



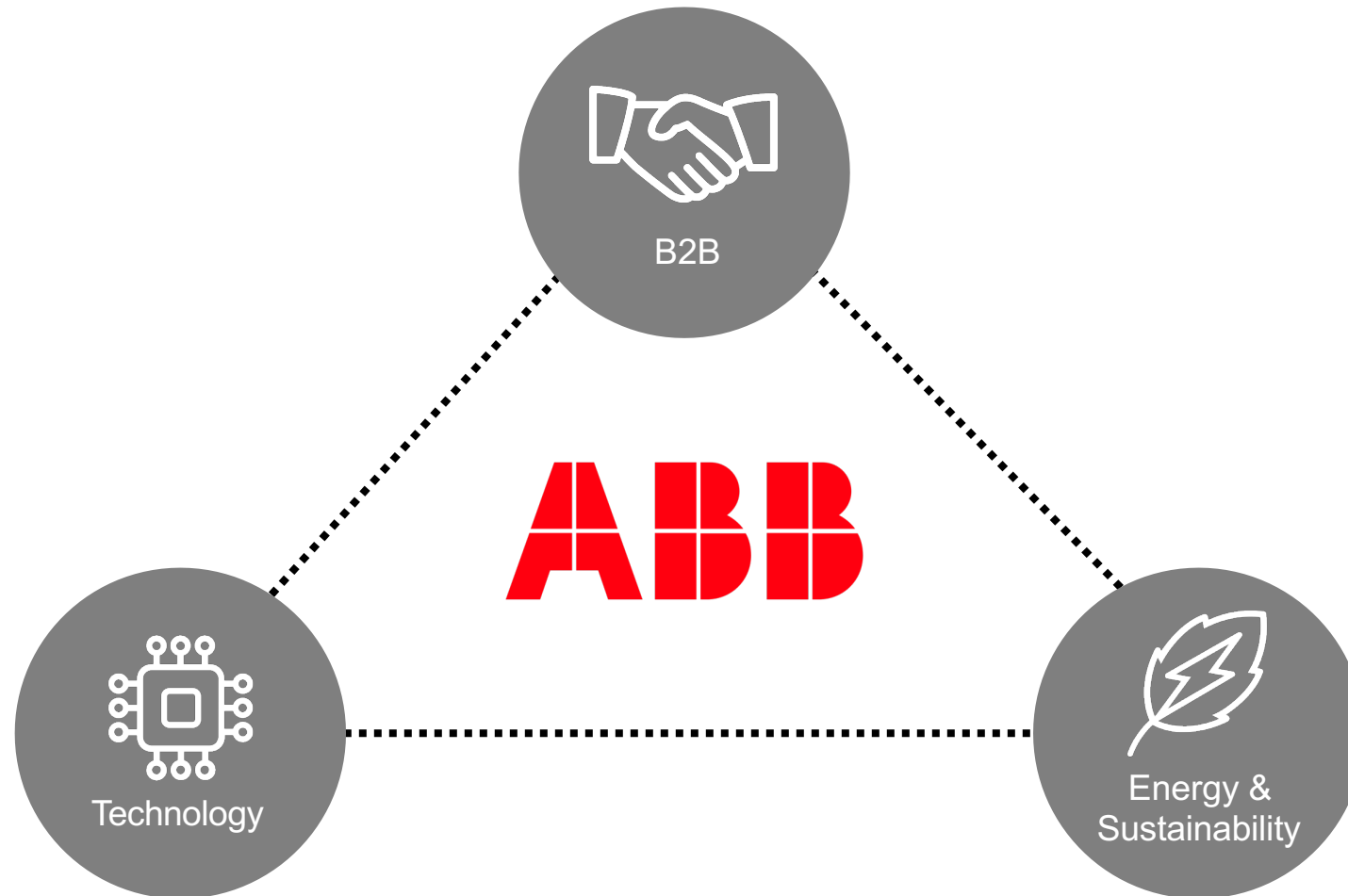
ABB Process Automation, Process Industries Sustainability Campaign RFP

September 21, 2022

mower

Why Mower?

Our Competitive Advantage: A Unique Mix of B2B, Vertical Market and ABB Expertise



