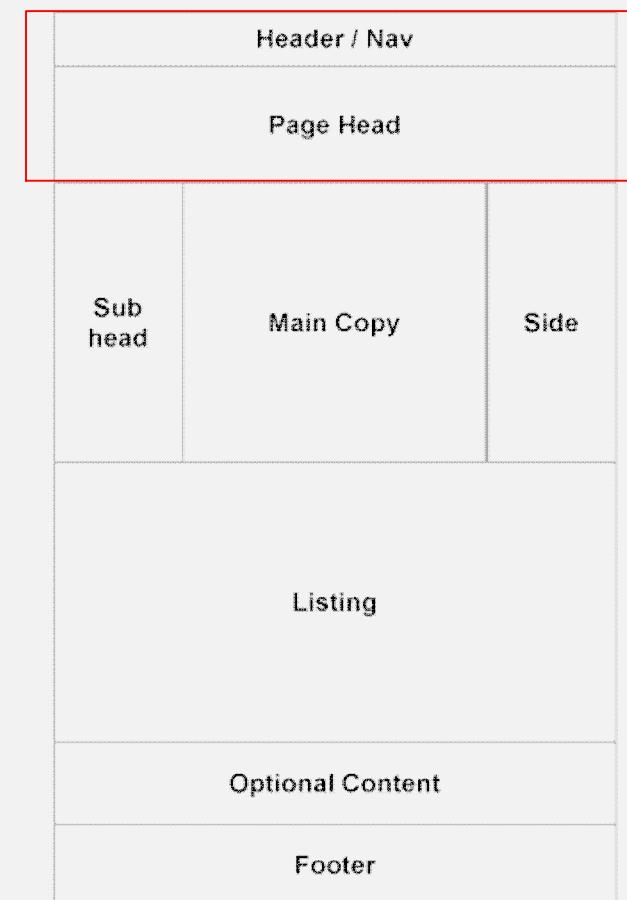
SECTION B

WHO WE HELP (ROLE ARTICLE P1)

PAGE TEMPLATE & DIVISION OF SPACE



Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. Background Image: uses the same image and functionality as Who We Help Listing.
2. Article Lead – Styles defined by Global Style Guide. Copy below Role Title uses Article Lead field to included specific roles that this Role title encompass.
3. Share Component – This component is a reused component from the current site.
4. Side Module / CTA button variation only. See Global Style Guide for specs. The topaz treatment indicates this is the main CTA of the page and is the first side component of the right column. It is an anchor link to the form area towards the end of the Content Area.

SECTION B

WHO WE HELP (ROLE ARTICLE P2)

page 43

PAGE TEMPLATE & DIVISION OF SPACE

Join the Conversation



Workforce Analytics and Big Data Have Become Buzzwords That Are Too Easily Bandied About

CONTACT OUR ADVISOR

Software solutions alone can't help answer the hard questions. It takes more than data to deliver actionable intelligence. It's why Mercer combines human capital data, proprietary intellectual capital and in-depth consulting to create an advanced workforce analytics.

Case Studies

CASE STUDY CAROUSEL P.91

2

“ Using proprietary methodologies, consumer measurement techniques, and tools that cover a broad range of creative media, we help engage your workforce, drive change throughout the organization, and enhance business performance. ”



Julio A. Portalatin, CEO

VIEW MORE

• • • •

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

Overview: The Roles page main content area uses the 3-column format like the What We Do Article page, and hence uses the same Content Block component. Editorially, the Roles page contain less copy than What We Do page (between 2-3 paragraph blocks). And therefore would not typically use Side components for related content. For relate content, it is mandatory to use the Related Content Slider (see next page)

1. Paragraph Block. See Page XX
2. Optional Asset Module: Case Study Module. See Page XX

SECTION B

WHO WE HELP (ROLE ARTICLE P3)

page 44

PAGE TEMPLATE & DIVISION OF SPACE

the cost, impact and benefits of building or buying resources

1

Solutions and Perspectives for Institutional Investors

2

Compensation and Rewards

Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

Talent Management

Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

Talent Mobility

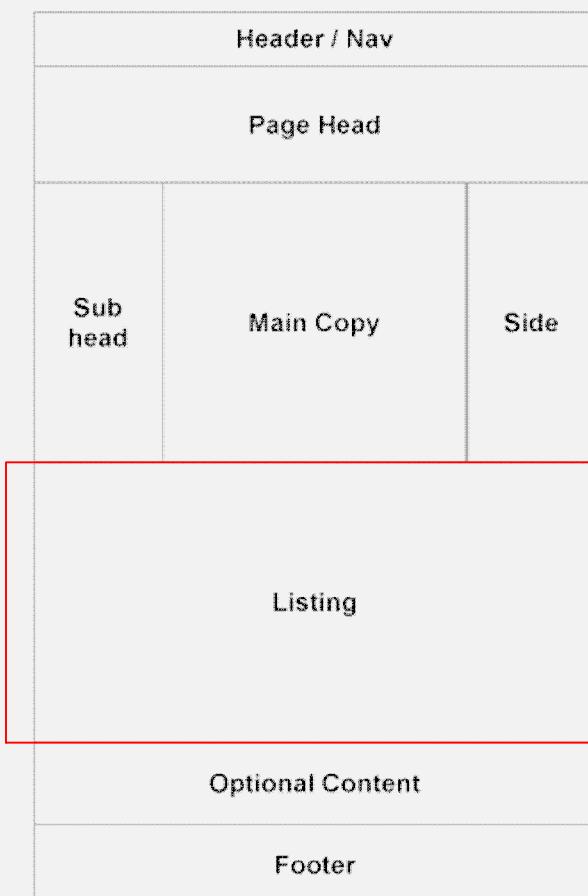
Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

TILE CAROUSEL P.99

Contact Our Advisor

Topping ice cream croissant dragée croissant fruitcake. Halvah

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. Right before the CTA paragraph, the Roles page have a mandatory Related Content Slider component. It uses the 1-column wide Content Block.
2. Content Callout units will be dynamically generated on the Roles page. They include A-article, C-article, Newsroom, and d-Lines article. Minimum is two, max is five.

SECTION B

WHO WE HELP (ROLE ARTICLE P3.1)

page 45

PAGE TEMPLATE & DIVISION OF SPACE

Who We Help

Your Role

C-Level Executives (2)

Organizations

Industries

Submit an RFP

LEFT NAVIGATION P.98

ACCORDION P.86

C-Level Executives (2)

Finance

Human Resources

Information Technology Operations

Employees

Corporations

Multi-National Corporations

Affinity

Wealth Management

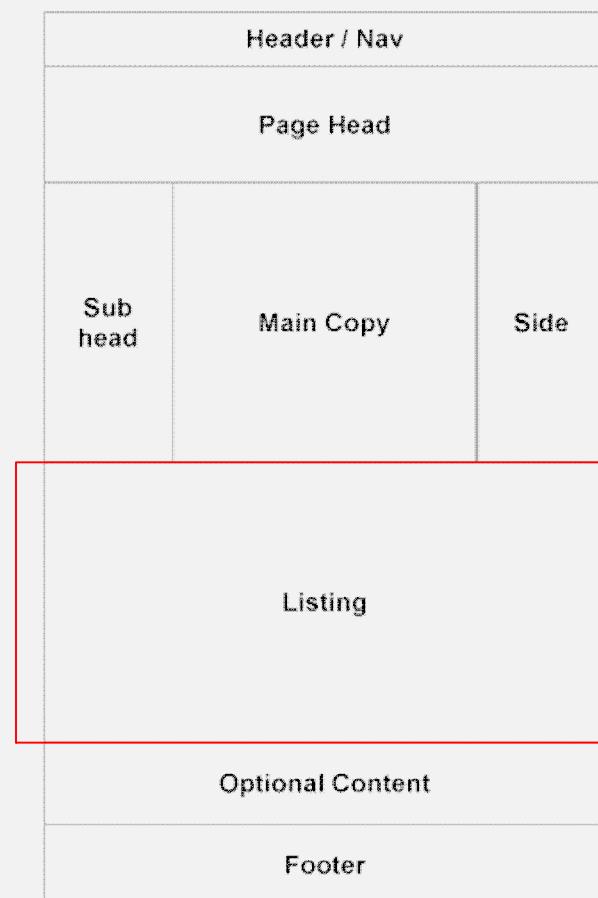
Private Equity

Energy

Insurance

Health Care

Uses Article – 3 Column



FUNCTIONAL SPECIFICATIONS:

1. After the main content area, the listing area continues the same listing as the Who We Help listing.
2. The current Role listing will not be shown in the listing.

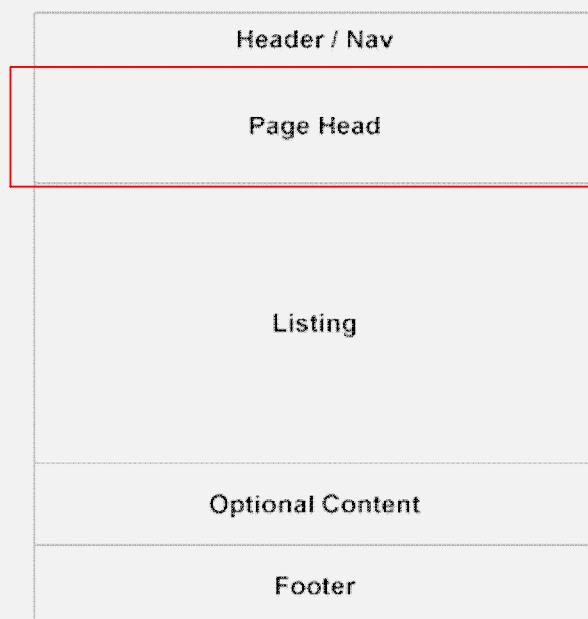
SECTION C OUR THINKING (LANDING P1)

page 46

PAGE TEMPLATE & DIVISION OF SPACE

The image shows the homepage of the Mercer website under the 'Our Thinking' section. At the top, there's a dark blue header bar with 'UK ENGLISH' and the 'MERCER' logo. Below the header, the main navigation menu includes 'What We Do', 'Who We Help', 'Our Thinking' (which is highlighted in orange), 'Our Company', and a search icon. The main content area features a large photograph of two people walking outdoors. Overlaid on the photo is a white text box containing the number '1'. Below the photo, the text 'THRIVING WORKFORCE' and 'STRATEGIC MANAGEMENT OF HUMAN CAPITAL IN THE ENERGY SECTOR' is displayed, along with a 'READ MORE' button. To the left of the photo, there's a yellow sidebar with the heading 'OUR PERSPECTIVE' and a quote: 'With interest rates, a strong US dollar, and the market and economic conditions being a bit uncertain, such dynamic changes also represent opportunities for our organization, because clients will need our advice now more than ever.' Below the quote are 'SHARE THIS' buttons for LinkedIn, Facebook, and Twitter. At the bottom of the page, there's a 'OUR THINKING' section with three video thumbnail images.

Uses Listing Format



FUNCTIONAL SPECIFICATIONS:

1. Content Hero. See Page 106.

SECTION C

OUR THINKING LANDING P2

page 47

PAGE TEMPLATE & DIVISION OF SPACE

OUR THINKING 1

At Mercer, "Our Thinking" forges theory and practice to form unique real world insights. Our consultants work side-by-side with XX,000 clients while gathering intelligence, synthesizing it and sharing it globally to help advance the health, wealth, and careers of more than 110 million lives. Our Thinking reflects our mission, giving clients of all sizes the means and know-how to help make tomorrow, today.

Join the Conversation 2

SORT BY: LATEST 3

WATERFALL FILTER P. 46

EVENT 4

Gender Diversity Conference 5

WATERFALL TILES P. 89-90

RESEARCH AND SURVEYS 6

2015 Guide to Social Security

Design and implement executive and workforce rewards programs to key talent, enhance business performance...

IMERCER DOWNLOAD

FEATURED REPORTS P. 88

NEWSROOM 7

Doron Cohen Growth Leader Belgium & Regional Sales Leader International binn...

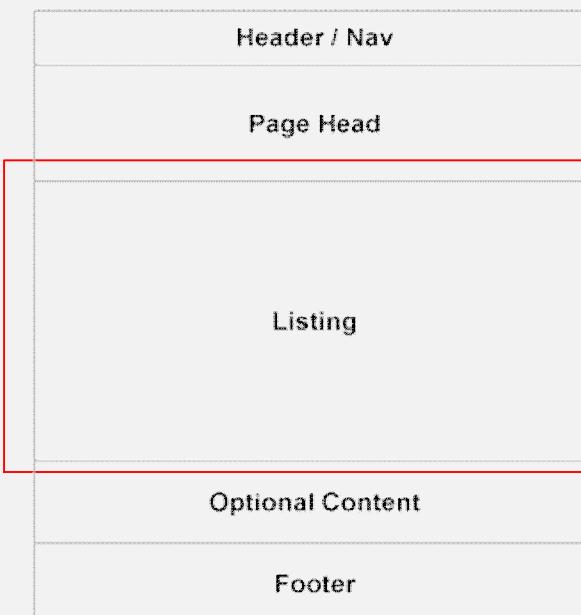
Personal Networks 7

VIDEO 7

Retirement Planning is

The costs of simple daily luxuries vary greatly for your company's expatriates around the world. What you need to know about Cost of Living: <http://ow.ly/OKQTI>

Uses Listing Format



FUNCTIONAL SPECIFICATIONS:

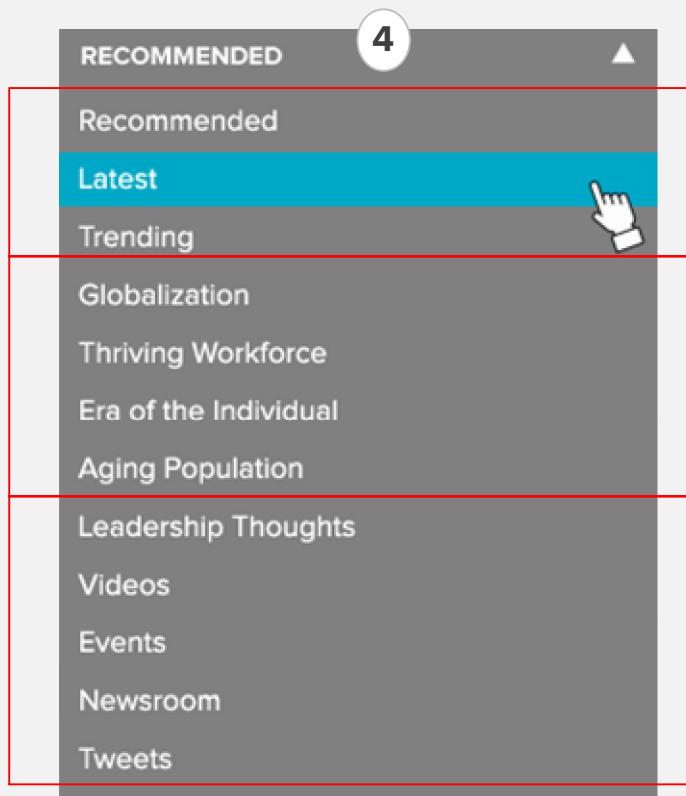
1. Listing Head. See Global Styleguide for type specs. Will be stickied when user scrolls it to top of page, underneath the stick header nav. (See page 42 for illustration)
2. Join the conversation – same component as footer social links
3. Waterfall Filter (see next page).
4. Waterfall Listing. The visual auto-alignment and responsive states will be determined by front end's functionalities.
5. Pinned Featured Unit
6. Research and Surveys Component. Will be pinned as the second or first row-right-hand component (see page 60).
7. Waterfall units (see pages 61-63) **Max units in Waterfall?**
8. **Determine the amount of Social Tiles we can have here.**

SECTION C

OUR THINKING LANDING P2.1 (WATERFALL FILTER DETAILS)

page 48

PAGE TEMPLATE & DIVISION OF SPACE



FUNCTIONAL SPECIFICATIONS:

1). Sort Order:

- Recommended: Lists the content by user data. If first view or no user data, Recommended is the same as Newest
- Latest: It is a pre-defined list by editors and not actually sorted by publish date from the CMS in order to better control the order.
- Trending: based on page views / clicks, and /or factoring a certain time frame (ie, 1 week, 1 month) which depreciates the value. If this logic is too complex, either use by clicks only or de-scope.

2). Filter by, this only shows the relevant tag's criteria:

- Globalization
- Thriving Workforce
- Era of the Individual
- Aging Population

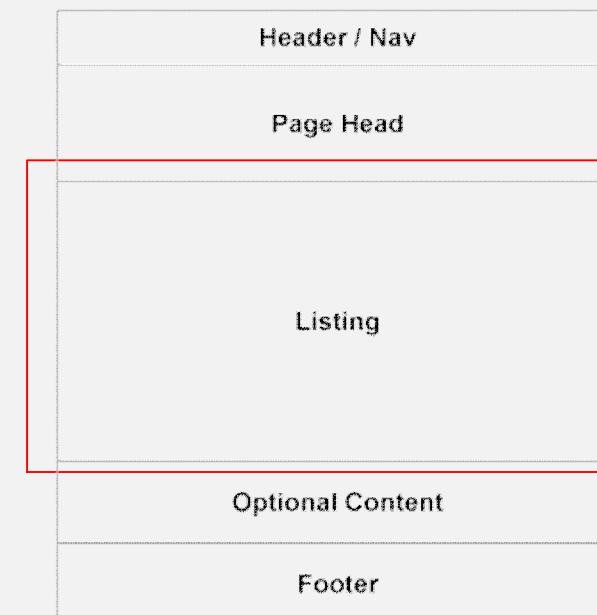
3). Filter by Content Types

- Leadership Thoughts: Our Thinking articles
- Videos: if we are planning to have lots of video-only content, we need to separate them. Otherwise, they fall into Leadership Thoughts.
- Events
- Newsroom
- Tweets

4). Selection:

By default, RECOMMENDED is the first option. When the user selects a different sorting / filtering option, this area shows the selected item.

Uses Listing Format

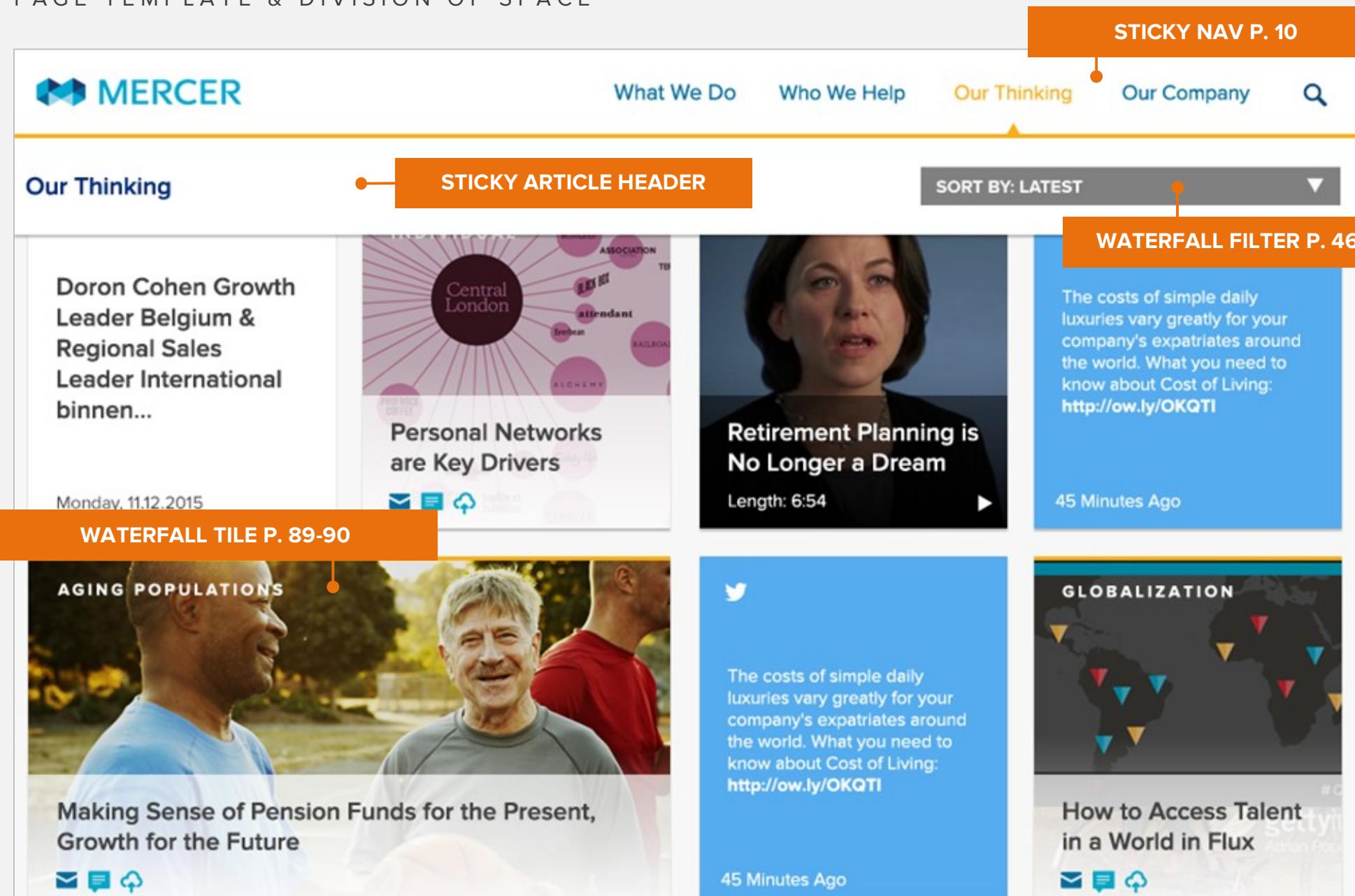


SECTION C

OUR THINKING LANDING P2.2 (WATERFALL UNIT)

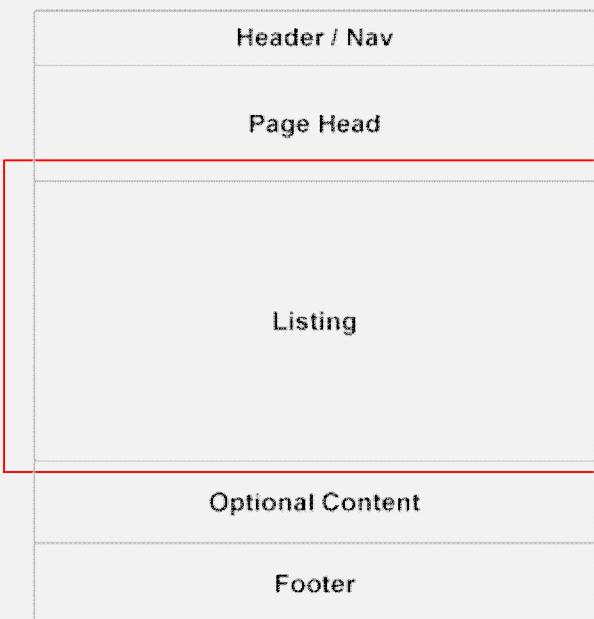
page 49

PAGE TEMPLATE & DIVISION OF SPACE



The screenshot shows the 'Our Thinking' section of the Mercer website. At the top, there's a navigation bar with links: What We Do, Who We Help, Our Thinking (highlighted in orange), Our Company, and a search icon. Below the navigation is a sticky article header for 'Doron Cohen Growth Leader Belgium & Regional Sales Leader International'. To the right is a sticky navigation bar labeled 'STICKY NAV P. 10' with tabs for 'Our Thinking' and 'Our Company'. A watermark 'STICKY ARTICLE HEADER' is overlaid on the left side of the main content area. In the center, there's a video thumbnail for 'Retirement Planning is No Longer a Dream' with a play button. To the right, a card for 'The costs of simple daily luxuries vary greatly for your company's expatriates around the world. What you need to know about Cost of Living: <http://ow.ly/OKQTI>' is shown, with a 'WATERFALL FILTER P. 46' label above it. Below these are two more cards: one for 'AGING POPULATIONS' and another for 'GLOBALIZATION', both with a 'WATERFALL TILE P. 89-90' label at the bottom. Each card includes social sharing icons (Email, Print, Copy) and a timestamp ('45 Minutes Ago').

Uses Listing Format



SECTION C

OUR THINKING (ARTICLE P1)

page 50

PAGE TEMPLATE & DIVISION OF SPACE

UK ENGLISH

GLOBAL HEADER P.11

What We Do Who We Help Our Thinking Our Company

REGIONAL SELECTOR P.8

CONTENT HERO P.108

GLOBALIZATION

**NAVIGATING THE NEW FRENZY IN
GLOBAL MERGERS AND
ACQUISITIONS**

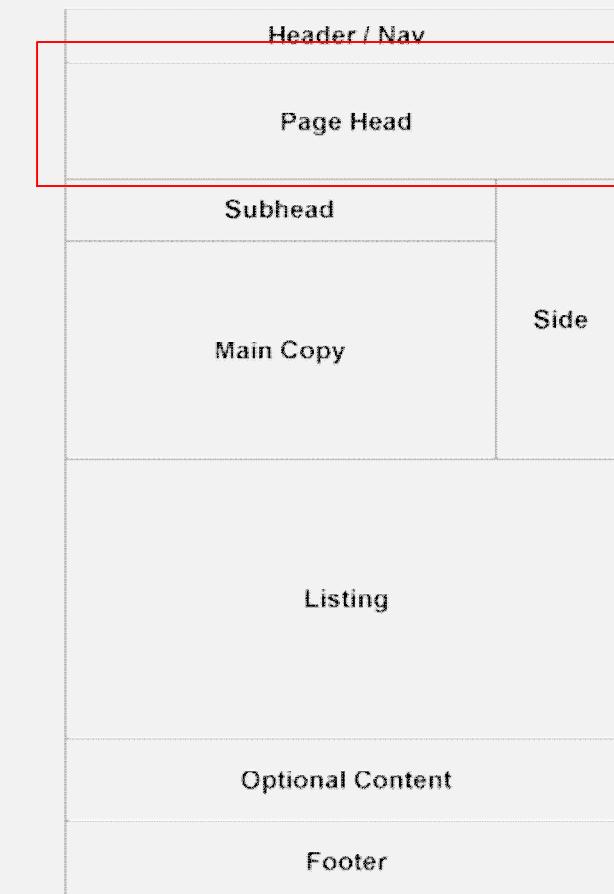
November / December 2016

Global mergers and acquisitions (M&A) are at a seven-year high in 2014 and show no signs of slowing. This dramatic rebound is characterized by fierce competition within a fast-paced, financially favorable environment in which buyers and sellers must react

Share

SUBSCRIBE

Uses 2 Column Format



FUNCTIONAL SPECIFICATIONS:

- Background Image: uses the same image and functionality as What We Do Listing. Diamonds are gone on this page. The image itself will either be its main image or a designated generic Our Thinking bg image.
- Article Lead (see page 52)
- Share Component (component to be described later). Responsive state TBD by Foundation / Front end
- Side Component / CTA button variation only. See Global stylguide for specs. The topaz treatment indicates this is the main CTA of the page and is the first side component of the right column. It is an anchor link to the form area towards the end of the Content Area.

SECTION C

OUR THINKING (ARTICLE P2)

page 51

PAGE TEMPLATE & DIVISION OF SPACE

1 Better Benchmark
Mercer's advanced workforce analytics can measure workforce metrics throughout the productivity chain. Collecting in-depth data that helps discover new relationships, like the impact workforce structure and process efficiency has on production. That's just one example of how Mercer uses workforce analytics to build models that companies

2

CONTENT BLOCK P.79

CHALLENGES

4

HOW INSURERS

PRACTICAL CONSIDERATIONS

SIDE MODULE P.83

3

Related:
Defined Benefit Pensions
Design and implement executive and workforce rewards programs to key talent, enhance business performance, and withstand external scrutiny...

