



Mower's Response to Request for Proposal for

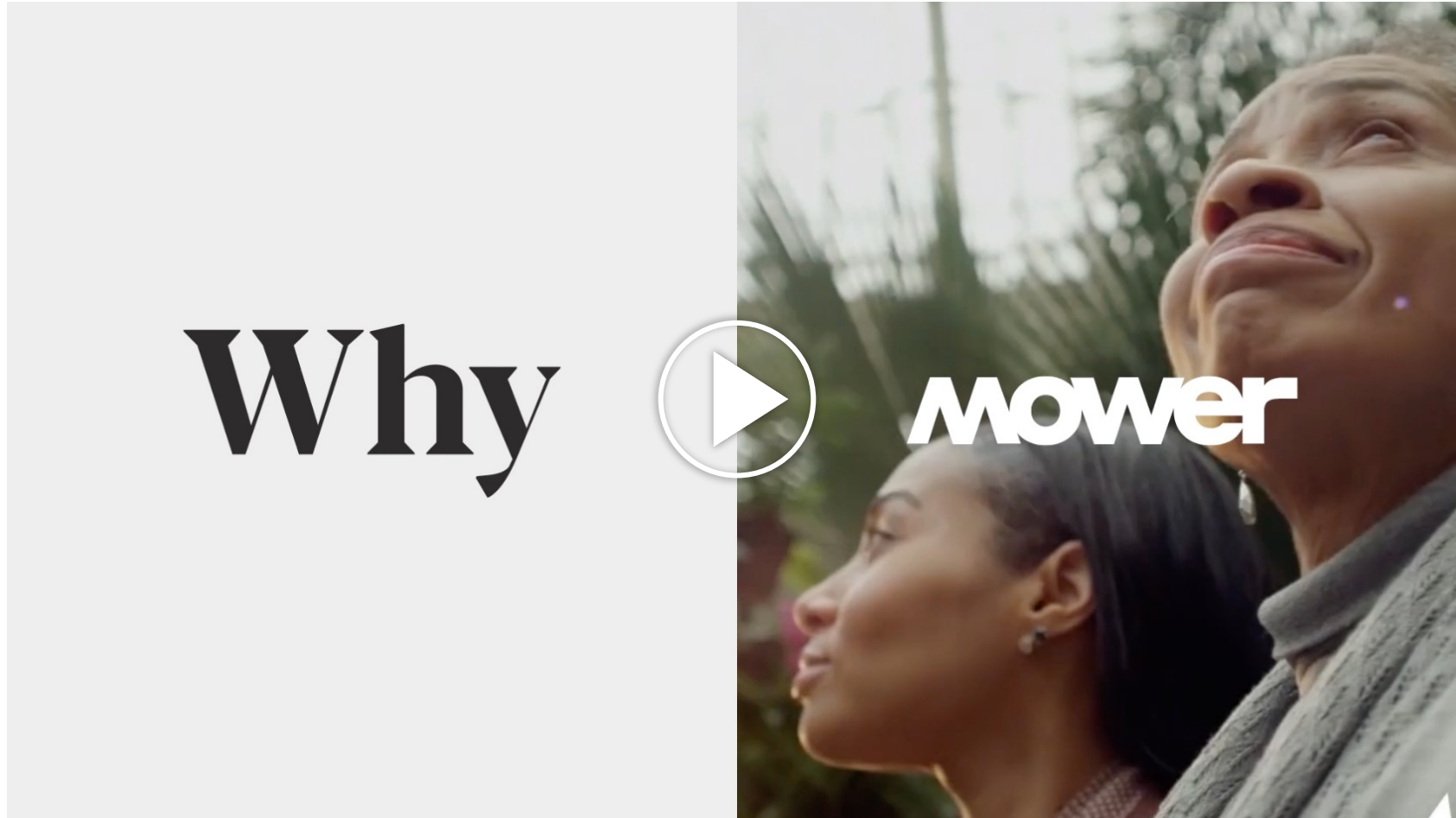
# Carhartt Company Gear

DECEMBER 10, 2021

**mower**



# Why Mower?





# Section 1: Agency Overview



# Overview

Mower is a fiercely independent, privately held C-corporation—an award-winning, full-discipline agency with in-house expertise across all core functions of marketing, advertising, public relations and social media. We are one agency operating in 10 markets with teams composed of the right talent for each client relationship, regardless of location. Mower has had no client litigation in the last 10 years and has no lawsuits pending.

## Fiercely independent.

**53**  
YEARS IN  
SERVICE

**155**  
CURRENT  
EMPLOYEES

Based on the current client mix, the Carhartt Company Gear program would be in the top 10 of Mower client programs. We will create a multidisciplinary team that is focused on your business. This relationship will be the primary or exclusive relationship for your account and project manager, depending on final scope.



**Top  
10  
Client**



# Location

We work as a single firm with offices in 10 top cities. That way we can collaborate to match our projects based on our people's passions, not place.

Albany, NY

Buffalo, NY

Cincinnati, OH

Atlanta, GA

Charlotte, NC

Rochester, NY

Boston, MA

Chicago, IL

Syracuse, NY

New York City, NY





# Financials

As a privately held company, Mower does not share our financial statements, but we do conduct annual, independent, certified financial audits and would be happy to provide a statement from our accounting firm, if desired.

**2020 Annual Billings**

**\$155M**

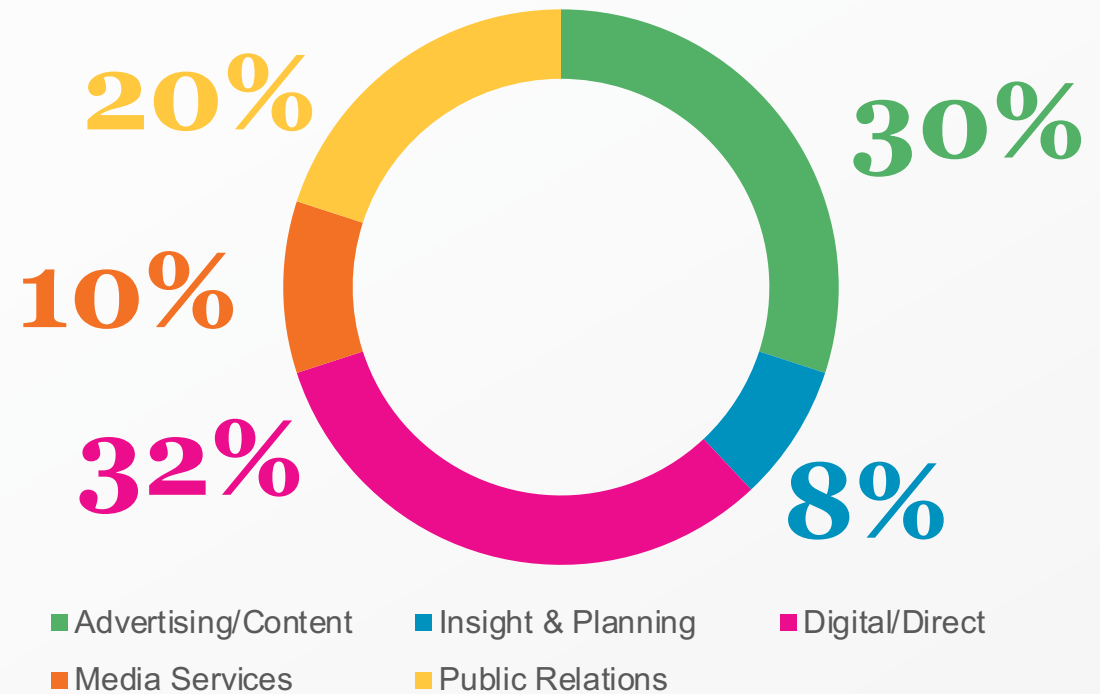
**2019 Annual Billings**

**\$174M**

**2018 Annual Billings**

**\$172M**

Our services income breakdown:





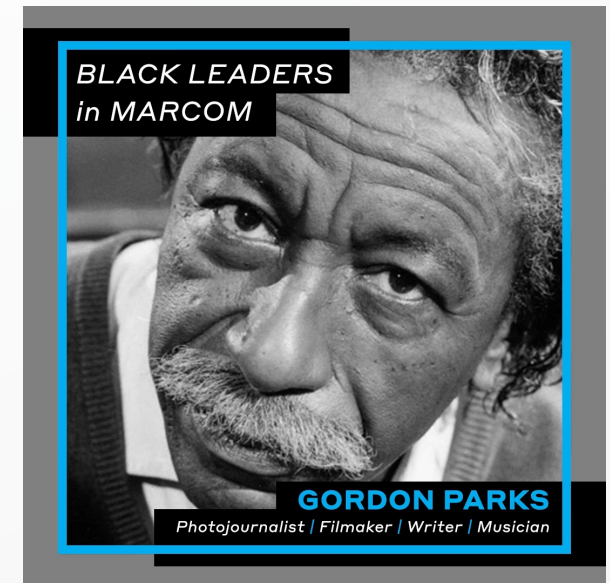
# ▣▣ Diversity, Equity & Inclusion

## Our actions at Mower include:

- Diversity recruiting
- Publishing our DE&I policy
- 21-Day Racial Equity Challenge
- Unconscious bias training for all staff
- Employee survey on racial justice
- Setting diversity vendor spending targets

Mower has a key pro bono partnership with One Hundred Black Men of New York, and we sponsor their MLK Day and Juneteenth Youth Conferences. During Black History Month, we highlighted the Black professionals in the advertising industry who have paved the path forward for so many in a series of social media posts.

These actions reflect our commitment to achieving greater diversity, equity and inclusion and, by doing so, working toward becoming an antiracist organization. We know that many other organizations are similarly dedicated to this journey, and we'd like to learn about the steps that Carhartt Company Gear is taking.

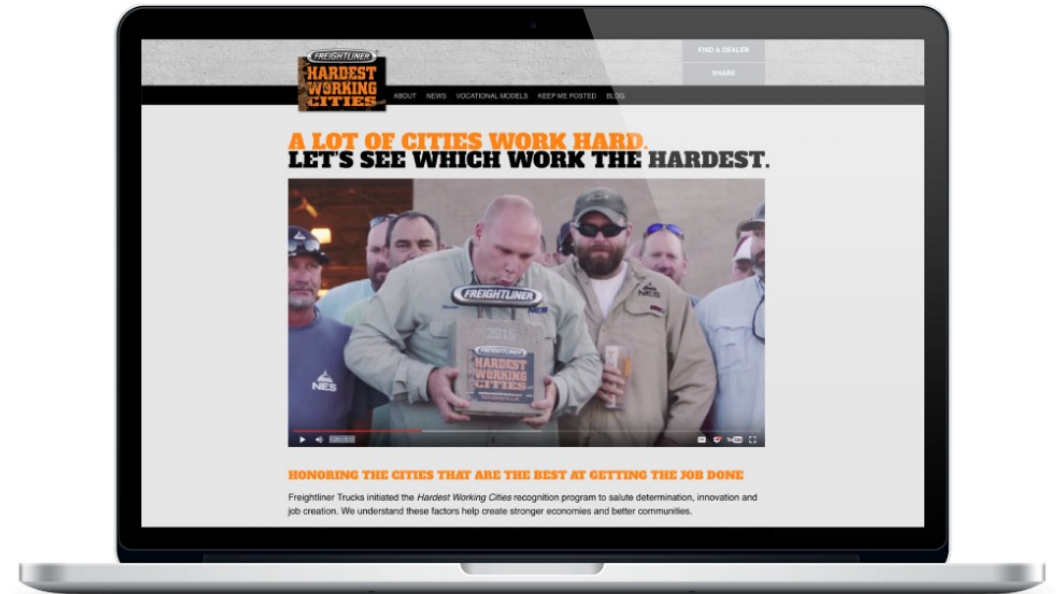


# Relevant Experience

Mower was founded 53 years ago and has served primarily B2B clients ever since. Of our current 160 client programs, 104 of them are B2B. This means that we have extensive experience with manufacturers from a wide spectrum of verticals and have built expertise in driving growth through multistep distribution channel situations.

Understanding how to grow through end-purchaser pull plus mid-channel push is a critical differentiator in B2B. Our success with Collegiate Licensing Company's pop-up store and display program, The Fan Stand, is one example. The distributor loyalty program ("Cornerstone") we created for Pass & Seymour/Legrand is another example of critical, mid-channel success. Also, our "Hardest Working Cities" initiative for Freightliner Trucks was an award-winning mix of end-user and dealer awareness and loyalty-building, along with significant earned media exposure.

Current client Standard Textile does make staff workwear for the Hospital vertical, but does not compete in the same apparel categories that Carhartt Company Gear does.





# Competitive Position

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

- 1 Specialty in optimizing B2B sector programs.
- 2 Institutional expertise in what motivates the downstream audiences in manufacturing, building & construction, energy, healthcare and hospitality.
- 3 Our ability to make even boring categories or programs unexpectedly creative.

