



Oshkosh-McNeilus

Response to Request for Proposal

▶▶ JUNE 1, 2022

mower

Kelli McConahey
Marketing Manager
McNeilus Truck and Manufacturing Inc.
524 East Highway St.
Dodge Center, MN 55927

Dear Kelli,

Thank you for the opportunity to present our credentials in response to the Oshkosh-McNeilus RFP. We're excited about the potential of collaborating with you to make the new product introduction successful internally and among end user, business partner and external stakeholder and influencer audiences.

As you review the following pages, we hope you'll find that Mower offers a unique set of capabilities and compatibilities that will benefit Oshkosh and McNeilus Truck. We believe we are uniquely positioned to be the best partner for you because we're one of the largest independent agencies in the United States, our proven 50-plus-year track record in B2B brand building and introducing new products, and our expertise in the truck, energy and technology sectors.

We welcome the opportunity to further demonstrate our capabilities and methods. In the interim, please reach out with any questions. We look forward to hearing from you!



Sincerely,

A handwritten signature in black ink, appearing to read 'J. Leibrick', written in a cursive style.

John Leibrick, Vice President—Account/Insight Director

Why Mower?

Why Mower?

We don't spend time comparing ourselves to competitors. Instead, we spend our energy on constantly refining and improving the agency attributes that are our superpowers:

1 Our expertise in B2B sector programs.

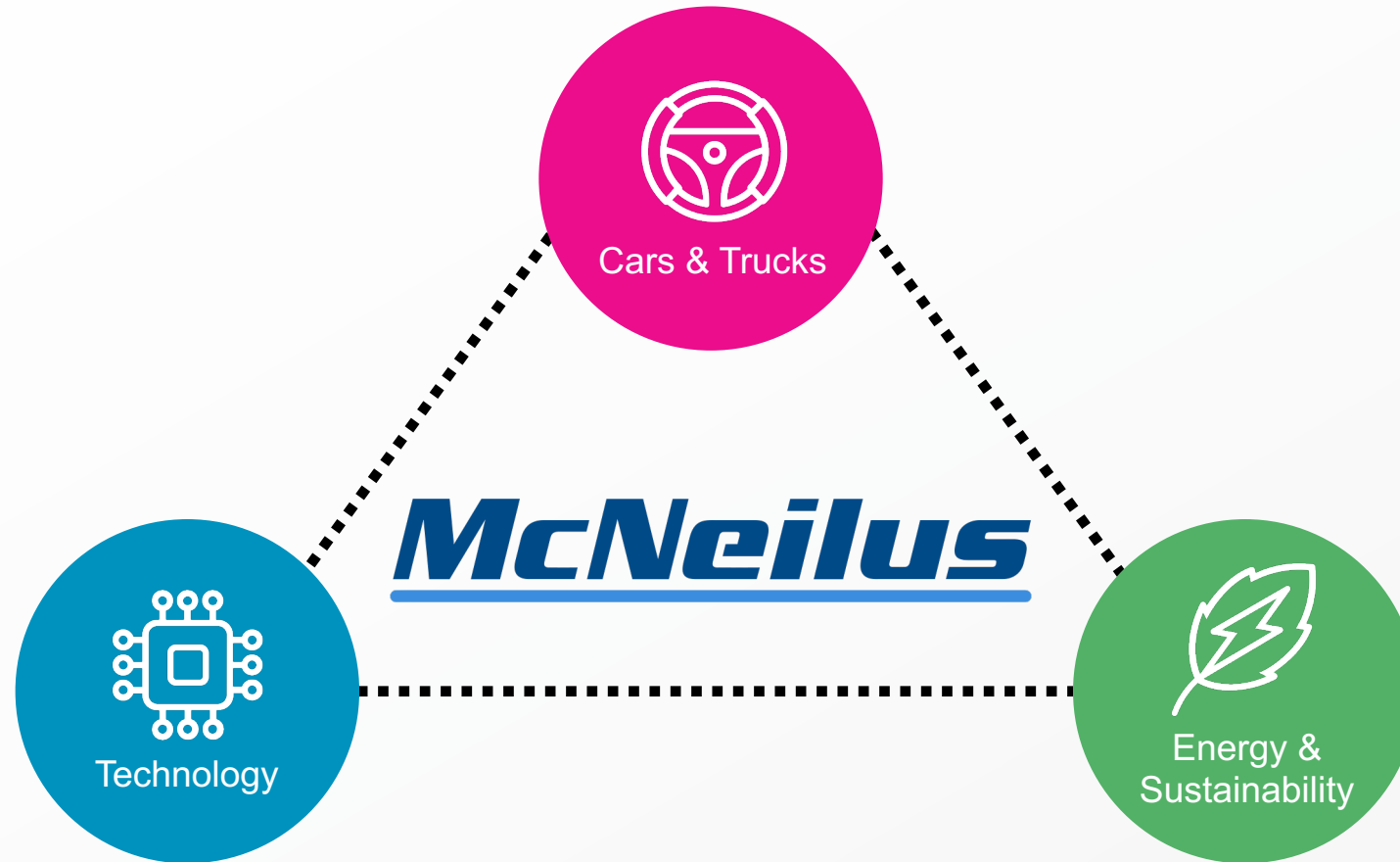
2 Our unique approach to building authentic human connections.

3 Our ability to make even boring categories or programs unexpectedly creative.



Why Mower?

Our Competitive Advantage: A Unique Mix of Vertical Market Expertise



About Mower

▣▣ Mission Statement



Making Fierce Friends

**Our mission is to create authentic
and enduring personal connections.**

Fast Facts

**Eric Mower and Associates, dba Mower,
is a fully independent agency.**

54
YEARS IN SERVICE

155
EMPLOYEES

B2B
POWERHOUSE

Fast Facts

COMPANY HEADQUARTERS
211 W Jefferson St.
Syracuse, NY 13202
315.466.1000

135
clients

7-10
year average tenure

Eric Mower, chairman and CEO,
owns 100% of the company.

Location

Having always operated as one office with long corridors, **Mower has 155 employees** across the markets below. We also have colleagues working remotely in other locations including Denver, Miami and Arlington, VA.

New York City, NY
Boston, MA
Buffalo, NY

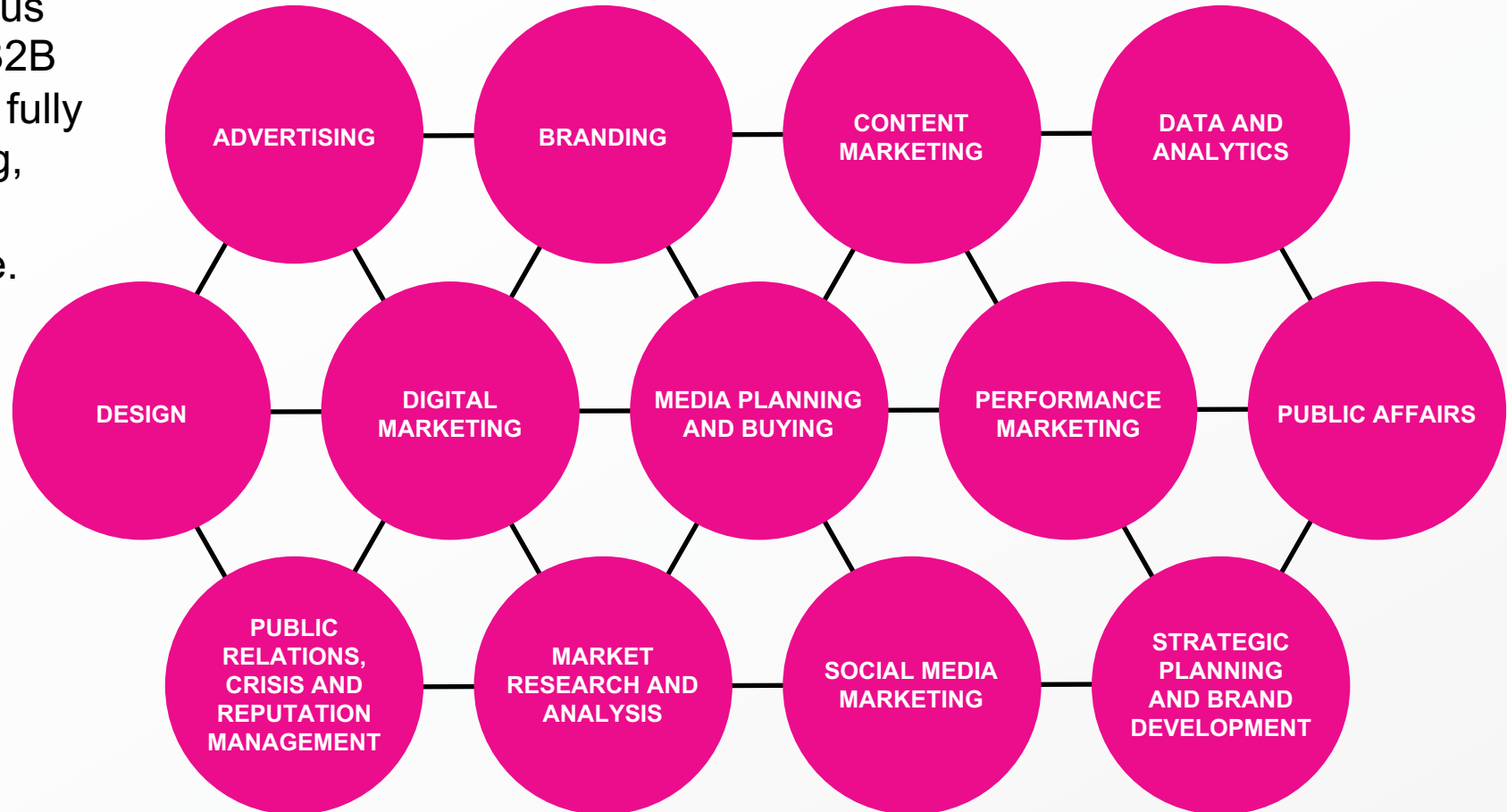
Chicago, IL
Atlanta, GA
Syracuse, NY

Charlotte, NC
Cincinnati, OH
Rochester, NY
Albany, NY



Disciplines

With Mower, McNeilus will have a proven B2B agency partner with fully integrated marketing, advertising and PR capabilities in house.