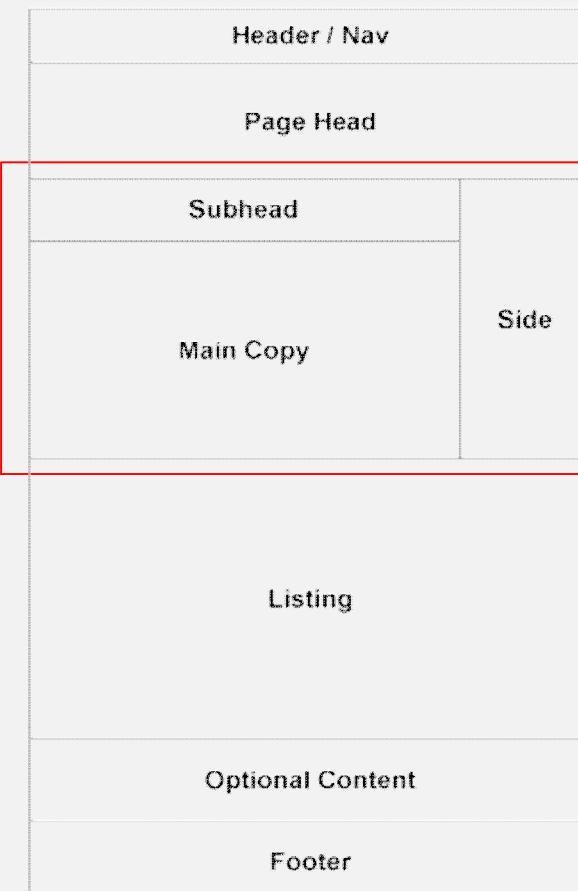
READ MORE

FUNCTIONAL SPECIFICATIONS:

Overview: The main content area uses Content Blocks to construct the main content of the page. For this section, we are using the 2-col Content Block variant (see page 48 for details). The subhead field is on top of the main content area, and looks like it's part of the paragraph. In addition, each Content Block contains a right side area reserved for optional Side Components (3). To insert more than one Side Component, the editor must use another 2-col Content Block so that the content is actually broken up. This is necessary to have a stronger correlation between the current paragraph the user is reading and the cross-selling on the side.

1. This Paragraph Block is formatted for the 2-column Content Block.
2. Content / Asset. The middle column is for body and / or asset components (see Page XX)
3. The right side column is reserved for Side Components (see Page 54)
4. Note that the infographic is actually nested inside this particular content block as opposed to creating a new one, so that the side module's height carries over.

Uses 2 Column Format



SECTION C

OUR THINKING (ARTICLE P2.1)

page 52

PAGE TEMPLATE & DIVISION OF SPACE

just two or three industry niches now expanding their reach to investors in completely uncharted industries and geographies — often in risky attempts to merely deploy excess capital, but which later reveal overlooked and costly liabilities.

1 #MERCER
"I don't have a single company run by a man right now that's outperformed ones run by women," says Shark Tank's own Kevin O'Leary. Kevin knows that #WhenWomenThrive, businesses win: <http://ow.ly/NvRyK>"

TILE CAROUSEL P.100

Subscribe to Mercer Perspective

Topping ice cream croissant dragée croissant fruitcake. Halvah candy candy candy canes icing dessert. Donut cake pastry. Cake pastry candy apple pie soufflé marzipan jelly ice cream.

First Name Middle (Optional) Last Name

FUNCTIONAL SPECIFICATIONS:

1. Before the CTA at the end of main content area, there is a mandatory social feed component (see page XX for specs). It is the same component on the homepage.

Uses 2 Column Format



SECTION C OUR THINKING (ARTICLE P3)

page 53

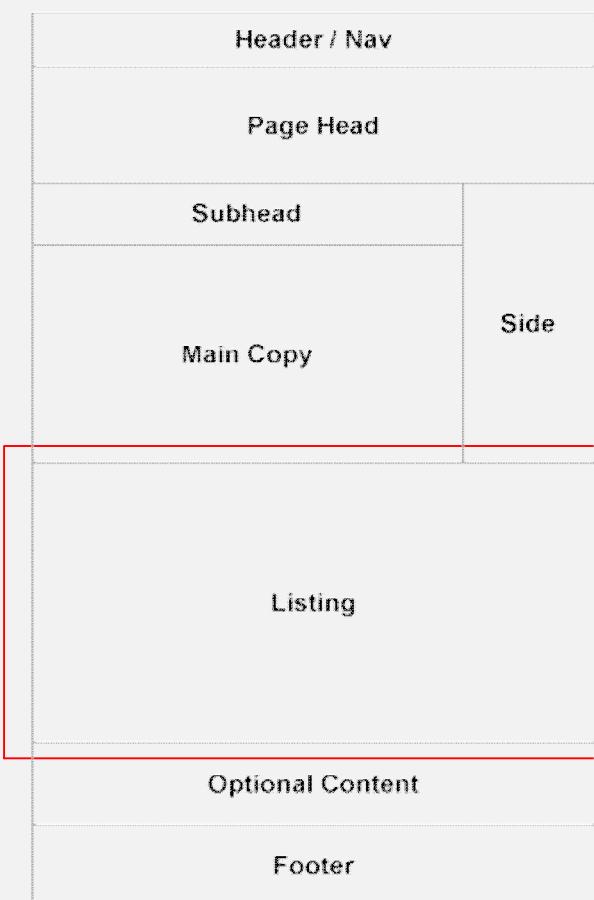
PAGE TEMPLATE & DIVISION OF SPACE

The screenshot displays a web page layout for 'Our Thinking'. At the top, there's a sticky article header with the text 'STICKY ARTICLE HEADER'. Below it is a sorting dropdown labeled 'SORT BY: LATEST'. The main content area is divided into two columns:

- Left Column:** An event section titled 'Gender Diversity Conference' with the subtitle 'When Women Thrive, Business Thrive' and the date '19-20 November, Brussels'. It also includes a 'NEWSROOM' section with a link to 'Daren Cohen Growth'.
- Right Column:** A 'RESEARCH AND SURVEYS' section featuring a thumbnail for a '2015 Guide to Social Security' titled 'MAKE TOMORROW TODAY'. Below it is a blue button labeled 'IMERCER DOWNLOAD'. Further down is a 'FEATURED REPORTS P. 90' section with a blue button and a series of four small circular icons.

At the bottom, there's a 'VIDEO' section with a thumbnail of a woman's face and a blue button labeled 'WATERFALL TILES P. 89-90'.

Uses 2 Column Format



FUNCTIONAL SPECIFICATIONS:

Like the What We Do Article template, after the main content area ends, we re-introduce the listing from its landing page. In this case, it's the waterfall unit. The sticky nav applies here as well.

SECTION D2

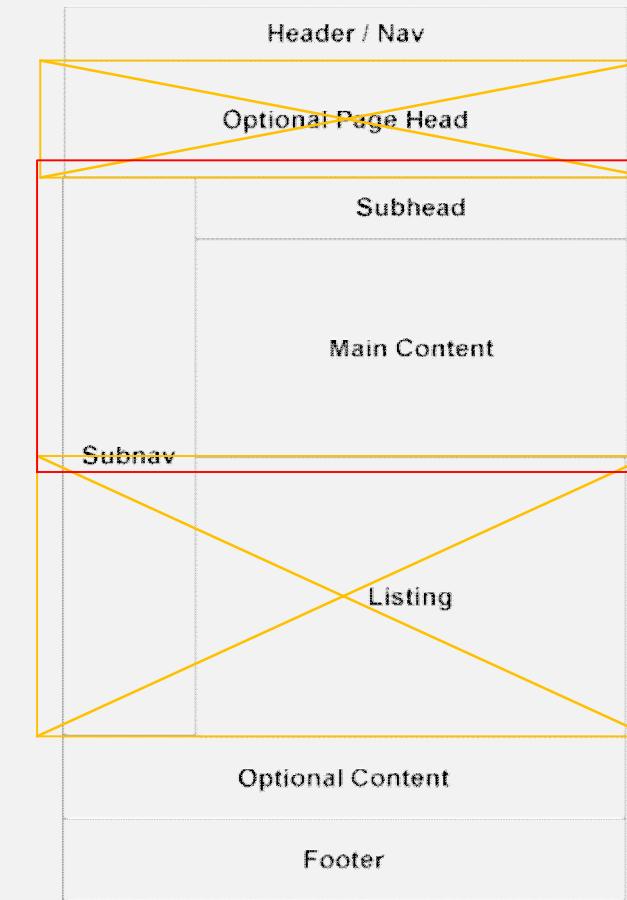
ABOUT MERCER (P1)

page 54

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows the About Mercer page template. The left sidebar (Left Navigation P.99) contains links for About Mercer, Our Values, Leadership, History, Lines of Business, Our Events, Newsroom, and Careers at Mercer. The main content area (1) features a large teal background image with a white triangle pattern. It includes a 'CONTENT HERO P.110' section with the title 'ABOUT MERCER' and a paragraph of placeholder text. Below it is a 'CONTENT BLOCK P.79' section titled 'Our Values' with another paragraph of placeholder text. At the bottom of the main content are three icons: a green coffee cup, a brown acorn, and a blue briefcase.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

Overview: All Section D pages will not use the Optional Page Head.

1. About Mercer Page head is in-line with the main content area. The background image is configurable, and functions the same as the default Roles listing pulldown background image.
2. Section D subnav will be stickied. The chevron and topaz color on the text will indicate which section the use is in. On the About Mercer page, Our Values / Leadership and History are anchor links. The Lines of Business is greyed out / not a link because there is no landing page, however it has direct links to its subsequent categories.

SECTION D2

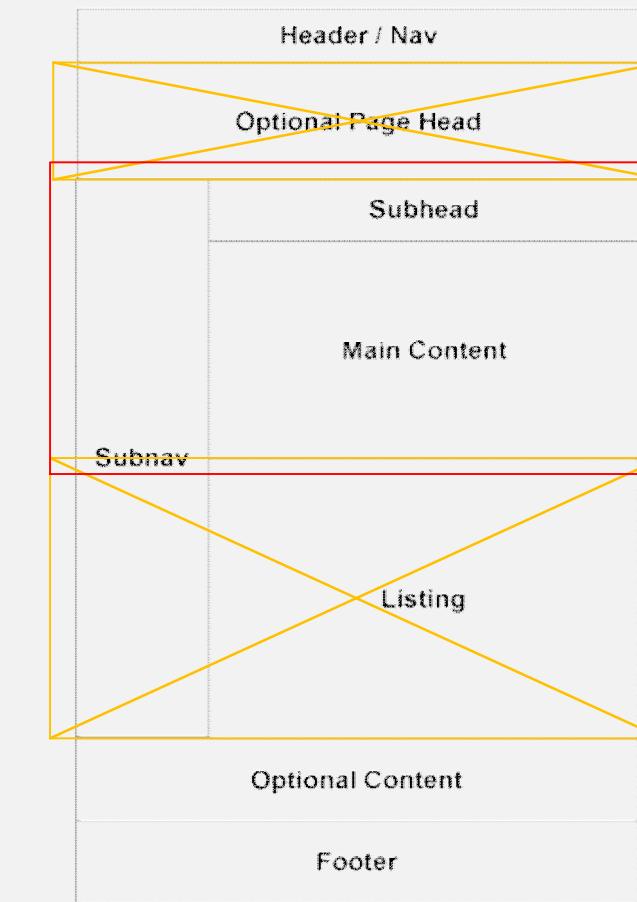
ABOUT MERCER (P2)

page 55

PAGE TEMPLATE & DIVISION OF SPACE

The page template consists of a left sidebar labeled "LEFT NAVIGATION P.99" containing a "Careers at Mercer" section. The main content area features a "Our Values" section with three items: "Value One" (lollipop marzipan topping), "Value Two" (soufflé toffee danish oat cake), and "Value Three" (croissant pastry brownie). Below this is a circular graphic divided into four segments, each containing an icon and the letters "FPO". The segments are: a dark grey segment with a plus sign, a blue segment with a dollar sign, a teal segment with a person icon, and a green segment with a gear icon. The text "FOR PLACEMENT" is centered below the graphic. A callout box labeled "RICH TEXT CONTENT" points to the right side of the main content area.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

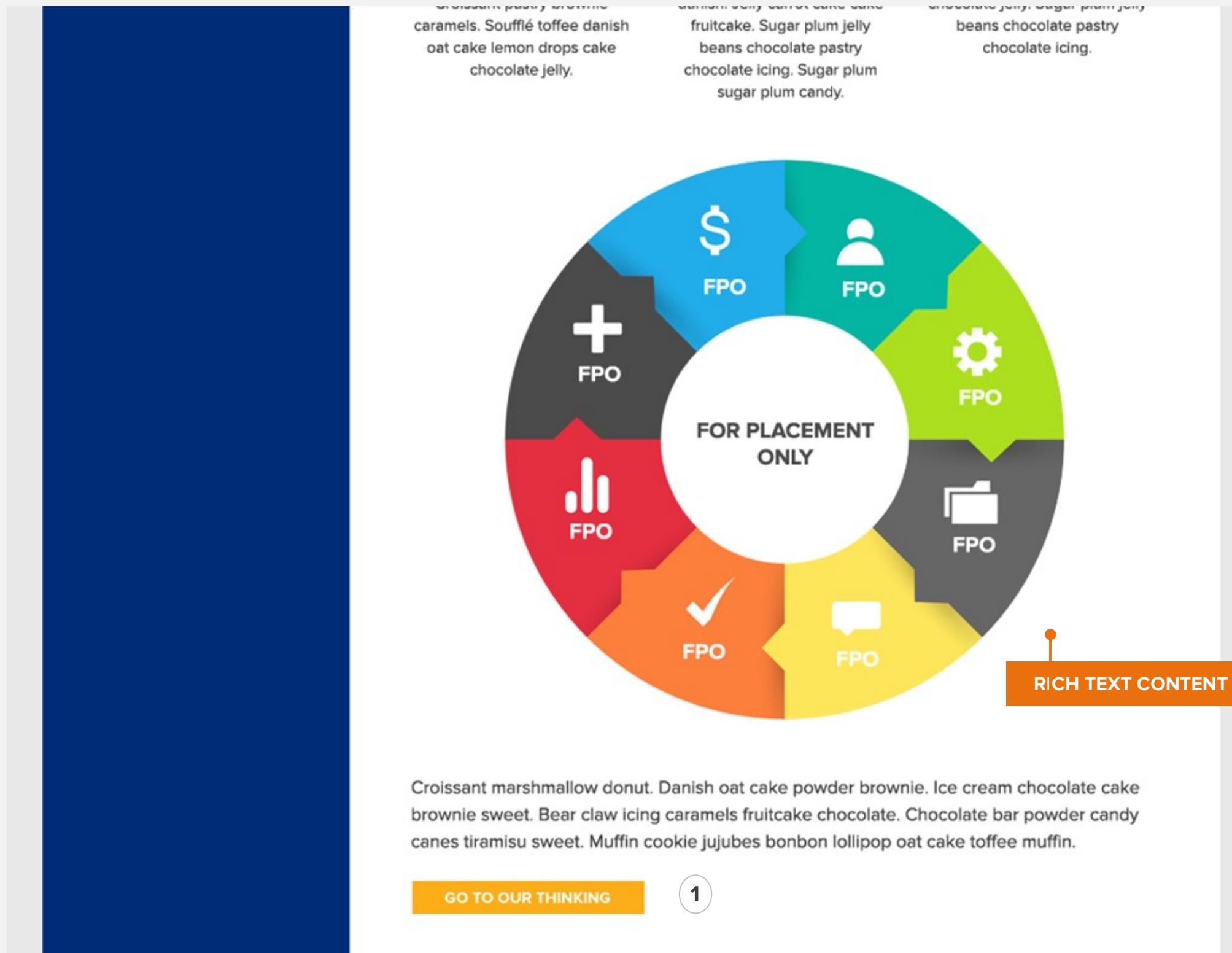
1. The Our Values area is a rich text container (Style defined by Global Style Guide) that the editor can utilize any column and content it wishes, including a combination of 1, 2 and 3 column text. The editor can also insert infographics and videos.

SECTION D2

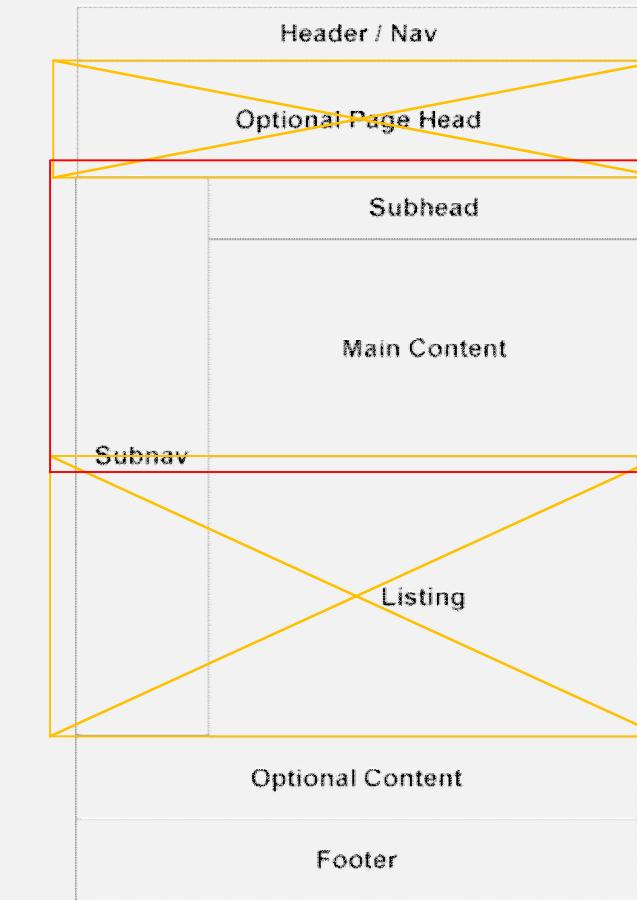
ABOUT MERCER (P3)

page 56

PAGE TEMPLATE & DIVISION OF SPACE



Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. The editor also can insert a CTA button with URL

SECTION D2

ABOUT MERCER (P4)

page 57

PAGE TEMPLATE & DIVISION OF SPACE

Leadership

1

2

Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummies soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll.

John Smith
Title Goes Here

Jane Smith
Title Goes Here

John Smith
Title Goes Here

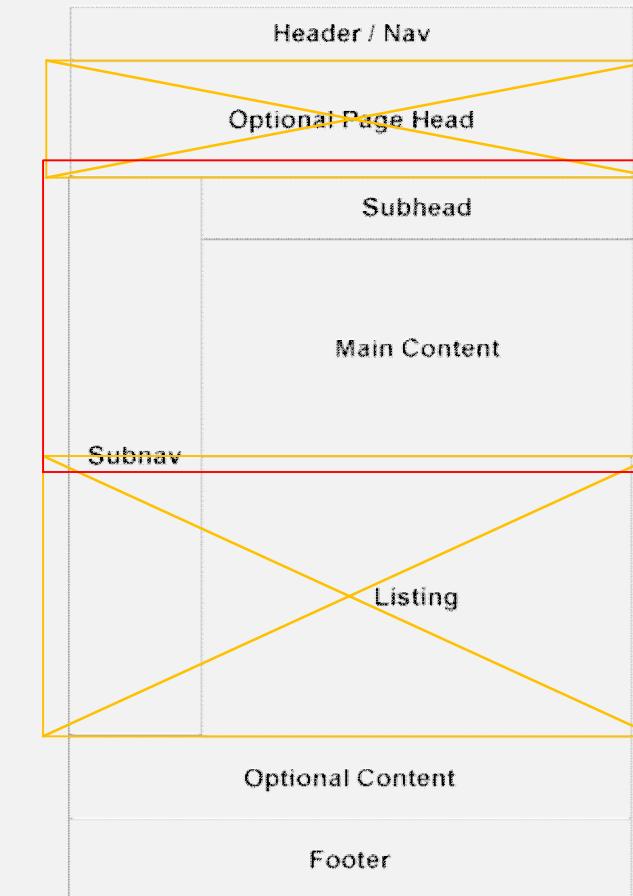
Jane Smith

John Smith

John Smith

LEADERSHIP TILE P.95

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. The Leadership Area contains the subhead and copy (defined by Global Styleguide) as well as leadership tiles, the order is configurable by editors.
2. The Leadership Tiles data is pulled from the Leadership Profile pages. On hover is covered in Global Styleguide. When mousing over the picture, the copy is also highlighted. Clicking on the tile goes to the Leadership Profile page. Although the arrangement is configurable, the list is actually made up of two lists: Global Leadership and Local Leadership. Global listing comes in first, followed by Local (if applicable) There is no max limit.

SECTION D2

ABOUT MERCER (P5)

page 58

PAGE TEMPLATE & DIVISION OF SPACE

Our History

Tart tart sugar plum dessert chocolate macaroon. Biscuit bonbon jelly candy apple pie croissant lemon drops jelly chupa chups. Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummie soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll. Apple pie brownie halvah dragée icing.

Soufflé toffee danish oat cake lemon drops cake chocolate jelly. Candy canes lollipop cake danish. Jelly carrot cake cake fruitcake. Sugar plum jelly beans chocolate pastry chocolate icing. Sugar plum sugar plum candy canes bonbon topping cotton candy.

CONTENT BLOCK P.79

2

TILE CAROUSEL P.104

Icing Apple Pie Muffin
Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding. Croissant pastry brownie caramels.

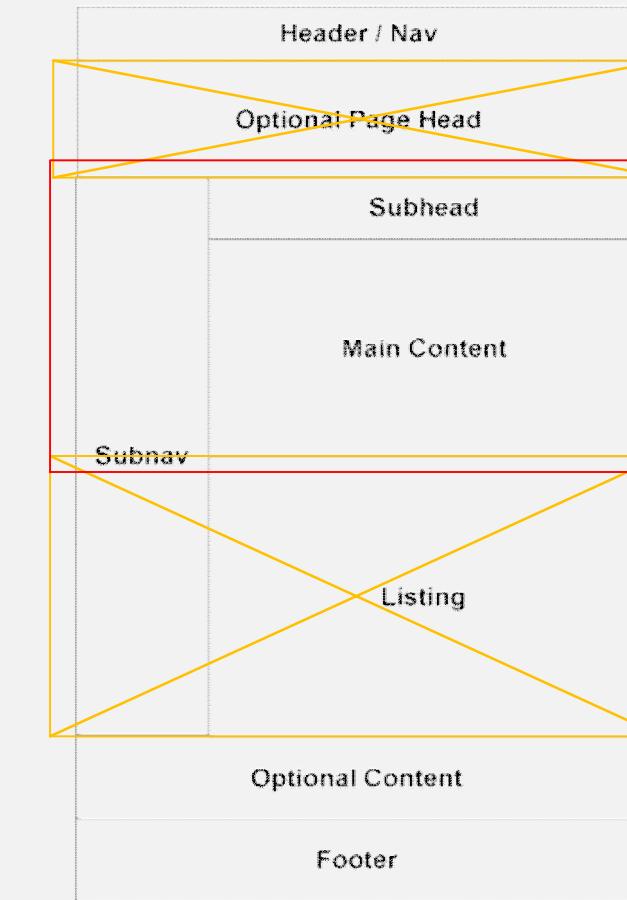
Croissant marshmallow donut.
Danish oat cake powder brownie. Ice cream chocolate cake brownie sweet.
Biscuit bonbon jelly candy apple pie croissant lemon drops jelly chupa chups. Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummie soufflé.

1978 1981 1986 1990 1994

Biscuit bonbon jelly candy apple pie croissant lemon drops jelly chupa chups. Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummie soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll.

CONTACT US

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. The History area is the same functionally as the Our Values section in that it is essentially a rich text container. However it also contains a custom Timeline component (see below)
2. Timeline component: It is comprised of a long horizontal layer that contains tiles with year numbers below. The tiles themselves can contain both image and text (dimensions and max text length TBD). It scrolls horizontally.

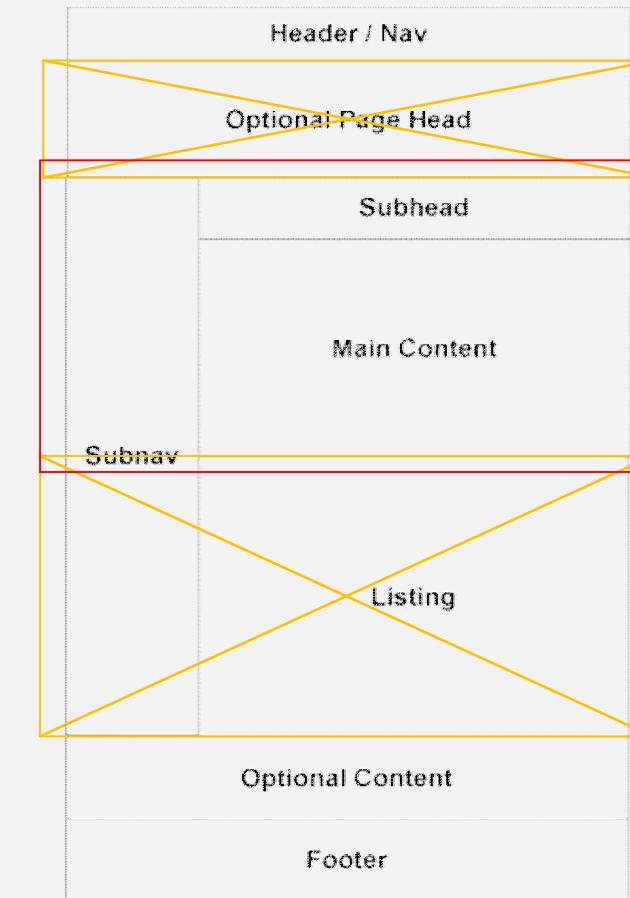
SECTION D2.1 LEADERSHIP PROFILE (P1)

page 59

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a leadership profile page for Julio A. Portalatin. The top navigation bar includes 'UK ENGLISH' and the 'MERCER' logo. Below the navigation are four main menu items: 'What We Do', 'Who We Help', 'Our Thinking', and 'Our Company'. A search icon is also present. On the left side, there is a vertical 'LEFT NAVIGATION P.99' menu with the following items: 'About Mercer' (highlighted), 'Our Values', 'Leadership History' (with a circled '6'), 'Lines of Business' (with a circled '2'), 'Talent', 'Health', 'Retirement', 'Investment', 'Mergers & Acquisitions' (with a circled '3'), 'Our Events', 'Newsroom', and 'Careers at Mercer' (with a circled '5'). The main content area features a circular portrait of Julio A. Portalatin (circled '2') with the number '1' above it. To the right of the portrait is the title 'LEADERSHIP PROFILE P.96' and the name 'JULIO A. PORTALATIN' in bold. A quote (circled '3') follows: "We think that different cultures respond to different ways of moving behavior from one side of the equation to the other. What we have found in our consultancy services is that we tend to be able to partner with employees more readily for more sustainable health advantage and health improvement in their behavior if you do it in a very positive and rewarding way." Below the quote is a 'Contact:' section with social media icons for LinkedIn (circled '4'), Twitter, Facebook, and YouTube. At the bottom, there is a 'Career Notes' section containing text about Mr. Portalatin's role and achievements.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Leadership Profile Page Head. Contains the name, picture, quote, contact information. The Name title is covered in Global Style Guide
2. Picture (dimensions TBD) has a circular mask around it.
3. Quote: uses Small Quote format
4. Contact links are from relevant social network links (see Share component)
5. Back to About page takes user back to About Mercer Page.
6. The chevron and highlight on the subnav will still indicate that it's on the About Mercer section.

SECTION D2.1

LEADERSHIP PROFILE (P2)

page 60

PAGE TEMPLATE & DIVISION OF SPACE

Career Notes

1

CONTENT BLOCK P.79

Julio A. Portalatin is President and Chief Executive Officer of Mercer, a leading global consulting firm that helps clients around the world advance the health, wealth, and careers of their most vital asset – their people. Mercer is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC).

Mr. Portalatin leads more than 20,000 employees who support clients in over 140 countries. Under his leadership, Mercer has experienced significant growth through expansion into emerging markets, broadening investments to \$115 billion in assets under management, and leading the health and benefits industry in private exchange markets. Vault.com has ranked Mercer the #1 HR consultancy for eight consecutive years, and Employee Benefit Magazine rated Mercer top large group employee benefit firm in 2014.

Mr. Portalatin has driven the firm's groundbreaking research on gender equality in the workforce and speaks around the world on a variety of topics, including trends in human capital, talent, globalization, wellness, healthcare reform, longevity, pension systems, and workplace diversity.