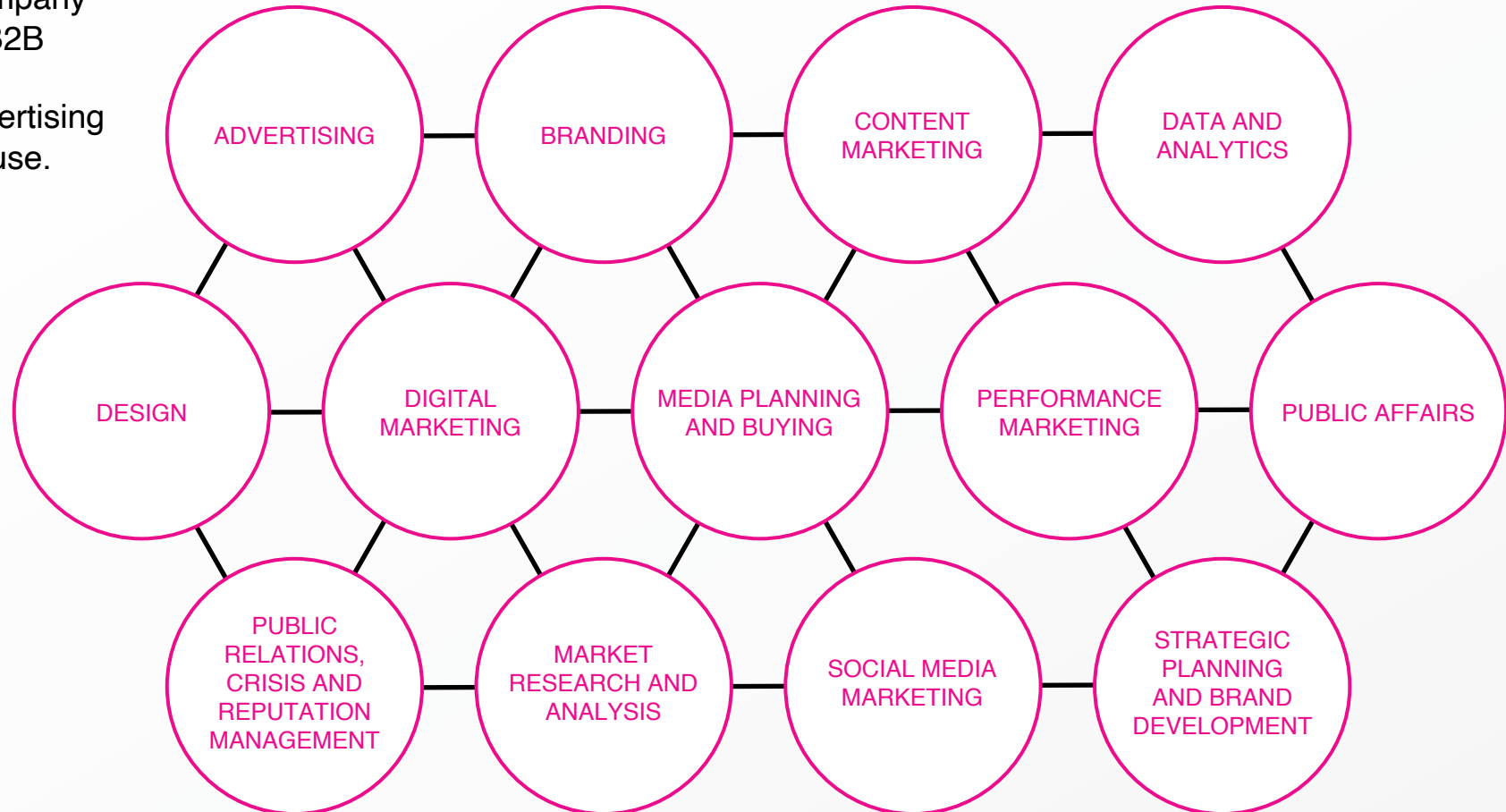




# Section 2: Expertise and Market Knowledge

# Disciplines

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



## Best Practices

Mower's six-figure annual investment in staff training allows us to attend conferences, seminars and webinars on a regular basis. We also invest in several platforms that track business and consumer trends like IBIS World, which provides detailed industry data, and Global Web Index, a syndicated national research tool that updates quarterly to not only advance the knowledge and expertise of our people, but to share those insights directly with our clients.

In addition, each discipline has relationships with channel partners and vendors who provide trends and guidance in their specific areas of expertise. For example, as algorithms change at Facebook, our account team informs us on how the changes impact us and our clients. Mower regularly shares our learnings with our clients and truly thrives on growth and development in these areas.





# Industry Leadership

Mower's record as an industry leader supports our commitment to deliver best-in-class solutions to our clients every day. This leadership is reflected in our involvement in the American Association of Advertising Agencies, Association of National Advertisers (ANA) Business Marketing (formerly the Business Marketing Association), IPREX, thenetworkone and the Digital Analytics Association, to name a few. Our CEO Eric Mower was honored by the ANA as a B2B Hall of Fame inductee, and our senior strategists have repeatedly been named to "Who's Who in B2B" lists. Mower team members regularly present alongside our clients at industry conferences, including last summer's ANA Masters of B2B Marketing. In addition, Mower campaigns are consistently



Stephanie Crockett, President and COO speaking at the 2021 ANA Masters of B2B Marketing Conference

recognized as leading the industry—in November Mower was the Grand Prix winner in The Drum Awards for B2B.

All these examples of industry leadership add up to one thing: the ability to deliver smart, innovative creative and media ideas, platforms and technologies to our clients.



**The Drum Awards**

2021 Grand Prix winner in The Drum Awards for B2B for Iroquois Healthcare Association "Caring Is Your Calling" campaign.

# Technology & Insights for Success

Mower's investment in tools and technology, combined with our team's expertise, allow us to synthesize actionable insights that lead to specific, measurable, achievable, relevant and timely goals.

Our end-to-end approach to measurement begins with the development of a Success Plan—a one-sheet marketing measurement framework rooted in your desired outcomes for our target groups. Key elements of the Success Plan are shown at right.

Collaboratively developed with you at the beginning of our engagement, your Success Plan will define the ideal key performance indicators (KPIs) for satisfying your business goals—while mapping out critical success factors and technical requirements. And it all lives in an executive-friendly format that senior teams (and boards) need to buy in.

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

# Sample Success Plan

Knowing Carhartt Company Gear's aggressive growth goals and identified growth strategies, we would work with you to customize appropriate KPIs to ensure 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.

**SUCCESS PLAN – 2021 GROWTH STRATEGY**  
**MARKETERS WHO LINK MARKETING METRICS TO BUSINESS RESULTS ARE 3-TIMES MORE LIKELY TO HIT REVENUE GOALS THAN THOSE WHO DON'T (Forrester).**  
 This Success Plan - developed by the analytics team at Mower - is a one-sheet planning document that roadmaps exactly how every marketing project or campaign can be meaningfully measured against business objectives. It is a model for structured dialogue among stakeholders and across cross-functional teams, not a fill-in-the-blank document to be completed in isolation. For questions or to get the latest version, visit mower.com.

**MOWER**

**STRATEGY TEAM**

**ANALYTICS TEAM**

**THE MARKETING TEAM / AGENCY FACILITATES ALL STEPS**

**TECHNICAL**

**CREATIVE**

Factor 1: Business Objectives	BUSINESS OBJECTIVE		
What are your business objectives and what will you do to achieve them?	Acquire repeat sales, increase profit. Grow new sales. Increase revenue. Increase gross margin. Increase customer loyalty. Increase market share. Increase brand awareness. Increase customer engagement.		
Factor 2: Marketing Goals	MARKETING GOALS		
What are your marketing goals? How will you measure success? What are your key performance indicators (KPIs)?	INCREASE QUALIFIED LEADS BY 10% INCREASE QUALIFIED LEADS BY 25% EVALUATE, NURTURE AND CONVERT % OF LEADS TO SALES		
Factors 3 + 4: Strategies and Tactics	65%		25%
			10%
	(1) For primary target audience, generate leads by increasing brand awareness, engagement with social media (Facebook) and email newsletters, and other digital marketing channels. (2) For secondary target audience, generate leads through direct mail, print advertising, and other offline marketing channels. (3) For tertiary target audience, generate leads through word-of-mouth, referrals, and other organic marketing channels. (4) For quaternary target audience, generate leads through other marketing channels.		
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Factor 5: Key Performance Indicators	KPIs FOR MARKETING — GOAL 1		
What are the key performance indicators (KPIs) for each goal? How will you measure success? What are your key performance indicators (KPIs)?	KPIs FOR MARKETING — GOAL 2 KPIs FOR MARKETING — GOAL 3		
Factor 6: Target KPI Values	KPI TARGET VALUES FOR MARKETING — GOAL 1		
What are the target KPI values for each goal? How will you measure success? What are your key performance indicators (KPIs)?	KPI TARGET VALUES FOR MARKETING — GOAL 2 KPI TARGET VALUES FOR MARKETING — GOAL 3		
Factor 7: Reporting (Tool and Segments)	REPORTING FOR MARKETING — GOAL 1		
What are the reporting tools and segments for each goal? How will you measure success? What are your key performance indicators (KPIs)?	REPORTING FOR MARKETING — GOAL 2 REPORTING FOR MARKETING — GOAL 3		
Factor 8: CRITICAL SUCCESS FACTORS: Technological/Operational/Administrative Requirements for Success	CSFs: TECHNOLOGICAL/OPERATIONAL/ADMIN REQUIREMENTS FOR MARKETING — GOAL 1		
What are the critical success factors (CSFs) for each goal? How will you measure success? What are your key performance indicators (KPIs)?	CSFs: TECHNOLOGICAL/OPERATIONAL/ADMIN REQUIREMENTS FOR MARKETING — GOAL 2 CSFs: TECHNOLOGICAL/OPERATIONAL/ADMIN REQUIREMENTS FOR MARKETING — GOAL 3		
Factor 9: CRITICAL SUCCESS FACTORS: UX and Creative Requirements for Success	CSFs: UX + CREATIVE REQUIREMENTS FOR MARKETING — GOAL 1		
What are the critical success factors (CSFs) for each goal? How will you measure success? What are your key performance indicators (KPIs)?	CSFs: UX + CREATIVE REQUIREMENTS FOR MARKETING — GOAL 2 CSFs: UX + CREATIVE REQUIREMENTS FOR MARKETING — GOAL 3		