▣▣ Awards and Recognition



AWARDS

Midsized Agency of the Year
May 2022

▣▣ Awards and Recognition



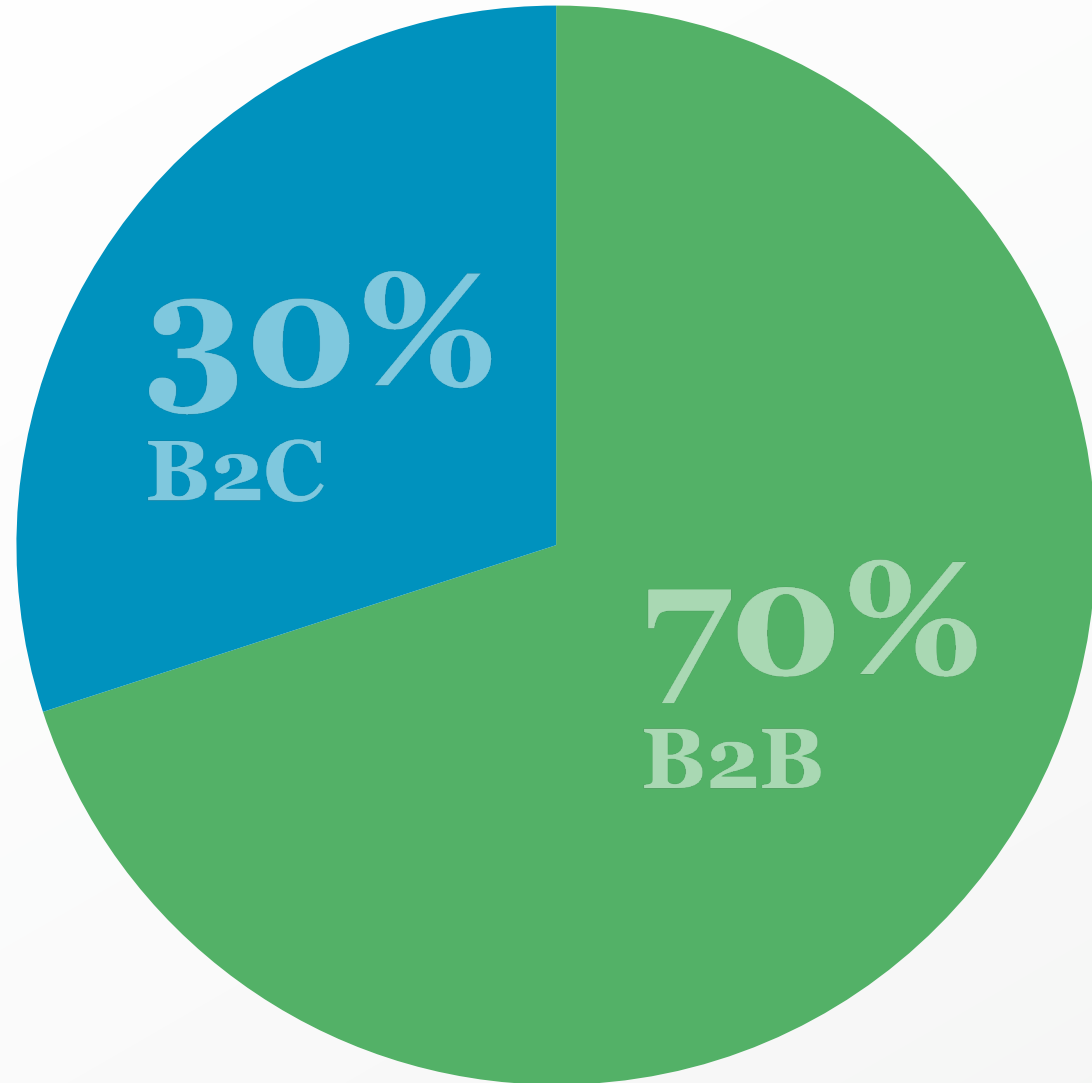
Rocking the Rankings

We're the only independent, full-service agency ranked in marketing, advertising and public relations.

The logo for AdAge, featuring the word "AdAge" in a bold, black, sans-serif font.The logo for CHIEF/MARKETER, featuring the words "CHIEF" and "MARKETER" in a bold, black, sans-serif font, with a diagonal slash between them.

▣▣ B2B vs. B2C

Mower has always been predominantly B2B. But we work with enough B2C-sector companies to leverage trends and tactics—in both directions.



Car & Truck Clients



DAIMLER



Energy Clients

The logo for ABB, consisting of the letters 'ABB' in a bold, red, sans-serif font.The logo for AVANGRID, featuring three stylized leaves in green, blue, and yellow above the word 'AVANGRID' in a green, sans-serif font.The logo for aggreko, with the word 'aggreko' in a lowercase, orange, sans-serif font.The logo for blueRock ENERGY, featuring a stylized blue and orange wave above the word 'blueRock' in blue and orange, with 'ENERGY' in a smaller, blue, sans-serif font below it.The logo for EDF renewables, featuring a stylized orange flower-like icon to the left of the text 'edf' in blue and 'renewables' in a smaller, blue, sans-serif font below it.The logo for conEdison, featuring a stylized blue 'E' icon above the text 'conEdison' in a blue, sans-serif font.The logo for FirstEnergy, with the word 'FirstEnergy' in a blue, sans-serif font, where 'First' is in a regular weight and 'Energy' is in a bold weight.The logo for DRESSER-RAND, with the words 'DRESSER-RAND' in a bold, black, sans-serif font, underlined.The GE logo, a circular emblem with the letters 'GE' inside.

Imagination at work

The logo for INFICON, featuring a stylized blue 'I' icon to the left of the word 'INFICON' in a bold, black, sans-serif font.The logo for MITSUBISHI POWER, featuring the red Mitsubishi three-diamond symbol to the left of the words 'MITSUBISHI' and 'POWER' in a black, sans-serif font.The logo for National Fuel, featuring a stylized blue flame icon inside a circle above the text 'National Fuel' in a blue, sans-serif font.The logo for NUCOR, with the word 'NUCOR' in a bold, black, sans-serif font.The logo for nationalgrid, with the word 'nationalgrid' in a blue, sans-serif font.The logo for NYSERDA, featuring a stylized blue outline of the state of New York to the left of the text 'NEW YORK STATE OF OPPORTUNITY.' and 'NYSERDA' in a blue, sans-serif font.The logo for Prysmian Group, with the word 'Prysmian' in a bold, black, sans-serif font and 'Group' in a smaller, black, sans-serif font below it.The logo for NEXTera ENERGY, featuring the word 'NEXTera' in green and blue, with 'ENERGY' in a smaller, blue, sans-serif font below it, and a stylized blue and green wave icon to the right.The logo for sensus, with the word 'sensus' in a blue, sans-serif font, where the 's' is stylized with three horizontal bars above it.The logo for Southwire, featuring a stylized brown and gold circular icon to the left of the word 'Southwire' in a bold, black, sans-serif font.The logo for Transmission Developers Inc., featuring a stylized blue and white wave icon above the text 'Transmission Developers Inc.' in a blue, sans-serif font.

Technology Clients



Manufacturing Clients



Featured Work



Freightliner—Real Cost of Ownership

Integrated marketing program “gets real” to drive real results.

Freightliner was a big name in highway trucks. But while it had also quietly emerged as a leader in work trucks, it faced stiff competition in that niche. To help Freightliner make the point, we conceived *Hardest Working Cities*—an integrated marketing recognition program that would shine the spotlight on metro areas across North America that drive economic success.

Turning heads from the competition.

In the trucking industry, brands had mainly focused on selling their on-highway trucks based on low “Total Cost of Ownership,” a term referring to the hard costs like fuel efficiency and the initial price of the truck. With the entire industry fixated on the same features, Freightliner hired Mower to figure out a way to differentiate their brand and help them stand out as the best investment on the road.



Freightliner—Real Cost of Ownership

Where we came in.

Mower created a new path for Freightliner to drive sales, simply by showing customers how Freightliner's trucks take on the world. After studying the brand, we developed an integrated marketing communications program called "Real Cost of Ownership"—the only program that considered both hard and soft costs of buying, owning and operating a truck.

Real Cost of Ownership gave Freightliner a new story that invited customers to think about the big picture, including safety and driver experience—something no one else in the industry was really doing. To spread the word, we rolled out a Real Cost of Ownership responsive microsite to engage customers and dealers, as well as launched creative at major industry trade shows, highlighting real customers and their experiences with Freightliner.

Nice, but what's the big deal?