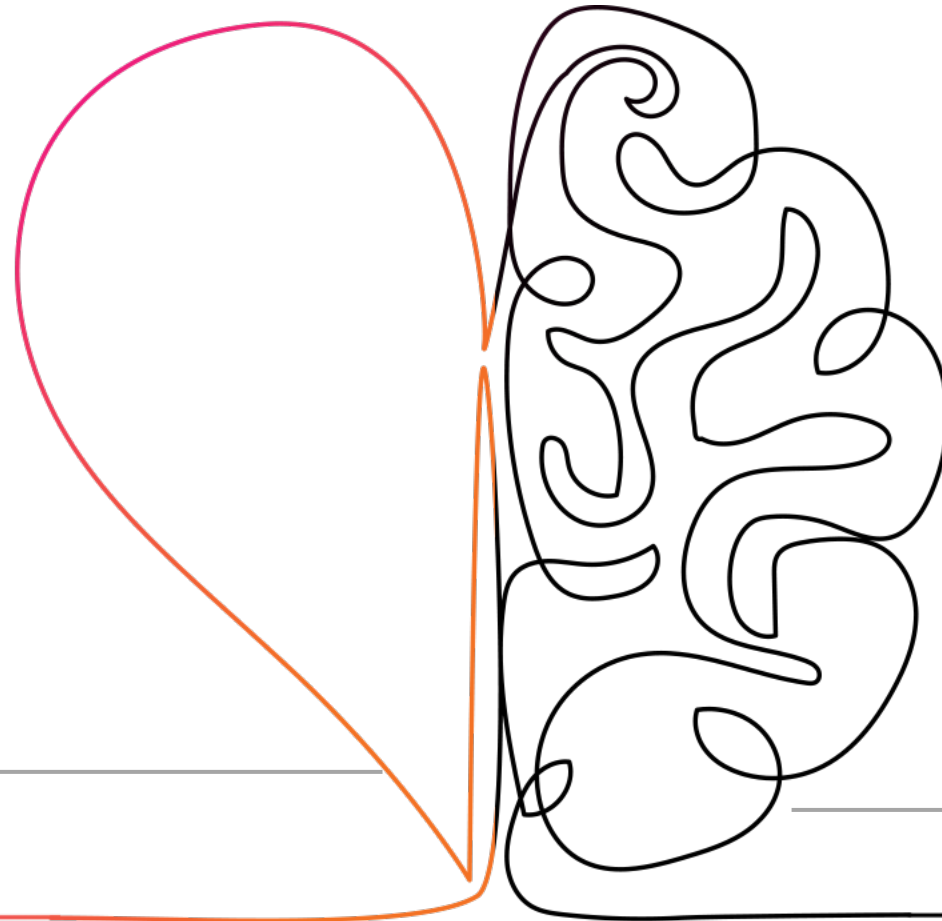
Some of Our B2B Best Friends



If you're not making
emotional connections
with your customers, you're missing
the most important part of the story.

▀▀ We Buy on Emotion and Justify with Logic

95%
of purchase
decisions occur
subconsciously.*

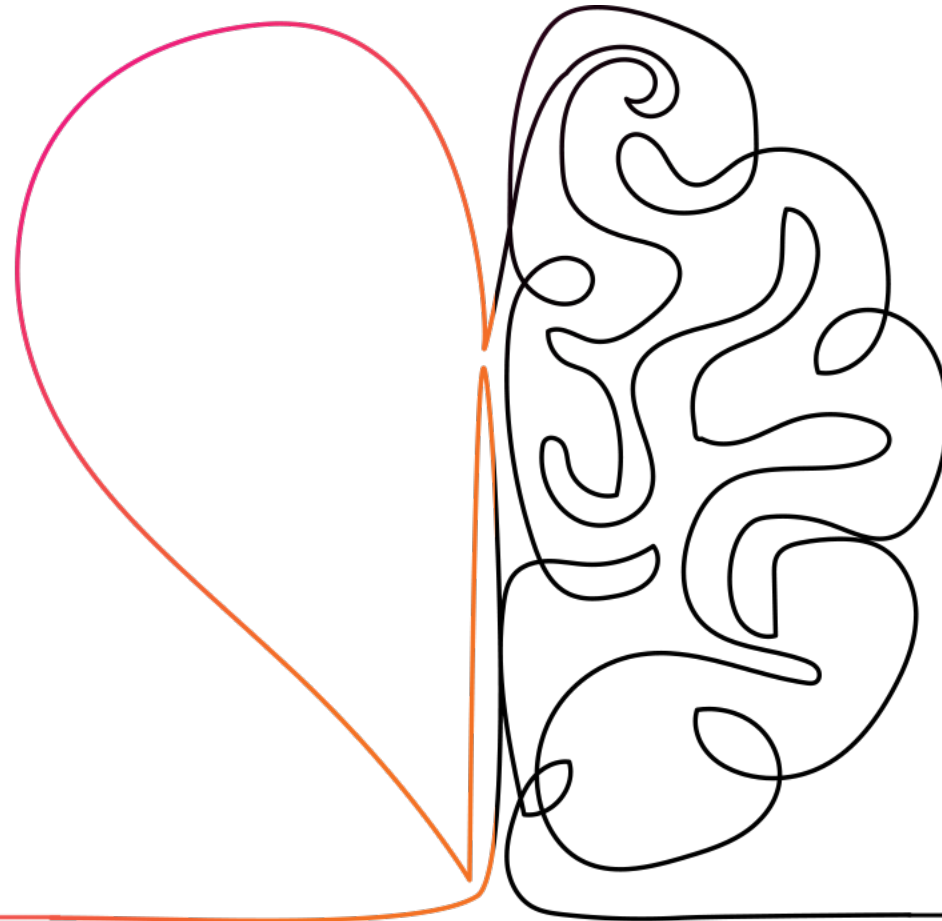


Unconscious processes

500,000X
more information per second
than the conscious mind.

▮▮ We Buy on Emotion and Justify with Logic

**Emotion
decides.**



**Logic
validates.**

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

58%

of customers are likely to recommend a brand or purchase a product/service repeatedly when they consider the brand a friend.

Brand as Friend®

Mower's Brand as Friend method is built around the three qualities of friendship: Affection, Relevance and Trust. But this isn't just some back-of-the-napkin idea. This approach is grounded in sound behavioral science, tested in the halls of academia and proven in the marketplace.