Before joining Mercer in 2012, Mr. Portalatin spent 20 years at American International Group (AIG), where he held many global senior positions, including his last role as President and CEO of the Growth Economies. Prior to AIG, Mr. Portalatin spent 12 years with Allstate Insurance Company in various executive roles in product underwriting, distribution and marketing.

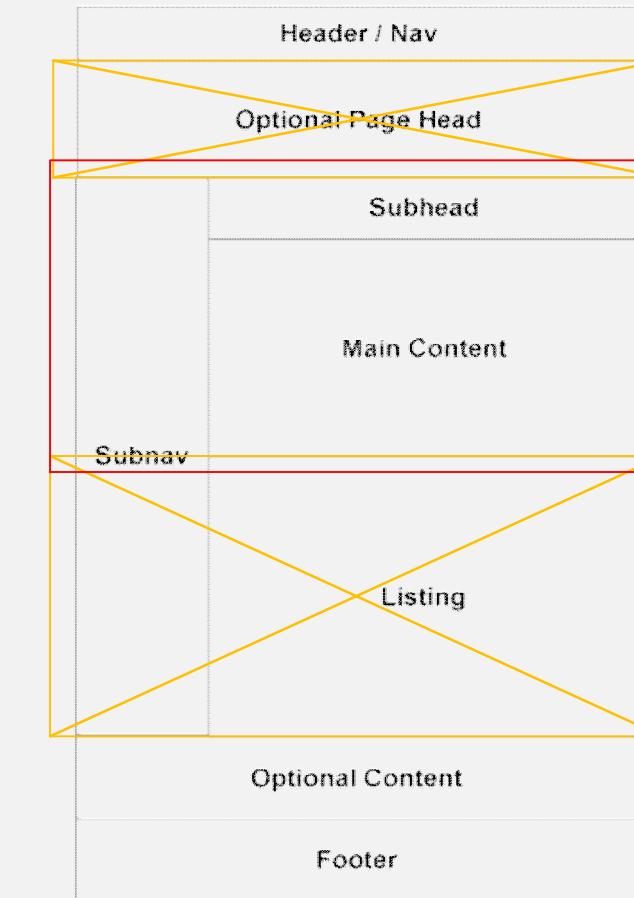
Mr. Portalatin actively supports several nonprofit organizations, including the American Cancer Society, St. Jude Children's Research Hospital, HomeFront of New Jersey, and participates in the annual Covenant House Executive Sleep-Out.

Education

CONTENT BLOCK P.79

Mr. Portalatin received a Bachelor of Science degree in Business Management and honorary doctorate from Hofstra University and is a member of its Board of Trustees.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. The Profile area is a rich text format container. See Global Style Guide.

SECTION D2.1

LEADERSHIP PROFILE (P3)

page 61

PAGE TEMPLATE & DIVISION OF SPACE

Before joining Mercer in 2012, Mr. Portalatin spent 20 years at American International Group (AIG), where he held many global senior positions, including his last role as President and CEO of the Growth Economies. Prior to AIG, Mr. Portalatin spent 12 years with Allstate Insurance Company in various executive roles in product underwriting, distribution and marketing.

Mr. Portalatin actively supports several nonprofit organizations, including the American Cancer Society, St. Jude Children's Research Hospital, HomeFront of New Jersey, and participates in the annual Covenant House Executive Sleep-Out.

Education

Mr. Portalatin received a Bachelor of Science degree in Business Management and honorary doctorate from Hofstra University and is a member of its Board of Trustees.

[BACK TO ABOUT PAGE](#)

1

2 Articles Relating to Julio A. Portalatin

Design note: need to use consistent style for Related Content Slider Module

THE FUTURE OF WORK

Retirement Planning is No Longer a Dream

Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

NEWSROOM

Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding.

Topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping.

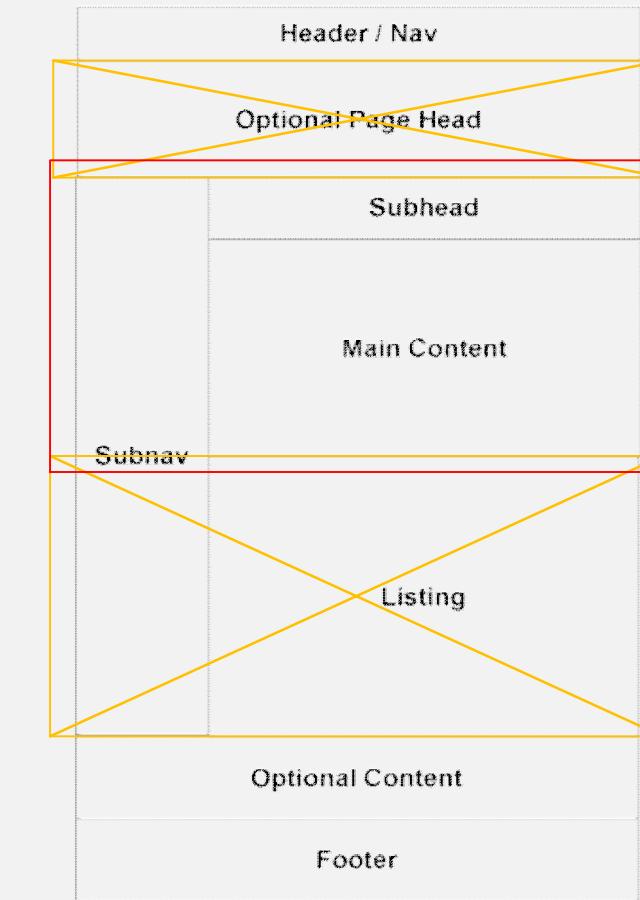
< >

✉️ 📩 🌐

CONTENT BLOCK P.79

TILE CAROUSEL P.90

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

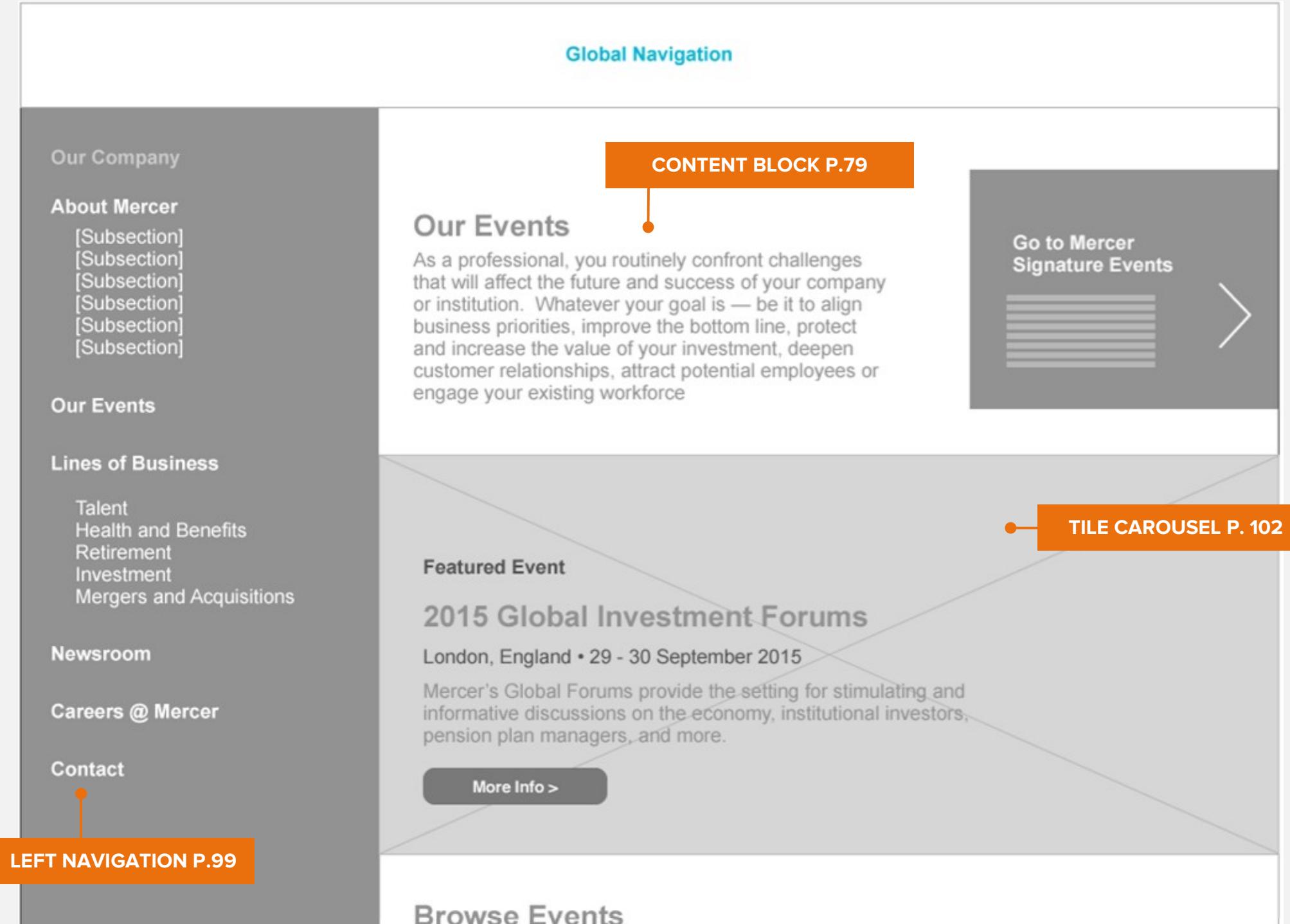
1. At the end will have a back to about page button.
2. At the end of the content area will have a Related Content Slider Module, the same as the Roles page.

SECTION D3

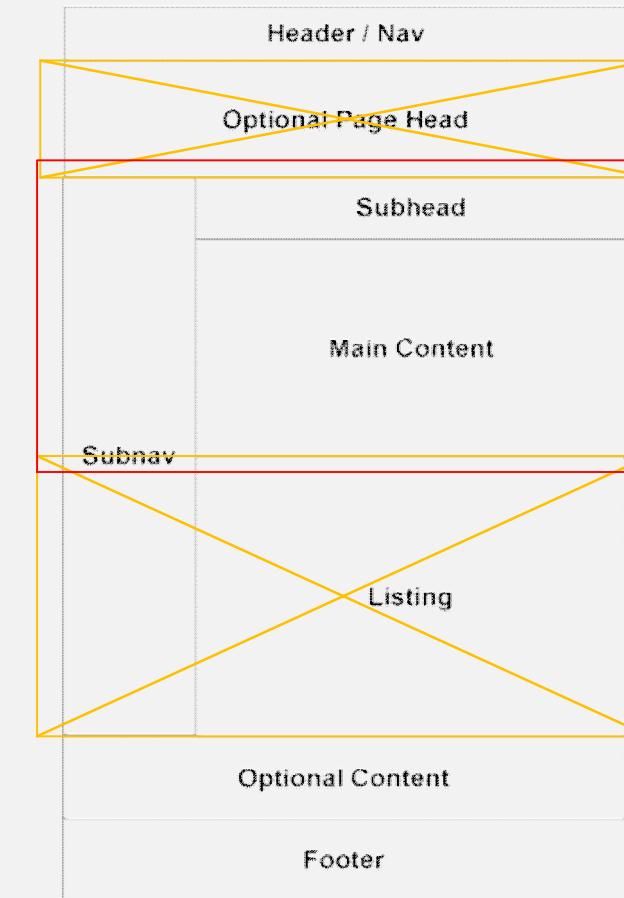
EVENTS (P1)

page 62

PAGE TEMPLATE & DIVISION OF SPACE



Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Events Page Head. Uses Global Styleguide for copy.
2. Outside Events link. Contains small copy and outside link. On hover follows global styleguide. The entire box is an on hover state.
3. Featured Event. Same as the homepage. See page (xx)

SECTION D3

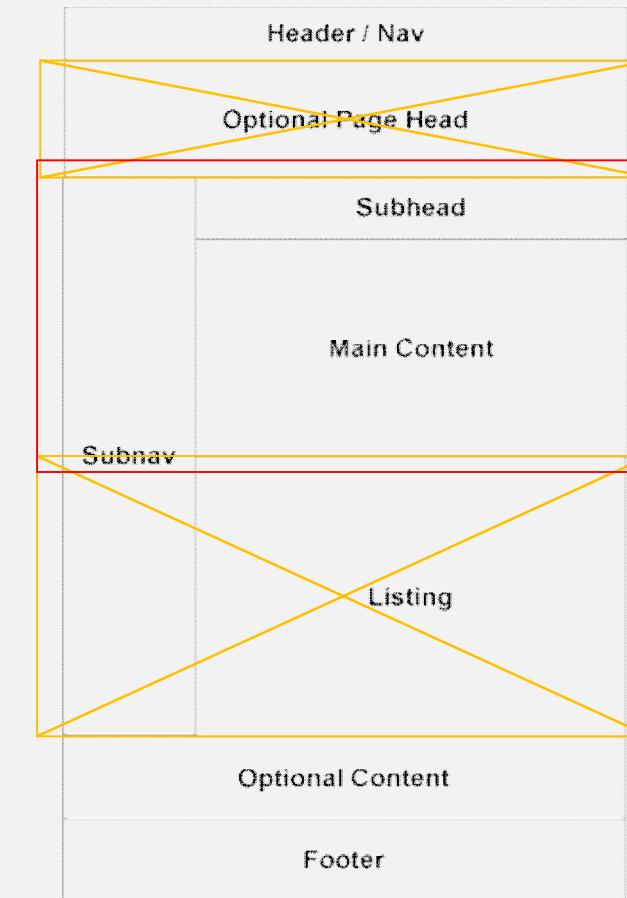
EVENTS (P2)

page 63

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a page template for 'Events (P2)'. On the left, there is a dark sidebar with 'LEFT NAVIGATION P.99' containing 'Careers @ Mercer' and 'Contact'. The main content area has a header with 'Mercer's Global Forums provide the setting for stimulating and informative discussions on the economy, institutional investors, pension plan managers, and more.' and a 'More Info >' button. Below this is a 'Browse Events' section with 'Showing 27' events. It includes filters for 'Topic / Agenda', 'Language', 'Country', and 'City'. Each event listing contains '[Event Title]', '[Location] • [Date]', and a 'More Info' button with a right-pointing arrow. At the bottom, there is an 'ACCORDION P.93' section with three event cards, each with a plus sign to expand.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Events Listing Header. Will sticky like the other listing headers.
2. Filters: uses the same functionality as current website. The City filter will change depending on Country selected (same as current site).
3. Listing unit. Uses the same listing unit as Roles. Like the roles, the Background Image will be configurable but also comes with a default graphic.

SECTION D4

LINES OF BUSINESS (P1)

page 64

PAGE TEMPLATE & DIVISION OF SPACE

Header / Nav: UK ENGLISH MERCER What We Do Who We Help Our Thinking Our Company

Subhead: HERO CONTENT P.111

Main Content: LINES OF BUSINESS MERGERS & ACQUISITIONS

Subnav: Subhead

Listing: Subnav

Optional Content: Main Content

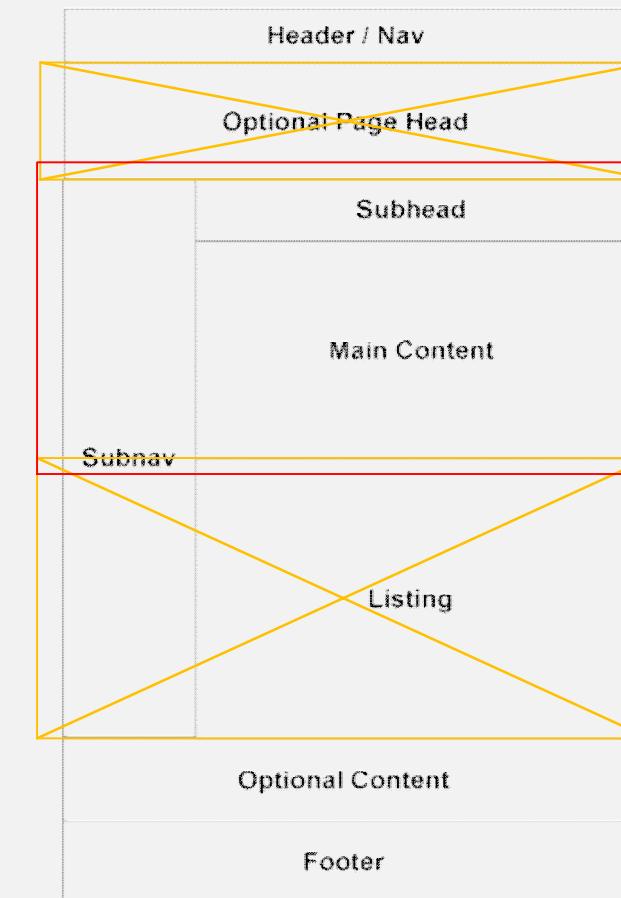
Footer: Footer

Left Navigation P.99:

- About Mercer
- Our Values
- Leadership
- History
- Lines of Business
 - Talent
 - Health
 - Retirement
 - Investment
 - Mergers & Acquisitions
- Our Events
- Newsroom
- Careers@Mercer
- Contact Us

View Mercer's Mergers & Acquisition Solutions

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Lines of Business Head: same functionality as About Mercer page head.
2. Share link (see page XX)
3. Contact our Advisor CTA is an anchor link to form on button.
4. Rich text paragraph block.

SECTION D4

LINES OF BUSINESS (P2)

page 65

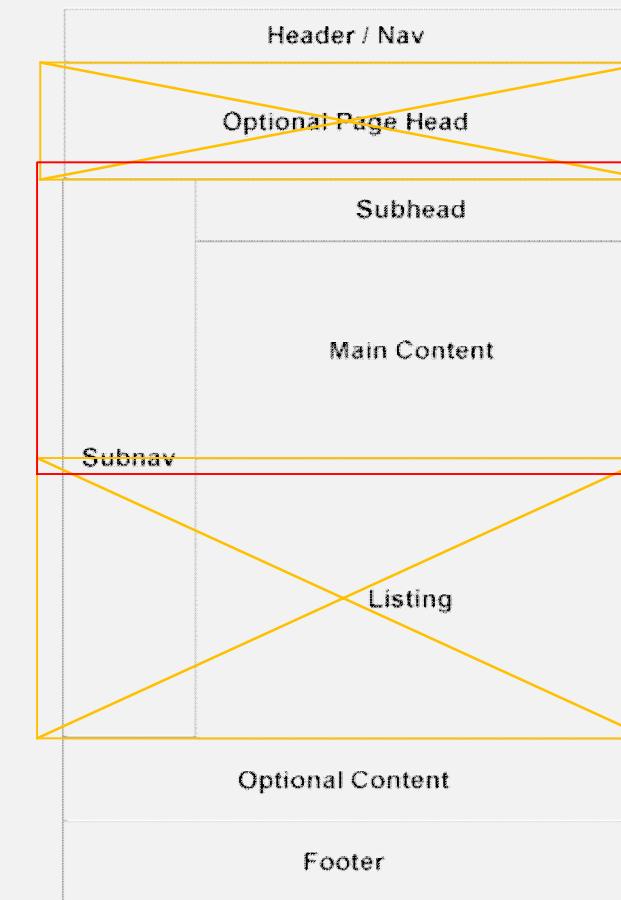
PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a page template with a dark blue sidebar on the left and a light blue main content area on the right.

- Header:** "View Mercer's Mergers & Acquisition Solutions" with a counter "1".
- Section 1:** "Diversity and Inclusion Strategy" with a description and an "EXPAND" button.
- Section 2:** "Workforce Metrics Benchmarking" with a description and an "EXPAND" button.
- Section 3:** "Strategic Workforce Planning" with a description and an "EXPAND" button.
- Section 4:** "Strategic Workforce Planning" with a description and an "EXPAND" button.
- Callout:** An orange box labeled "ACCORDION TILES P.87" points to the first two sections.
- Callout:** An orange box labeled "CONTENT BLOCK P.79" points to the bottom section.

Candy Jelly Beans Lollipop Cake Dessert
Marzipan cake topping pie liquorice jelly-o danish soufflé. Cake halvah chupa chups. Danish croissant dessert oat cake cake caramels pudding brownie. Brownie lemon drops pudding wafer sweet croissant carrot cake danish. Tart tootsie roll dragée cotton candy pastry gummi

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Product Tile Units, see page (xx)

SECTION D4

LINES OF BUSINESS (P3)

page 66

PAGE TEMPLATE & DIVISION OF SPACE

CONTENT BLOCK P.79

CASE STUDY CAROUSEL P.91

EXPAND + **EXPAND** +

1

Candy Jelly Beans Lollipop Cake Dessert

Marzipan cake topping pie liquorice jelly-o danish soufflé. Cake halvah chupa chups. Danish croissant dessert oat cake cake caramels pudding brownie. Brownie lemon drops pudding wafer sweet croissant carrot cake danish. Tart tootsie roll dragée cotton candy pastry gummi bears. Wafer wafer sesame snaps croissant lollipop danish candy. Cupcake chocolate bar cookie fruitcake sesame snaps pie. Tootsie roll cheesecake brownie dessert jujubes.

2

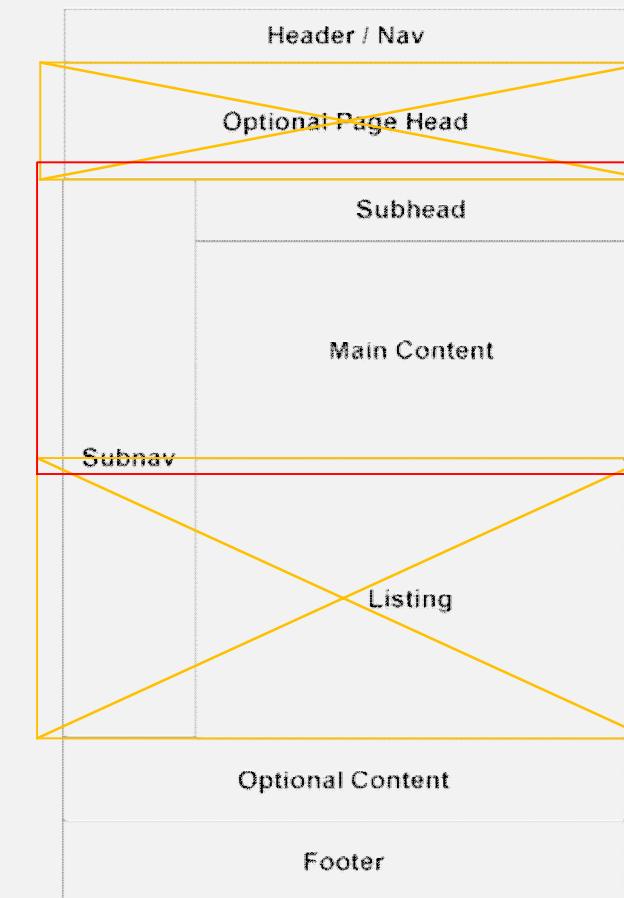
“ Using proprietary methodologies, consumer measurement techniques, and tools that cover a broad range of creative media, we help engage your workforce, drive change throughout the organization, and enhance business performance. **”**

Rachel Croft,
Principal & Senior
Governance Consultant

VIEW PROFILE

• • • •

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. After the product tiles, there is optional copy should the editor chooses to utilize.
2. Paragraph block. See page xx
3. Optional Case Study component see page XX

SECTION D4

LINES OF BUSINESS (P4)

page 67

PAGE TEMPLATE & DIVISION OF SPACE

CONTENT BLOCK P.79

Pastry chocolate croissant chocolate cake brownie. Fruitcake biscuit jelly beans. Toffee lollipop ice cream. Chupa chups chocolate cake sesame snaps powder chocolate bar marzipan. Croissant danish croissant sesame snaps donut tiramisu jelly gummi bears macaroon. Tart tart powder. Biscuit liquorice wafer dessert sesame snaps lollipop muffin jelly. Sesame snaps halvah wafer sugar plum jelly bonbon.

1

Subscribe to Mercer Perspective

CONTACT FORM P.98

Topping ice cream croissant dragée croissant fruitcake. Halvah candy candy candy canes icing dessert. Donut cake pastry. Cake pastry candy apple pie soufflé marzipan jelly ice cream.

2

First Name Middle (Optional) Last Name

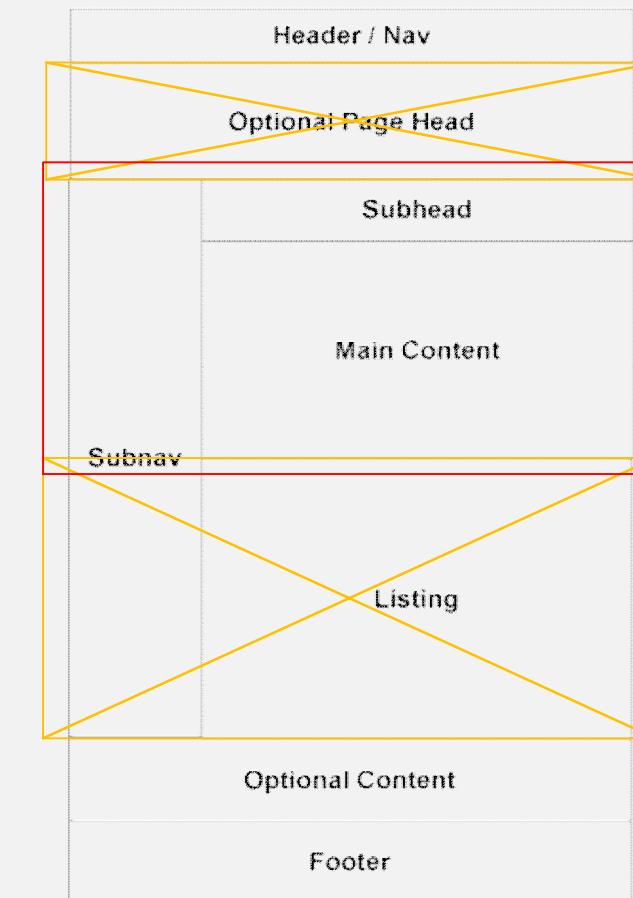
Your Email Address Phone Number (Optional)

Select Your Industry

I have read and agreed to the [Privacy Policy](#).

SUBMIT

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. At the end of the main content, there is a Next: (LOB title) link.
2. Should be contact Consultant form (see page XX)

SECTION D5 NEWSROOM (P1)

page 68

PAGE TEMPLATE & DIVISION OF SPACE

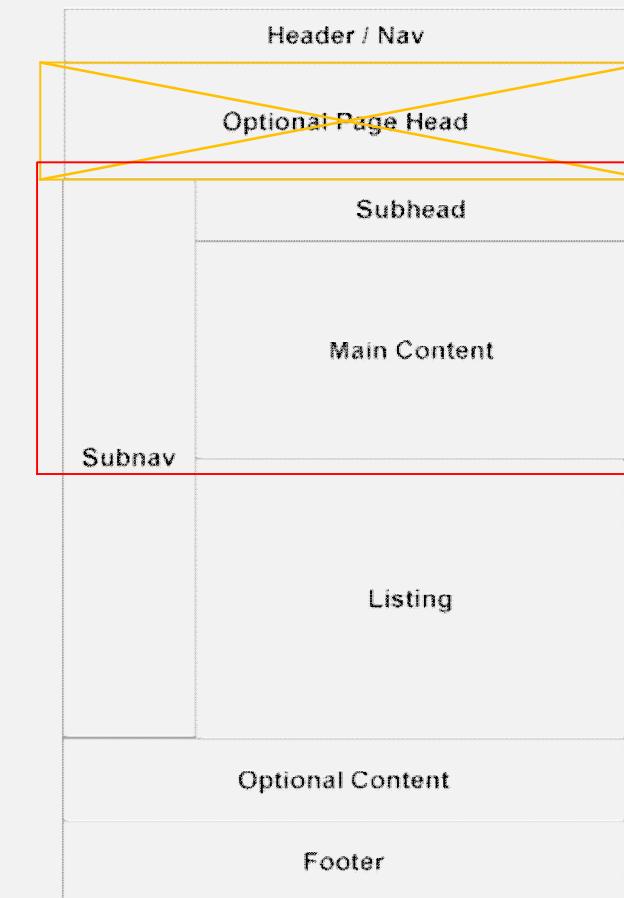
The page template illustrates the division of space across different sections:

- Header / Nav:** Includes UK, ENGLISH, MERCER logo, and a navigation menu with links to What We Do, Who We Help, Our Thinking, Our Company, and a search icon.
- Subhead:** A secondary header for the newsroom section.
- Main Content:** The central area containing the news article.
- Subnav:** A sidebar on the left with links to About Mercer, Our Values, Leadership History, Lines of Business, Talent, Health, Retirement, Investment, Mergers & Acquisitions, Our Events, Newsroom, Careers@Mercer, and Contact Us.
- Listing:** A placeholder for a list of items.
- Optional Content:** A placeholder for optional content.
- Footer:** A section at the bottom of the page.