For Freightliner, Real Cost of Ownership took off. It became the standard way customers referred to the benefits of purchasing a Freightliner truck, and increased market share 19% over five years.

For us, we took joy in the idea that helping a brand "get real" could drive such powerful results.







Experience with Oshkosh Businesses

Mower collaborated with Oshkosh's Jerr-Dan and McNeilus as agency of record for Daimler Trucks North America's Freightliner Trucks brand. We worked with Jerr-Dan's Jeff Irr, who was interviewed for a testimonial as part of the activation of Mower's Real Cost of Ownership strategy. We also worked with Ashley Soverns in developing advertising, newsletter and other content featuring Jerr-Dan tow vehicles. And while we didn't work directly with McNeilus people, your refuse trucks and cement mixers were always familiar at industry events like World of Concrete and the Work Truck Show, and prominent in marketing communications planning for the vocational segments.

JERR-DAN

McNeilus



ABB





NESTE

This campaign was developed by current Mower team members before they joined the agency.

NESTE MY
Renewable Diesel

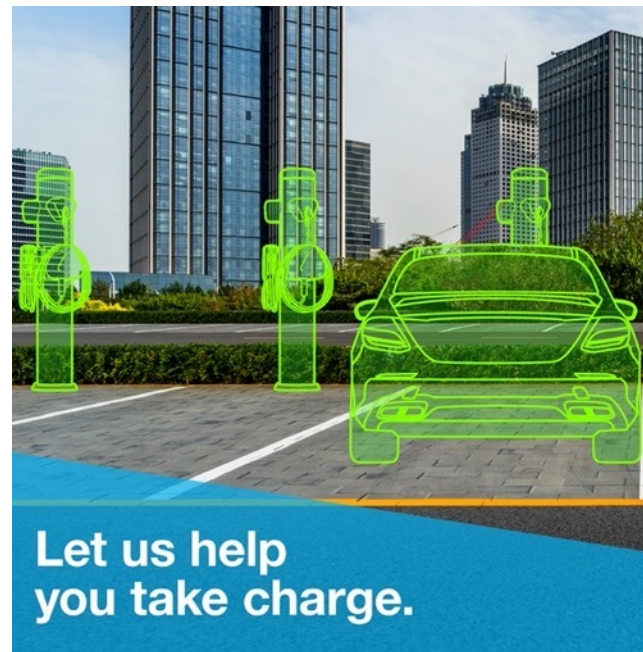
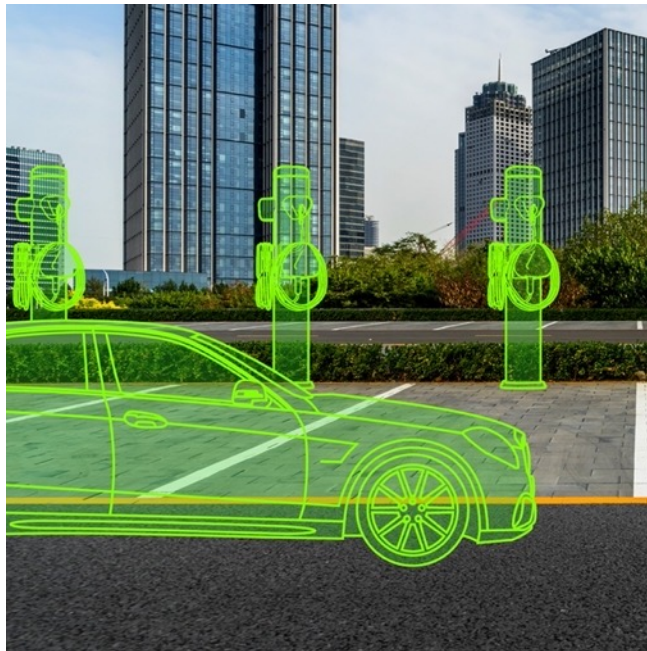
national**grid**

National Grid—*EV Charging Stations*

National Grid understands that building a talented workforce, attracting new customers and tenants, and growing your business are difficult enough under normal circumstances. During times of uncertainty, they're even tougher.

One way to help your business stand out is by offering innovative, fiscally responsible benefits and amenities that appeal to eco-minded prospects. Electric vehicle charging stations can be that differentiator, and Mower is helping National Grid tell that story.

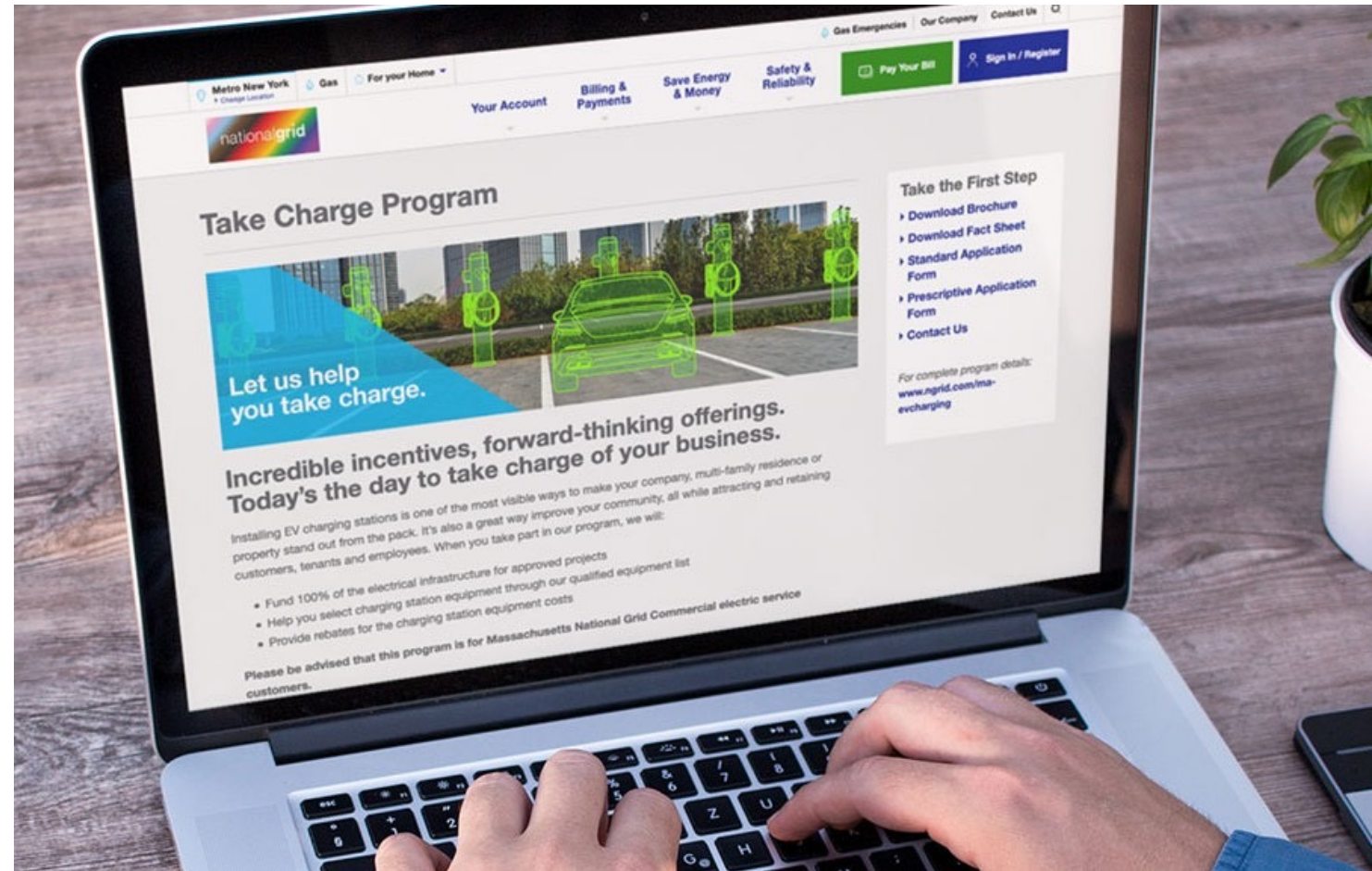
To get things rolling, we launched the "Take Charge" campaign, which enables commercial businesses in Massachusetts to install EV charging stations with little or no upfront investment. In many cases, National Grid covers 100% of the infrastructure costs.



National Grid—*EV Charging Stations*

The primary intention of the campaign was to build awareness of the 100% incentive, educate customers about the benefits of EV charging and drive leads through the program pipeline. We did this through:

- **Custom landing pages** that allow users to easily take the first step by filling out an online form.
- **Digital advertising** (banners, emails and e-newsletters) in popular business publications where we know our audience is consuming content: Business Journal, SmartBrief on Sustainability, etc.
- **Social campaigns** on LinkedIn, Facebook and Instagram to build awareness and drive interest.
- **A small content-syndication, lead-generation program** that offered a gated piece of content about EV charging stations.
- **Paid search** that captured users already looking for this type of information.



National Grid—EV Charging Stations

Results

- The site visit rate remained well above benchmark averages throughout the lifetime of the campaign.
- The Business Journal emails saw open rates exceed the benchmark average.
- The content syndication program drove 454 warm leads at a very efficient cost per lead. Nearly all leads were either in the C-suite or facilities management, which is exactly who we needed to reach.