Affection



CARING



LISTENING



SURPRISE

Relevance



STORY



STYLE



CONNECTING

Trust



HONESTY



ADVISING



LOYALTY

▀▀ Mower Contact Person

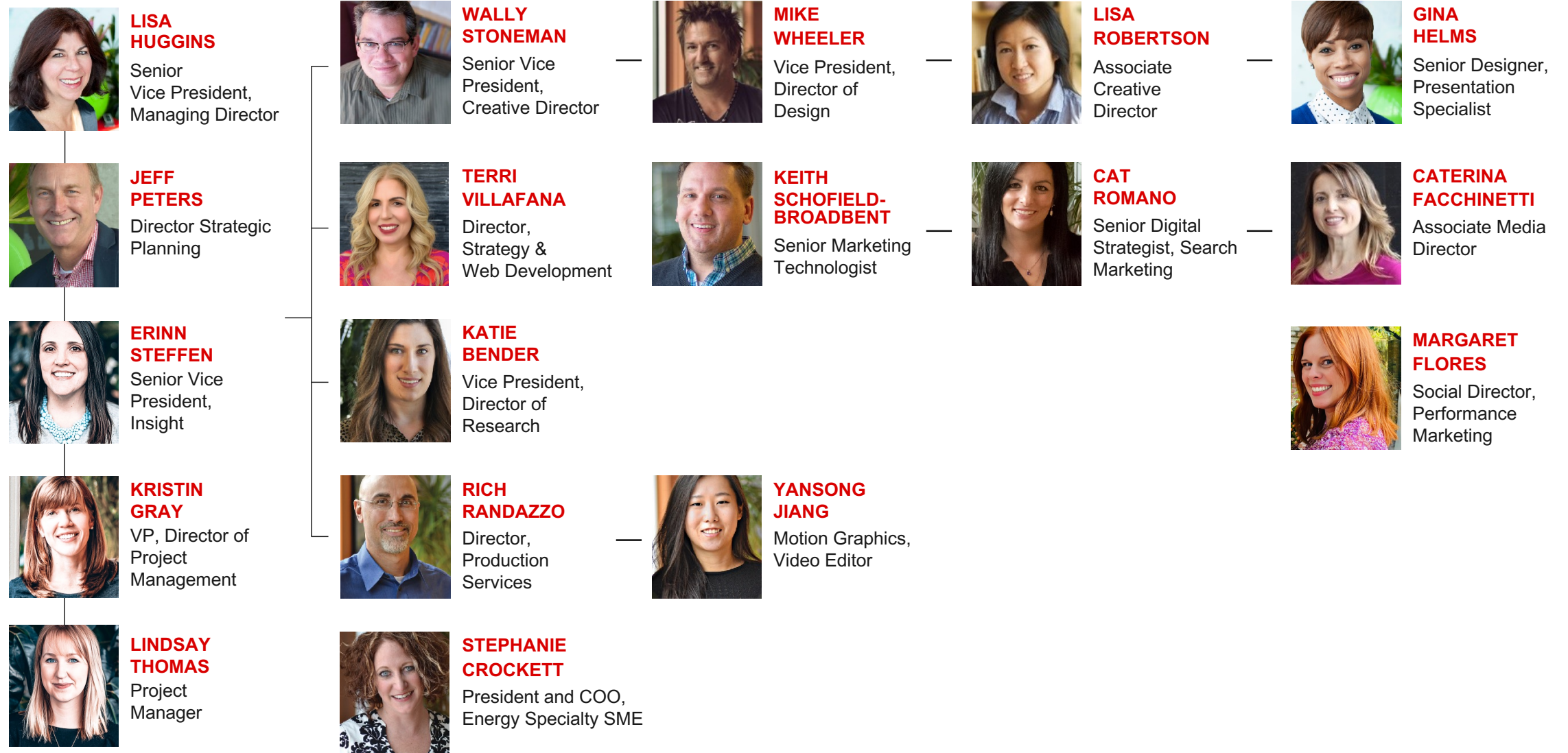
Lisa Huggins

Senior Vice President, Managing Director

lhuggins@mower.com

678.443.5602

ABB Team Structure



▮▮ Requirements on ABB Resources

1.

Provide product/
solution benefits,
statistical input for
sustainability claims.

2.

Provide assets
and approvals.

3.

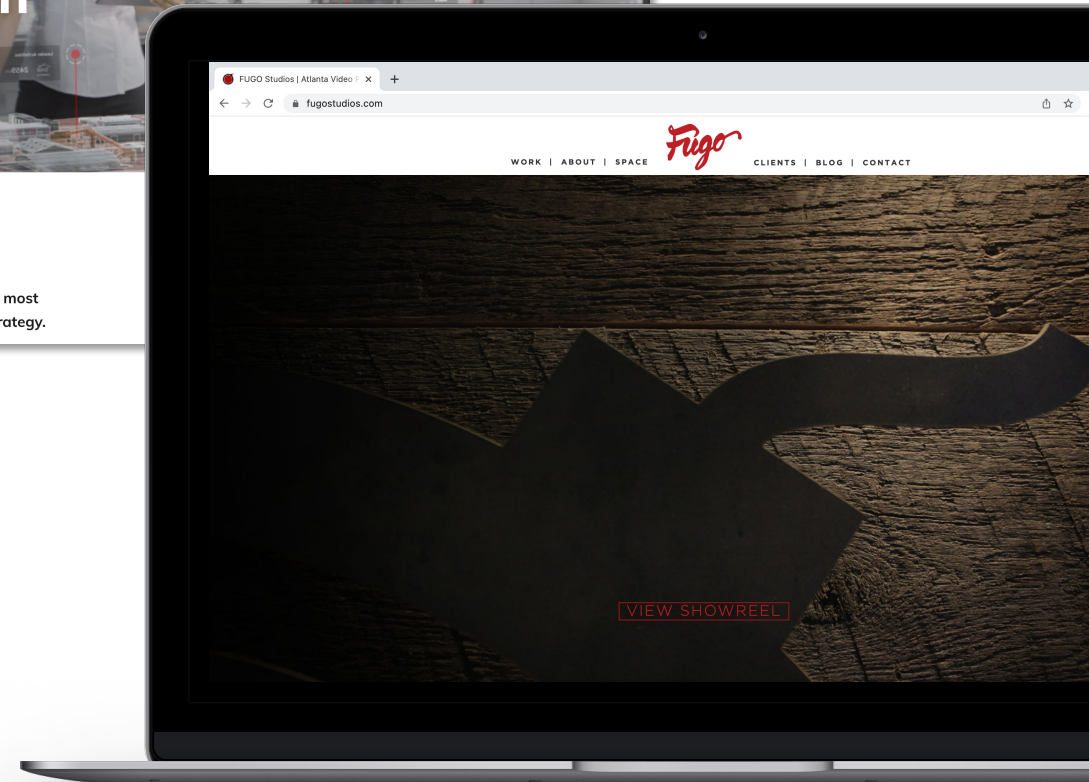
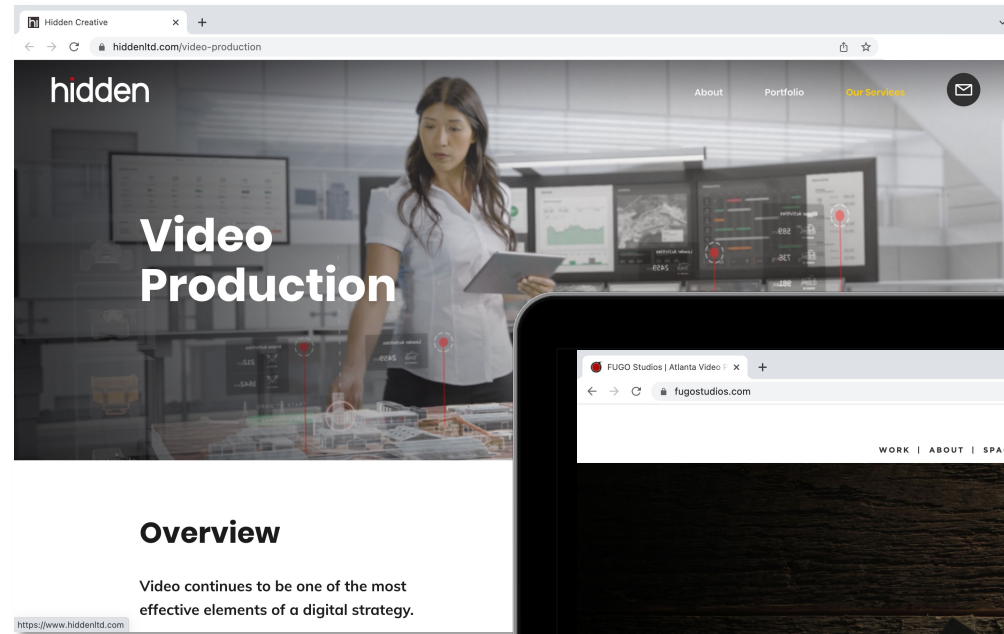
Weekly status calls
and adherence
to agreed-upon
schedules for
feedback and input.