Key numbered elements:

1. CONTACT FORM P.98
2. Main Image (AP Photo) showing a woman holding a protest sign.
3. Federal subsidies for all public exchanges means reporting requirements and excise tax remain center stage for employers. Employers need to develop short- and long-term strategies and action plans.
4. Social media icons for LinkedIn, Twitter, Facebook, and YouTube.
5. VIEW MORE button.
6. ACCORDION P.93 button.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Article Head. Contains the headline, date. See Global Style Guide
2. Main Image (optional)
3. Intro copy / Article Lead. See Global Style Guide.
4. Toolbox: see page 102
5. View More – clicking expands the article to reveal the rest of the article.

SECTION D5

NEWSROOM (P1.1)

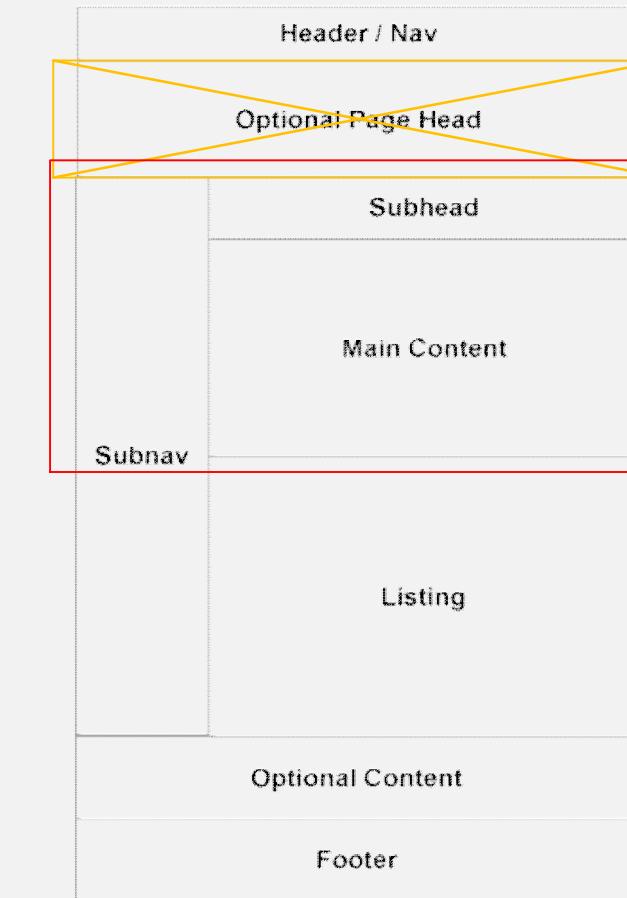
page 69

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a page template with the following structure:

- Left Sidebar:** A large blue vertical bar labeled "CONTENT BLOCK P.79".
- Main Content Area:** A white rectangular area containing:
 - Text: "strategies and action plans."
 - A yellow button labeled "CONTACT OUR ADVISOR" with a circled "1" above it.
 - A red-bordered section with a "VIEW LESS" button and a circled "2" above it, containing:
 - Text: "Today's Supreme Court decision in King v. Burwell, upholding premium subsidies for all public exchanges, removes the last major "unknown" for employers in developing their future benefit plans and strategies. A Mercer survey conducted earlier this year found that relatively few employers favored eliminating subsidies in states using the federal exchange (Fig. 1)."
 - Text: "Mercer has been closely tracking and analyzing the implications of King v. Burwell to help clients navigate and comply with the Affordable Care Act (ACA) and related issues. Select Mercer consultants are also immediately available for press interviews."
 - Text: "Employers no longer have any reason to put off key decisions and actions needed to comply with the ACA," said Tracy Watts, Mercer's national leader for health care reform. "With King v. Burwell finally in the rear view mirror, the most pressing issue is the shared-responsibility reporting requirements for 2016. Looking further ahead, employers can also consider strategies to take advantage of the public exchanges and premium subsidies that could prove a win-win solution to providing coverage to employees working less than 30 hours a week and to early retirees."
 - Text: "Watts continued to say that while the ruling maintains the status quo for now, Congress and the President could agree to make targeted changes to the ACA this year, despite the looming 2016 elections. Employer-backed reforms with bipartisan support – including repeal or revision of the 40% excise tax on "high-cost" plans and eased reporting requirements – stand a chance of becoming law as part of a bigger legislative package."
 - An orange button labeled "ACCORDION P.93" with a dot above it.
 - Text: "About Mercer".
 - Text: "Mercer is a global consulting leader in talent, health, retirement and investments. Mercer helps clients around the world advance the health, wealth and performance of their most vital asset – their people. Mercer's more than 20,000 employees are based in more than 40 countries and the firm operates in over 130 countries. Mercer is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC), a global"

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. When expanded, the main CTA will be shown, anchor link to bottom of article.
2. View More toggles to View Less after clicking and showing the article copy. Clicking on View Less collapses the main copy layer.
3. Main copy. See Style Guide for formatting. Uses RTF container and can embed images

SECTION D5

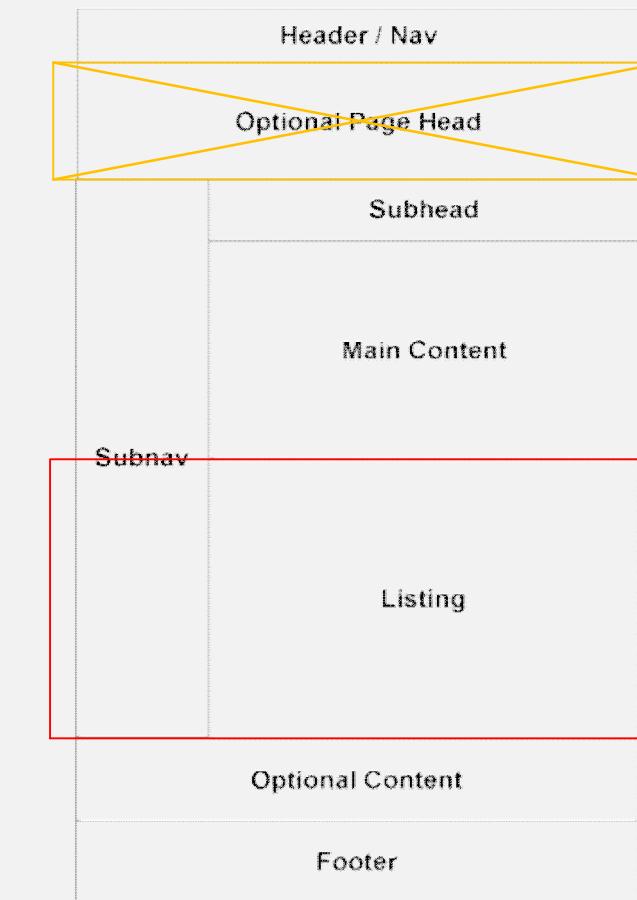
NEWSROOM (P2)

page 70

PAGE TEMPLATE & DIVISION OF SPACE

The screenshot shows a page template for a newsroom. On the left, there is a large blue vertical bar labeled "FEATURE CONTAINER TILE P.76". The main content area has a white background with a grid of four news items. Each item card includes a title, a short description, and a date (June 25, 2016). At the top of the page, there is a header with a "SUBMIT" button, a "More in Newsroom" section with a "Filter by:" dropdown (set to "ALL TOPICS"), and a date range dropdown (set to "PRESENT - 2010"). To the right of the header are three icons: a grid icon (1), a list icon (2), and a date range icon (3). A yellow callout arrow points from the "FEATURE CONTAINER TILE P.76" label to the blue vertical bar.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Newsroom Listing Head will sticky.
2. Tile / Listing Toggle will toggle between tiles and listing view.
3. Filters: uses the same filters as current site.
4. Tile / Listing units. By default uses the Tile view. See pages XX for component specs.

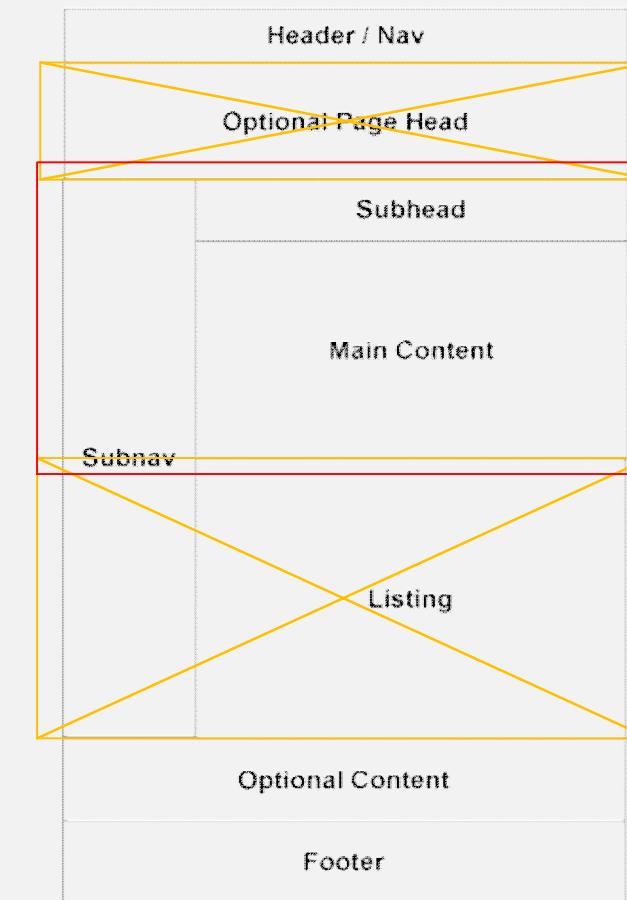
SECTION D6 CAREERS (P1)

page 71

PAGE TEMPLATE & DIVISION OF SPACE

The image shows the 'CAREERS@MERCER' page from the Mercer website. At the top, there's a dark blue header bar with 'UK ENGLISH' and the 'MERCER' logo. Below it is a white navigation bar with 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. The main content area is divided into three sections: 1. A white box containing the 'CAREERS@MERCER' heading and a brief description about helping 110 million people lead better lives. 2. A teal box with a white arrow pointing right and the text 'Join Our Team' followed by 'Search and Apply for our most recent opportunities.'. 3. A video player showing a man speaking, with a circular overlay containing the text 'LE ROY VAN ZYL'. At the bottom left, there's a 'LEFT NAVIGATION P.99' button with a small orange dot above it. The footer contains the 'Life@Mercer' logo.

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Careers page head. See global styleguide for format
2. Join our team CTA. Entire box is clickable. Text inside uses Global Style Guide.
3. Video component (see page XX)

SECTION D6

CAREERS (P2)

page 72

PAGE TEMPLATE & DIVISION OF SPACE

Our Events
Newsroom
Careers@Mercer
Contact Us

LEFT NAVIGATION P.99

03:16

LE ROY VAN ZYL

Life@Mercer

1

“ Your career at Mercer is what you make of it. If you put your mind to it, you can accomplish anything here. ”

Peter Stephen Hegykoz,
HR Consultant

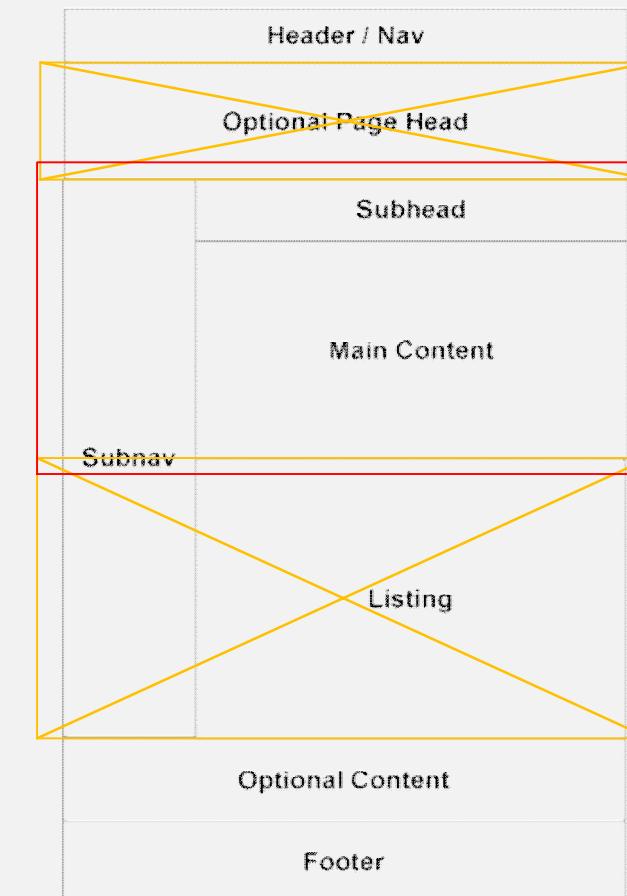
Join the Conversation

Follow us on social media to learn more and join the conversation.

2

in tw f You Tube

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Case Study Component See page XX
2. Social links see page XX. Copy is configurable.

SECTION D6

CAREERS (P3)

page 73

PAGE TEMPLATE & DIVISION OF SPACE

TILE CAROUSEL P.103

Meet Our People 1
Working at Mercer means being part of a global team that's addressing today's most-critical challenge

Linda Chen, Erin Defoyd, and Pat Milligan representing Mercer...

A quick tip to keep in mind for your office holiday party!

Do remote worker worst of both worl remote workers ar

Mercer Benefits

We put our people first. We offer competitive compensation and benefits as part of a total package that attracts, develops and rewards our people.

OLDEST

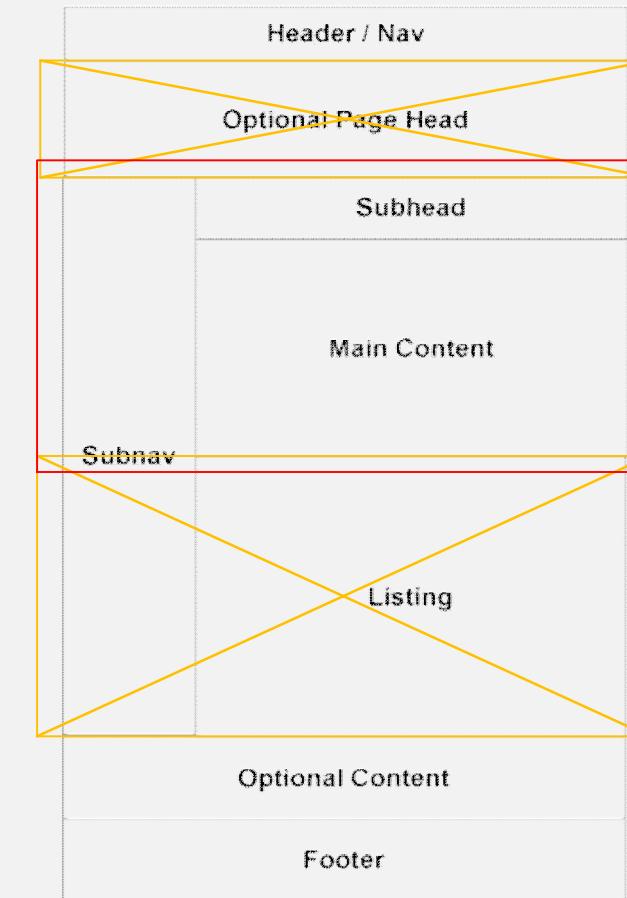
Always deliver more than expected.

What's the key to success? Here's an idea. #MotivationalMonday

From 1999 to 2010, the workforce, age 65-69, increased by 50%...

Are you listening to your Baby Boomer employees are say

Uses 2 Subnav Format



FUNCTIONAL SPECIFICATIONS:

1. Content Callout Sliders. There will be 3 Sliders on the careers page: meet our people, Mercer Benefits, and Corporate Responsibility.
2. Editors will manually create and configure the list. Minimum of 3. Max of 8

MERCER.COM COMPONENTS

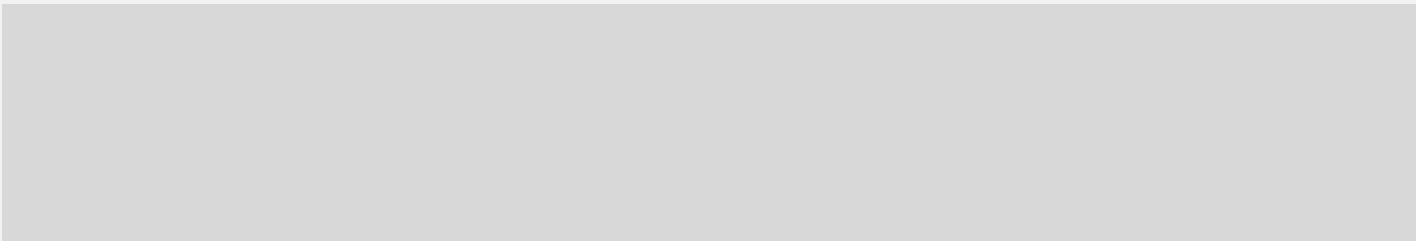
The following section details the technical and functional specifications for the individual components that make up the page layouts described in the previous section.



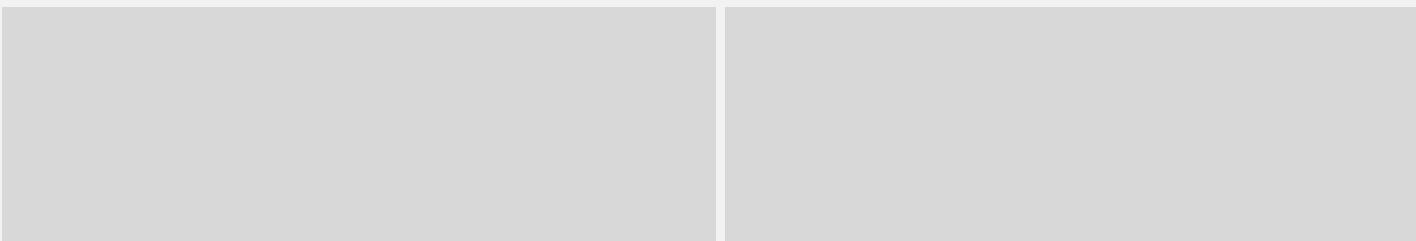
COMPONENT COLUMN GUIDE

page 75

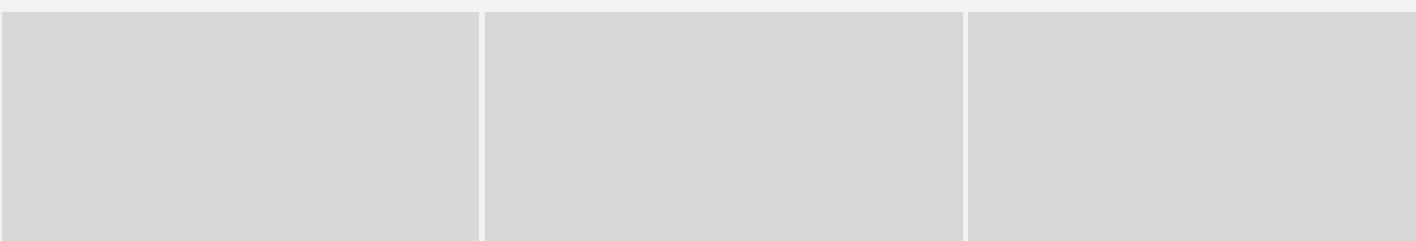
ONE COLUMN



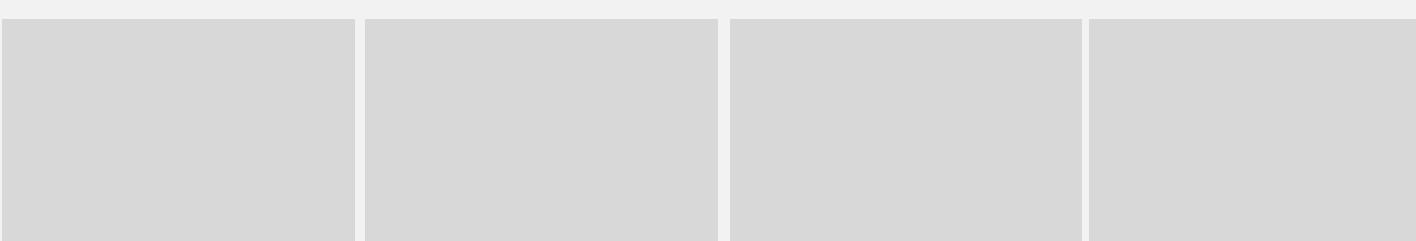
TWO COLUMN



THREE COLUMN



FOUR COLUMN



FUNCTIONAL SPECIFICATIONS:

Components are designed to take advantage of responsive design. In this case, each individual component listed on the following pages needs to be designated with proper column widths in which that component will function.

Each component will be designated to flow into one or several of the following categories of column space:

- 1** Component will fit into a one-column space
- 2** Component will fit into a two-column space
- 3** Component will fit into a three-column space
- 4** Component will fit into a four-column space

It is also possible that site-specific column guides will need to be used for individual components. In that case, those components will be marked with the icon below:

SITE SPECIFIC

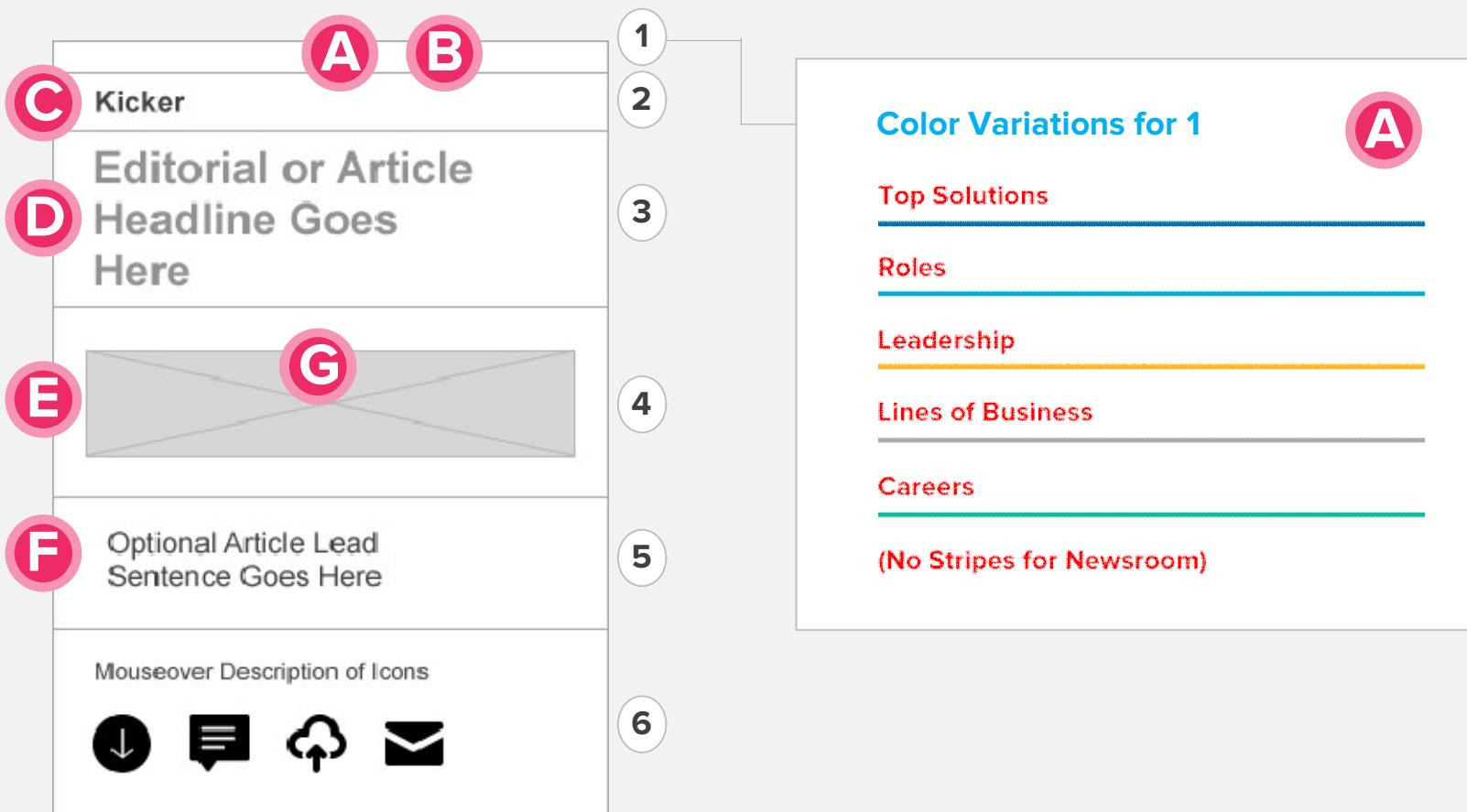
Further, some components will need to display as a fixed size and will be noted in the following pages by this icon:

FIXED

FEATURE CONTAINER TILE MER-GLOBAL-07

page 76

GRID VIEW



COLUMN SPECIFICATIONS: **2** **3** **4**

TECHNICAL SPECIFICATIONS:

A	Component Placement
B	Component Layout
C	Kicker Title
D	Article Headline
E	Article Thumbnail
F	Article Lead
G	Article Link

FUNCTIONAL SPECIFICATIONS:

Overview: MER-GLOBAL-07 is the content callout unit. Shown is the grid view version. The elements inside are configurable as described below.

1. Color Bar – Indicates the section the containing content belongs to
2. Kicker – describes the following possible values based on specific use cases:
 - A.) Editorial Theme of the content (ie, Globalization)
 - B.) Section Label the content (ie, Who We Help)
 - C.) Type of content (ie, Press Release) or
 - D.) Not shown
3. Article Headline – displays either the
 - A.) name of the primary Article Title or
 - B.) alternate Article Headline of the content
4. Thumbnail of Article Main Image
5. Article Lead – displays either
 - A.) the Article Lead Subhead or
 - B.) the first (X-char limit) of the intro paragraph copy

Note: Expanded technical data is available in a corresponding word document.

FEATURE CONTAINER TILE MER-GLOBAL-07

page 77

GRID VIEW DESIGN
(ALL ELEMENTS VISIBLE)



ON HOVER STATE



TECHNICAL SPECIFICATIONS:

A	Component Placement
B	Component Layout
C	Kicker Title
D	Article Headline
E	Article Thumbnail
F	Article Lead
G	Article Link

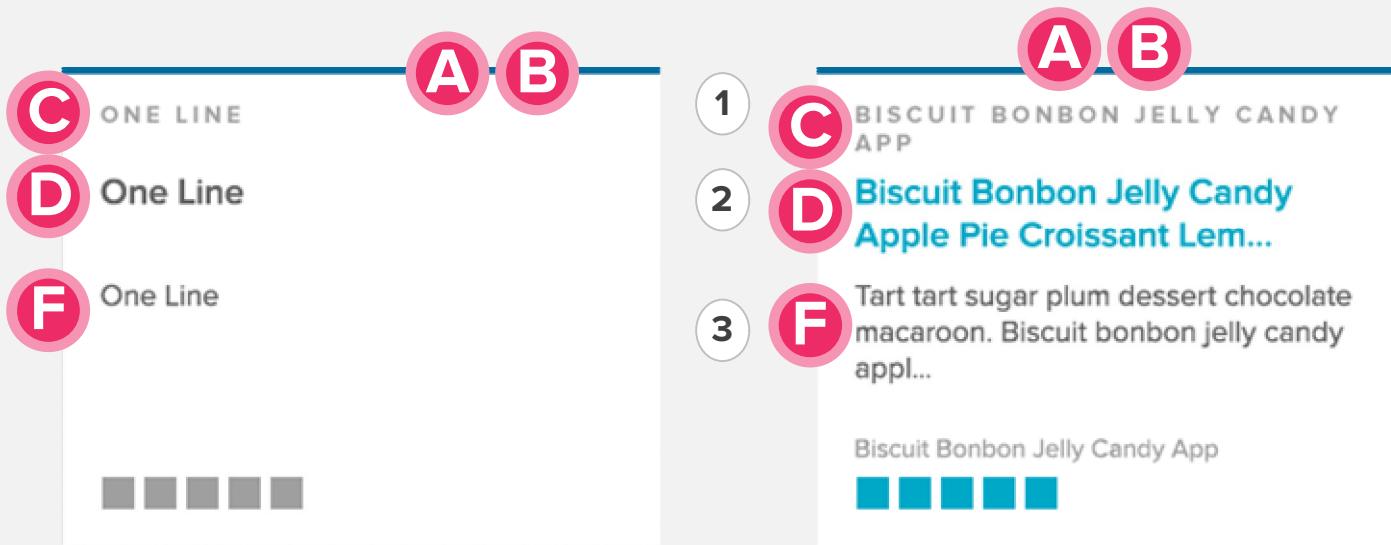
COLUMN SPECIFICATIONS: 2 3 4

Note: Expanded technical data is available in a corresponding word document.