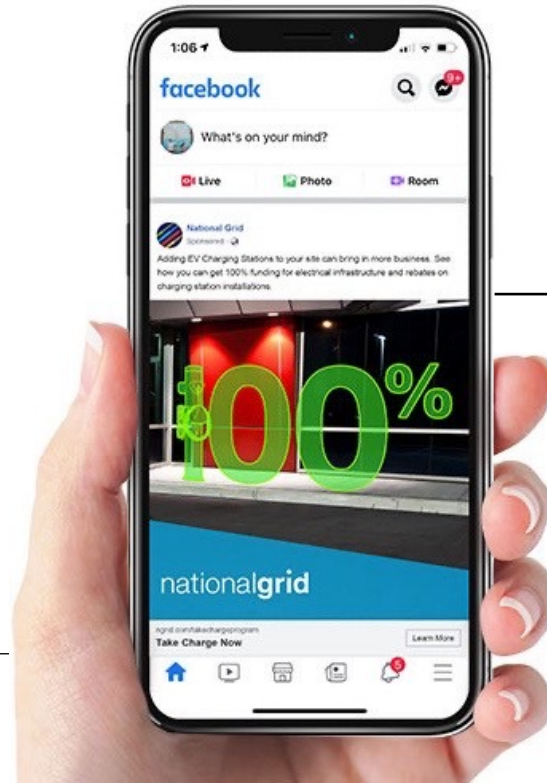
1.6M
impressions

34,789
clicks

9,153
sessions

6,668
new users

522
leads





▮▮ Nucor

Integrated brand campaign recasts steel manufacturer's sustainability image.

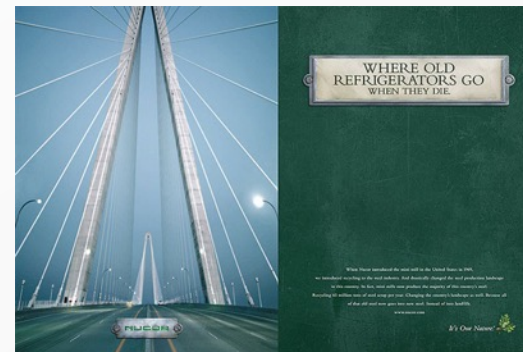
Nucor continually rewrites the rules on how steel is made and what it's made from. But despite its achievements in innovation and sustainability, the manufacturer struggled to rise above negative perceptions of an industry the public saw as an ecological threat, steel buyers saw as a commodity purchase and Wall Street considered a poor investment.

Mower's B2B marketing experts set out to change that through an integrated brand campaign built on a powerful insight our research had uncovered: that Nucor's strongest competitive asset was not its steel mills. Instead, what resonated with stakeholders were its people and values around innovation, the environment and lean management.

Innovation: It's in Nucor's—and Mower's—nature.

Our team developed a series of print and digital ads with audience-specific messages, using Nucor's own stories to position the steelmaker as a catalyst for positive change simply because "It's our nature."

To the trade, this meant specifying Nucor steel would result in better products and projects. To investors, that investing in Nucor would result in a better portfolio. To opinion leaders, that Nucor is making the world a better place through recycling and innovations in technology.



▣▣ Nucor

Thinking outside the traditional buy.

When it came to placing the ads, Mower's media buyers sought prime real estate in *The Wall Street Journal*, *The New York Times* and other targeted business publications. But like Nucor, our team wasn't content with business as usual. Our experience showed that as impressive as *The Wall Street Journal* center spreads look, readers easily skip over them in search of the next article. So we requested a spread that, instead of filling two full pages, was framed by an editorial column on either side. The concept worked so well it led the newspaper to create a whole new buy.

Brand awareness and profitability soar.

A quantitative target-tracking study of the Nucor ad campaign showed that unaided brand awareness jumped 85%. Sales and profitability soared, and Nucor rose in the rankings of the Fortune 500.



85%
increase in unaided
brand awareness

33%
increase in net sales

20%
increase in positive
perceptions of Nucor

42%
increase in net sales
per employee

How We Do It—Differently

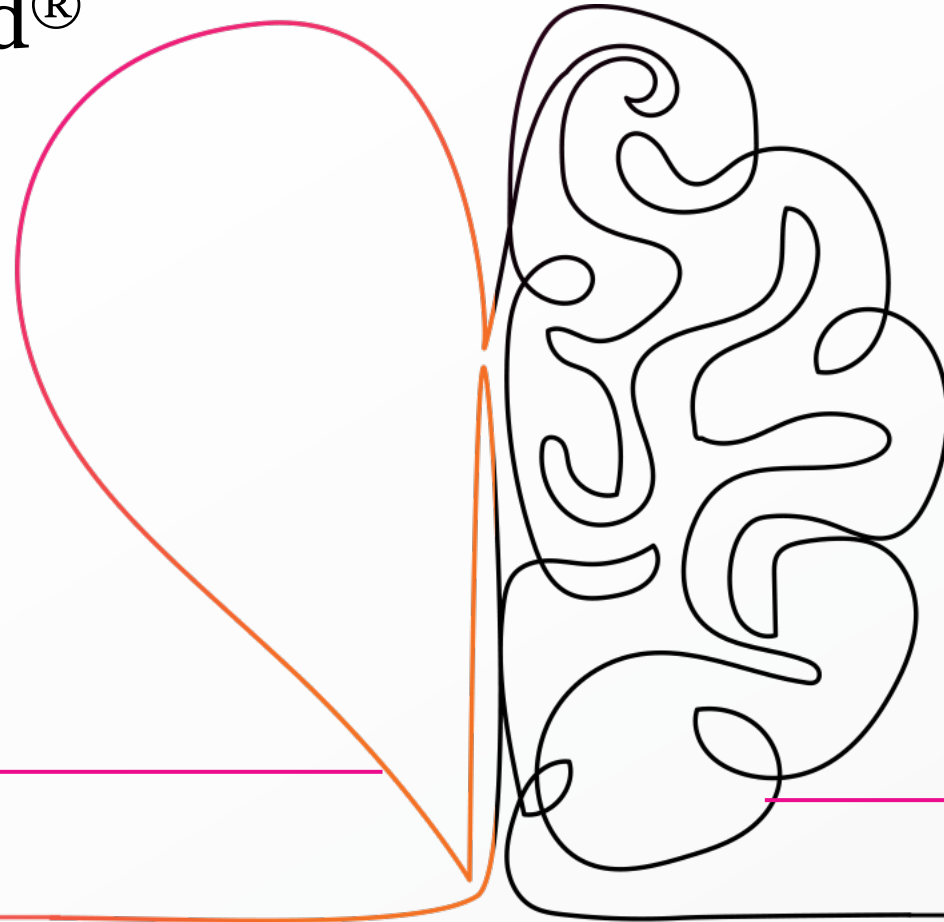


Brand as Friend®

**Emotion
decides.**

95%

of purchase
decisions occur
subconsciously.*



**Logic
validates.**

Unconscious processes

500,000X

more information per second
than the conscious mind.

Logic is the language of the conscious mind; emotion is the language of the unconscious mind.

*Interview Mahoney & Zaltman, "The Subconscious Mind of the Consumer (And How To Reach It)" Harvard Business Review, Jan 13th, 2003.

Brand as Friend®

Our academically tested, real-world-proven process taps into these emotions to create deeper, more authentic connections between your brand and your customers. We'll position your brand in the same light as a friend, following the same traits and attributes.

Whether you're selling a complex B2B solution or a cup of coffee, Brand as Friend® will create a stronger connection between customers and your brand.

Brand as Friend strings together the right combination of friendship drivers for your brand so you can connect with customers in meaningful ways at meaningful times.

Affection



CARING



LISTENING



SURPRISE

Relevance



STORY



STYLE



CONNECTING

Trust



HONESTY



ADVISING



LOYALTY

▣▣ Affinity™ Strategic Planning Framework

Our Approach to Reaching Brand as Friend Status

To build awareness, inform and engage key audiences, Mower will use our proprietary Affinity™ framework. There are six aspects of Affinity, each designed to organize information that helps us see white space and land on that differentiating platform under which all brand and customer communications will live. It allows us to create strategic creative integration and the right tactics so we can deliver the messages your target needs to hear at the right place and the right time. In the *Today* phase, we'd start with existing audience research or information you have, and supplement that with our own secondary research. Mower could also conduct in-depth interviews with Oshkosh and McNeilus Truck subject-matter experts. Of course, the best way to inform brand strategy would be to conduct primary research among customers, OEMs and other stakeholders, to really understand their needs and perceptions of you and the marketplace.