4.

Potential purchase
of stock photography
and stock video
footage.

Third-Party Resources

Mower has a variety of partners that support our internal resources on occasion with certain specialized projects like robust video editing, sound design, complex illustrations or retouching. We've successfully partnered with Hidden Design in the UK and Fugo Studios in Atlanta on various ABB projects. The complexity of the creative concept typically determines if a partner will be utilized.



▣▣ Place of Work

Work will be completed through Mower's Atlanta office in the U.S.



▀▀ Commercial Arrangements

All creative, production, account and project management services will be managed by a series of detailed Scope of Work (SOW) document(s) crafted specifically for each initiative, with details and parameters necessary to accomplish the objectives of the individual project. Each will be agreed to and approved by the Client with signature and PO. Mower prides itself on fiscal responsibility to our clients and will track all spending against the established budget so at any given time, we can provide an accurate accounting of all monies committed. If, during execution of the project the scope changes, the Agency will bring it to the attention of the Client and both parties will agree to a path forward.

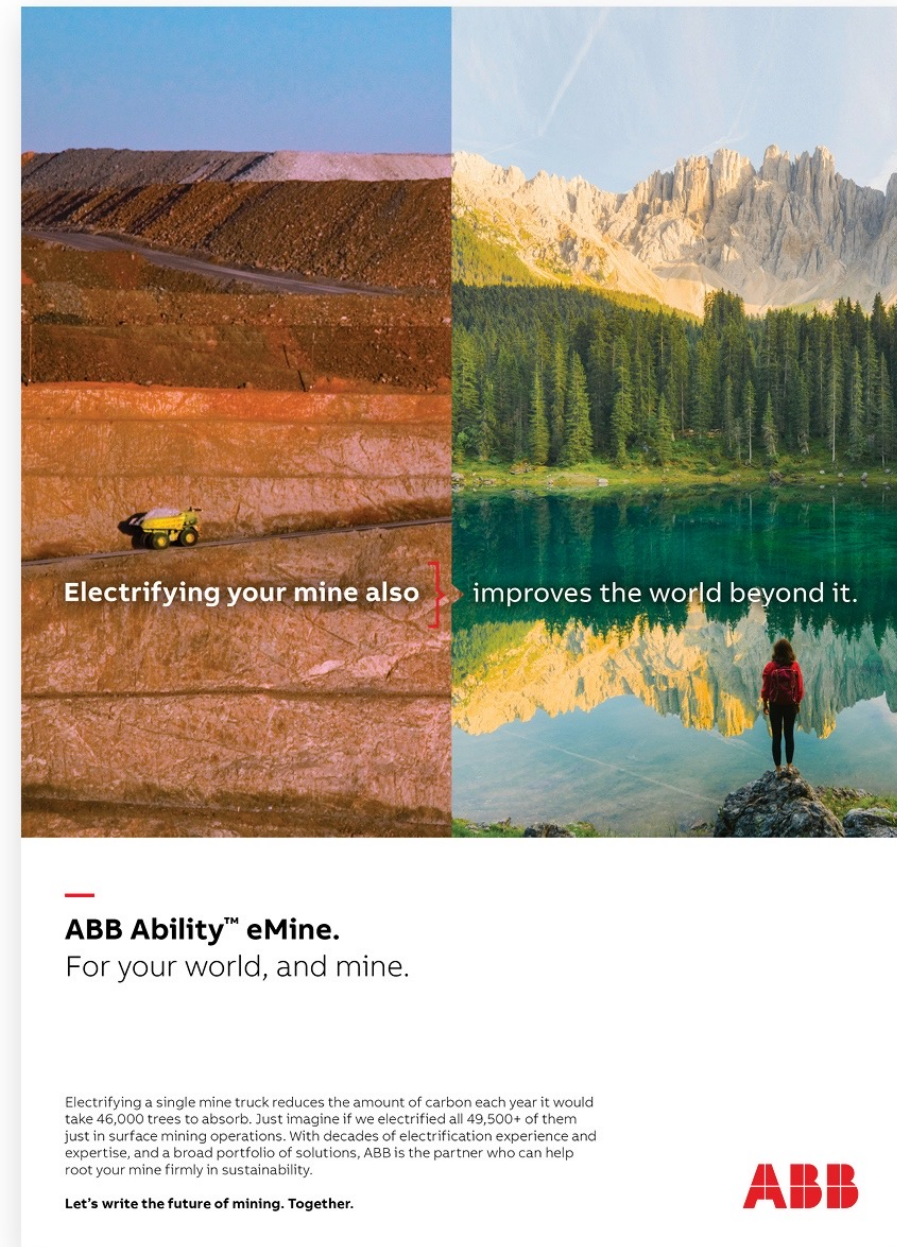
Due to payment requirements by any Third-Party Vendors, Mower will request upfront payment of all Out-of-Pocket costs, upon receipt of ABB PO. In the event that payment up front is not possible, it may be required for ABB to pay the vendor directly, for example, for stock photography or video costs. Mower adheres to the American Association of Advertising Agencies (4A's) Sequential Liability policy, which states that the Client is solely liable for payment of all vendor invoices until the Agency has been paid by the Client for those invoices. The Agency shall be solely liable for payment of all vendor invoices once the Agency has been paid for those invoices.