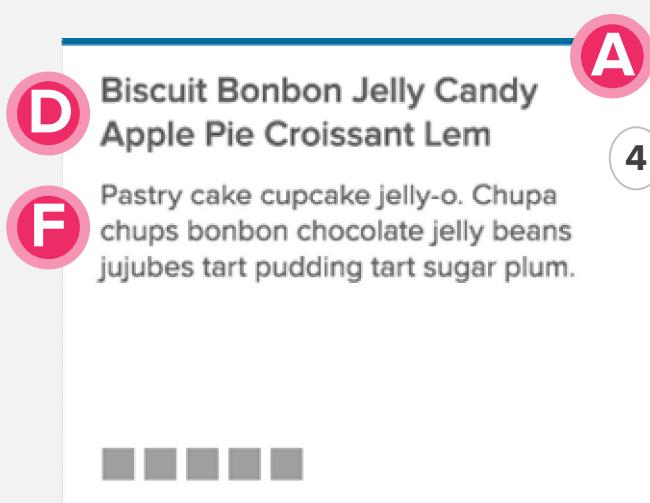
FEATURE CONTAINER TILE MER-GLOBAL-07

page 78

GRID VIEW DESIGN
(NO THUMBNAIL VARIANT, PLACEMENT & TEXT OVERFLOW)



NO THUMBNAIL AND NO KICKER VARIANT



COLUMN SPECIFICATIONS: **2** **3** **4**

TECHNICAL SPECIFICATIONS:

A	Component Placement
B	Component Layout
C	Kicker Title
D	Article Headline
E	Article Thumbnail
F	Article Lead
G	Article Link

FUNCTIONAL SPECIFICATIONS:

1. Kicker Text Overflow: based on max char limit, will break into two lines as \ normal
2. Headline placement and overflow: Position of Headline is fixed to ensure visually consistent top alignment with groups of grid units. If Text count > char max, ellipsis will be enabled
3. Article Lead: same behavior as Headline
4. No Kicker: Headline and Article Lead will take place of Kicker position

Note: Expanded technical data is available in a corresponding word document.

FEATURE CONTAINER TILE MER-GLOBAL-07

page 79

LIST VIEW, DESIGN



GRID VIEW ELEMENTS COMPARISON



GRID & LIST UNITS ON MOBILE



TECHNICAL SPECIFICATIONS:

A	Component Placement
B	Component Layout
C	Kicker Title
D	Article Headline
E	Article Thumbnail
F	Article Lead
G	Article Link

FUNCTIONAL SPECIFICATIONS:

1. Section Indicator – Whereas grid units uses the color bars, the line unit uses text description
- 2-6. Same elements as grid layout rearranged. Text overflow behaviors carries over from grid units as well.
4. Will be empty if no image exist, or turned off for the list
7. List number - indicates the order of the listing in numerical order (this only appears in list view and not in grid view).
8. Users will have the ability to toggle list and grid view. For search results, list view is the default view.

Mobile: uses the same variant as shown

COLUMN SPECIFICATIONS: **2** **3** **4**

Note: Expanded technical data is available in a corresponding word document.

PULL QUOTE MER-GLOBAL-C22

page 80

BIG QUOTE

A Candy toffee icing marshmallow sweet roll. Macaroon liquorice chupa chups. Oat cake cake jelly chocolate bar. Fruitcake danish topping dragée cookie. Bonbon powder ice cream. Tart jelly beans dragée candy cotton candy jelly."

SMALL QUOTE

A Tart gingerbread croissant macaroon tart jelly wafer donut. Chocolate bar gingerbread tiramisu chupa chups gummi bears pudding j B Dat cake liquorice croissant. Tiramisu chupa chups cookie sesame snaps powder cheesecake tart donut lemon drops."

TECHNICAL SPECIFICATIONS:

A

Style

B

Quote Text

FUNCTIONAL SPECIFICATIONS:

1. The Author has the ability to select whether Big or Small Quote. The default will be Small.

COLUMN SPECIFICATIONS: 1 2 3 4

Note: Expanded technical data is available in a corresponding word document.

FORMS

MER-GLOBAL-C26

page 81

 Contact Our Advisor

Topping ice cream croissant dragée croissant fruitcake. Halvah candy candy candy canes icing dessert. Donut cake pastry. Cake pastry candy apple pie soufflé marzipan jelly ice cream.

First Name Middle (Optional) Last Name
Your Email Address Phone Number (Optional)
Select Your Industry
 I have read and agreed to the [Privacy Policy](#).

1

FUNCTIONAL SPECIFICATIONS:

1. There are three variations of contact forms. The form above is the default form for requesting information from Mercer.
2. There will be a secondary form that allows the user to upload a document. The author will need to have control over selecting which form fields to keep on or turn off.
3. The Author can select from three different types of form fields available are:
 - A.) Email Only
 - B.) Submit An RFP
(first name), (last name), (email address), (phone number – optional), (select your industry pulldown menu), (upload a document field), (privacy policy checkbox), (upload button)
 - C.) Contact Consultant / Subscribe To Mercer Perspective
(first name), (middle initial – optional), (last name), (email address), (phone number – optional), (select your industry pulldown menu), (privacy policy checkbox), (submit button)
4. The checkbox option for Privacy Policy will be determined on the Country the site is being viewed. Will give control to the local author to determine if it will be an automatic opt in. The link to the Privacy Policy should be translated and configurable.
5. For Japanese viewers, the Privacy Policy checkbox appear above the form.
6. Is it possible to check the size of a user's upload prior to sending the file to determine if it exceeds the max upload quota?
7. Error states and validation messages will be fixed, but need to be translated.
8. Captcha can be utilized. Team needs to determine a Maximum upload file size and Character Counts for these forms.

TECHNICAL SPECIFICATIONS:

A	Form Type
B	Title
C	Description
D	First Name Label
E	Last Name Label
F	Email Label
G	Phone Label
H	Position Label
I	Company Label
J	Contact Via Email Label
K	Contact Via Phone Label
L	Industry Selection
M	Attach RFP
N	Privacy Policy Text
O	Opt-In Pre-Checked
P	Opt-In Text
Q	Sub Text
R	Submit Button Text

COLUMN SPECIFICATIONS: 1 2 3

Note: Expanded technical data is available in a corresponding word document.

FORMS (ADAPTIVE) MER-GLOBAL-C26

page 82

A	B	C
Gummies halvah pie apple pie chocolate wafer chocolate bar tiramisu? <ul style="list-style-type: none"> <input type="radio"/> Gummies halvah pie apple pie <input type="radio"/> chocolate wafer chocolate bar <input type="radio"/> Cheesecake tootsie roll dessert <input type="radio"/> cheesecake marshmallow <input type="radio"/> Cake gingerbread carrot cake icing <input type="button" value="SUBMIT"/>	Soufflé jelly beans jelly cupcake toffee icing chocolate bar? <ul style="list-style-type: none"> <input type="radio"/> Gummies halvah pie apple pie <input type="radio"/> chocolate wafer chocolate bar <input type="radio"/> Cheesecake tootsie roll dessert <input type="radio"/> cheesecake marshmallow <input type="radio"/> Cake gingerbread carrot cake icing <input type="button" value="SUBMIT"/>	Soufflé jelly beans jelly cupcake toffee icing chocolate bar. <input type="text" value="First"/> <input type="text" value="Last"/> <input type="text" value="Email"/> <input type="text" value="Phone"/> <input type="button" value="SUBMIT"/>

MOBILE

A	B	C
Gummies halvah pie apple pie chocolate wafer chocolate bar tiramisu? <input checked="" type="radio" value="Gummies halvah pie apple pie"/> Gummies halvah pie apple pie <input type="radio" value="Chocolate"/> Chocolate <input type="radio" value="Cheesecake"/> Cheesecake <input type="radio" value="Marshmallow"/> Marshmallow <input type="radio" value="Carrot Cake"/> Carrot Cake	Soufflé jelly beans jelly cupcake toffee icing chocolate bar? <input checked="" type="radio" value="Gummies halvah pie apple pie"/> Gummies halvah pie apple pie <input type="radio" value="Chocolate"/> Chocolate <input type="radio" value="Cheesecake"/> Cheesecake <input type="radio" value="Marshmallow"/> Marshmallow <input type="radio" value="Carrot Cake"/> Carrot Cake	Soufflé jelly beans jelly cupcake toffee icing chocolate bar. <input type="text" value="First"/> <input type="text" value="Last"/> <input type="text" value="Email"/> <input type="text" value="Phone"/> <input type="button" value="SUBMIT"/>

TECHNICAL SPECIFICATIONS:

Detailed technical specifications for this component have been added as companion documents. Please refer to the technical specifications prepared by Greg Ellis for this section.

There is also an additional excel document that references each potential field that can be used within this component.

The excel document can be downloaded from the following location:

www.hereistheexceledocumentyouarelookingfor.com

Overview:

Adaptive forms use a logical progression to determine what the user is hoping to do. Through a series of questions, the form points the user in the direction they wish to go. The user will be asked a question from a prepopulated list in column A.

Depending on the user's answer, secondary questions will populate in column B. Once the column B answer has been entered, new data will appear in column C to assist the user with their needs.

Hidden divs can be used here to show only one question at a time, process that answer and then reveal the next line of questioning in the B section. On mobile, it is possible to use pulldown menus with logic designed into the fields.

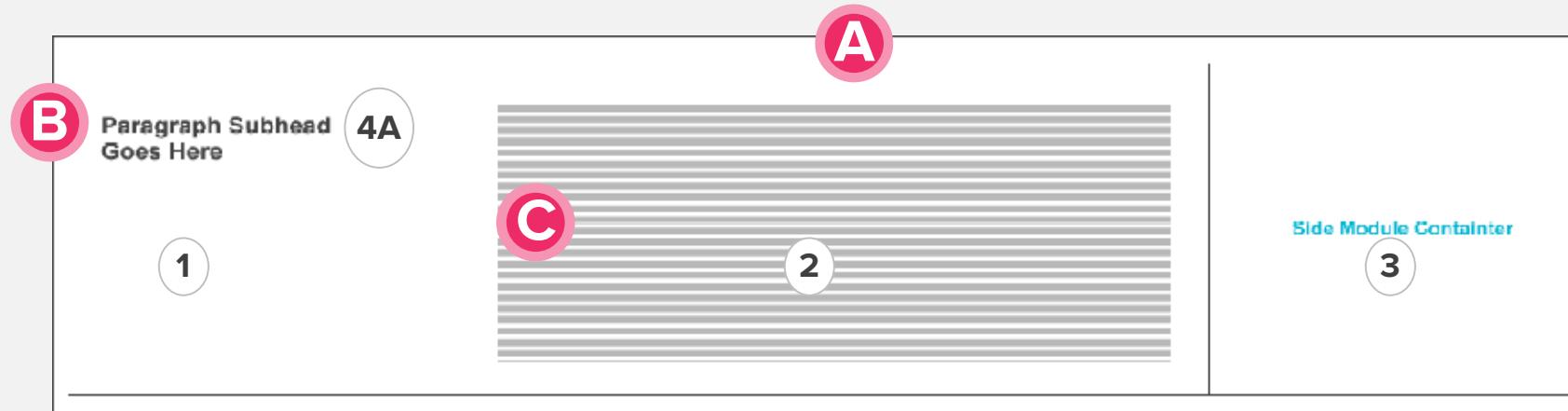
COLUMN SPECIFICATIONS: 1 2 3

Note: Expanded technical data is available in a corresponding word document.

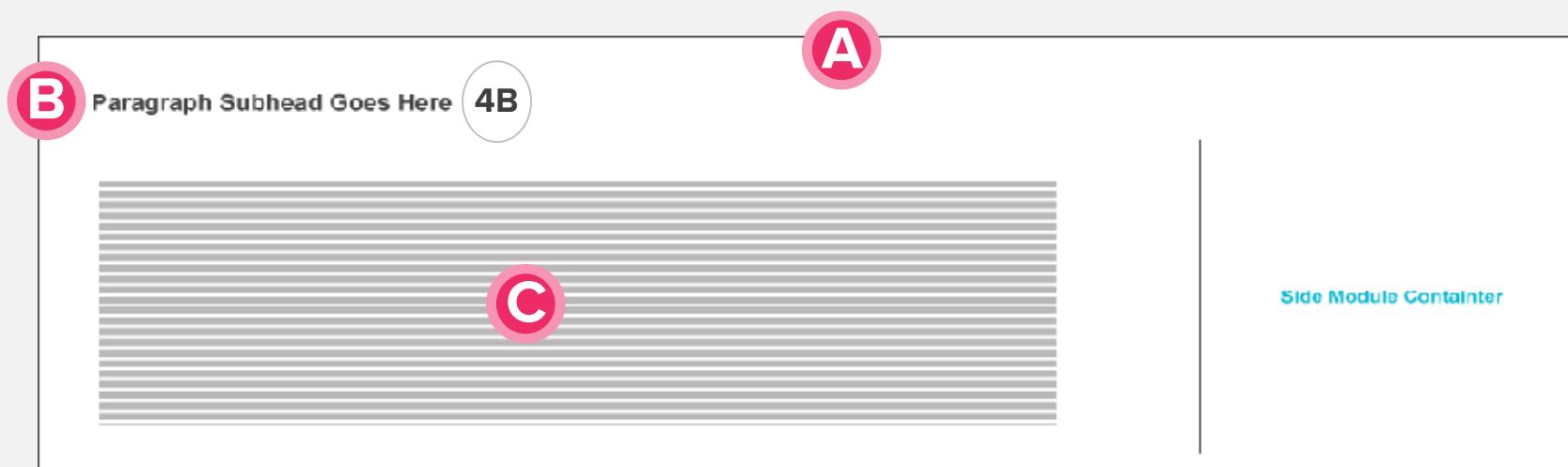
CONTENT BLOCK MER-GLOBAL-C23

page 83

TOP SOLUTION, ROLLS, DESKTOP



OUR THINKING, LINES OF BUSINESS, NEWSROOM



COLUMN SPECIFICATIONS:

SITE SPECIFIC

TECHNICAL SPECIFICATIONS:

A	Component Layout
B	Paragraph Subhead
C	Subhead Alignment
D	Content Body

FUNCTIONAL SPECIFICATIONS:

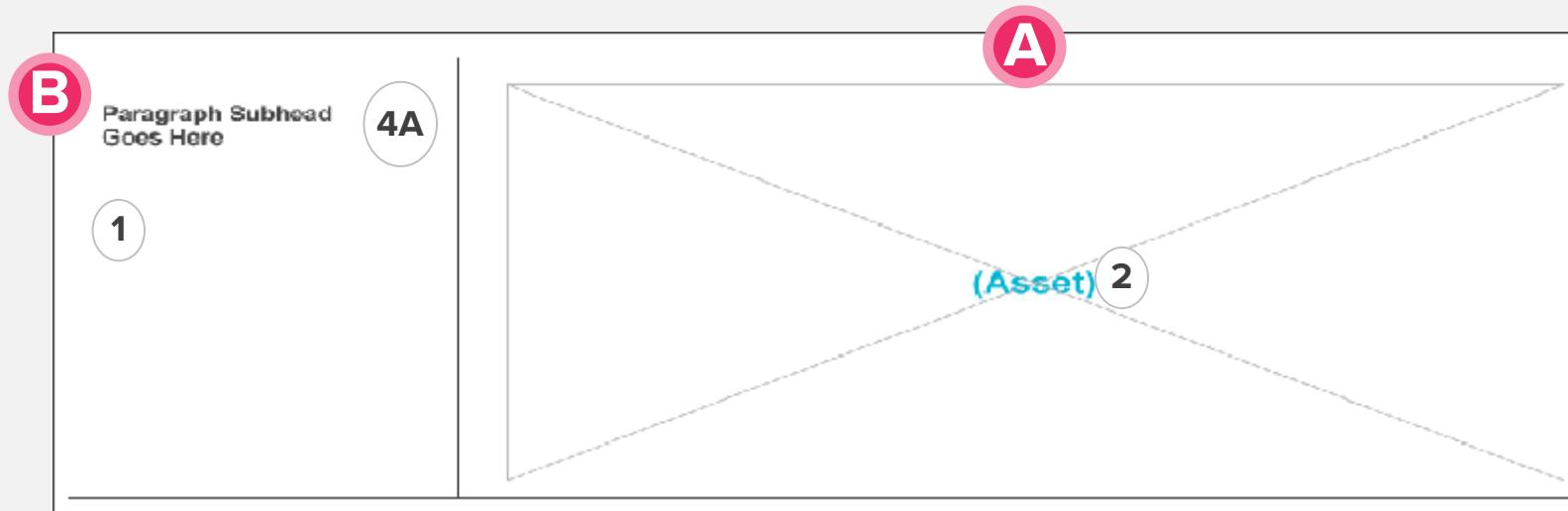
1. Paragraph Subhead: Optional
2. Paragraph copy or asset
3. Side module container, optional
4. The content block will determine how a paragraph is formatted. There are two options:
 - a.) The Paragraph Subhead appears to the left of the content
 - b.) The Paragraph Subhead appears above the content
5. There can only ever be one Side Module per Content Block.
6. On mobile devices, the Side Modules will stack below the information to its left in the content block.
7. Max character count for Paragraph Subhead

Note: Expanded technical data is available in a corresponding word document.

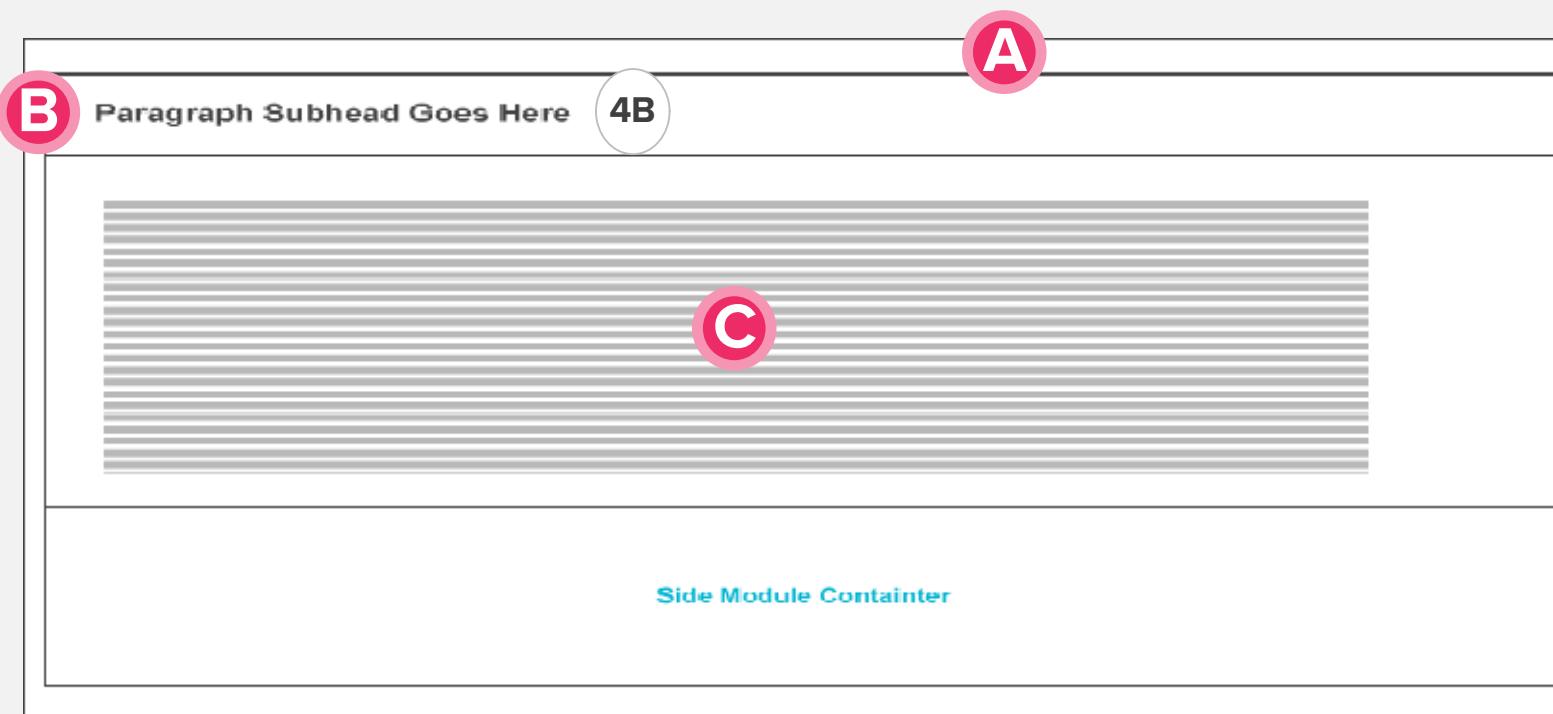
CONTENT BLOCK MER-GLOBAL-C23

page 84

TOP SOLUTION, ROLLS, TABLET



OUR THINKING, LINES OF BUSINESS, NEWSROOM, TABLET & MOBILE



COLUMN SPECIFICATIONS:

SITE SPECIFIC

TECHNICAL SPECIFICATIONS:

- A**
- B**
- C**
- D**

- Component Layout
- Paragraph Subhead
- Subhead Alignment
- Content Body

FUNCTIONAL SPECIFICATIONS:

Overview: When using an asset that takes up the main and right side column

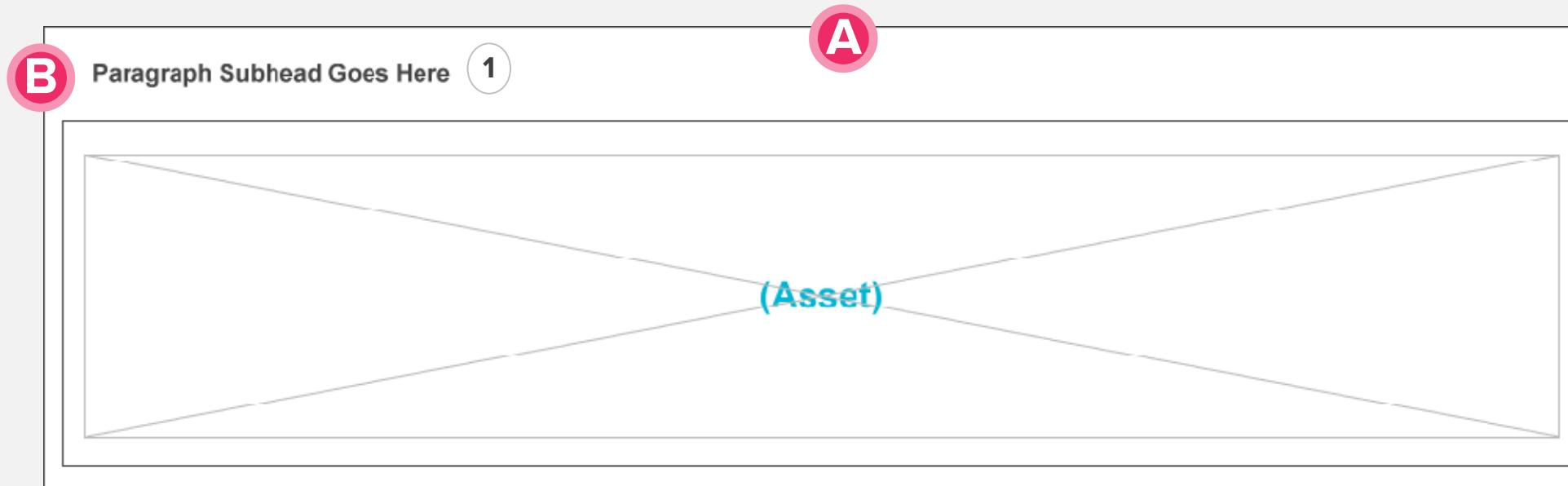
1. Paragraph Subhead (Optional)
2. Paragraph copy or asset
3. Side Module (Optional)
4. The content block will determine how a paragraph is formatted. There are two options:
 - a.) The Paragraph Subhead appears to the left of the content
 - b.) The Paragraph Subhead appears above the content
5. There can only ever be one Side Module per Content Block.
6. On mobile devices, the Side Modules will stack below the information to its left in the content block.

Note: Expanded technical data is available in a corresponding word document.

CONTENT BLOCK MER-GLOBAL-C23

page 85

DESKTOP



TECHNICAL SPECIFICATIONS:

- A Component Layout
- B Paragraph Subhead
- C Subhead Alignment
- D Content Body

FUNCTIONAL SPECIFICATIONS:

Overview: When using an asset that takes up the entire width of page

1. Paragraph Subhead: Optional
2. There can only ever be one Side Module per Content Block.
3. On tablet / mobile devices, the Side Modules will stack below the information to its left in the content block.