# ▣▣ Affinity™ Strategic Planning Framework

There are six aspects of Affinity, each designed to organize information, help us see white space and identify a differentiating platform under which all activities will live.

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## Discovery 01

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

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## Strategy 02

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

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## Concepting 03

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

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## Planning 04

- 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

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## Execution 05

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

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## Success Plan 06

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

# ▣▣ Approach to Marketing Strategy

Our cross-functional subject-matter experts from media, PR, creative, digital, social, strategy and account leadership will collaborate to determine the optimal tactics to achieve your desired mindset shifts and drive to the defined KPIs. We use Mower's arsenal of tools, technology, and people to inform the creation of a marketing strategy that connects authentically with audiences when and how they want to be reached, in a way that motivates the desired behaviors. This is the process we use across all clients—notable examples include ABB Adaptive, GE Animals campaign and Iroquois Healthcare Association's Caring Gene® campaign.

## **In-House Research**

Mower's dedicated in-house research team designs, executes and analyzes voice of customer research to inform our brand and media strategies, our creative and our content through qualitative and quantitative methodologies. Mower strongly believes that great strategy is built on a foundation of authenticity that can only be attained through deep knowledge of the customers' wants, needs, motivations and barriers.

Just this year we've conducted research on behalf of electric utilities FirstEnergy and AVANGRID, to collect data for our award-winning Caring Gene campaign for Iroquois Healthcare Association, to uncover customer perceptions of our client Charlotte Pipe and Foundry, and many more.

## **Personas, Journeys and Integrated Plan**

We take the research insights gained and apply them to build out decision-maker personas and journeys. Our Success Plan will leverage analytics to uncover the optimal ways to drive awareness and achieve the desired mindset shift and subsequent actions. These inputs will allow us to develop a robust, integrated program that will bring the Carhartt Company Gear value proposition and experience to life, reinforcing the mission to be the #1 trusted and reliable source of high-quality products and services for organizations that outfit hard-working people.

# ▣▣ Affinity: Strategy Phase

During the Strategy phase, we develop personas leveraging primary and secondary research (customer interviews, observations, online surveys, web analytics, VOC, GWI, industry studies, etc.) and advanced segmentation (behavioral, attitudinal, psychographic) to identify personal and professional goals, demographics, motivations, barriers, skills, device and browser usage, media consumption preferences for ideas, learning, trends, work, escaping, relaxing and entertainment. We find this is the best way to get in the customers' shoes. It's all about empathy and looking at Carhartt Company Gear through the eyes of the customer to see and experience what they do, as they move through their decision journey.

Journeys are a critical input to developing a comprehensive integrated marketing communications plan. They allow us to analyze the experience. Specifically, we look at:

**Actions**—What specific actions are they taking to accomplish their goals?

**Channels & touchpoints**—What objects, interfaces, people and places are involved?

**Thoughts**—To understand their motivation, what are they thinking as they complete each action?

**Emotions**—How are they feeling at each step?

**Pain points**—What are the barriers or sticky points for each action?

The journey helps to inform the IMC plan and, when aligned to Google Analytics, media and Salesforce analytics, helps us start to see what steps of the journey are performing well and which require attention. This important link back to KPIs ensures opportunities are optimized and challenges are addressed and minimized.



## ▣▣ B2B v. B2C

It is crucial to differentiate B2C messages from B2B messages—ensuring you capture the halo value of brand equity with consumers, while translating messages to resonate with B2B audiences. Mower frequently does this for clients who have both a consumer and business presence, including FedEx, National Grid, Georgia-Pacific, KeyBank and BlueCross BlueShield and we are confident we can do the same for Carhartt Company Gear.

Messaging and content are built for the different emotional and rational needs that a decision-maker has at each stage, ensuring delivery format and channel reflect the complexity, depth of information and true desires of the audience. All with the intent of moving them toward the desired action (form fill for lead generation, attendance of a webinar, request for pricing details, inquiry for a sales quote, demonstration of a product, or a purchase).