▀▀ Experience and References

Mower has been an ABB preferred agency partner since 2018 and as such, has worked with a variety of groups within the Process Automation and Electrification business units. The same team worked with Sylvain Froin to concept and create the highly successful and award-winning eMine campaign in 2020-2021.

In the past two years, we have also worked with many of your colleagues to concept and develop a number of other highly successful and visible campaigns that have received accolades within ABB as well as with its customers.

ABB Ability™ eMine Launch Campaign
PAPI, Sylvain Froin



Electrifying your mine also improves the world beyond it.

ABB Ability™ eMine.
For your world, and mine.

Electrifying a single mine truck reduces the amount of carbon each year it would take 46,000 trees to absorb. Just imagine if we electrified all 49,500+ of them just in surface mining operations. With decades of electrification experience and expertise, and a broad portfolio of solutions, ABB is the partner who can help root your mine firmly in sustainability.

Let's write the future of mining. Together.

ABB

▮▮ Experience and References



For millions of years, an organism's ability to adapt has been key to its ability to thrive. That same law of nature guides projects, too. Sure, there's an original scope. But there's also the change and uncertainty that come with every project. It's from that uncertainty that ABB finds opportunity. Our expert teams, new technologies, agile processes, shared learnings and proven methodologies can help you and your project thrive in the face of constant flux. Giving you the ability to think around corners, anticipate what's ahead and seize every advantage to improve CAPEX ROI. **That's adaptive. That's ABB Adaptive Execution™.**

ABB Adaptive Execution™ Launch Campaign
PAEN, Leah Mathias (Oxford)

Experience and References



ABB Ability™ Genix. The power to run smarter.

There's a big difference between having data and actually using it. ABB Ability™ Genix integrates your data—IT, operational and engineering—into actionable insight, giving you the ability to control inventory automatically, scale production up or down quickly, make faster decisions and streamline your overall operations. How smart is that? Learn more at new.abb.com/genix.



ABB

ABB Ability™ Genix Industrial Analytics and AI Suite Relaunch Campaign
PA, Dave Biros, Remedía Fernandes

Experience and References



Where innovation is quenching
the need of a growing population.


Energy transition is all about balance.

ABB understands this better than most. We know that you must balance necessary investments with the positive impact on society, the environmental gains and cost for customers and end users. We can help by guiding you through a smart technology approach that yields ever-increasing levels of efficiency. Ultimately building a strong foundation for a sustainable future. Find your balance at abb.com/energyisbalance.

ABB

PAEN Sustainability Campaign
PAEN, Claudia Lind, Jayne Vandusen

▀▀ Experience and References



Cleaner technology leads
to smoother sailing everywhere.

When it comes to marine and port solutions, our responsibility runs deep.

ABB's passion for helping transform the maritime industry is evident in our cruise ship technology advancements. From our proven—and ever evolving—power and propulsion systems to smarter and safer ways of operating, we're supporting cruise vessels to optimize their operations, improving efficiency while providing high reliability of operating systems. Dive deeper into our solutions at new.abb.com/marine. **Our responsibility runs deep.**

ABB

Marine & Ports Vision Campaign
PA, Cecilie Heavens

▀▀ Experience and References



The graphic features a woman on the left and a man in a white hard hat on the right, both looking towards the center. A white, wavy, ribbon-like shape connects them. Three icons are placed along this shape: a square with four arrows pointing outwards at the top left, three vertical lines with circles at the bottom, and a gear with a circular arrow around it in the middle right. Red lines connect these icons to text labels: 'Smaller footprint' for the top icon, 'Higher voltages' for the bottom icon, and 'System efficiencies' for the gear icon.