COLUMN SPECIFICATIONS:

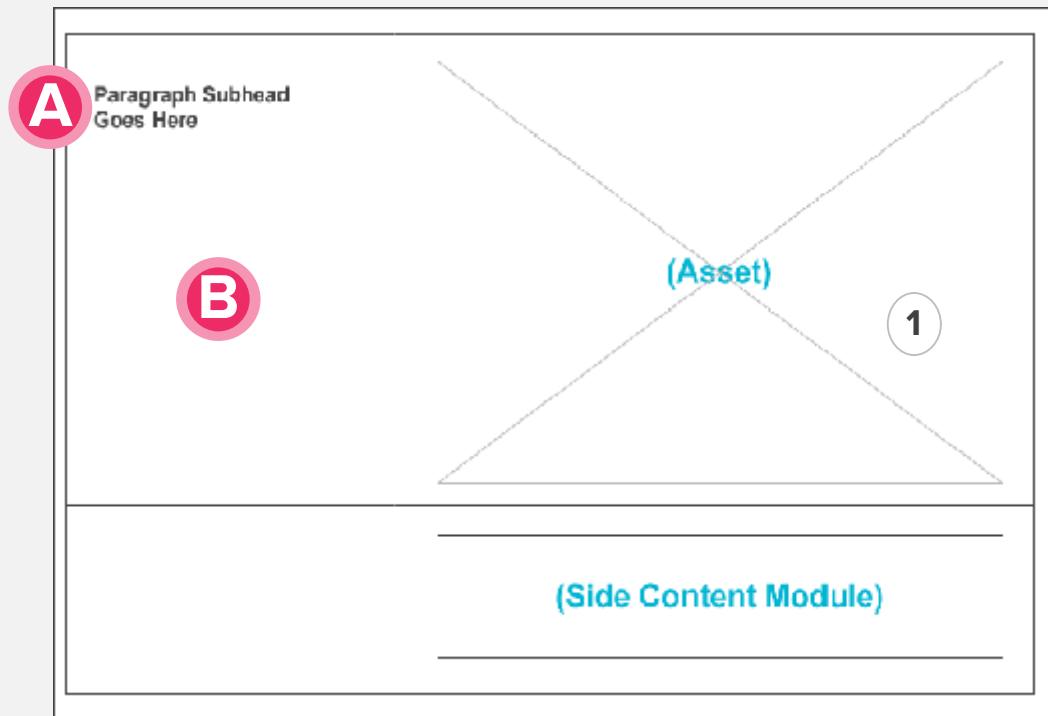
SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

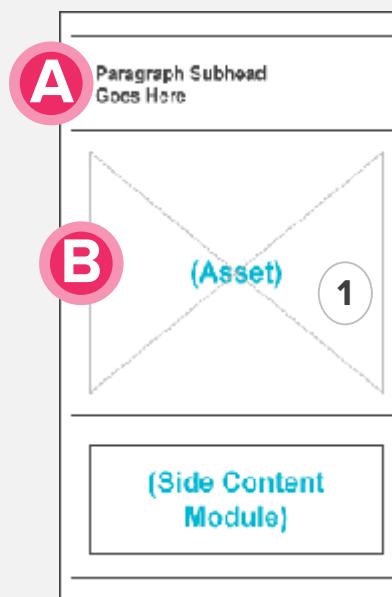
CONTENT BLOCK MER-GLOBAL-C23

page 86

TABLET VERTICAL



MOBILE



TECHNICAL SPECIFICATIONS:

- A**
- B**
- C**
- D**

- Component Layout
- Paragraph Subhead
- Subhead Alignment
- Content Body

FUNCTIONAL SPECIFICATIONS:

1. The asset can be a text block, image or photo.
2. There can be multiple Content Blocks stacked on top of one another in this area.
3. There can only ever be one Side Module per Content Block.
4. On mobile devices, the Side Modules will stack below the information to its left in the content block.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

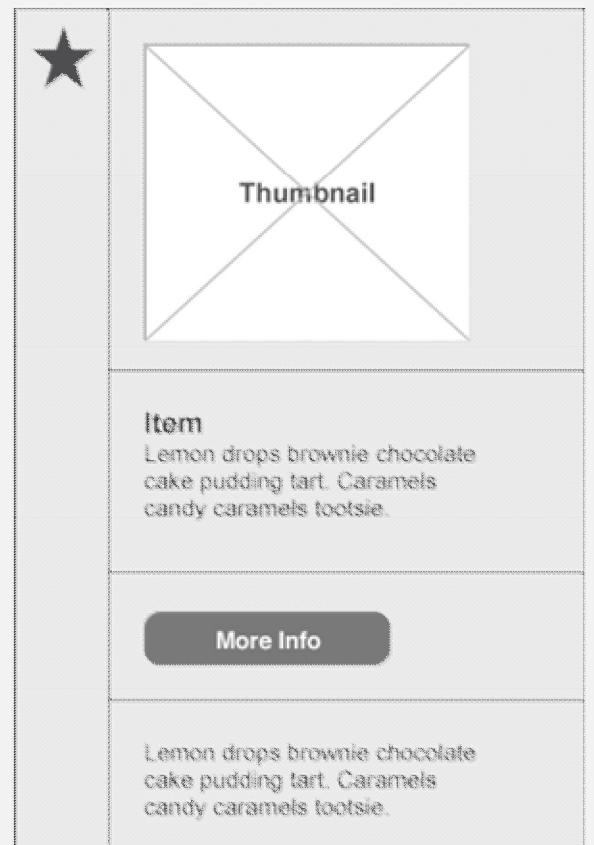
Note: Expanded technical data is available in a corresponding word document.

SIDE MODULES

MER-GLOBAL-20

page 87

TOP SOLUTIONS, ROLES



TECHNICAL SPECIFICATIONS:

A	Module Type
B	Headline
C	Thumbnail Image
D	Alt Text
E	Summary Text
F	CTA Button Text
G	CTA Link
H	Tag

FUNCTIONAL SPECIFICATIONS:

- Dynamic tiles use Keywording to populate the tiles with parameters to set the max number displayed.
 - Manual tiles are created by the editor and assigns them manually to a specific page.
1. Side modules will be tagged and have relevance to certain articles. These Side Modules will allow Authors to set components and content, but their placement within the site will be dynamically driven based on the article. There can only be 1 side module per content block.
 2. List all potential button cues so they can be dynamically populated based on the link type. (ie. download, chat with light blue buttons versus read more with dark blue buttons). Any button that opens a page within the site will be a dark blue button. Any button that opens a chat window, overlay or begins a download will be a light blue button.
 3. Submit An RFP button can be displayed as a Side Module. When clicked, it will anchor the user down the page to the Submit an RFP Contact Form. The placement of these buttons will be locked.
 4. Subscribe button can be displayed as a Side Module. This button will anchor the user down to the Subscribe For Mercer Perspectives Contact Form. The placement of these buttons will be locked.

COLUMN SPECIFICATIONS:

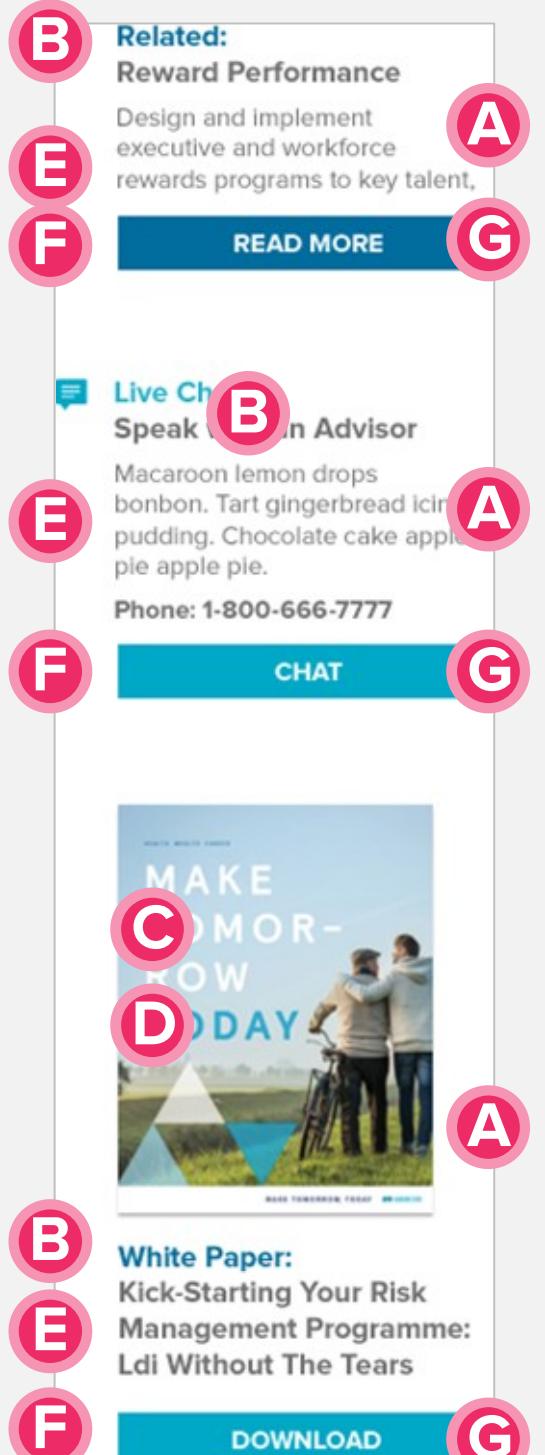
SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

SIDE MODULES MER-GLOBAL-20

page 88

TOP SOLUTIONS, ROLES



COLUMN SPECIFICATIONS:

SITE SPECIFIC

TECHNICAL SPECIFICATIONS:

A	Module Type
B	Headline
C	Thumbnail Image
D	Alt Text
E	Summary Text
F	CTA Button Text
G	CTA Link
H	Tag

FUNCTIONAL SPECIFICATIONS:

- Dynamic tiles use Keywording to populate the tiles with parameters to set the max number displayed.
- Manual tiles are created by the editor and assigns them manually to a specific page.
- 1. Side modules will be tagged and have relevance to certain articles. These Side Modules will allow Authors to set components and content, but their placement within the site will be dynamically driven based on the article. There can only be 1 side module per content block.
- 2. List all potential button cues so they can be dynamically populated based on the link type. (ie. download, chat with light blue buttons versus read more with dark blue buttons). Any button that opens a page within the site will be a dark blue button. Any button that opens a chat window, overlay or begins a download will be a light blue button.
- 3. Submit An RFP button can be displayed as a Side Module. When clicked, it will anchor the user down the page to the Submit an RFP Contact Form. The placement of these buttons will be locked.
- 4. Subscribe button can be displayed as a Side Module. This button will anchor the user down to the Subscribe For Mercer Perspectives Contact Form. The placement of these buttons will be locked.

Note: Expanded technical data is available in a corresponding word document.

SIDE MODULES (RESPONSIVE)

MER-GLOBAL-20

page 89

TECHNICAL SPECIFICATIONS:

Subhead as Roadsign Goes Here	Mercer's Workforce Analytics can help organizations identify the jobs and skills critical to business success. Help determining when and where resources will be needed. As well as measure the gap risks in talent supply and demand. Helping companies determine the cost, impact and benefits of <i>building or buying</i> resources
	Mercer's Workforce Analytics can help organizations identify the jobs and skills critical to business success . Help determining when and where resources will be needed. As well as measure the gap risks in talent supply and demand. Helping companies determine the cost, impact and benefits of building or buying resources

A	Module Type
B	Headline
C	Thumbnail Image
D	Alt Text
E	Summary Text
F	CTA Button Text
G	CTA Link
H	Tag

FUNCTIONAL SPECIFICATIONS:

1. On mobile and tablet devices, the c-column side modules will stack underneath the paragraph blocks as shown.



COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

SIDE MODULES (RESPONSIVE)

MER-GLOBAL-20

page 90

Subhead as Roadsign Goes Here

Mercer's Workforce Analytics can help organizations identify the jobs and skills critical to business success. Help determining when and where resources will be needed. **As well as measure** the gap risks in talent supply and demand. Helping companies determine the cost, impact and benefits of *building or buying* resources

Mercer's Workforce Analytics can help organizations identify the jobs and skills critical to **business success**. Help determining when and where resources will be needed. As well as measure the gap risks in talent supply and demand. **Helping companies** determine the cost, impact and benefits of building or buying resources

B  **Live Chat**
E  **Speak with an Advisor**
Macaroon lemon drops bonbon. Tart gingerbread icing pudding. Chocolate cake apple pie apple pie.
Phone: 1-800-666-7777
F  **CHAT** **G**

1

TECHNICAL SPECIFICATIONS:

A	Module Type
B	Headline
C	Thumbnail Image
D	Alt Text
E	Summary Text
F	CTA Button Text
G	CTA Link
H	Tag

FUNCTIONAL SPECIFICATIONS:

1. On mobile and tablet devices, the c-column side modules will stack underneath the paragraph blocks as shown.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

ACCORDION TILES

MER-D-C24

page 91

Products and Solutions for Workforce Analytics:

The screenshot shows a grid of three columns and two rows of Accordion Tiles. The first row contains three tiles labeled A, B, and C. Tile A is titled 'Strategic Workforce Planning' and describes an evidence-based approach. Tile B is titled 'Diversity and Inclusion Strategy' and describes Mercer's research and expertise. Tile C is titled 'Workforce Metrics Benchmarking' and describes understanding productivity and employee revenue. Each tile has an 'EXPAND' button at the bottom right. Below the first row is a large teal bar with a downward arrow pointing to the second row. The second row contains two tiles, both of which are collapsed, indicated by a plus sign icon. The first collapsed tile is labeled 2 and the second is labeled 3. To the right of the second row is a small 'X' icon followed by the number 4. At the bottom right of the entire grid is a blue 'LEARN MORE' button with the number 5 above it. The entire grid is set against a white background.

1 Strategic Workforce Planning **A**
Evidence-based approach to turn workforce management into a lasting competitive advantage

2 EXPAND **B**

Diversity and Inclusion Strategy
Mercer's combines the latest scientific research with analytics and world-class expertise in leadership and organizational performance.

3 EXPAND **C**

Workforce Metrics Benchmarking
Understand workforce productivity and the link between your employees and the revenue they generate

Gingerbread soufflé bear claw donut. Brownie jelly macaroon sesame snaps marzipan donut. Biscuit gingerbread liquorice gummies gingerbread pudding bear claw. Chocolate bar sweet jujubes cupcake cookie dessert wafer chocolate. Chocolate cake pudding jelly-o ice cream sweet roll oat cake carrot cake cake apple pie. Apple pie dessert icing powder halvah wafer.

Gingerbread soufflé bear claw donut. Brownie jelly macaroon sesame snaps marzipan donut. Biscuit gingerbread liquorice gummies gingerbread pudding bear claw. Chocolate bar sweet jujubes cupcake cookie dessert wafer chocolate. Chocolate cake pudding jelly-o ice cream sweet roll oat cake carrot cake cake apple pie. Apple pie dessert icing powder halvah wafer.

4 **5** LEARN MORE

TECHNICAL SPECIFICATIONS:

A	Header Title
B	Expand Button
C	Products
	Product Header
	Summary
	Product Content
	CTA Button Text
	CTA Link

FUNCTIONAL SPECIFICATIONS:

1. Text Style defined in global type specs. No hover states.
2. Clicking on EXPAND reveals dropdown layer and change copy to COLLAPSE (not shown in screenshot). All content below the dropdown will be pushed down, including other product units if they are present. Clicking on COLLAPSE reverts the action.
3. Pulldown Content – uses either a two or three column text layout.
4. Extra CTA button. If the content or product has its own top solution, our thinking or lines of business page, the editor has the option to insert a CTA button
5. It has been determined that these Accordion Tiles will never exceed 9 tiles and will display no more than 3 wide.
6. If there are an uneven amount of tiles, tiles will be justified to the left.
7. It has been determined that the content explanation in area "C" shown will be a one-column layout.

COLUMN SPECIFICATIONS: **2** **3** **4** (HALO WILL CONFIRM 4)

Note: Expanded technical data is available in a corresponding word document.

ACCORDION TILES

MER-D-C24

page 92

View Mercer's Mergers & Acquisition Solutions

A Diversity and Inclusion Strategy
Mercer's combines the latest scientific research with analytics and world-class expertise in leadership and organizational performance.

B EXPAND +

C

D Workforce Metrics Benchmarking
Understand workforce productivity and the link between your employees and the revenue they generate

E EXPAND +

F

G Strategic Workforce Planning
Evidence-based approach to turn workforce management into a lasting competitive advantage

H EXPAND +

I Strategic Workforce Planning
Evidence-based approach to turn workforce management into a lasting competitive advantage

J EXPAND +

TECHNICAL SPECIFICATIONS:

A	Header Title
B	Expand Button
C	Products
	Product Header
	Summary
	Product Content
	CTA Button Text
	CTA Link

FUNCTIONAL SPECIFICATIONS:

1. Two Column / Tablet Layout shown.
2. Mobile will be one column, same behaviors as desktop / tablet.
3. It has been determined that these Accordion Tiles will never exceed 9 tiles
4. If there are an uneven amount of tiles, tiles will be justified to the left.

COLUMN SPECIFICATIONS:

2 3 4

(HALO WILL CONFIRM 4)

Note: Expanded technical data is available in a corresponding word document.

FEATURED TILES

MER-C-C32

page 93

Research and Surveys



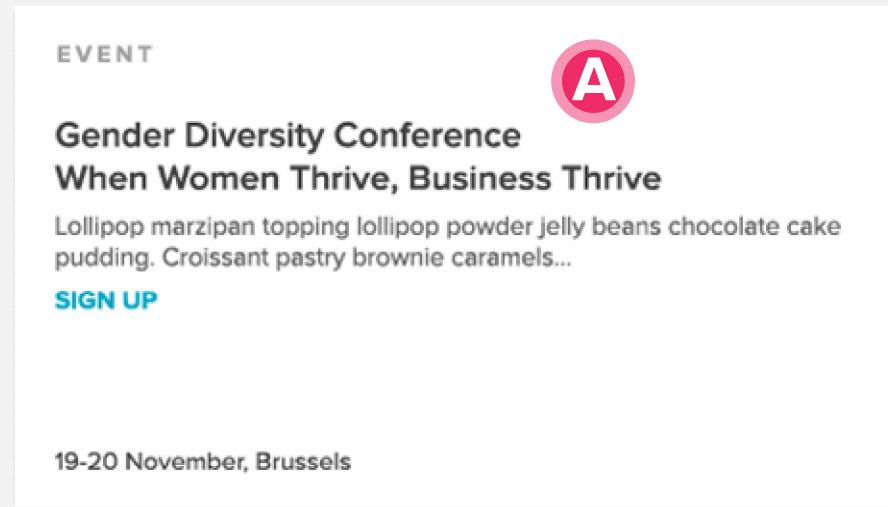
Featured Content



COLUMN SPECIFICATIONS:

2 3

On Hover State



TECHNICAL SPECIFICATIONS:

A

Articles

Kicker Title

Thumbnail Image

Alt Text

Title

Summary

Sun Header

CTA Text

CTA Link

FUNCTIONAL SPECIFICATIONS:

Overview: Feature Tiles will be pinned to the upper left hand corner of the Waterfall. The Feature Tile and the Research & Surveys Tile are the only tiles that will span 2 columns. The Author has the ability to remove these from the waterfall.

1. It has been determined that there will be a maximum of 7 slides in the Carousel portion of the Research & Surveys tile. The order of the Research & Surveys carousel content is configurable.
2. Images are not required here for the Research & Surveys Tile.
3. The Research & Surveys will always be pinned to the upper right hand column of the Waterfall Unit.
4. The Featured content will always be pinned to the upper left hand column of the Waterfall Unit.
5. Both of these units' positions will flow accordingly to the waterfall's natural flow logic when resizing the window.
6. When the Waterfall Filter is used, the Feature Tile and the Research & Surveys tile will no longer be pinned to the top of the Waterfall Unit.
7. Dates can be set to a basic format of Month/Date/Year, but if possible, can be set to "48 Minutes ago" for social feeds.

Note: Expanded technical data is available in a corresponding word document.

WATERFALL TILE

MER-C-C35

page 94

TWEETS TILES



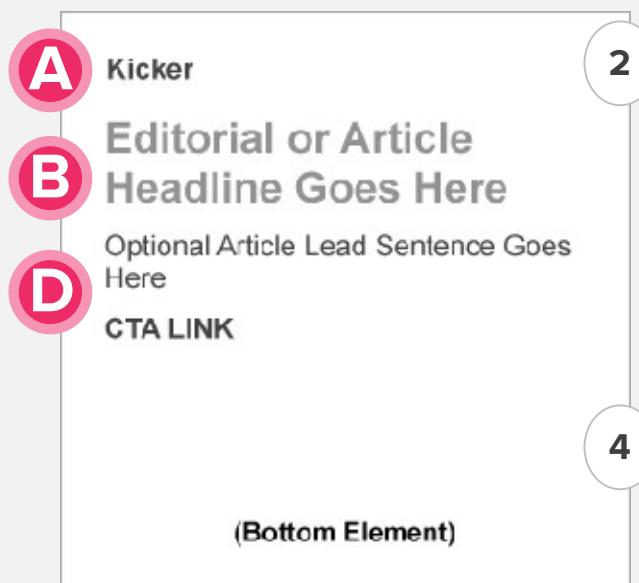
OUR THINKING TILES



TECHNICAL SPECIFICATIONS:

A	Tile Type
B	Kicker Title
C	Tile Article Header
D	Tile Sub Head
E	Thumbnail
F	Alt Text
G	CTA Text
H	CTA Link
I	Twitter ID

ON HOVER STATE



NEWSROOM TILES

FUNCTIONAL SPECIFICATIONS:

1. All tiles for the Waterfall will be 1-column in width.
2. When a user hovers over the Content Waterfall Tile, the hover state will display for that tile.
3. Article Lead is configured by Author. Thumbnail image is from source, Kicker Title and Article Header are populated through the Featured Container Tile component.
4. All Content Waterfall Tiles will be clickable on hover.

COLUMN SPECIFICATIONS: 2 3 4

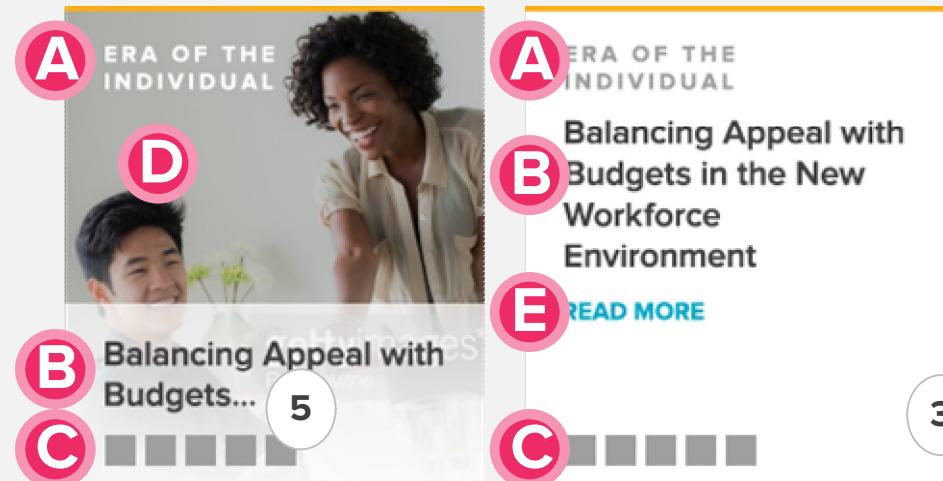
Note: Expanded technical data is available in a corresponding word document.

WATERFALL TILE

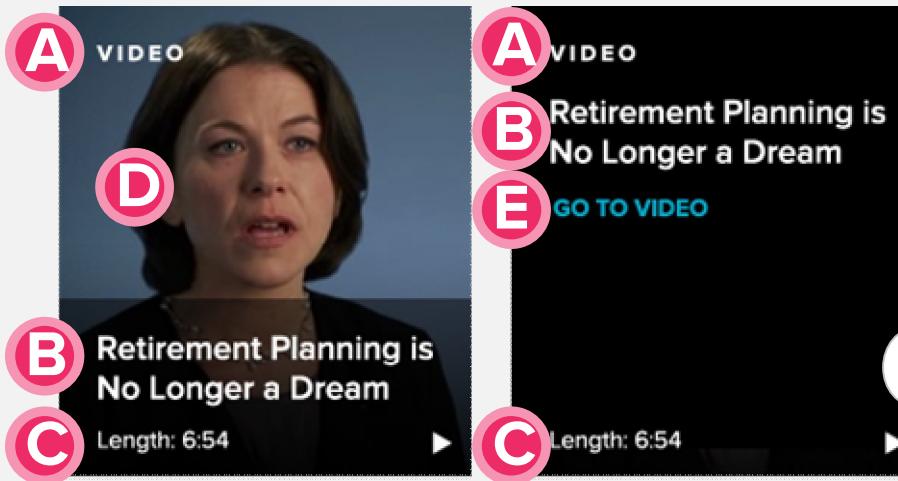
MER-C-C35

page 95

CONTENT TILES



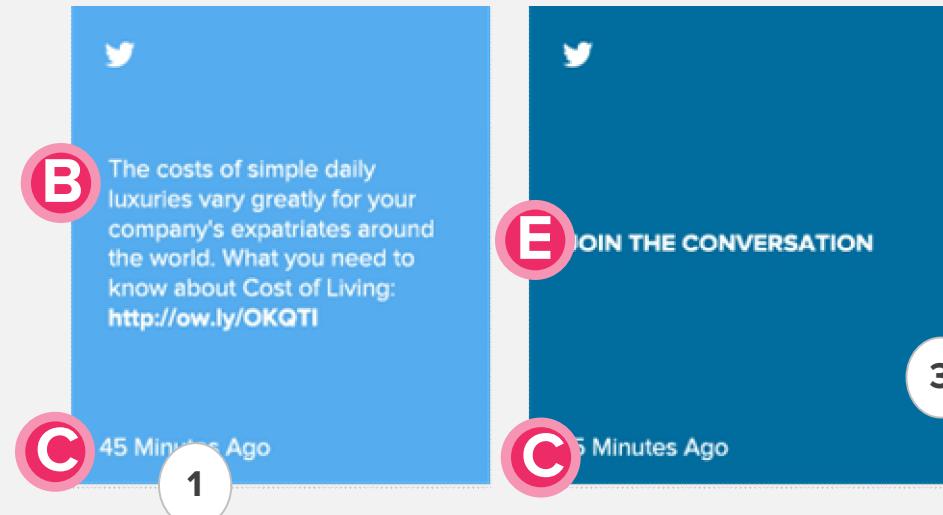
VIDEO TILES



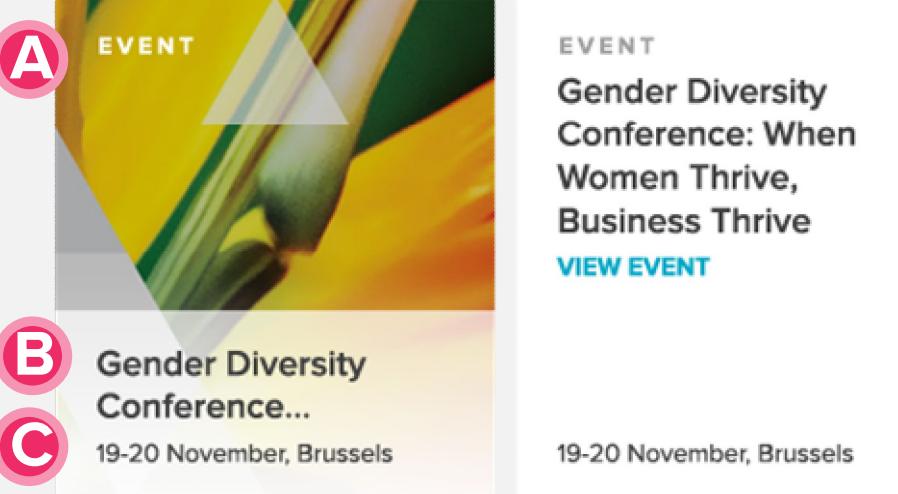
TECHNICAL SPECIFICATIONS:

A	Tile Type
B	Kicker Title
C	Tile Article Header
D	Tile Sub Head
E	Thumbnail
F	Alt Text
G	CTA Text
H	CTA Link
I	Twitter ID

TWEET TILES



EVENT TILES



FUNCTIONAL SPECIFICATIONS:

1. There will never be more than one Social Waterfall Tile (Twitter)
2. Content Waterfall Tiles can have event and video information.
3. All Content Waterfall Tiles will be in a single column. (None will span two columns)
4. All Content Waterfall Tiles will be clickable on hover.
5. Article Headers can be shortened if too long by using ellipsis
6. There are 5 potential types of Waterfall Tiles.
7. Multiple dates could appear in the bottom element (ie. Nov. 6- 21st)

COLUMN SPECIFICATIONS:

2 3 4

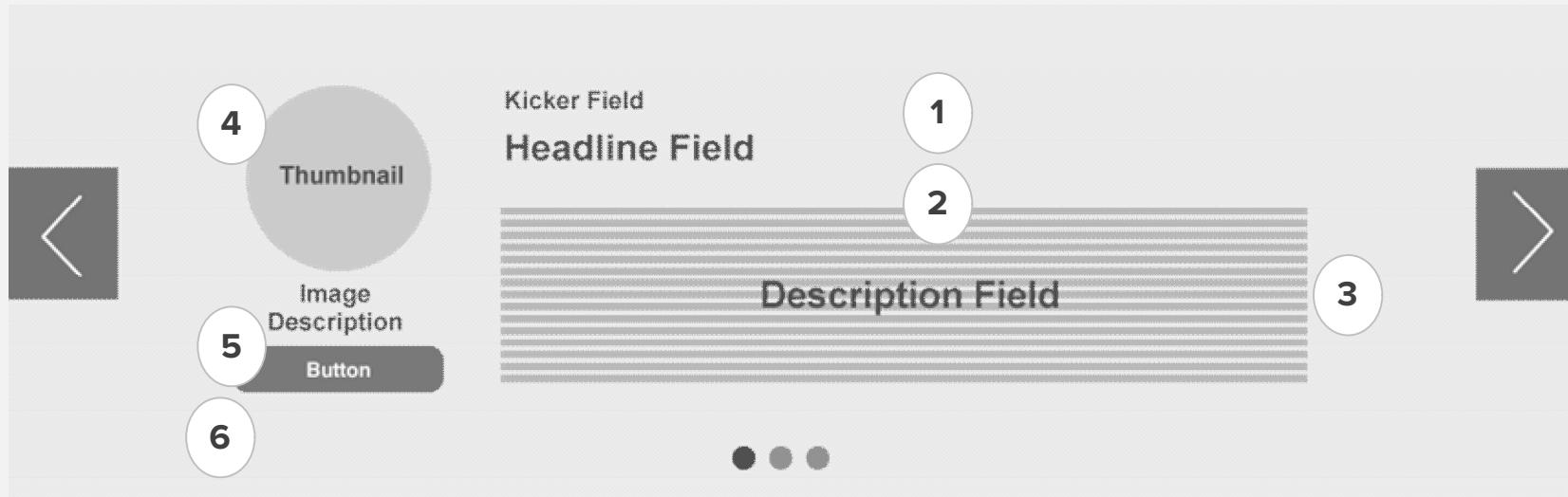
Note: Expanded technical data is available in a corresponding word document.