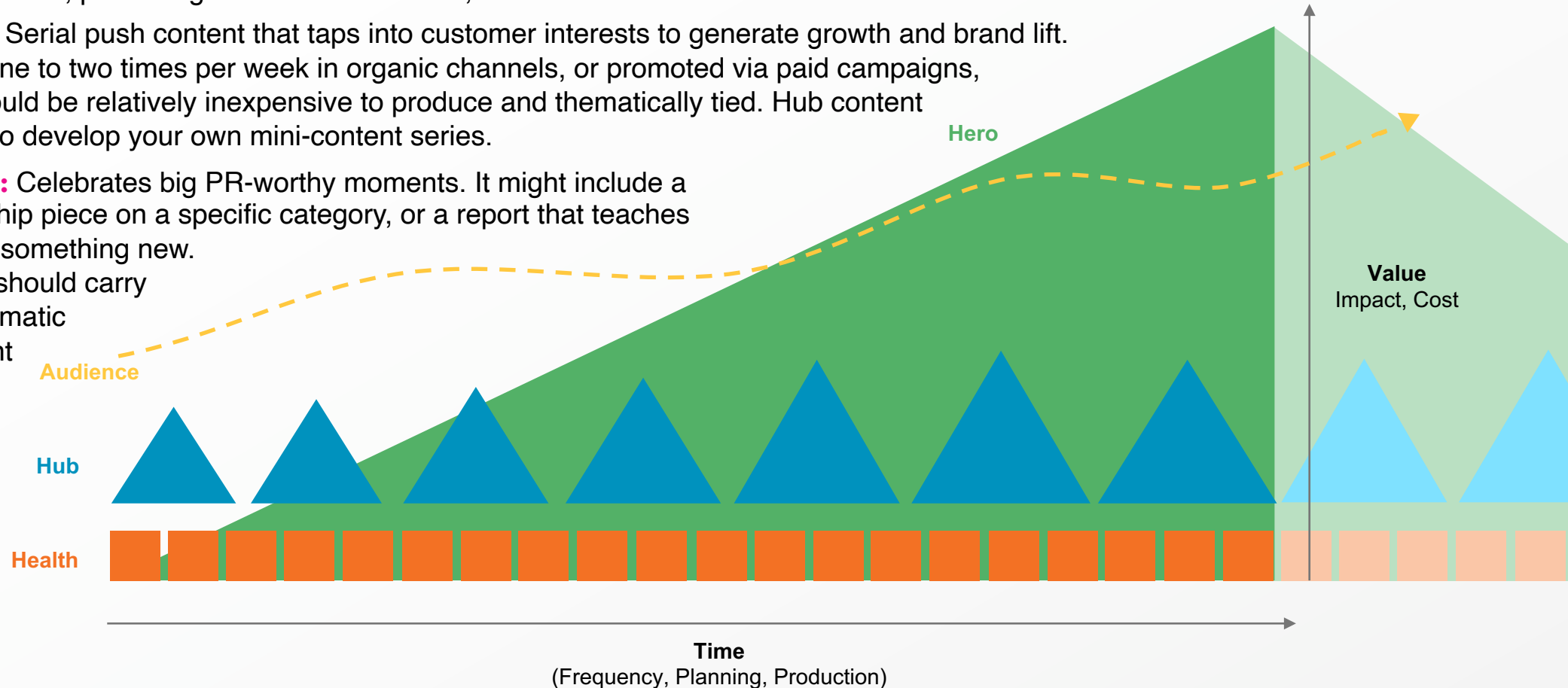
# ▣▣ Six-Month Content Planning

Mower's content strategy framework identifies three essential types of content:

**Health Content:** Basic content posted on an ongoing or daily basis that tells an audience you're an active company—showcasing products, promoting a calendar of events, etc.

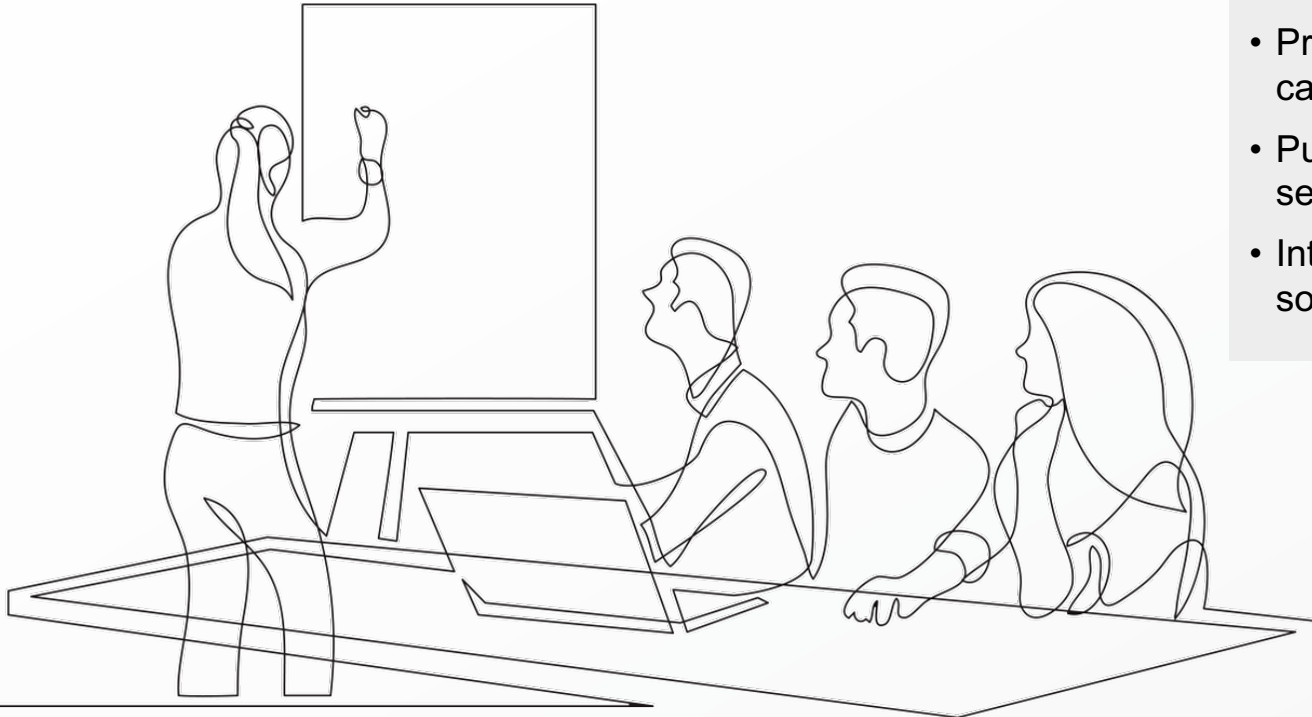
**Hub Content:** Serial push content that taps into customer interests to generate growth and brand lift. Ideally posted one to two times per week in organic channels, or promoted via paid campaigns, hub content should be relatively inexpensive to produce and thematically tied. Hub content is your chance to develop your own mini-content series.

**Hero Content:** Celebrates big PR-worthy moments. It might include a thought leadership piece on a specific category, or a report that teaches your audiences something new. Hero moments should carry the branded thematic from hub content but should be amplified with PR efforts for added lift.



# ▣▣ Six-Month Content Planning

As we build out the calendar, our strategists, account managers and project managers work with the discipline teams to map out paid, earned, shared and owned content to ensure alignment to overarching messaging and objectives, budget allocation and cadence to gain cross-channel efficiencies.



To build a content strategy, there are various inputs that may already exist at Carhartt Company Gear, or would be completed as part of the Affinity Framework with Mower:

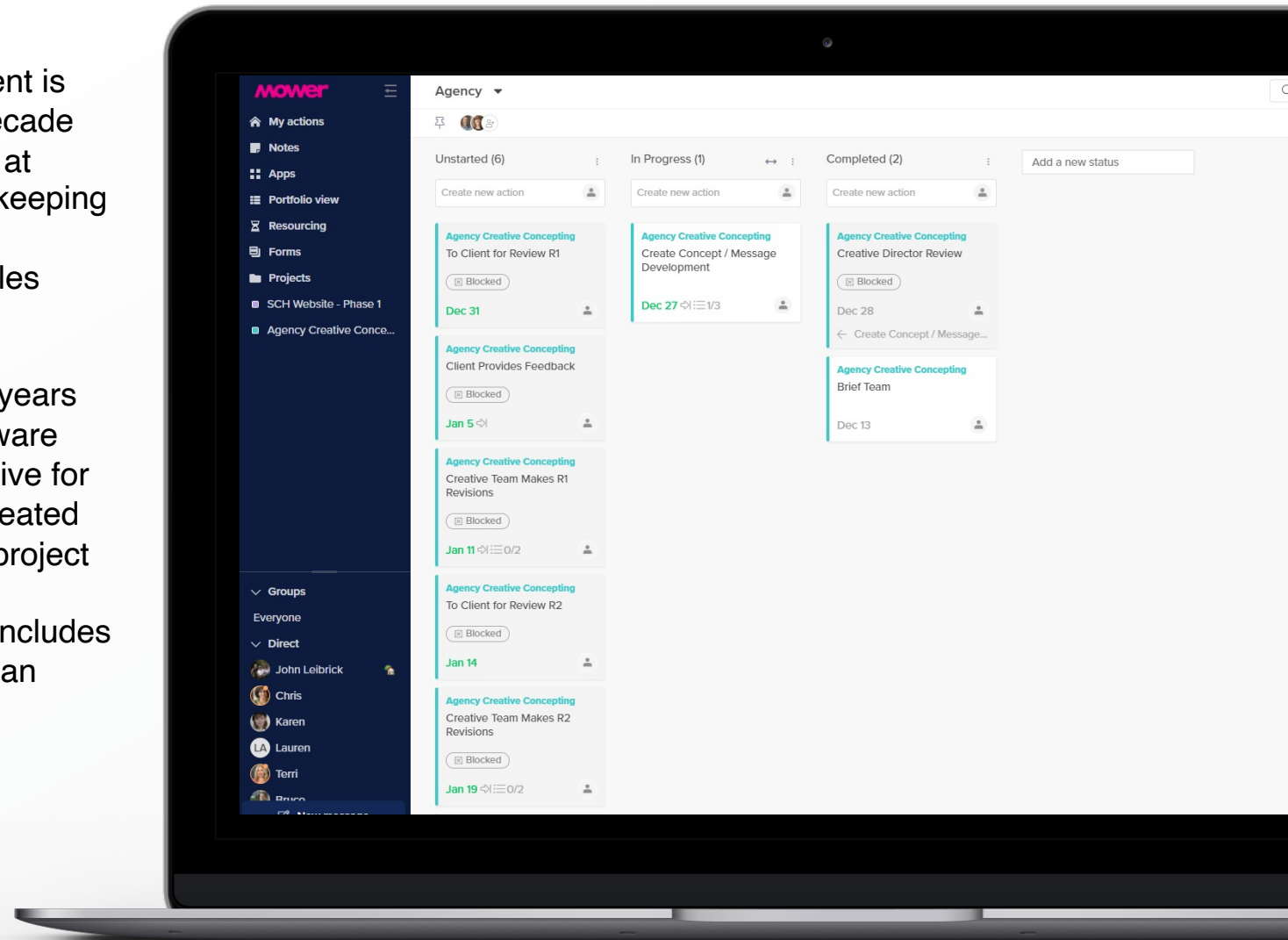
- Goals/KPIs (e.g., Mower Success Plan)
- Product priorities
- Promotional and event calendars
- Purchase insights/seasonality
- Internal/PR/social agency plans
- Team resource/MarTech
- Competitors
- Personas
- Customer journeys
- Messaging matrix
- Current campaign analytics



# Creative Services Tools

The best tool we have for creative service management is actually not a tool. It's our people. For more than a decade we have had a robust project-management discipline at Mower, with dedicated project managers focused on keeping projects moving smoothly from concept to final media upload. Weekly status reports documenting deliverables are part of our DNA.

Of course, we have several tools as well. After many years using Tasquatch, custom workflow management software that we built in-house, Mower has recently adopted Hive for project management and online proofing. We have created custom workflows and templates for a wide range of project types to save time and resources during the creative, production and media implementation process. Hive includes online proofing of documents and videos too, so we can easily review and annotate work and track edits from multiple reviewers.



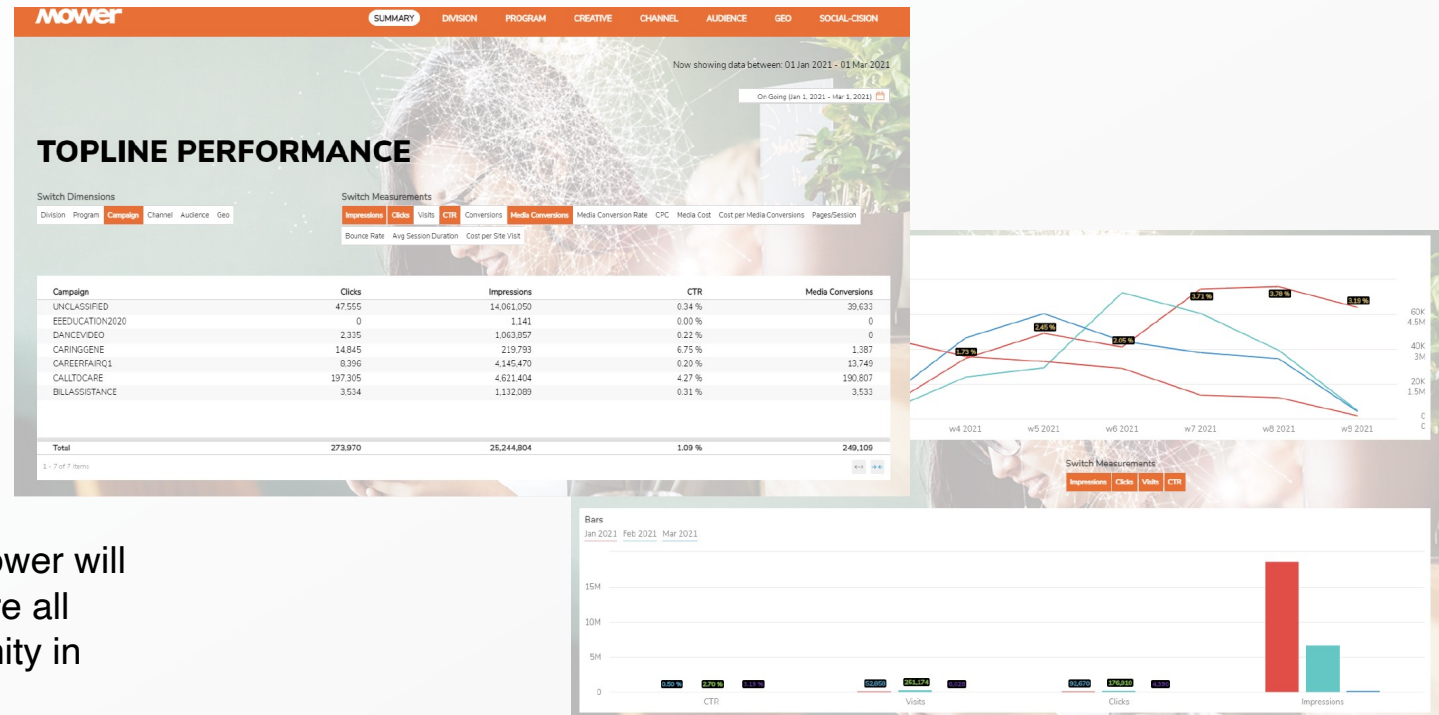
# Measurement

With the Success Plan in hand and keenly aware that measurement drives insights, our data team will work with you 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 Carhartt Company Gear's 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 that mines your campaign data.



# MarTech Capabilities

Mower provides strategic and operational support for our clients as they transform their businesses and succeed with MarTech. Every organization has its own unique set of challenges and opportunities when it comes to aligning their MarTech strategy with their internal structure, tech stack and customer buying behaviors and preferences. Mower's expertise in a spectrum of marketing technologies including marketing automation platforms like Marketo, Pardot and Hubspot; BI tools like Datorama, Google Analytics and Google Data Studio; and CRM platforms like Salesforce.com, combined with our strategic focus on leveraging MarTech to transform and super-charge customer acquisition, CRM and retention, make us the right partner for your strategic and operational needs.