Smaller footprint

Higher voltages

System efficiencies

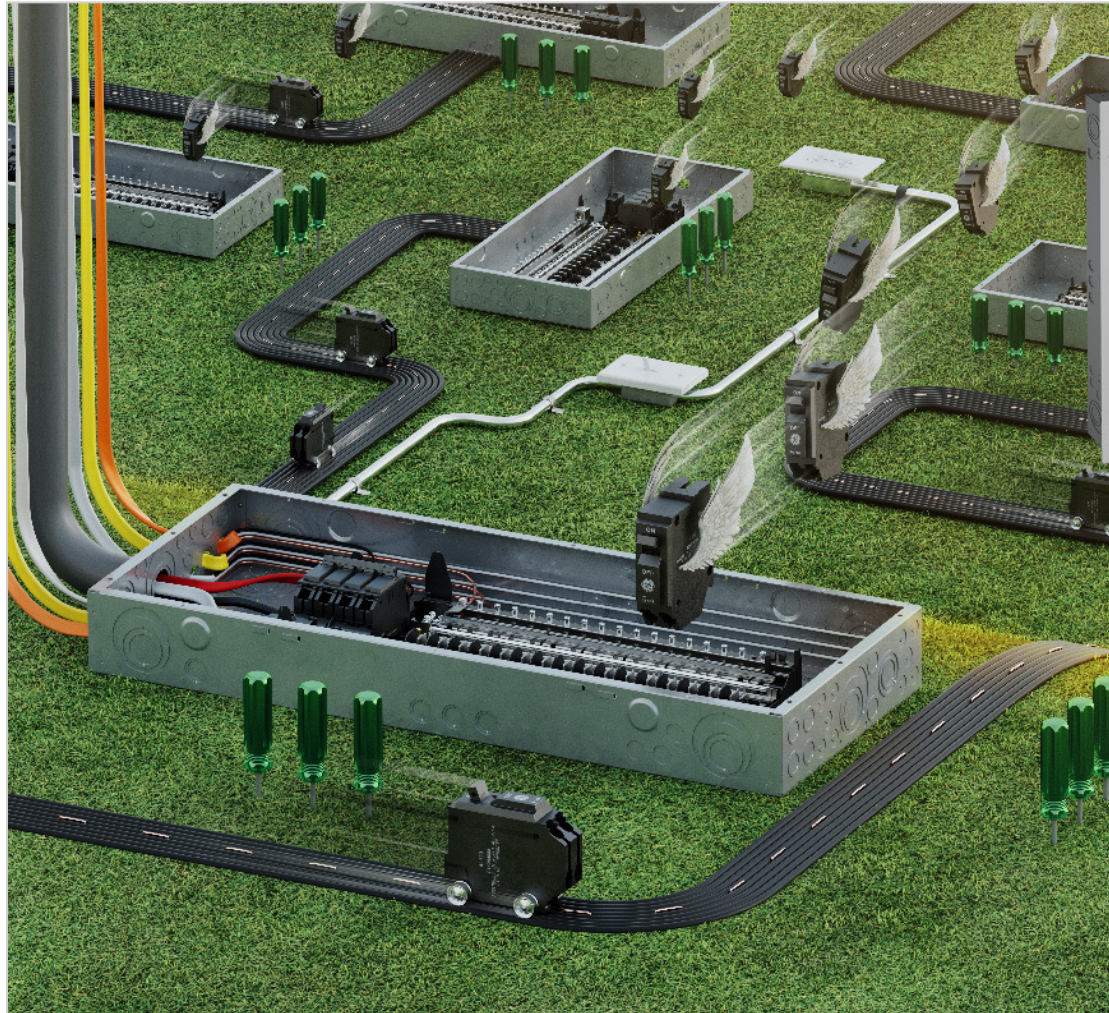
Energy solutions that power the future.
Enabling a smooth transfer of power.

LEARN MORE

ABB

ABB ESS and Utility Campaigns
Electrification Distribution Systems, Susan Forsgard

Experience and References



**Meet the motherlode
of residential load centers.
Introducing PowerMark™ PRO.**

Our new PowerMark™ PRO load centers feature ABB innovation and GE performance. But the real power behind them is you. They were built for your needs. To work the way you do. With speed of installation and the highest levels of performance, PowerMark™ PRO has the key features you asked for in any installation. Check them out today. The GE name may be on them, but there's so much more behind them.

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Manufactured by ABB Inc. under license from GE.

by ABB

ABB PowerMark™ PRO Launch Campaign
Electrification Smart Power, Catherine Daubert, Ninoska Tippet

▀▀ References

1.

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2.

Jayne Vandusen

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Team Bios



LISA HUGGINS

Senior Vice President, Managing Director

Lisa is an agency veteran with experience that encompasses advertising and integrated marketing across various B2B and B2C categories, from consumer-packaged goods and retail, to software and technology systems, to hospitals and medical devices. For over 15 years, Lisa has led the account service team in Mower's Atlanta office and plays a leading strategic role in many key client relationships. She is Mower's Atlanta market leader and is also currently vice chairman of the 4A's Atlanta Board of Governors. Lisa is a champion of smart ideas and innovative solutions and builds teams that deliver. Client experience includes ABB, Amoco, C.R. Bard, Buckman International, Carestream Dental, ClosetMaid, Crystal Springs Water, GE Energy, Kodak, FedEx, InterContinental Hotels Group, Motorola, PGI and SunTrust Banks.



ERINN STEFFEN

Senior Vice President, Insight

Erinn has more than 20 years' experience understanding complex business problems and creating strategies to address business objectives. Erinn has worked in many different roles in the B2B space including strategy, partnerships, product management and sales enablement. Her experience ranges from go-to-market strategy, branding and positioning to salesforce design and effectiveness as well as sales channel and strategy management. She's worked on accounts such as FedEx, BlueCross BlueShield, KeyBank, Jack Henry & Associates, Paychex and Regeneron.

Team Bios



JEFF PETERS

Director Strategic Planning

Jeff is responsible for obtaining customer and market insights 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 ABB, FirstEnergy, National Grid, DS Services, Buckman International, Freightliner and WestRock.



WALLY STONEMAN

Senior Vice President, Creative Director

For 20+ years, Wally has been engaging audiences with his warm, human approach to advertising. As a lead driver for the creative product in the Atlanta office, Wally truly embodies Mower's Brand as Friend approach. It's a philosophy he's applied with great success for a wide range of brands. His client experience includes ABB, GE, Motorola, ADT, SunTrust Banks, Comcast, The Weather Channel, Southwire and Yamaha.

Team Bios



MIKE WHEELER

Vice President, Director of Design

Mike has more than 20 years of experience in traditional advertising and design and more than 10 years of interactive work under his belt. Mike brings a wealth of knowledge to Mower working in both B2B and B2C. His understanding of the business spans several industries, including technology, healthcare, HVAC, photography, graphic arts, film, cable/telecom, mobile, computing, beverage, performing arts, restaurants and retail. Some of Mike's client work includes ABB, Carrier, Welch Allyn, NYSERDA, Sallie Mae and Eastman Kodak Education AS, Art Institute.