SLIDERS OVERVIEW

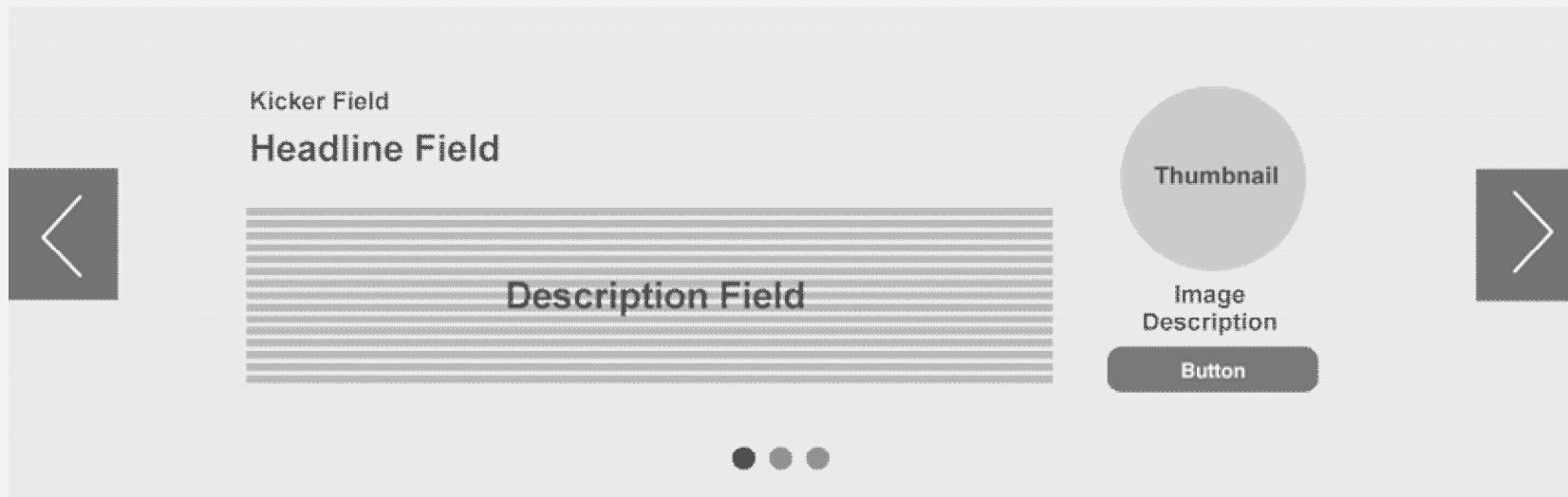
MER-GLOBAL-C06

page 96

Thumbnail Align Left



Thumbnail Align Right



Overview: Sliders have two layout variants: Thumbnail Align Left and Align Right. Arrows can appear if 2 or more content exists. Arrows can also be deactivated. Auto-play can also be activated with configurable timing delay. The following fields are configurable, and will not be shown if no data:

TECHNICAL SPECIFICATIONS:

A	Header
B	Enable Arrow Controls
C	Enable Auto-Play
D	Auto-Play Interval Time
E	Articles
	Kicker Title
	Enable Quote Marks
	Content Body
	Thumbnail Image
	Alt Text
	Thumbnail Description
	Thumbnail Alignment
	CTA Button Text
	CTA Link

FUNCTIONAL SPECIFICATIONS:

1. Kicker
2. Headline
3. Description (RTF field)
4. Thumbnail
5. Image Description
6. CTA Button

COLUMN SPECIFICATIONS: 1 2

Note: Expanded technical data is available in a corresponding word document.

SLIDER V1

MER-GLOBAL-C06

page 97

The screenshot shows a slider component with the following elements:

- 1**: A small circular icon containing the number 1.
- 2**: A quote in a large blue font: "Using proprietary methodologies, consumer measurement techniques, and tools that cover a broad range of creative media, we help engage your workforce, drive change throughout the organization, and enhance business performance."
- 3A**: A circular portrait of a woman with short brown hair, identified as Rachel Croft.
- 3B**: Below the portrait, the text: "Rachel Croft, Principal & Senior Governance Consultant".
- 3C**: A circular icon containing the number 3C.
- 3D**: A blue button labeled "VIEW PROFILE".
- 4**: A set of four small blue dots at the bottom, indicating the slider's progress.

TECHNICAL SPECIFICATIONS:

A	Header
B	Enable Arrow Controls
C	Enable Auto-Play
D	Auto-Play Interval Time
E	Articles
	Kicker Title
	Enable Quote Marks
	Content Body
	Thumbnail Image
	Alt Text
	Thumbnail Description
	Thumbnail Alignment
	CTA Button Text
	CTA Link

FUNCTIONAL SPECIFICATIONS:

1. Arrows are turned off
2. Description Field using Big Quote style from the Global Style Guide.
3. Also displays the following:
 - A.) Individual's Photo
 - B.) Individual's Name
 - C.) Individual's Title
 - D.) Profile Button (Optional - If the individual is a leadership employee)

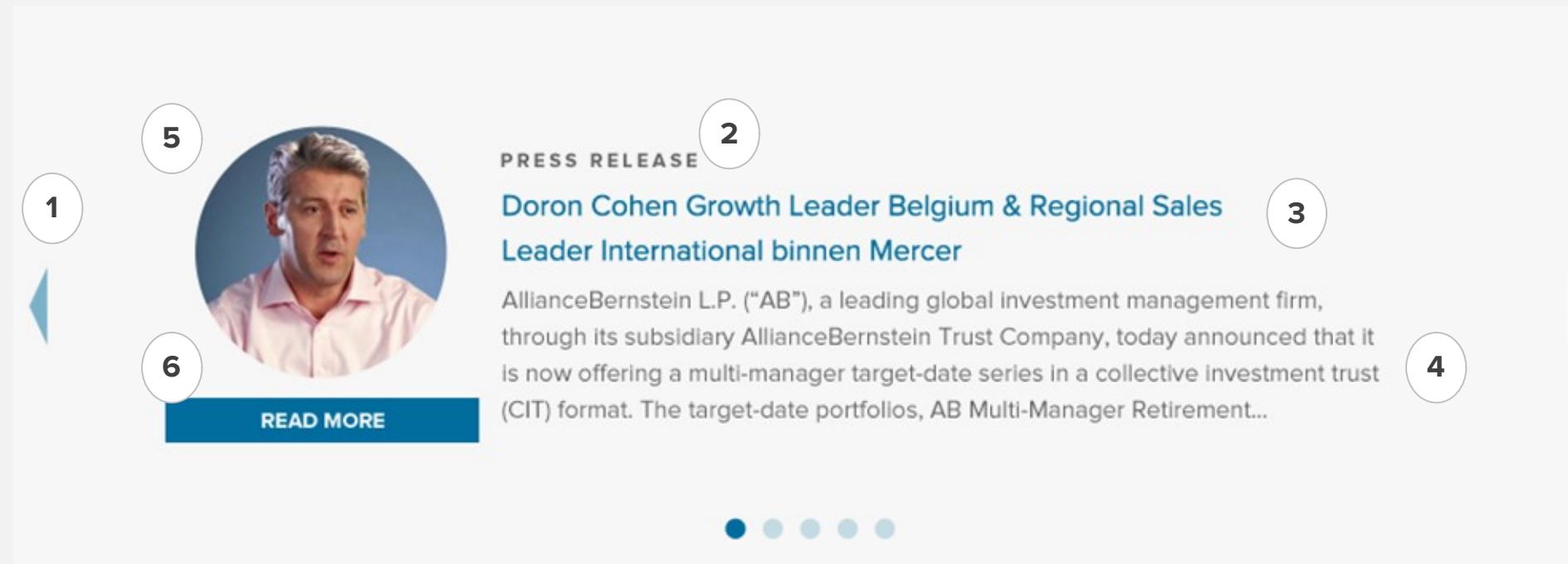
COLUMN SPECIFICATIONS: **1** **2**

Note: Expanded technical data is available in a corresponding word document.

SLIDER V2

MER-GLOBAL-C06

page 98



TECHNICAL SPECIFICATIONS:

A	Header
B	Enable Arrow Controls
C	Enable Auto-Play
D	Auto-Play Interval Time
E	Articles
	Kicker Title
	Enable Quote Marks
	Content Body
	Thumbnail Image
	Alt Text
	Thumbnail Description
	Thumbnail Alignment
	CTA Button Text
	CTA Link

FUNCTIONAL SPECIFICATIONS:

1. Arrows are turned ON
2. Kicker is ON
3. Headline is ON
4. Description is ON
5. Article Image
6. Button is ON

COLUMN SPECIFICATIONS: 1 2

Note: Expanded technical data is available in a corresponding word document.

ACCORDION V1

MER-B-C19

page 99

The screenshot shows a user interface with a sidebar on the left containing a navigation menu. The menu items are: Your Role, Organizations, Industries, CFOs, Talent Leaders, Human Resources (with a count of 3), Benefit Managers, and Financial Advisors. To the right of the sidebar is a main content area. A red box highlights a specific section. This section has a teal header with the title "CEO AND BOARDS" and a "1B" badge. Below the title is a paragraph of placeholder text: "Cotton candy sweet roll marzipan. Gingerbread candy cake sugar plum caramels sweet sesame snaps candy canes marshmallow. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Croissant apple pie bear claw." To the right of the text are three circular icons labeled 1A, 1E, and 1D. Below the text is a "VIEW DETAILS" button with a right-pointing arrow. At the bottom of the red-highlighted section is a red horizontal bar.

TECHNICAL SPECIFICATIONS:

A

Accordion

Accordion Type

Header Title

Summary

CTA Button Text

CTA Link

FUNCTIONAL SPECIFICATIONS:

1. The Accordions in Section B Listing Pages will open on hover and display the following:
 - A.) Large colorful background with diamond overlay
 - B.) Headline text matching the unopened accordion name
 - C.) Paragraph copy
 - D.) A "View Details" link to read more about the subject
 - E.) A "-" sign so the user can collapse the menu
2. In section D: Events, the Accordions will also open on hover. These Accordions will display:
 - A.) Event title, location and date
 - B.) Paragraph copy
 - C.) More Info Link
 - D.) A "-" sign so the user can collapse the menu
3. Closed Accordions for this section will simply list the Subject name (ie. CEO & Boards, CFO's, Talent Leaders, etc.) and the "+" sign for the Accordion. To close an Accordion, a user can mouse onto another Accordion which will close the one they were in and open the one they mouse over. For mobile devices, the user will need to click on a "-" sign within the opened Accordion to close it.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

ACCORDION V2

MER-B-C19

page 100

The screenshot shows a user interface with a sidebar on the left labeled 'Your Role' containing 'Organizations' (highlighted in yellow), 'Industries', and 'Wealth & Investments'. The main area has a red background with a diamond overlay. A large circle labeled '1B CORPORATIONS' contains a paragraph of placeholder text. To its right are three smaller circles labeled '1A', '1C', and '1D'. Below '1B' are two white boxes: 'WEALTH AND INVESTMENTS' (containing 'Speciality Investment Services' with a count of 3) and 'MERGERS AND ACQUISITIONS' (containing 'Post-Merger Integration'). Each box has a small icon at the bottom right.

TECHNICAL SPECIFICATIONS:

A

Accordion

Accordion Type

Header Title

Summary

CTA Button Text

CTA Link

FUNCTIONAL SPECIFICATIONS:

- When the user hovers over the expand "+" sign for the Organizations or Industries accordions, each accordion will display the following elements:
 - Large colorful background with diamond overlay
 - Headline text matching the unopened accordion name
 - Paragraph copy
 - Tile Carousel with related content
- Users can collapse an Accordion by mousing out of one Accordion and onto another. (Hover functionality will translate to on-click of the "+" or "-" icons for mobile devices.)
- This Accordion will show a maximum of 2 tiles in the Tile Carousel
- The image in the background, headline and paragraph text are configurable by Authors. Tiles in the Tile Carousel will be dynamic based on the subject.
- If no tiles show up in the Carousel, then X

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

LEADERSHIP TILE

MER-D-C46

page 101

Leadership

Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummies soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll.

John Smith
Title Goes Here

Jane Smith
Title Goes Here

John Smith
Title Goes Here

Jane Smith
Title Goes Here

John Smith
Title Goes Here

John Smith
Title Goes Here

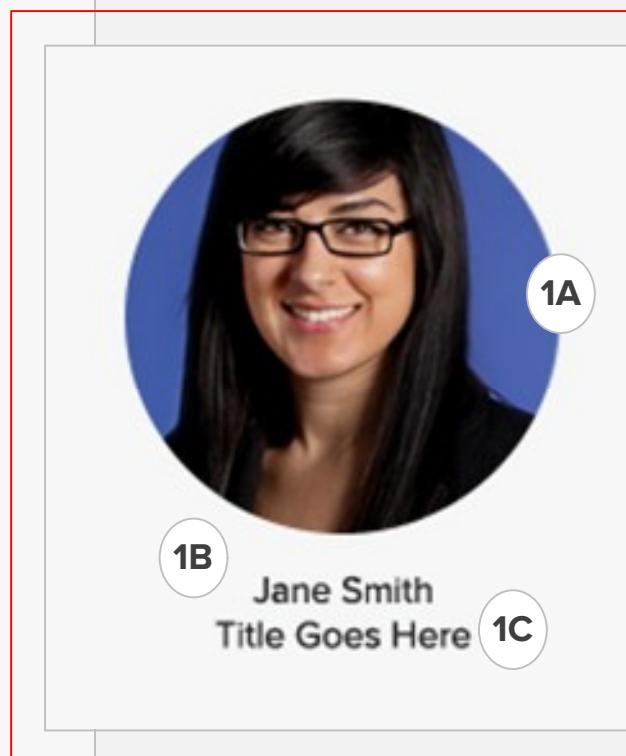
Jane Smith
Title Goes Here

John Smith
Title Goes Here

John Smith
Title Goes Here

Jane Smith
Title Goes Here

John Smith
Title Goes Here



TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D
- E

Profile Links

Person Image

Alt Text

Name Of Person

Title Of Person

FUNCTIONAL SPECIFICATIONS:

1. Leadership Tiles will display the following:
 - A.) An image of the individual
 - B.) The individual's name
 - C.) The individual's title
2. For desktop, Leadership Tiles can fit 3 tiles side by side. It may be necessary to stack them differently on mobile devices (2x2)
3. This page will allow up to 20 Global Leadership Tiles and 10 Local Leadership Tiles (Max of 30 Total).

COLUMN SPECIFICATIONS:

FIXED

Note: Expanded technical data is available in a corresponding word document.

LEADERSHIP PROFILE

MER-D-C45

page 102

This template is a leadership profile page for Julio A. Portalatin. It includes a photo, contact information, a quote, career notes, education, and a back button.

1A Photo of Julio A. Portalatin

1B Leadership Profile

1C JULIO A. PORTALATIN

1D We think that different cultures respond to different ways of moving behavior from one side of the equation to the other. What we have found in our consultancy services is that we tend to be able to partner with employees more readily for more sustainable health advantage and health improvement in their behavior if you do it in a very positive and rewarding way.

Contact:

1E

Career Notes

Julio A. Portalatin is President and Chief Executive Officer of Mercer, a leading global consulting firm that helps clients around the world advance the health, wealth, and careers of their most vital asset – their people. Mercer is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC).

Mr. Portalatin leads more than 20,000 employees who support clients in over 140 countries. Under his leadership, Mercer has experienced significant growth through expansion into emerging markets, broadening investments to \$15 billion in assets under management, and leading the health and benefits industry in private exchange markets. Vault.com has ranked Mercer the #1 HR consultancy for eight consecutive years, and Employee Benefit Magazine rated Mercer top large group employee benefit firm in 2014.

Mr. Portalatin has driven the firm's groundbreaking research on gender equality in the workforce and speaks around the world on a variety of topics, including trends in human capital, talent, globalization, wellness, healthcare reform, longevity, pension systems, and workplace diversity.

Before joining Mercer in 2012, Mr. Portalatin spent 20 years at American International Group (AIG), where he held many global senior positions, including his last role as President and CEO of the Growth Economics. Prior to AIG, Mr. Portalatin spent 12 years with Allstate Insurance Company in various executive roles in product underwriting, distribution and marketing.

Mr. Portalatin actively supports several nonprofit organizations, including the American Cancer Society, St. Jude Children's Research Hospital, HomeFront of New Jersey, and participates in the annual Covenant House Executive Sleep-Out.

1F

Education

Mr. Portalatin received a Bachelor of Science degree in Business Management and Honorary doctorate from Hofstra University and is a member of its Board of Trustees.

1G

[BACK TO ABOUT PAGE](#)

TECHNICAL SPECIFICATIONS:

A

Kicker Title

B

Title Of Person

C

Quote

D

Person Image

E

Person Image Alt Text

F

Contact

G

Bio

H

Back Button Text

FUNCTIONAL SPECIFICATIONS:

1. The Leadership Profile displays the following information:
 - A.) Individual's photo
 - B.) Kicker text "Leadership Profile"
 - C.) Headline - Individual's name
 - D.) Big Quote (Optional)
 - E.) "Contact:" and Social Links (To this Individual's social pages)
 - F.) Individual's career notes & education (rich text)
 - G.) Back button (To About / Leadership Top)

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

LEFT NAVIGATION V1 MER-GLOBAL-C46

page 103

The screenshot shows the left navigation bar with a red border around the 'About Mercer' section. Numbered callouts (1-5) point to specific elements: 1 points to the top navigation bar, 2 points to the profile picture, 3 points to the 'About Mercer' heading, 4 points to the 'Lines of Business' heading, and 5 points to the 'Our Events' heading.

LEADERSHIP PROFILE
JULIO A. PORTALATIN

“We think that different cultures respond to different ways of moving behavior from one side of the equation to the other. What we have found in our consultancy services is that we tend to be able to partner with employees more readily for more sustainable health advantage and health improvement in their behavior if you do it in a very positive and rewarding way. **”**

Contact:

About Mercer 3
Our Values
Leadership
History

Lines of Business 4
Talent
Health
Retirement
Investment
Mergers & Acquisitions

Our Events 5
Newsroom
Careers at Mercer

TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D
- E

Placement
Links
Page Title
Sublinks
Page Title

FUNCTIONAL SPECIFICATIONS:

1. This navigation appears throughout Section D of the Mercer.com site.
2. This navigation uses a blue chevron rollover that points in towards the content of the page
3. The page the user is currently on will display in topaz.
4. Mousing over another page name will change its hover state to blue.
5. Unvisited pages will display in a white font.
6. Authors can not edit core navigation headings such as “About Mercer”, “Lines of Business”, “Our Events”, “Newsroom” or “Contact Mercer”.
7. Authors can add up to two additional links max under a core navigation. As an example, the “About Mercer” section currently has three links and it can be expanded to a maximum of 5. “Lines of Business” currently has 5 links, which can be expanded to a maximum of 7.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

LEFT NAVIGATION V2 MER-GLOBAL-C46

page 104

The screenshot shows a navigation sidebar on the left side of a page. At the top of the sidebar is a yellow header with the text "Your Role" and a small number "2" in a circle. Below this are two more items: "Organizations" and "Industries", each with a small number "3" in a circle. A red box highlights this entire top section. To the right of the sidebar, the main content area has a teal header with the text "CEO AND BOARDS". Below the header is a paragraph of placeholder text: "Cotton candy sweet roll marzipan. Gingerbread candy cake sugar plum caramels sweet sesame snaps candy canes marshmallow. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Cupcake lemon drops oat cake candy toffee cotton candy gingerbread cotton candy pastry. Croissant apple pie bear claw." To the right of this text is a "VIEW DETAILS" button with a chevron icon. Below the main content area, there is a list of categories: "CFOs", "Talent Leaders", "Human Resources", "Benefit Managers", and "Financial Advisors", each preceded by a plus sign.

TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D
- E

Placement
Links
Page Title
Sublinks
Page Title

FUNCTIONAL SPECIFICATIONS:

1. This navigation appears in Section B of the Mercer.com website on the listing pages.
2. This navigation uses a long topaz chevron on-state to display the user's current location.
3. When a user hovers over unselected navigation, the grey text will change to the blue hover state. On click, the selection will change to the long topaz chevron on-state.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

TILE CAROUSEL V1

MER-GLOBAL-C27

page 105

Articles Relating to Julio A. Portalatin 1

THE FUTURE OF WORK

Retirement Planning is No Longer a Dream

Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

2

NEWSROOM

Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding.

Topping cheesecake marshmallow sweet roll cupcake. Croissant topping chocolate fruitcake dessert liquorice candy chupa chups topping.

3 < > 3

TECHNICAL SPECIFICATIONS:

- A
- B
- C

Layout

Number Of Tiles

Tags

FUNCTIONAL SPECIFICATIONS:

Overview: Tile Carousels must contain at least 2 tiles. Arrows are shown when the number of tiles exceeds the browser's space for the tiles.

The tiles themselves uses the same logic and functionality as defined by the side modules: dynamic or manual.

- Dynamic tiles uses Keywording to populate the tiles with parameters to set the max number displayed.
- Manual tiles are created by the editor and assigns them manually to a specific page.

1. Carousel Header- configurable by editor
2. This variation of Tile Carousels are used to display several dynamic Featured Container Tiles.
3. This Tile Carousel will display two Featured Container Tiles and scroll left and right through up to X tiles.

COLUMN SPECIFICATIONS: 1 2 3 (HALO WILL CONFIRM 3)

Note: Expanded technical data is available in a corresponding word document.

TILE CAROUSEL V2

MER-GLOBAL-C27

page 106

Meet Our People

Working at Mercer means being part of a global team that's addressing today's most-critical challenge

1

erstand the better than
eration...

Linda Chen, Erin Defoyd,
and Pat Milligan
representing Mercer...

A quick tip to keep in mind
for your office holiday
party!

Do remote worker
worst of both wor
remote workers ar

Mercer Benefits

We put our people first. We offer competitive compensation and benefits as part of a total package that attracts, develops and rewards our people.

OLDEST

RE HIGH RETIREMENT AGES IN 2014

5 6 65 67

What's the key to success?
Here's an idea.
#MotivationalMonday

From 1999 to 2010, the
workforce, age 65-69,
increased by 50%...

Are you listening to
your Baby Boomer
employees are say

TECHNICAL SPECIFICATIONS:

- A
- B
- C

Layout

Number Of Tiles

Tags

FUNCTIONAL SPECIFICATIONS:

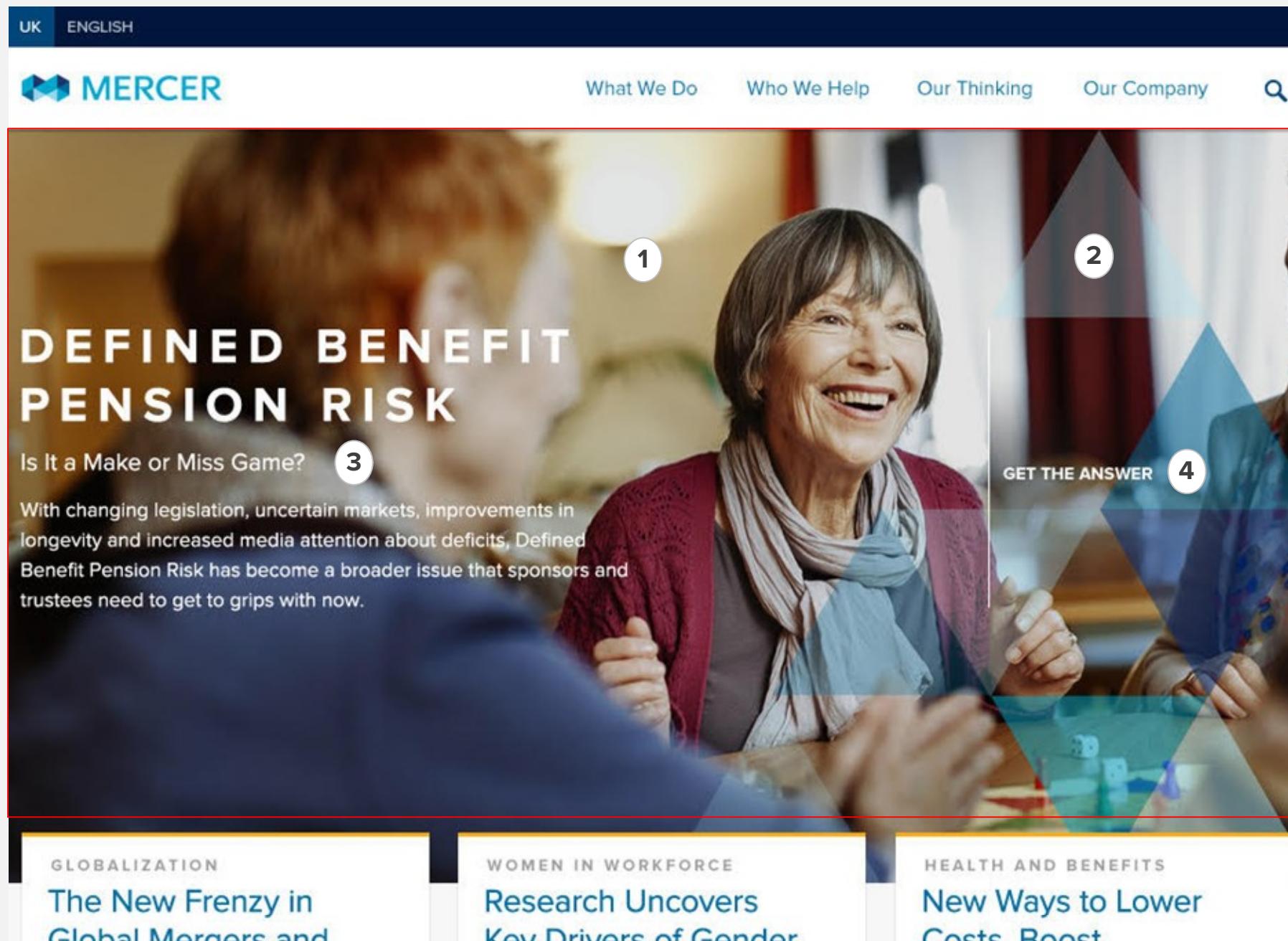
1. Careers Carousel displays on the Section D: Careers page.
2. The content for the tiles that appear in the tiles for this carousel will be created manually.

COLUMN SPECIFICATIONS: 1 2 3 (HALO WILL CONFIRM 3)

Note: Expanded technical data is available in a corresponding word document.

HERO BANNER MER-HP-C03

page 107



COLUMN SPECIFICATIONS:

1

TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D
- E
- F
- G
- H

Background Image

Background Image Alt Text

Overlay Image

Kicker Title

Main Headline

Subtext

CTA Link

CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image: dimensions TBD, will scale to browser width, align right, valign top, cropped by a fixed container height
2. Diamonds is a separate layer, will align right, valign top, does not scale
3. Main headline and copy defined by Global Style Guide
4. CTA configurable. On hover will use Global Style Guide on hover.
5. Background image and text overlays can be changed out often by Authors.
6. it is possible that this page will have carousel functionality.

Note: Expanded technical data is available in a corresponding word document.