Stage **01** **Today**

- Collect input on brand and key stakeholders
- Competitive audit
- Secondary and primary research
 - Qualitative
 - Quantitative
- Report findings and implications
- Success Planning

Stage **02** **Strategy**

- Develop agency creative brief
- Brief agency team
- Develop brand positioning statement and value proposition

Stage **03** **Expression**

- Develop and present creative platform concepts
- Minor refinement for approval of one idea

Stage **04** **Plan**

- Build the integrated marketing and communications (IMC) plan
- Segment-specific recommendations for frequency of paid, earned, shared and owned tactics
- Gain final approvals on creative and IMC plan
- Finalize scope of work and media plan

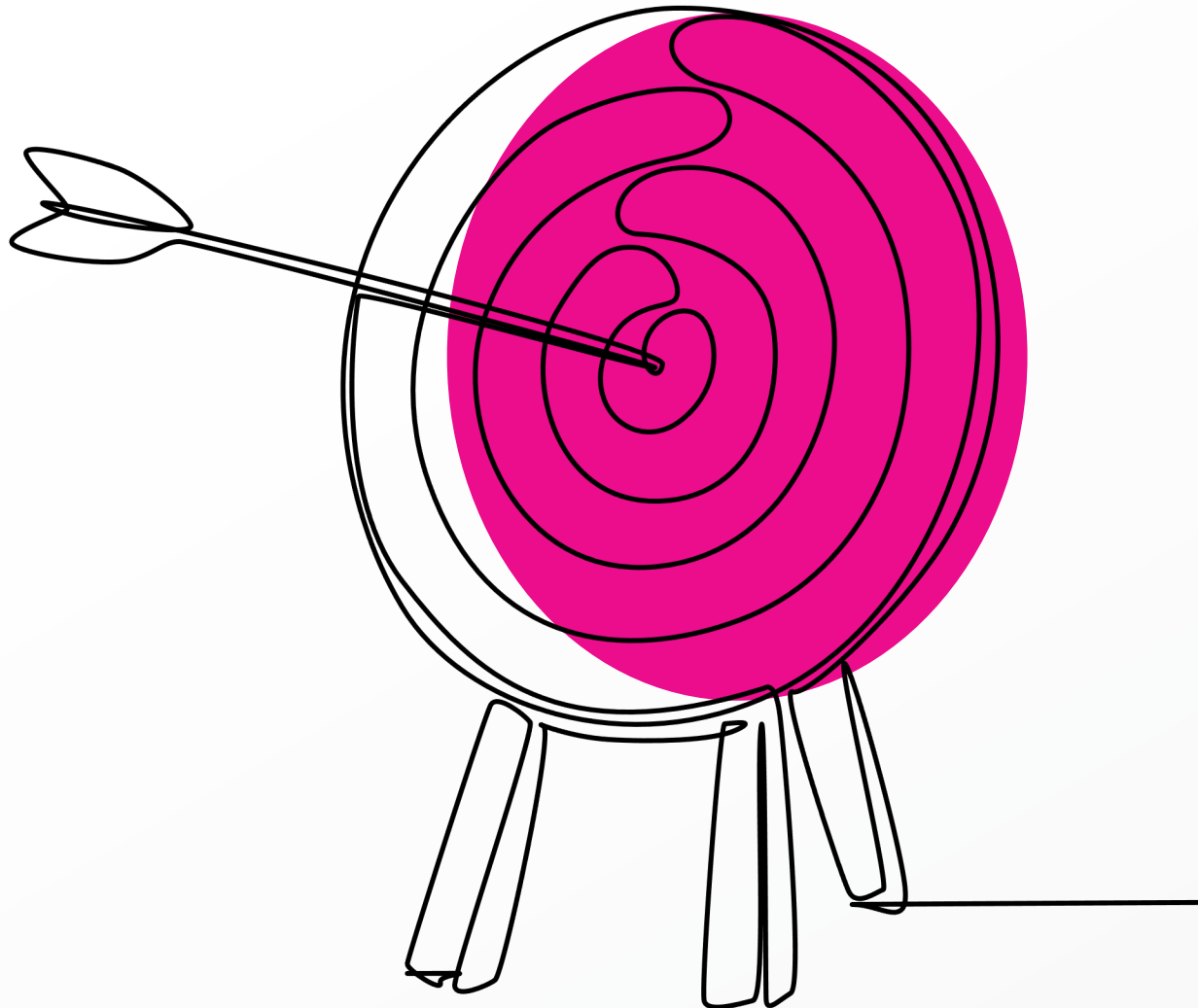
Stage **05** **Deploy**

- Execute campaign deliverables and all creative assets
- Place media buy

Stage **06** **Performance**

The ultimate accountability partner, the Success Plan may be listed last, but it permeates every step. It's based on your benchmarks for success and used to continually optimize recommendations based on information we collect and analyze.

Our Creative Approach



Inform

Brand as Friend reveals the Insight and human connections.

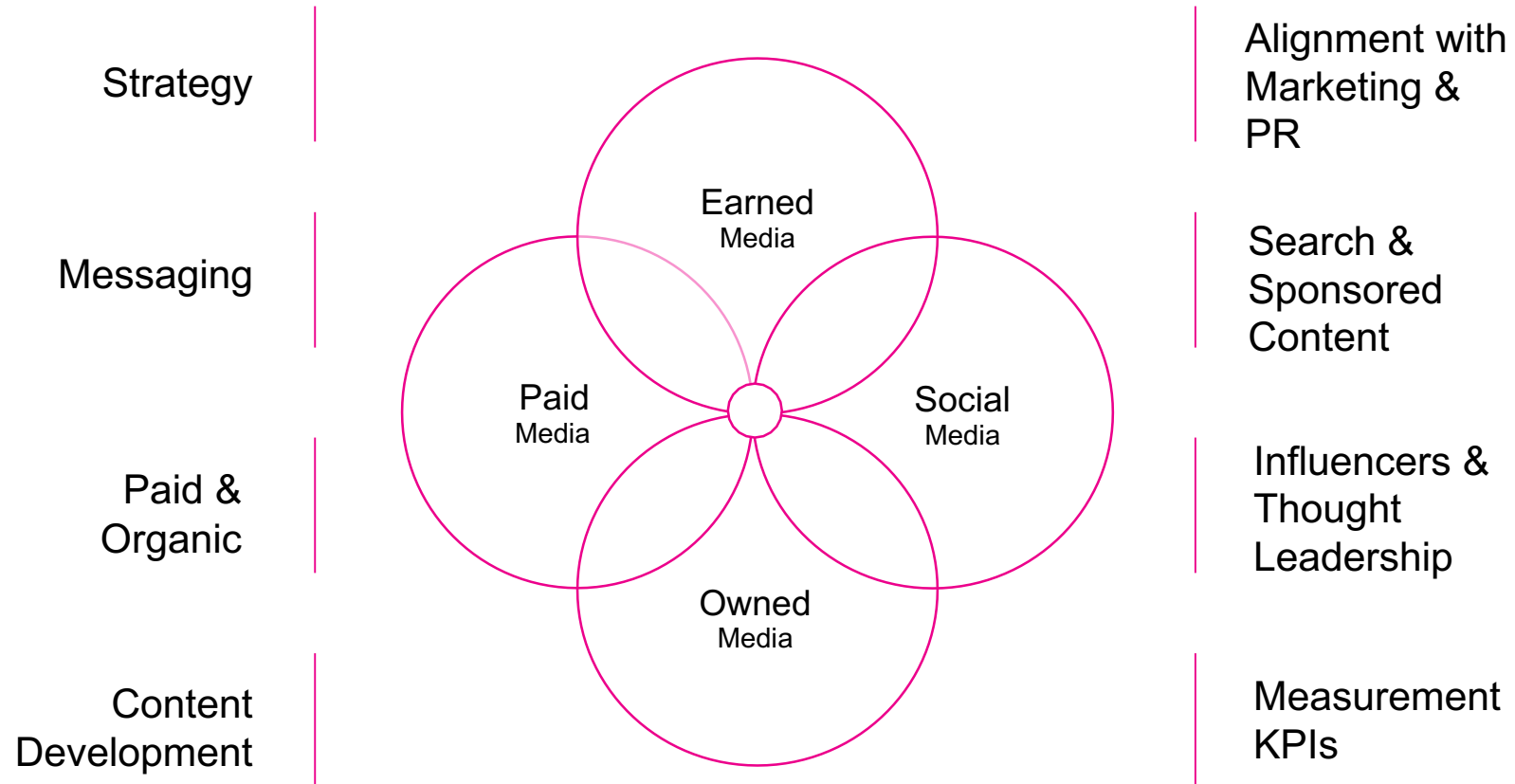
Inspire

An organizing creative platform brings the strategy to life and creates connections across the customer journey.

Impact

Effective creative makes brand differentiation.