# Media Technologies

acxiom

**M** Alliance for Audited Media  
Consumer Magazines & Newspapers

**Basis**  
BY CENTRO


**BPA**  
WORLDWIDE™  
Trade Magazines/  
Qualified Subscribers

 Campaign Manager

 comSCORE

**CLICKAGY**

**dataxu**

 datorama

dun & bradstreet

**EPSILON™**

**exelate**  
A Nielsen Company

 **GWI.**  
globalwebindex

**KANTAR MEDIA**

 **LiveRamp**  
an axiom company

 **LOTAME™**

**nielsen**

 **NIELSEN LOCAL**  
(formerly  SCARBOROUGH RESEARCH )

 **NinthDecimal**

**ORACLE**  
MARKETING  
CLOUD

**Sizmek**

 **srds**

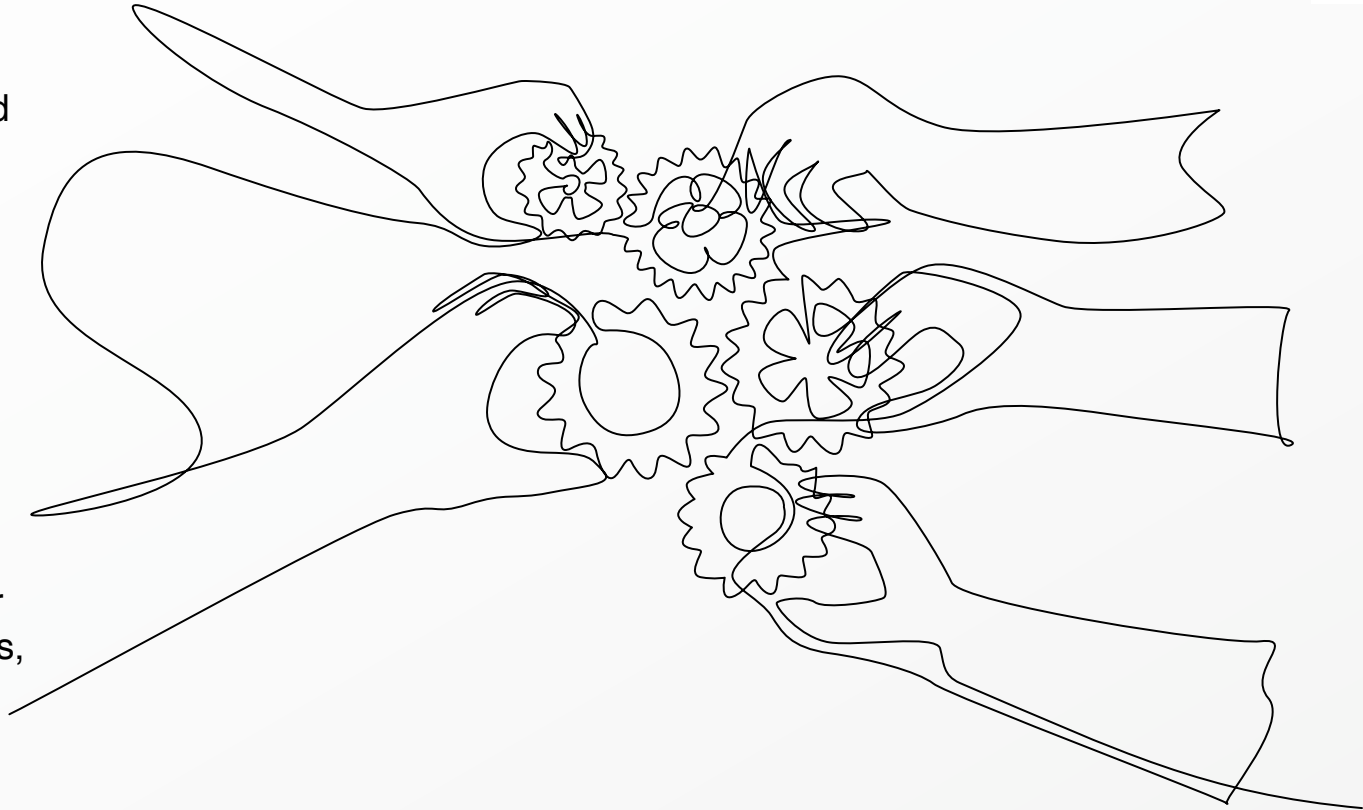
**SQAD**

 **STRATA**

# Channel-Specific SEM

Mower has worked with many brands and sub-brands that have overlapping nomenclature, so we have created various strategies in response to the scenario provided (Carhartt v. Carhartt Company Gear). We implement a customized solution for each client, but the central goal is to combat and mitigate artificial cost (CPC) inflation resulting from keyword overlap. Whether you want to purposefully bid on similar keywords or deploy a hardline stop to any type of overlap, we will create a plan that adheres to your marketing objectives.

Our approach to keyword prioritization starts with researching the target user's mindset throughout their path to conversion. We identify search intent-based terminology themes from this research and leverage them to build a keyword strategy that drives the most relevant users to your website. Search intent themes can materialize in many ways, but for Carhartt Company Gear, it means finding the unique differences in search behavior between users researching the consumer brand and users in-market for a work gear solution for their company.



# Channel-Specific SEM

In this example, Carhartt Company Gear is designated as the lead brand, while Carhartt maintains a presence to help push competitors like Vistaprint down the page.

Ex: Both brands bid on the same term

The screenshot shows a Google search for "carhartt shirts". The search bar contains "carhartt shirts" and a blue callout box points to it with the text "Ex: Both brands bid on the same term". Below the search bar, navigation tabs for "All", "Shopping", "Images", "News", "Videos", and "Tools" are visible. The search results show "About 63,100,000 results (0.78 seconds)".

**Priority Brand: Carhartt Company Gear**

**Secondary Brand: Carhartt**

**Ads · Shop carhartt shirts**

Product	Price	Rating
Carhartt Men's K87...	\$16.99	★★★★★ (8k+)
Carhartt Men's Cotto...	\$24.99	★★★★★ (3k+)
Carhartt Men's K87...	\$16.99	★★★★★ (9k+)
Carhartt Men's Cotto...	\$29.99	★★★★★ (1k+)
Carhartt Men's K87...	\$16.99	★★★★★ (79)
Carhartt Men's...	\$44.99	★★★★★ (38)

More on Google



# Channel-Specific SEO

SEO is made up of multiple elements that make your website more visible to users, and that means more traffic and more opportunities to convert prospects into customers. Search is often the first thing prospects do when they need a question answered, whether it's on a computer, mobile device or through voice commands.

It's also a valuable tool for improving your brand awareness, building relationships with potential customers, and positioning yourself as an authoritative and trustworthy expert in your industry through the content you publish. Whether someone is in the conversion stage or still simply researching, SEO is important as you rebuild your new website, so when you go live you're there to provide the correct answer to customer questions.

## Here are the top 3 things we'll focus on:

01  
Conduct a thorough SEO site audit to assess the current state of your search performance and areas to focus on for improvement.

02  
Conduct and use keyword research to inform the new site hierarchy, copy and content on the site. Also use keywords to inform everything from new thought-leadership pieces and blog content all the way down to product descriptions.

03  
Benchmark your current rankings so you have a basis to assess the value of the SEO work we do while rebuilding your site and measuring success moving forward.

# Channel-Specific DR Media

Client media engagements begin with a strong strategic component—a discovery workshop, primary and/or secondary research, a Success Plan and, ultimately, the delivery of key customer insights. Our media team works collaboratively with creative partners to develop both the creative platform and the optimal way to connect that platform to our business audiences.

## A Broad Range of Digital Media Solutions

Media planning is about harnessing a series of connections, and Mower media planners have a broad range of B2B digital media options to offer clients. Our digital media strategists execute complex online marketing campaigns leveraging account-based marketing, AI-driven programmatic display media (including behavioral, contextual, ABM and retargeting), geofencing, content syndication, native advertising, connected TV and over-the-top TV, and on and on.