LISA ROBERTSON

Associate Creative Director

Lisa is responsible for understanding the client's marketing objectives and seeing them through from concept to creative execution. She specializes in consumer and promotional print advertising, direct mail, collateral, interactive and merchandising, participates in strategy sessions with clients and account service teams, collaborates with copywriters and designers, and directs photographers and illustrators. She graduated from Florida State University and the Art Institute of Atlanta. Her client experience includes work for ABB, Primrose Schools, Jerzees, Eastman Kodak Company, SunTrust Banks, Dixie/Georgia-Pacific, FedEx, High Museum of Art, Southwire, Medzo/Vendormate, GE Energy, Wayne and Purchasing Power.

▮▮ Sustainability Case Study



Domtar “Paper because” Campaign

Relaunch a brand, crush convention.

Do you know Domtar? If you buy office copy paper, you might—because Domtar is North America’s leading producer of free-sheet paper. But, you might not because, well, copy paper is copy paper, right? That’s conventional, commodity wisdom, which is what we had to fight along with an equally potent force—the environmental push for paperless.

How do you make a commodity meaningful? How do you transform a commodity into brand value? How do you counter a movement like environmentalism? How do you do all this and create brand demand and brand differentiation?

That’s the situation Domtar detailed for Mower. Evolving technology and magnified eco-consciousness had shifted the demand curve—and not in Domtar’s favor.

- Consumption of paper was changing and evolving; paper usage was falling.
- Electronic replacement for paper was growing; home scanners became a super-fast growth segment.
- Paper = bad; “Stop killing the trees”

Our job was not only to address these trends, but also to single out the Domtar brand among influencers, buyers and consumers and build brand demand.

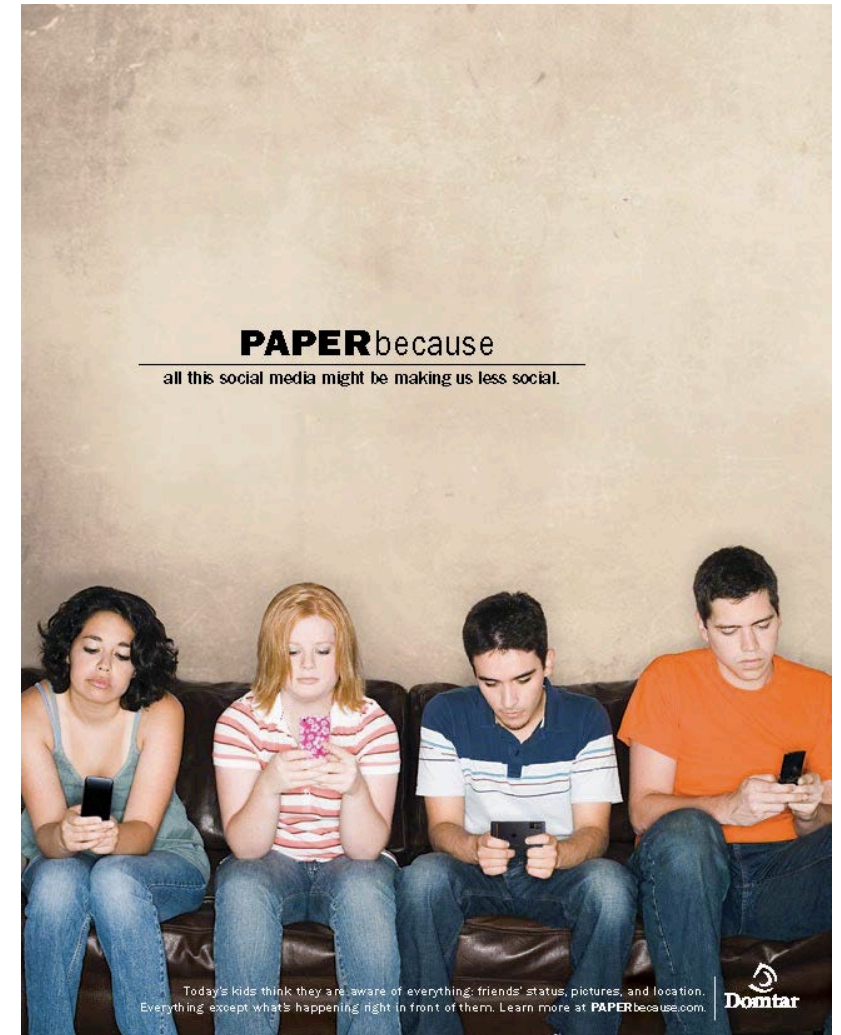


Domtar “Paper because” Campaign

Insight

Our client was thinking Domtar needed a sustainability campaign. We weren't sure that an environmental story was the right story. So, we went on a hunt for insight; our research among large corporate paper users and U.S. households turned up some very illuminating points:

- Paper isn't bad; it's part of our lives.
- Being responsible is vital.
- People would use more paper when there's a good reason.
- For our team, the framing insight was this:
 - Paper remains important to people and business.
 - Paper says something about you; it's essential, natural, serious, inspirational and more personal. Paper can be done right, too.



Domtar “Paper because” Campaign

Solution

Our solution was a brand relaunch campaign entitled “PAPER because.” It was not about sustainability, but about people. And, why paper is still important to them as business people and everyday people. “PAPER because” addresses the category, understanding what the world of paper looks like and the differentiation needed to stand apart from competitors and conventional wisdom. It’s a campaign that addresses the brand, expressing what the Domtar name stands for and what makes it unique against competitors that have a commodity mentality focused on price. It emotionally addresses the target—paper users and paper buyers—and the role paper plays in their lives.

We focused the campaign on three key audiences: business (trade and paper users) and opinion leaders, and through them reached consumers. The campaign employed print and online advertising, PR, guerilla, point of use and viral/social.