Integrated Product Communications Planning

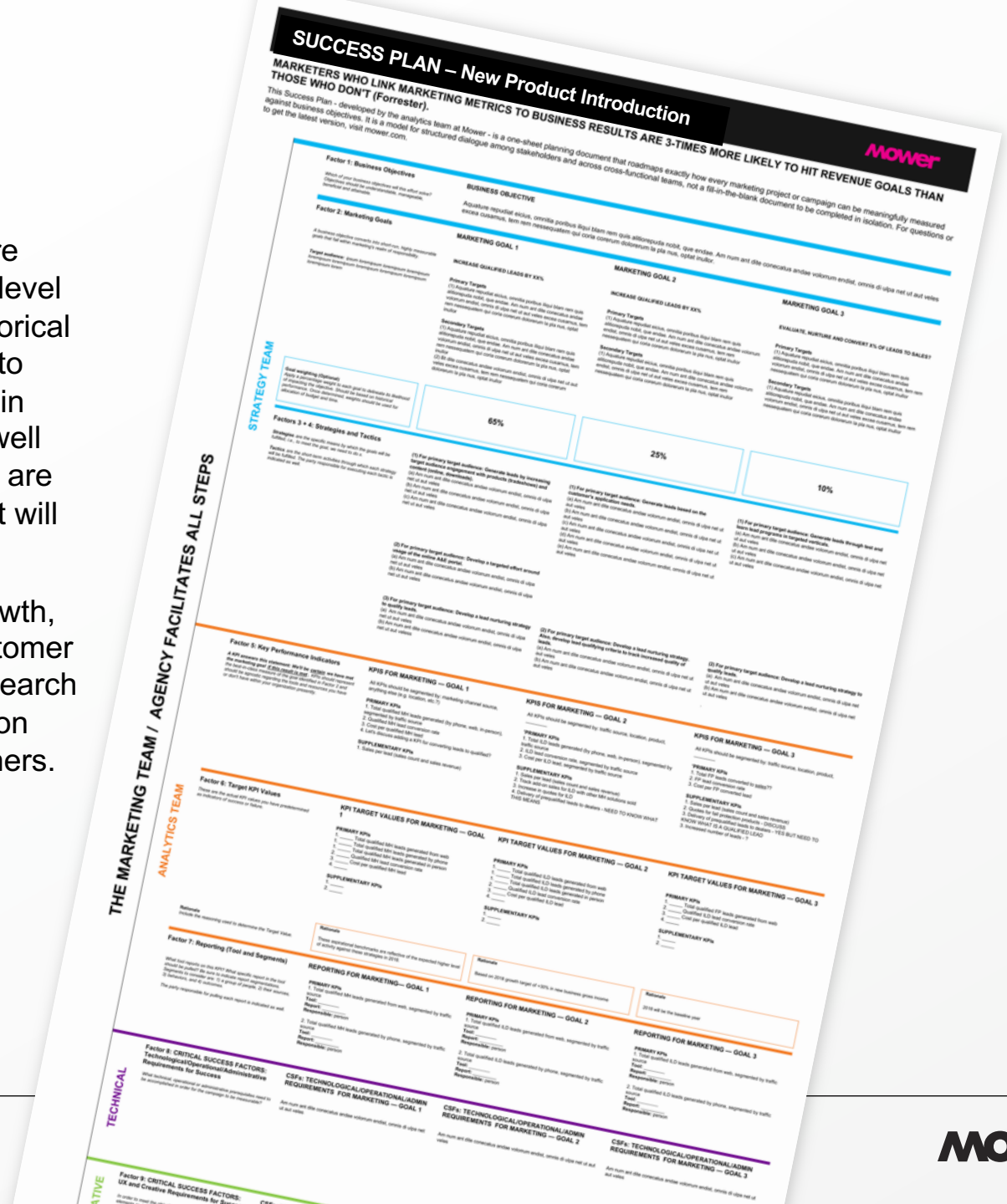


Measuring Success

Success Planning

We always begin with the end in mind. We'll work with McNeilus to customize appropriate KPIs to ensure that marketing actions will actually produce business-level success. Inputs to the Success Plan include your historical performance across channels, tactics and audiences to inform future goal setting and KPI targets. We weave in benchmarks from your category and the industry, as well as experience across our client portfolio to ensure we are working toward the leading and lagging indicators that will put the project on track for success.

We may look at outputs or goals such as revenue growth, market share, cost per lead, cost per impression, customer acquisition/retention cost, or KPIs such as inquiries, search engine rankings, online mentions, customer satisfaction ratings, web traffic analytics or NPS, among many others.



Factors in Our Success Plan Framework

- 1 | Your Business Objectives**
- 2 | Marketing Goals**
 - + target audiences
 - + goal weights
- 3 | Strategies**
 - (toplined)
- 4 | Tactics**
 - (toplined)
- 5 | Key Performance Indicators (KPIs)**
 - + segmentations
- 6 | KPI Target Values**
 - + rationale
- 7 | Reporting Requirements**
 - + reporting tool
 - + reporting frequency
- 8 | Tagging & Tracking Requirements**
- 9 | Creative & UX Requirements**
- 10 | Internal & External Constraints**
 - + path to resolution

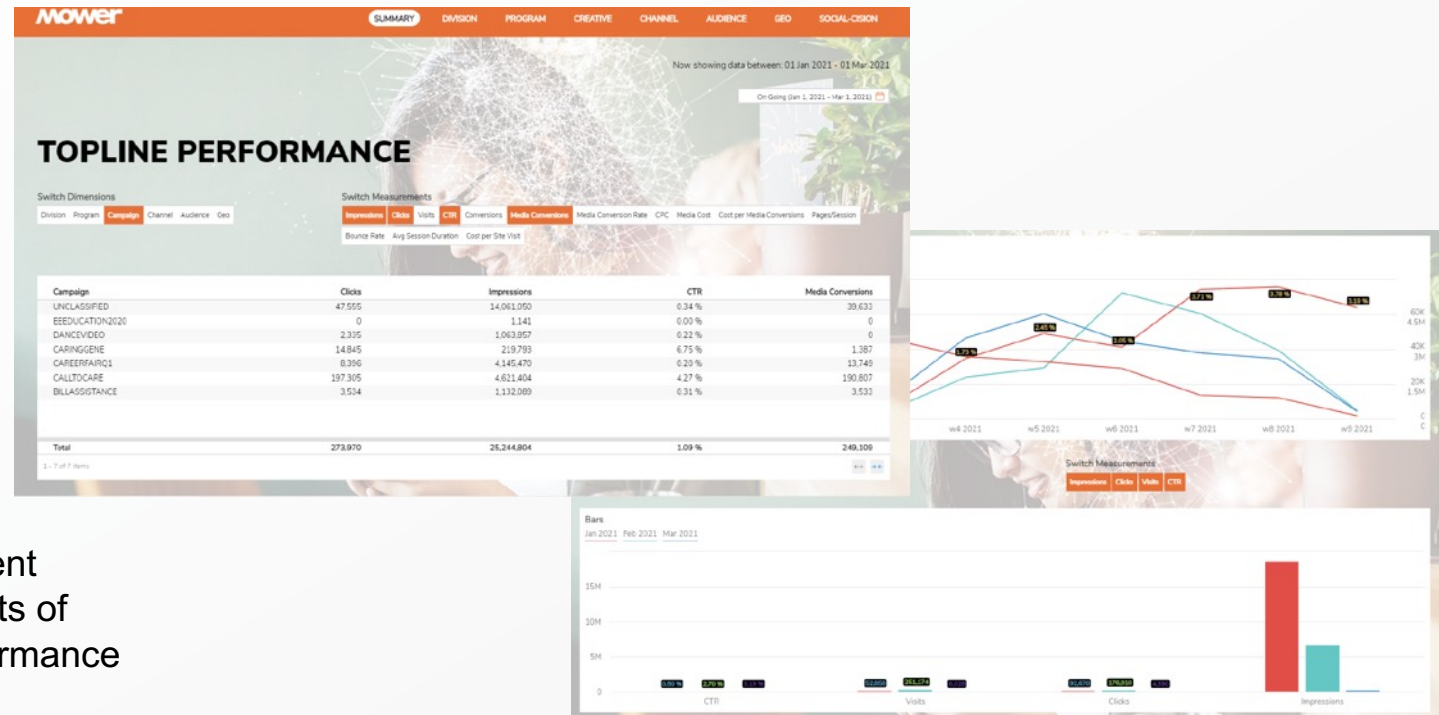
Measurement

With the Success Plan in hand and keenly aware that measurement drives insights, our data team will work with McNeilus to implement deep metadata tagging and hierarchical campaign tracking necessary for reporting. After all, what good is a campaign that lacks the right data integrity and attribution dimensions to know which channels generated the best outcomes? Data alignment is how we ensure tracking pixels are in place and content is tagged to send the right data into the appropriate reporting systems.

Best-in-Class Practices and Tools to Track Your Success

We will leverage market-leading software including Salesforce's Datorama platform, Google Analytics, Google Data Studio, Tableau, CM 360 and other proprietary systems to provide campaign management, measurement and insight across McNeilus marketing operations. Mower will implement custom solutions to manage and measure all aspects of campaign effectiveness, creating uniformity in performance tracking, trending, behavior change and lead lifecycle evaluation.

Through Datorama, Mower will integrate data from all channels to deliver near-real-time, on-demand omnichannel dashboards. This supports recommendations for key optimizations assisted by Datorama's AI-driven engine, which mines your campaign data.