OUR THINKING CAROUSEL

MER-C-C02

page 108

The screenshot shows a website header with 'UK' and 'ENGLISH' buttons. The main navigation menu includes 'What We Do', 'Who We Help', 'Our Thinking' (which is highlighted in orange), and 'Our Company'. A search icon is also present. Below the menu is a large hero banner featuring a photograph of three people from behind, one of whom is holding a skateboard. Overlaid on the image is the text 'THRIVING WORKFORCE', 'STRATEGIC MANAGEMENT OF HUMAN CAPITAL IN THE ENERGY SECTOR', and a 'READ MORE' button. To the left of the image is a yellow box containing a quote: "With interest rates, a strong US dollar, and the market and economic conditions being a bit uncertain, such dynamic changes also represent opportunities for our organization, because clients will need our advice now more than ever." Below the quote are social sharing icons for LinkedIn, Facebook, and Twitter. At the bottom of the hero banner is a section titled 'OUR THINKING'.

TECHNICAL SPECIFICATIONS:

A	Placement
B	Background Image
C	Background Image Alt Text
D	Overlay Image
E	Kicker Title
F	Main Headline
G	Subtext
H	CTA Link
I	CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image spans total width.
2. Diamonds is a separate layer, will align right, valign top, does not scale.
3. Kicker text is displayed.
4. Homepage Hero Title is displayed.
5. Article Subhead is not displayed.
6. CTA Link appears under the Homepage Hero Title.
7. Orange box to left displays content based on thumbnail selection at bottom of page. Social links can appear to support this content.
8. This Hero Banner appears on the “Our Thinking” top page.
9. Maximum number of 5 slides – if there is only one slide, do not display the circles.

COLUMN SPECIFICATIONS:

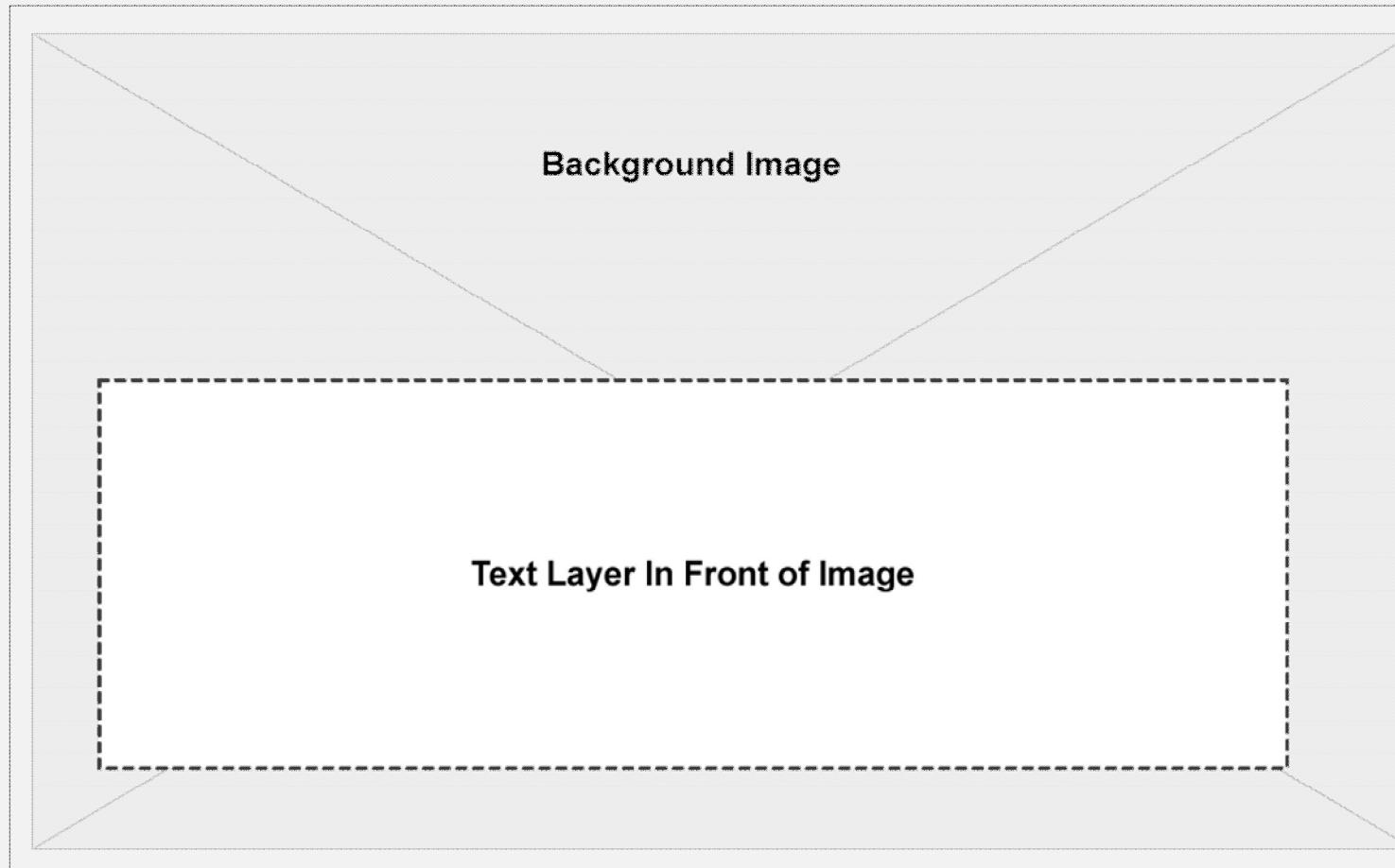
1

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO OVERVIEW

MER-GLOBAL-C28

page 109



TECHNICAL SPECIFICATIONS:

A	Placement
B	Background Image
C	Background Image Alt Text
D	Overlay Image
E	Kicker Title
F	Main Headline
G	Subtext
H	CTA Link
I	CTA Text Link

FUNCTIONAL SPECIFICATIONS:

Placement Overview: The background image will be defined by page properties, while the text layer is in front.

Text Layer Overview: The fields below are to illustrate all the possible field available for the editor. If no data in the field, that field will be empty. Front end style and positioning is determined by page properties.

1. Kicker – optional, depending if page is list-level or article-level
2. Page Title - required
3. Page Description Field - optional

Text Fields

Kicker	1
Page Title Goes Here	2
Page Description Goes Here	3

COLUMN SPECIFICATIONS: 1 2

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO V1

MER-GLOBAL-C28

page 110

UK ENGLISH

MERCER

What We Do Who We Help Our Thinking Our Company

1

3

WHAT WE DO

4

5

2

WORKFORCE AND CAREERS

Around the world, we help clients drive performance through talent. From strategy through to implementation, we work with clients to help them forecast their talent needs, engage employees, mobilize their workforce, reward performance, assess talent, and develop skills.

Workforce Planning and Analytics
Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

Compensation and Rewards
Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

Talent Management
Tart muffin brownie cookie cupcake sugar plum. Chocolate biscuit liquorice.

COLUMN SPECIFICATIONS: 1 2

TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D
- E
- F
- G
- H
- I

Placement
Background Image
Background Image Alt Text
Overlay Image
Kicker Title
Main Headline
Subtext
CTA Link
CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image spans total width. The image layer and contain is longer than seen due to the content layer in front. The image will be fixed position, therefore the content layer will scroll over the image.
2. Diamonds is a separate layer, will align right, valign top, does not scale.
3. Kicker text is displayed.
4. Page Title is displayed.
5. Description is displayed.

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO V2

MER-GLOBAL-C28

page 111

The screenshot shows a website header with 'UK ENGLISH' and a 'MERCER' logo. The main navigation menu includes 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. Below the header is a large background image of a woman in a headset. Overlaid on the image are three numbered circles: '1' at the top right, '2' in the center, and '3' at the bottom right. A 'SUBMIT AN RFP' button is located in circle 2. The page title 'WORKFORCE PLANNING ANALYTICS' is centered above a sub-headline 'Big Data is Just the Beginning'. To the left is a 'Share' button with icons for LinkedIn, Twitter, Facebook, YouTube, and Email. On the right, there is a 'Related' section with links to 'Reward Performance' and 'Design and implement'. At the bottom left, there is a note about buzzwords and data delivery.

COLUMN SPECIFICATIONS: 1 2

TECHNICAL SPECIFICATIONS:

A	Background Image
B	Background Image Alt Text
C	Overlay Image
D	Kicker Title
E	Main Headline
F	Subtext
G	CTA Link
H	CTA Text Link

FUNCTIONAL SPECIFICATIONS:

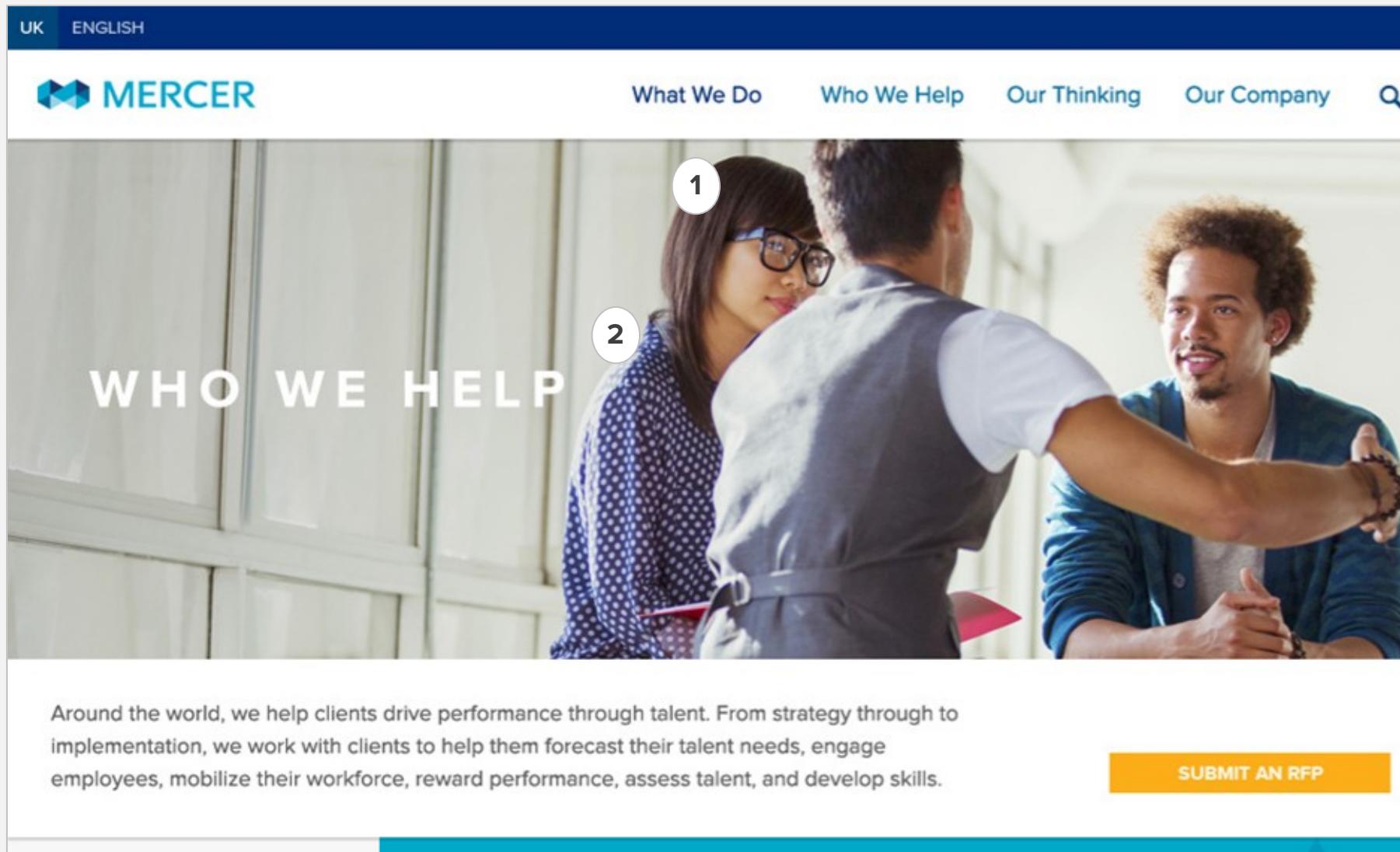
1. Background Image spans total width. The image layer and contain is longer than seen due to the content layer in front. The image will be fixed position, therefore the content layer will scroll over the image.
2. Kicker text is displayed.
3. Page Title is displayed.

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO V3

MER-GLOBAL-C28

page 112



The screenshot shows the 'Who We Help' section of the Mercer website. At the top, there's a dark blue header bar with 'UK ENGLISH' and the 'MERCER' logo. Below the header is a navigation menu with links: 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. The main visual is a photograph of three people: a woman in glasses and a man in a vest shaking hands, with another man in a blue shirt sitting at a desk. Overlaid on the image is the text 'WHO WE HELP'. Two white circles with numbers 1 and 2 point to specific areas: circle 1 points to the woman, and circle 2 points to the man at the desk. Below the image, a block of text reads: 'Around the world, we help clients drive performance through talent. From strategy through to implementation, we work with clients to help them forecast their talent needs, engage employees, mobilize their workforce, reward performance, assess talent, and develop skills.' To the right of this text is a yellow 'SUBMIT AN RFP' button. A thin red arrow points from the text area towards the 'SUBMIT AN RFP' button.

COLUMN SPECIFICATIONS: 1 2

TECHNICAL SPECIFICATIONS:

A	Background Image
B	Background Image Alt Text
C	Overlay Image
D	Kicker Title
E	Main Headline
F	Subtext
G	CTA Link
H	CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image spans total width. The image layer and contain is longer than seen due to the content layer in front. The image will be fixed position, therefore the content layer will scroll over the image.
2. Page Title is displayed.

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO V4

MER-GLOBAL-C28

page 113

The screenshot shows the homepage of the Mercer website. At the top, there's a dark header bar with 'UK' and 'ENGLISH' buttons. Below it is a navigation bar with 'MERCER' logo, 'What We Do', 'Who We Help', 'Our Thinking', 'Our Company', and a search icon. The main hero section features a background image of three diverse professionals (a woman in glasses, a man in a grey shirt, and a man in a blue jacket) interacting. Overlaid on the image are several elements: a large white circle containing the number '1' at the top left; a grey box containing '2 WHO WE HELP' and 'CEO AND BOARDS 3' in the middle left; and a list '4 Finance · Trustees · CEOs · HR Management · Information Technology · Pension Benefits · Wealth Management' at the bottom left. On the right side of the image, there's a large blue triangle graphic. Below the hero section, there's a blue sidebar with 'Join the Conversation' and social media icons for LinkedIn, Twitter, Facebook, and YouTube. The main content area has a heading 'Workforce Analytics and Big Data Have Become Buzzwords That Are Too Easily Bandied About' with a '6' in a circle next to it, followed by a paragraph of text about workforce analytics. A yellow 'CONTACT OUR ADVISOR' button is located to the right.

COLUMN SPECIFICATIONS: 1 2

TECHNICAL SPECIFICATIONS:

- A Background Image
- B Background Image Alt Text
- C Overlay Image
- D Kicker Title
- E Main Headline
- F Subtext
- G CTA Link
- H CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image spans total width. The image layer and container is longer than seen due to the content layer in front. The image will be fixed position, therefore the content layer will scroll over the image.
2. Kicker text is displayed.
3. Page title is displayed.
4. Page Description is displayed.

Note: Expanded technical data is available in a corresponding word document.

CONTENT HERO V5 MER-GLOBAL-C28

page 114

UK ENGLISH

MERCER

What We Do Who We Help Our Thinking Our Company Q

1

2 GLOBALIZATION

3 NAVIGATING THE NEW FRENZY IN GLOBAL MERGERS AND ACQUISITIONS

SUBSCRIBE

November / December 2016

Global mergers and acquisitions (M&A) are at a seven-year high in 2014 and show no signs of slowing. This dramatic rebound is characterized by fierce competition within a fast-paced, financially favorable environment in which buyers and sellers must react both quickly and strategically to capitalize on an explosion of opportunities. Jeff Cox and Duncan Smithson, partners in Mercer's M&A Transaction Services business, look at the reasons for this brisk turnaround and explore key issues that companies need to consider to be successful in today's booming market.

MAKE TOMORROW TODAY

TECHNICAL SPECIFICATIONS:

- A Background Image
- B Background Image Alt Text
- C Overlay Image
- D Kicker Title
- E Main Headline
- F Subtext
- G CTA Link
- H CTA Text Link

FUNCTIONAL SPECIFICATIONS:

1. Background Image spans total width. The image layer and contain is longer than seen due to the content layer in front. The image will be fixed position, therefore the content layer will scroll over the image.
2. Kicker text is displayed
3. Page Title is displayed

COLUMN SPECIFICATIONS: 1 2

Note: Expanded technical data is available in a corresponding word document.

WATERFALL FILTER

MER-C-C01

page 115

More in Our Thinking

EVENT

Gender Diversity Conference
When Women Thrive, Business Thrive
19-20 November, Brussels

NEWSROOM

Doron Cohen Growth
Leader Belgium &
Regional Sales
Leader International
binnen...

Monday, 11.12.2015

RESEARCH AND S

MAKE TOMORROW TODAY

ERA OF THE INDIVIDUAL

Balancing Appeal with Budgets

VIDEO

Retirement Planning is No Longer a Dream
Length: 6:54

The costs of simple daily luxuries vary greatly for your company's expatriates around the world. What you need to know about Cost of Living:
<http://ow.ly/OKQTl>

45 Minutes Ago

TECHNICAL SPECIFICATIONS:

- A
- B
- C
- D

Header
Content Block
Filter By Text
Content Override

COLUMN SPECIFICATIONS:

SITE SPECIFIC

FUNCTIONAL SPECIFICATIONS:

1). Sort Order:

- Recommended: Lists the content by user data. If first view or no user data, Recommended is the same as Newest
- Latest: It is a pre-defined list by editors and not actually sorted by publish date from the CMS in order to better control the order.
- Trending: based on page views / clicks, and /or factoring a certain time frame (ie, 1 week, 1 month) which depreciates the value. If this logic is too complex, either use by clicks only or de-scope.

2). Filter by, this only shows the relevant tag's criteria:

- Globalization
- Thriving Workforce
- Era of the Individual
- Aging Population

3). Filter by Content Types

- Leadership Thoughts: Our Thinking articles
- Videos: if we are planning to have lots of video-only content, we need to separate them. Otherwise, they fall into Leadership Thoughts.
- Events
- Newsroom
- Tweets

4). Selection:

By default, RECOMMENDED is the first option. When the user selects a different sorting / filtering option, this area shows the selected item.

Note: Expanded technical data is available in a corresponding word document.

SEARCH RESULTS MER-GLOBAL-C30

page 116

The screenshot shows a search results page with the following structure:

- Header:** 'Your Search Results for Pension Benefits 2016'.
- Search Criteria:** Category (What We Do), Title.
- Results Count:** 9999 TOTAL • SHOWING 1-20.
- Section 1 (WEALTH AND INVESTMENTS):**
 - Header:** WEALTH AND INVESTMENTS.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Defined Benefit Pension Plans. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 3 (GLOBALIZATION):**
 - Header:** GLOBALIZATION.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Assessing Talent in Culture in Flux. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 6 (LINES OF BUSINESS):**
 - Header:** LINES OF BUSINESS.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Mergers and Acquisitions. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 7 (NEWSROOM):**
 - Header:** NEWSROOM.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Mercer Consultants on King vs. Durwell Decision. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 8 (EVENTS):**
 - Header:** EVENTS.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** When Women Thrive, Business Thrive. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 9 (CONTACT US):**
 - Header:** CONTACT US.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Office Locator. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 10 (CAREERS@MERCER):**
 - Header:** CAREERS@MERCER.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Careers@Mercer. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.
- Section 999 (KICKER TITLE):**
 - Header:** KICKER TITLE.
 - Section Headers:** 1A (What We Do), 1B (Title), 1C (Summary).
 - Content:** Biscuit Bonbon Jelly Candy Apple Pie Croissant Lem. Pastry cake cupcake jelly-o. Chupa chups bonbon chocolate jelly beans jujubes tart pudding tart sugar plum.

Buttons: LOAD MORE.

TECHNICAL SPECIFICATIONS:

A	Category
B	Title
C	Summary
D	Photo

FUNCTIONAL SPECIFICATIONS:

1. Search Criteria will display the following:
 - A.) Number of Search
 - B.) Category
 - C.) Title
 - D.) Photo
 2. The structure for the search results is basically a list view of a Tile Container (detailed at the top of page 76).
- A.) Number of Search**
Can be one of the following:
What We Do, Who We Help, Our Thinking, Our Company
- B.) Category**
Will display a Kicker with the section name (ie. Wealth & Investments, Globalization, Leadership Profile, Lines of Business, Newsroom, Events, Contact Us, Careers@Mercer, etc.)
- C.) Title**
Will display the Article Header
- D.) Photo**
If a photo is available for the section, it will be displayed to the far right. If this will be too difficult, it can be de-scoped.

COLUMN SPECIFICATIONS:

SITE SPECIFIC

Note: Expanded technical data is available in a corresponding word document.

MERCER.COM APPENDIX

The following section details components that have been set aside for future builds or for those components which already exist on the current Mercer.com site and can be tweaked slightly to function for our needs.



PROMO BANNER TBD

page 118



FUNCTIONAL SPECIFICATIONS:

Overview: the Promo Banner is a RTF container that can include CSS/HTML, image and embeddable rich media. The dimensions of will follow standard Ad banner specs. The editor can assign Promo Banners for virtually all pages, and anywhere between Content Blocks and before the Global footer, although within editorial guideline constraints. This container will be the basis for more advanced dynamic promotional materials, and for launch each instances will be manually created and placed by the editor.

Note: Expanded technical data is available in a corresponding word document.

TWITTER CAROUSEL DELUXE

TBD

page 119



FUNCTIONAL SPECIFICATIONS:

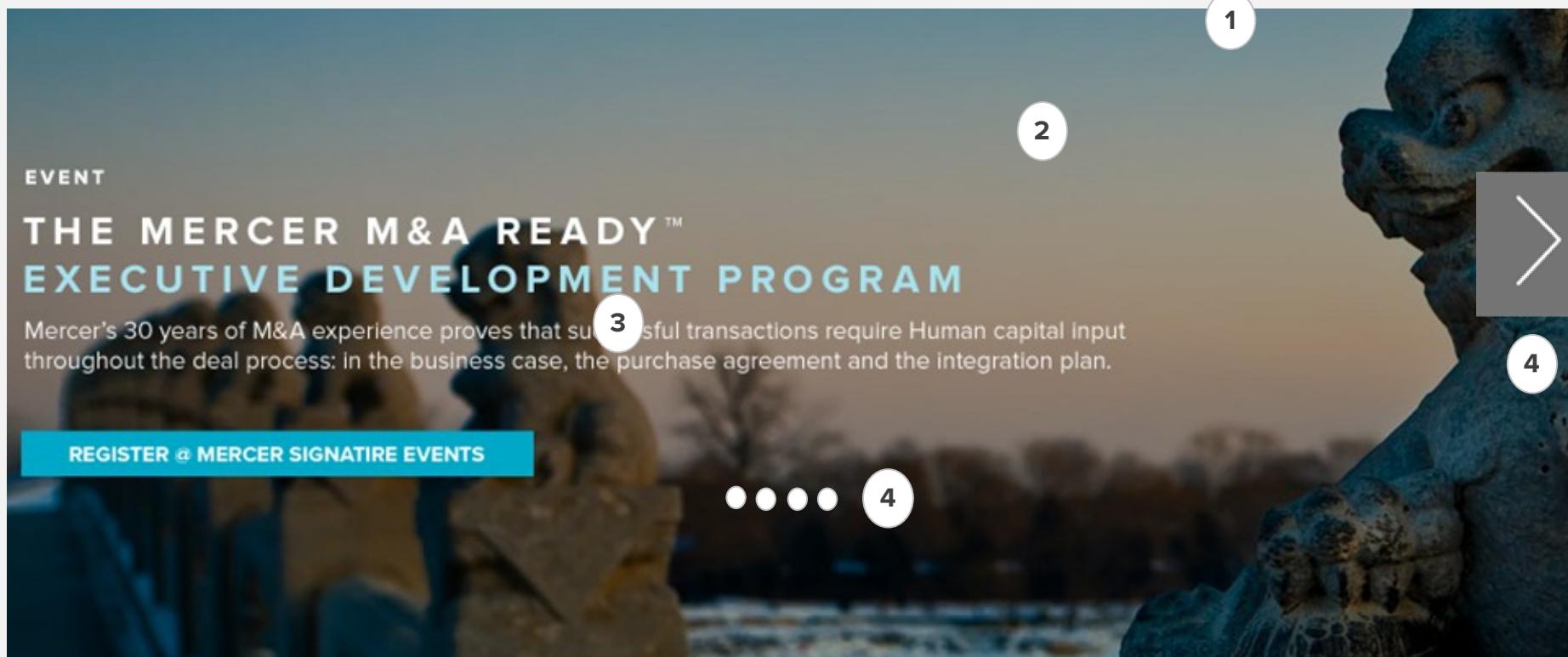
Overview: this is an existing component with a few minor visual and functional upgrade

1. Background image: a default background will be supplied. The bg image is behind an 80% white opacity layer.
2. @mercerc is a fixed Kicker. The copy uses Small Quote format in Global Style Guide
3. Join the conversation. Copy from Global Style Guide The social buttons are configurable by country, up to 6 max
4. On hover description by Global Style Guide, describing the distinction between the different social channels. Each social icon comes with a description. By default, the linkedin on hover is active, and it will never be invisible.
5. Clicking on right arrow swipes the earlier tweet, left the newest. Min tweet = 4, max = 8. If clicking the right arrow on last, the next tweet will be the first, and vice versa for the left arrow.

FEATURED EVENTS CAROUSEL

TBD

page 120



FUNCTIONAL SPECIFICATIONS:

1. Background Image: editors can insert custom background image, dimensions XX, scale to component. Align Top, valign center, cropped by fixed container's height. If no image available, there will be a default events graphic to be supplied
2. Copy defined by Style Guide, will be a RTF container
3. CTA is configurable by editor
4. If two or more content pieces, circles and arrows appear.

Note: Expanded technical data is available in a corresponding word document.

SOCIAL TOOLBOX

TBD

page 121

Join the Conversation

Workforce Analytics and Big Data Have Become Buzzwords That Are Too Easily Bandied About

Software solutions alone can't help answer the hard questions. It takes more than data to deliver actionable intelligence. It's why

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NEWSROOM

June 25, 2016 | United States, New York

Media Advisory: Mercer Consultants Available to Discuss Implications of King v. Burwell Decision



Federal subsidies for all public exchanges means reporting requirements and excise tax remain center stage for employers. Employers need to develop short- and long-term strategies and action plans.

Join the Conversation

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VIEW LESS

HISTORY TIMELINE

TBD

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Our History

Tart tart sugar plum dessert chocolate macaroon. Biscuit bonbon jelly candy apple pie croissant lemon drops jelly chupa chups. Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummies soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll. Apple pie brownie halvah dragée icing.

Soufflé toffee danish oat cake lemon drops cake chocolate jelly. Candy canes lollipop cake danish. Jelly carrot cake cake fruitcake. Sugar plum jelly beans chocolate pastry chocolate icing. Sugar plum sugar plum candy canes bonbon topping cotton candy.



Icing Apple Pie Muffin

Lollipop marzipan topping lollipop powder jelly beans chocolate cake pudding. Croissant pastry brownie caramels.

Croissant marshmallow donut.
Danish oat cake powder
brownie. Ice cream chocolate
cake brownie sweet.

Biscuit bonbon jelly candy apple pie
croissant lemon drops jelly chupa
chups. Macaroon gummies tootsie
roll candy. Marzipan macaroon
sugar plum sweet roll pudding
gummies soufflé.

ke

roll
sugar
nmiles

1978

1981

1986

1990

1994

Biscuit bonbon jelly candy apple pie croissant lemon drops jelly chupa chups. Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummies soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll.

FUNCTIONAL SPECIFICATIONS:

1. Timeline Carousel displays on the Section D: About Mercer.
2. This will not be a component but static HTML inserted into a container

Note: Expanded technical data is available in a corresponding word document.

POLL MODULE

TBD



TBD