And we, in a very engaging way, delivered a message that paper is important and that paperless is, maybe, a bit farfetched.

- Print focuses on the value of paper.
- PR focuses on how important paper still is, even to the environmentally conscious.
- Viral video pokes fun at “paperless” while underscoring responsible usage.



[Watch video](#)



Domtar “Paper because” Campaign

Tasked with finding new fans for North America’s largest producer of free-sheet paper, our expert marketers turned to an unlikely audience: the tech-savvy attendees at SXSW.

In the heart of one the world’s biggest interactive festivals, Domtar’s Paper Hotspot invited the digitally fatigued to unplug from their electronic devices and pick up paper ones. Some read books. Others drew pictures or wrote a kind note. All of them left fully recharged.

The Paper Hotspot became one of the most talked-about exhibits at SXSW, earning significant, coast-to-coast coverage in the press and social media.



[Watch video](#)



Finalist



Award of Excellence—PR

Domtar “Paper because” Campaign

Results

73%-75% of *The Wall Street Journal* readers exposed to the campaign agreed “Domtar is a sustainable paper company,” compared to just 3% that disagreed.

Among office workers exposed to the campaign via video screens in 760 office buildings in the top 15 U.S. DMAs:

- Competitor brand awareness remained constant, while Domtar awareness shot up by 650%.
- Attitudes toward Domtar as “supporting the responsible use of paper” went from 98% “neutral” to 30% “agreeing” with the statement.



[Watch video](#)

Business
decision-makers:
Up 40%

Awareness of Domtar
among C-suite
executives:
Up 100%

Paper purchasers:
**Up
nearly
30%**

Intent to purchase
Domtar Paper
2x

▮▮ Sustainability Case Study





Integrated brand campaign recasts steel manufacturer's sustainability image.

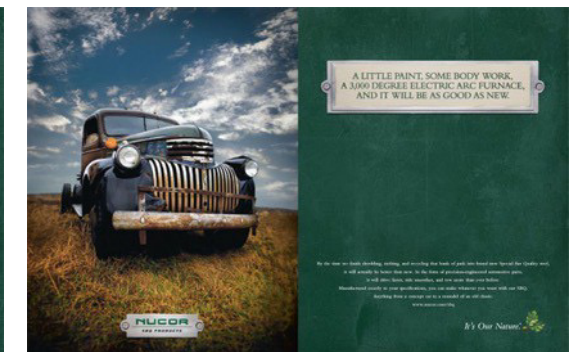
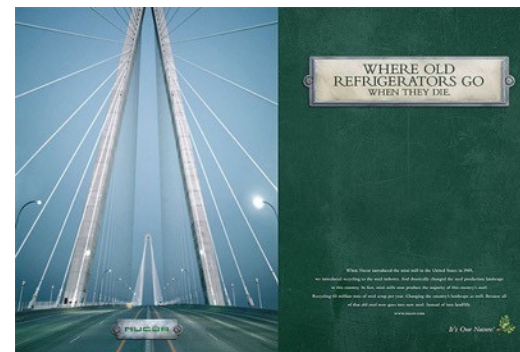
Nucor continually rewrites the rules on how steel is made and what it's made from. But despite its achievements in innovation and sustainability, the manufacturer struggled to rise above negative perceptions of an industry the public saw as an ecological threat, steel buyers saw as a commodity purchase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



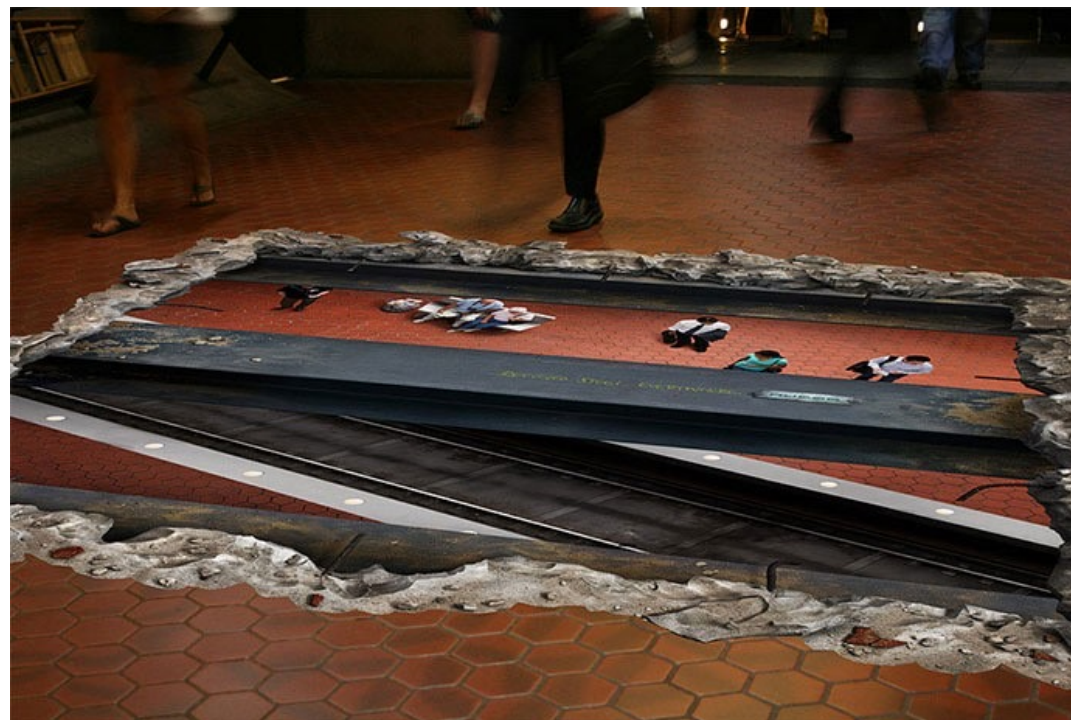
” Nucor

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



Thank you

Lisa Huggins

Senior Vice President, Managing Director

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