▣▣ Data and Analytics Tools



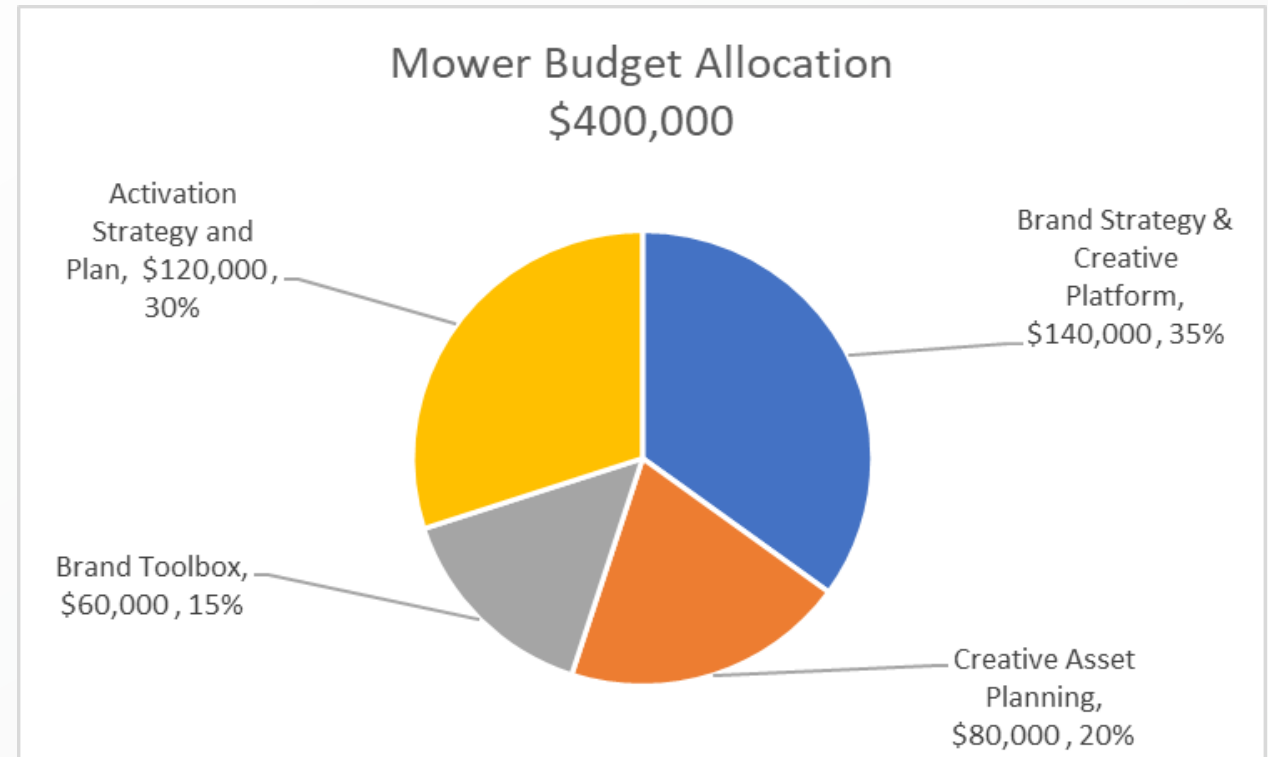
Pricing, Timeline & Team

▣▣ Pricing Approach

Mower will work with McNeilus to optimize its marketing investment, whatever the budget. But unlike other agencies with compensation tied to hours and staff time, we believe clients should be paying for actual deliverables and marketplace results, not agency efforts. Our inventory is expertise, not time. We don't sell—nor do we think you should buy—buckets of hours and as such, do not have a conventional agency rate card.

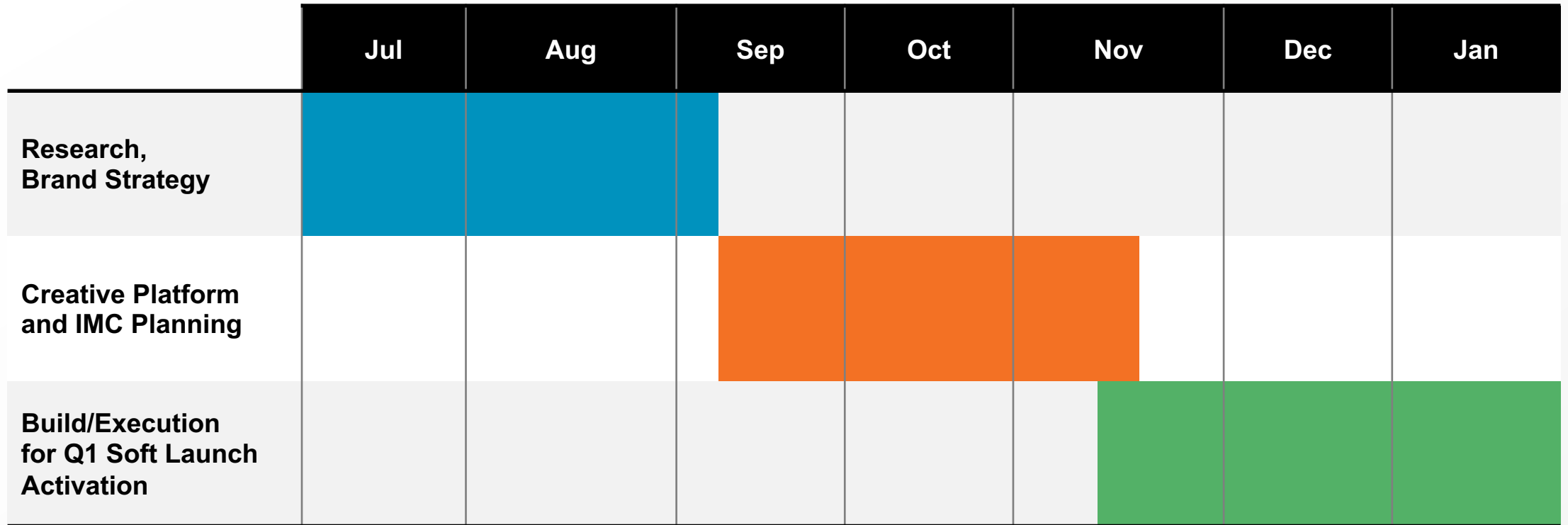
At this early stage, it's not practical nor responsible for us to make scope assumptions and final pricing recommendations. We need to have discussions about your priorities, timing, needs, specifics, etc.,—what you value most—to determine the real scope, and the work required to deliver it.

However, based on what we know so far from McNeilus and experience with similar launch programs, four strategic elements will be required. The pie chart to the right provides a typical allocation of budget across those elements. We are using \$400k as a preliminary estimate for Agency fees. Out-of-pocket costs such as paid media, printing, photography, etc. would be estimated separately.



▣▣ Preliminary Timeline

This schedule reflects an initial timeline of major milestones to achieve a soft launch in Q1 2023.



▣▣ Preliminary Team

ACCOUNT LEADERSHIP



JOHN LEIBRICK
VP—
Insight Director



KRISTIN GRAY
Director of
Project
Management,
Digital
Experience

STRATEGY



JEFFREY PETERS
Director—
Strategic
Planning



KATIE BENDER
VP—Research



RACHEL GILBERT
Senior Research
Strategist



CRAY CYPHERS
SVP—
Account
Director

CREATIVE



DOUG KAMP
Chief
Creative
Officer



TED WAHLBERG
VP—
Creative
Director



ANDY MAMOTT
VP—
Creative
Director



DJ JACKSON
Senior Content
Developer



RICH RANDAZZO
Director—
Production
Services

DIGITAL



TERRI VILLAFANA
Director of
Strategy & Web
Development



KEITH SCHOFIELD-BROADBENT
Senior Marketing
Technologist



ALANA GONZALES
Digital Content
Specialist

MEDIA



PATRICK LEWIS
VP—Media
Director



COLIN GALLAGHER
Associate
Media Director



MARGARET FLORES
Social Director,
Performance
Marketing



ISABELLA OSORIO
Social Strategist,
Performance
Marketing

PUBLIC RELATIONS



RICK LYKE, APR
EVP—
Managing
Director



JUSTINE DAVID
Account
Supervisor,
Public
Relations

▣▣ Your Mower Team

JOHN LEIBRICK—VP, INSIGHT DIRECTOR

With over 30 years in both marketer and agency settings, John knows how to leverage research to uncover the insights that drive strategic thinking and get people to act. From helping a utility navigate deregulation and acquire new customers while retaining its current customers to developing integrated communications plans for Freightliner and Detroit, John's strategic planning and account leadership experience, as well as his team approach, have been an essential part of Mower's branding and integrated marketing process. John has worked on accounts such as Daimler Trucks North America, Eckerd Drug Stores, FedEx, LG Solar, National Grid, PPG Industries and TXU Energy.



▣▣ Your Mower Team

KRISTIN GRAY—DIRECTOR OF PROJECT MANAGEMENT, DIGITAL EXPERIENCE

As a program manager, Kristin runs point in the development, strategic planning and execution of various interactive services, including websites, information architecture and U/X, online marketing, integrated campaigns and social media for her B2B and B2C clients. Her client experience includes work with Buckman, Dresser-Rand/Siemens, FedEx, GE Energy and Marietta Eye Care.



▣▣ Your Mower Team

KATIE BENDER—VICE PRESIDENT, RESEARCH

As the leader of the research team, Katie partners with agency colleagues and clients to turn questions into actionable results. She is responsible for proposing and designing research, execution, analysis and reporting, as well as disseminating results to clients. Katie has deep experience in both quantitative and qualitative methodologies. Her experience lies in the design of research that addresses client objectives and in the interpretation of results to provide clients with meaningful conclusions and recommendations. Client experience includes Charlotte Pipe and Foundry, Southwire, Freightliner, FirstEnergy, AVANGRID, ABB and C&D Technologies.



▣▣ Your Mower Team

RACHEL GILBERT—SENIOR RESEARCH STRATEGIST

Rachel works closely with the VP of Research, agency colleagues and clients to turn questions into meaningful insights. She is responsible for designing and executing research using a variety of quantitative and qualitative methodologies, striving to provide clients with actionable results. Rachel got her BS and MBA from Le Moyne College. Her client experience spans a variety of industries, including AmeriCU, AVANGRID, Carestream Dental, IHA, Jreck Subs and Turning Stone Resort Casino.



▣▣ Your Mower Team

JEFFERY PETERS—DIRECTOR, STRATEGIC PLANNING

Jeffery is responsible for obtaining customer and market insight to drive strategic, integrated marketing communications across a variety of B2C and B2B initiatives. He crafts actionable briefs that include target analysis, personas, customer journeys, insights and key messaging recommendations. He's experienced in gathering data from disparate sources, making connections and creating integrated marketing communications plans. His client experience includes DS Services, Buckman International, Freightliner, WestRock and IMG College Licensing.



▣▣ Your Mower Team

CRAY CYPHERS—SVP, ACCOUNT DIRECTOR

Cray brings extensive experience in advertising strategy, concept development and copywriting. Cray’s primary focus is the automotive category. He has been responsible for strategic planning and account management for both Daimler Trucks North America/Freightliner and the Western New York Ford Dealers Association. Cray leads agency teams that develop and implement integrated marketing communications programs encompassing traditional and digital advertising, media, sales promotion and public relations. Other accounts he has worked on include Carrier Corporation, Eastman Kodak, General Electric and North American Breweries.



▣▣ Your Mower Team

DOUG KAMP—CHIEF CREATIVE OFFICER

Doug has more than two decades of experience working with global A-list brands, including Sony, USG, Grant Thornton, Aflac, Miller Brewing, Dell Computer, McDonalds and many others. A former All-American football player at Washington University, Doug's competitive spirit shines through the countless awards he and his teams have received—Effies, Addys, Clios, B2s, etc. And the nearly 5x growth he has achieved. He was previously the executive creative director and head of global creative community at gyro's Chicago/Denver offices. Prior to joining gyro, Doug was group creative director at Bagby and Company for nearly six years where he led the creative team working on accounts like Sony, Tag Heuer and Yum! Brands. Before Bagby, he spent nine years at J. Walter Thompson as a senior partner/creative director working with a variety of clients including Blockbuster, Dell, Oscar Meyer and many others. Additionally, he spent three years as an art director at TBWA. A firm believer that ideas are greater than any one media or discipline, Doug fosters a creative spirit and energy at Mower that inspire all those around him.



▣▣ Your Mower Team

TED WAHLBERG—VP, CREATIVE DIRECTOR

Ted most recently managed creative and strategy for a wide range of B2B and B2B2C clients as executive creative director at gyro. He will bring the same caliber of award-winning, emotionally impactful work that he produced for past clients including Grainger, Grant Thornton, McCain and Transamerica to Mower clients such as Carhartt, 84.51° and Prysmian Group. A copywriter at heart, he attributes much of his success to earlier gigs as a bartender, where he discovered a knack for uncovering audience insights in hopes of a tip. When Ted isn't helping brands tell good stories, he's trying to convince his two teenage sons to hang out and play Warhammer at home in Denver.



▣▣ Your Mower Team

ANDY MAMOTT—VP, CREATIVE DIRECTOR

Over the course of a 20-year career, which ultimately landed him in Chicago, Andy's professional life included breakthrough work for some of the nation's top B2C and B2B agencies, including BBDO, FCB, Ogilvy and most recently gyro, where he was group creative director/art director and Ted Wahlberg's creative partner. Together, they will continue to create award-winning work for Mower client's such as Carhartt, 84.51° and Prysmian Group. Andy's work has been awarded by Communication Arts, The One Club, Luerzer's Archive, The Drum, the Effies and the Addys. He discovered his passion for creative ideas at the Portfolio Center in Atlanta, where he studied both graphic design and art direction. In his spare time, Andy enjoys photography and fishing, at least when they can be squeezed in between coaching his son's travel baseball team or watching his daughter's ballet recitals.



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DJ JACKSON—SENIOR CONTENT DEVELOPER

David is an exuberant creative with over a decade of experience in digital media production. DJ takes pride in producing high-quality graphics in a wide variety of styles and techniques, along with using his exceptional problem-solving skills, to find creative solutions for client needs. His portfolio includes LG Solar, Carestream Dental, ABB, National Grid and One Hundred Black Men of New York.



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RICH RANDAZZO—DIRECTOR, PRODUCTION SERVICES

Rich has over 25 years' experience working in the printing, advertising and marketing fields. He has worked with and managed production for all types of projects—traditional, digital and video/broadcast. From B&W newspaper ads to full multipiece national and international campaigns. Managing campaigns, finding the right vendors/sources for the right projects and keeping each project on time and on budget while producing outstanding quality work is what makes him tick. He received his education in Advertising Design from Cazenovia College and has worked with clients such as Carrier, Crouse Health, FedEx, FirstEnergy, GE, Legrand Pass & Seymour, Preferred Mutual Insurance Company, Siemens/Dresser-Rand and Sun Chemical. Rich is also active in promoting the agency and the advertising industry to students in the community and has served as a guest speaker at both Syracuse University and Cazenovia College.



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TERRI VILLAFANA—DIRECTOR OF STRATEGY & WEB DEVELOPMENT

Terri has lead web development teams with startups, Fortune 500 companies and local Miami businesses for over 20 years. She has a unique combination of marketing and technology experience backed with a master's in computer information systems. Her career began in IT and quickly advanced into the web design and development space. She has been an integral part of the planning, development and deployment of enterprise websites for companies like Clorox. She provides strategic and technical planning for B2B, B2C, DTC clients in the areas of web strategy, mobile experience and general digital marketing strategy. Terri plays a key role in driving innovation for Mower and its clients through thought leadership and educational content within the digital marketing landscape.



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KEITH SCHOFIELD-BROADBENT—SENIOR MARKETING TECHNOLOGIST

One of the keys to successful marketing lies in gathering the right market intelligence and identifying and targeting prospective customers. With 20 years' experience, Keith understands how to use business intelligence to maximize the effectiveness of relationship-marketing campaigns. And he'll show how to leverage data and the right technological solutions to automate, measure, analyze and optimize results. Keith's experience spans the technology, banking, construction, business service and education sectors. Some of his client work includes National Grid, LG Solar, Sun Chemical, Buckman International, NYSERDA, FirstEnergy and National Fuel.



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ALANA GONZALES—DIGITAL CONTENT SPECIALIST

Alana's background in digital content doesn't just stop at social media. She's equal parts copywriter, creative and problem-solver, too. She's an all-around great communicator, marketer and advertiser, giving her broad knowledge of the industry. She's worked hands-on with two digital platforms, entirely new to the agency, making her an adopter of new technologies and a quick learner and implementer at that. She's most notably worked with brands like Major League Baseball, Jreck Subs, Iroquois Healthcare Association, Kroger's data science company (84.51°), National Grid's Electric Vehicle and Energy Assessment programs and more, demonstrating her ability to adapt to the industry at hand to create the most compelling content and consumer experiences based on audience insights.



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PATRICK LEWIS—VICE PRESIDENT, MEDIA DIRECTOR

With 13 years of industry experience, Patrick has planned and purchased media at the national and regional level, across multiple mediums and platforms in the traditional and digital space. He has experience in many areas of B2C and B2B advertising, including travel and tourism, retail, automotive, QSR and healthcare. Client experience includes WNY Ford Dealers, HealthNow, AT&T, Campbell’s Soup, Arby’s, Kendal at Ithaca, Signature Brands, Maid of the Mist and Explore & More Children’s Museum.



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COLIN GALLAGHER—ASSOCIATE MEDIA DIRECTOR

Colin has more than seven years' experience in the industry, having planned, bought and sold media across traditional and digital platforms for national, regional and local clients. He has worked across many industries, including Travel/Tourism, Retail, Tech, Finance and Automotive. His current and previous clients include Bermuda Tourism, Lee County (FL) Visitor & Convention Bureau, Target, WNY Ford Dealers, Arby's and Watkins Glen.



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MARGARET FLORES—SOCIAL DIRECTOR, PERFORMANCE MARKETING

Margaret has been working in social since before Instagram was invented. She has varied experience creating success in both paid and organic social channels across platforms and industries with both B2B and B2C companies. She has led social strategies both on the brand side and, more recently, the agency side. She has worked with notable brands such as Pat McGrath Labs, Pür Cosmetics, Argent, Crown & Caliber (now Hodinkee), Riskconnect, Beazer Homes, Case-Mate, LuMee, Turning Stone Resort & Casino, FirstEnergy, National Grid and more.



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ISABELLA OSORIO—SOCIAL STRATEGIST, PERFORMANCE MARKETING

Isabella assists in planning, implementation and maintenance of social advertising and paid search campaigns. She prepares campaign reporting for energy accounts such as National Grid and several of its programs. She also has related experience in organic content creation, SEO and social media.



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RICK LYKE, APR—EVP, MANAGING DIRECTOR

Charlotte-based Rick Lyke leads the Mower PR & PA Group across the firm's 10 offices and is responsible for quality, innovation and client service. The Mower PR & PA Group implements a full range of communications programs, including media, community and employee relations, issues management, event activation, product launches, content development, coalition building, regulatory approvals and brand public relations. As a member of the reputation management team, he's helped a range of clients—from Fortune 500 CEOs to Native American national leaders—prepare for media interviews and deal with crisis situations. He has developed award-winning campaigns for Freightliner Trucks, Waste Management North America, Domtar paper, Guinness Stout, Hathaway shirts, Mitsubishi Power and Starbucks coffee. A graduate of Syracuse University's S.I. Newhouse School of Public Communications, Rick is the founder of Pints for Prostates, a health charity that reaches men through the universal language of beer.



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JUSTINE DAVID—ACCOUNT SUPERVISOR, PUBLIC RELATIONS

Justine is a results-driven, team-oriented and community-minded professional offering more than seven years of successful public relations experience. As account supervisor for public relations at Mower in Buffalo, NY, Justine designs and implements communication strategies for various clients and industries related to banking and financial services, renewable energy, food innovation and travel & tourism. Justine received her Master of Science degree in public relations management from Buffalo State College.



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Thank you

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