In addition, Mower's performance marketing specialists hold Google and other current certifications to plan, manage and optimize paid search and paid social (LinkedIn, Reddit, Facebook, Instagram, Twitter, YouTube, etc.) campaigns.

## Tools for Targeting, Tracking and Reporting

Mower's media planning team leverages strategic tools that add value at every stage of the process.

- Our subscriptions to consumer profiling tools like Global Web Index opens a world of audience data that enables us to recommend laser-focused media mixes that will maximize Carhartt Company Gear's return on investment.
- Mower's partnership with Campaign Manager 360, the industry-leading ad-serving platform, enables data, creative and media to work together for optimal campaign performance.
- Our business intelligence partner, Datorama, allows us to understand the holistic impact of your campaigns. Rather than analyzing results by tactic, Datorama allows us to report cross-channel campaign performance.

You will find an example of Mower [media plan](#) presentation and [flowchart](#) for a large B2B client.

# Case Studies



# ▣▣ Iroquois Healthcare Association—“Caring Gene”



## Freightliner–“Hardest Working Cities”



# Team Portfolio



IF YOU'RE NOT LIFTING ULTRALIGHT PANELS, WHAT ARE YOU LIFTING?

Introducing SHEETROCK® Brand UltraLight Panels. 30% lighter and stronger pound for pound than standard drywall. Easier to carry and install, they're easing the burden of a back-breaking job. [TheWayItShouldBeBuilt.com](http://TheWayItShouldBeBuilt.com)

USG

IF YOU'RE NOT LIFTING ULTRALIGHT PANELS, WHAT ARE YOU LIFTING?

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USG

IF YOU'RE NOT LIFTING SHEETROCK® BRAND ULTRALIGHT PANELS, WHAT ARE YOU LIFTING?

Relieve the drag with SHEETROCK® Brand UltraLight Panels FIRECODE® 30. Up to 30% lighter and easier to lift, carry and install than standard 5/8" drywall panels. Optimized to be more efficient, save money, reduce job non-product and 30-minute operations. Average 600 lbs from USG. The leader in lightweight innovation. [TheWayItShouldBeBuilt.com](http://TheWayItShouldBeBuilt.com)

USG



# John Deere



BUILDING. TOGETHER.

## PUSH. BACK.

PRESENTING THE ALL-NEW 1050K.  
BEHIND EVERY GREAT INNOVATION STANDS A CUSTOMER WHO'S HAD ENOUGH.



We call it the 1050K. You'll call it a welcome choice. Because it's our first production-class dozer designed alongside operators like you. And it's packed with long overdue features. Like a hydrostatic power train that delivers the muscle you need and responsive control the way you want it. And rugged components that stand up to the most demanding job sites. All supported around the clock by your local dealer who is standing by with a robust service and parts program dedicated exclusively to the production-class market. Because it's time we all pushed back.



JohnDeere.com/PushBack



IT'S REALLY A HYBRID OF MAN AND MACHINE.



Blending your input and our innovation, we didn't just build a hybrid that's more fuel efficient, we also built a machine that's more productive. The responsive powertrain and hydraulics of the 1050K Hybrid Wheel Loader enable you to move more material, while making bucket loading more efficient. Plus, a remarkably quiet operator and 27% reduction in fuel consumption\* mean you'll not only be more productive, but also more comfortable and profitable. It's why the 1050K Hybrid Wheel Loader offers the perfect combination of features for you, and your business. To learn more, see your dealer or visit our website.



JohnDeere.com/Hybrid



NOTHING REFLECTS YOUR INPUT LIKE A DEERE.



Blending your input and our innovation, we didn't just build a hybrid that's more fuel efficient, we also built a machine that's more productive. The responsive powertrain and hydraulics of the 1050K Hybrid Wheel Loader enable you to move more material, while making bucket loading more efficient. Plus, a remarkably quiet operator and 27% reduction in fuel consumption\* mean you'll not only be more productive, but also more comfortable and profitable. It's why the 1050K Hybrid Wheel Loader offers the perfect combination of features for you, and your business. To learn more, see your dealer or visit our website.



JohnDeere.com/BuildingTogether

# Charlotte Pipe





# Southwire





# Lenox





# ▣▣ Bosch



# ▀▀ Nucor



HOW WE TURN STEEL INTO A CAR'S BEST FRIEND.

The fact that we provide high-quality steel in the automotive industry is a steady state of our best practices. From engine and transmission to frame and body, leading manufacturers from Nissan to Volvo see the quality and quantity they need. On time. At a reasonable price. By being flexible and adapting to each quality we are able to handle the demands of these customers, products increase and product specifications. Heavy automotive demands only Nucor's resources can best approach. Making us automotive's best friend, too. [www.nucor.com](http://www.nucor.com)

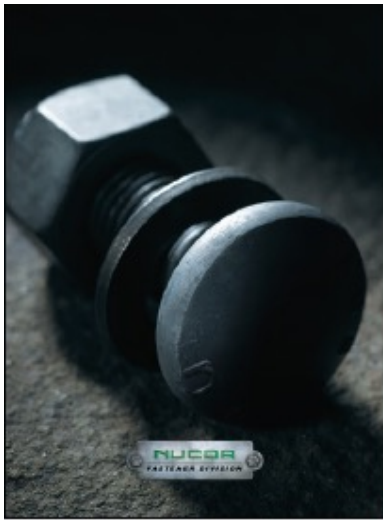
*It's Our Nature.*



ALL OF A SUDDEN WE'RE TRENDY.

It's not like we were always trendy. It's just that we were always high quality. And when it comes to architecture, quality is always in style. From the iconic Chrysler Building to the modern, glass skyscrapers of today, we've been there all along. We're not just a steel provider, we're a partner in building the future. And that's why we're always in style. [www.nucor.com](http://www.nucor.com)


*It's Our Nature.*



WHY OUR NUTS & BOLTS ARE MORE THAN NUTS & BOLTS.

It's not just a nut and bolt, it's a piece of steel. It's a piece of strength. It's a piece of precision. It's a piece of quality. It's a piece of steel that's been tested and proven. It's a piece of steel that's been used in everything from bridges to cars. It's a piece of steel that's been used in everything from construction to manufacturing. It's a piece of steel that's been used in everything from infrastructure to industry. It's a piece of steel that's been used in everything from the past to the future. [www.nucor.com](http://www.nucor.com)

*It's Our Nature.*



HOW TIGHT DEADLINES BECOME A THING OF BEAUTY.

Building the gap between steel and construction is no easy task. Especially with the added pressure of a tight deadline. At the largest producer of steel beams in the Western Hemisphere, we can get there in your quality, budget, and with ongoing communication we can ensure that your job just shows in our visible badge. And that truly is a thing of beauty. [www.nucor.com](http://www.nucor.com)

*It's Our Nature.*

IT JUST MAKES SENSE TO USE SOMETHING AGAIN.



**NUCOR**

IT JUST MAKES SENSE TO USE SOMETHING AGAIN.



**NUCOR**

IT JUST MAKES SENSE TO USE SOMETHING AGAIN. INSTEAD OF THROWING IT AWAY.



Roll over to recycle.

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IT JUST MAKES SENSE TO USE SOMETHING AGAIN. INSTEAD OF THROWING IT AWAY.



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IT JUST MAKES SENSE TO USE SOMETHING AGAIN.



**NUCOR**

IT JUST MAKES SENSE TO USE SOMETHING AGAIN. INSTEAD OF THROWING IT AWAY.

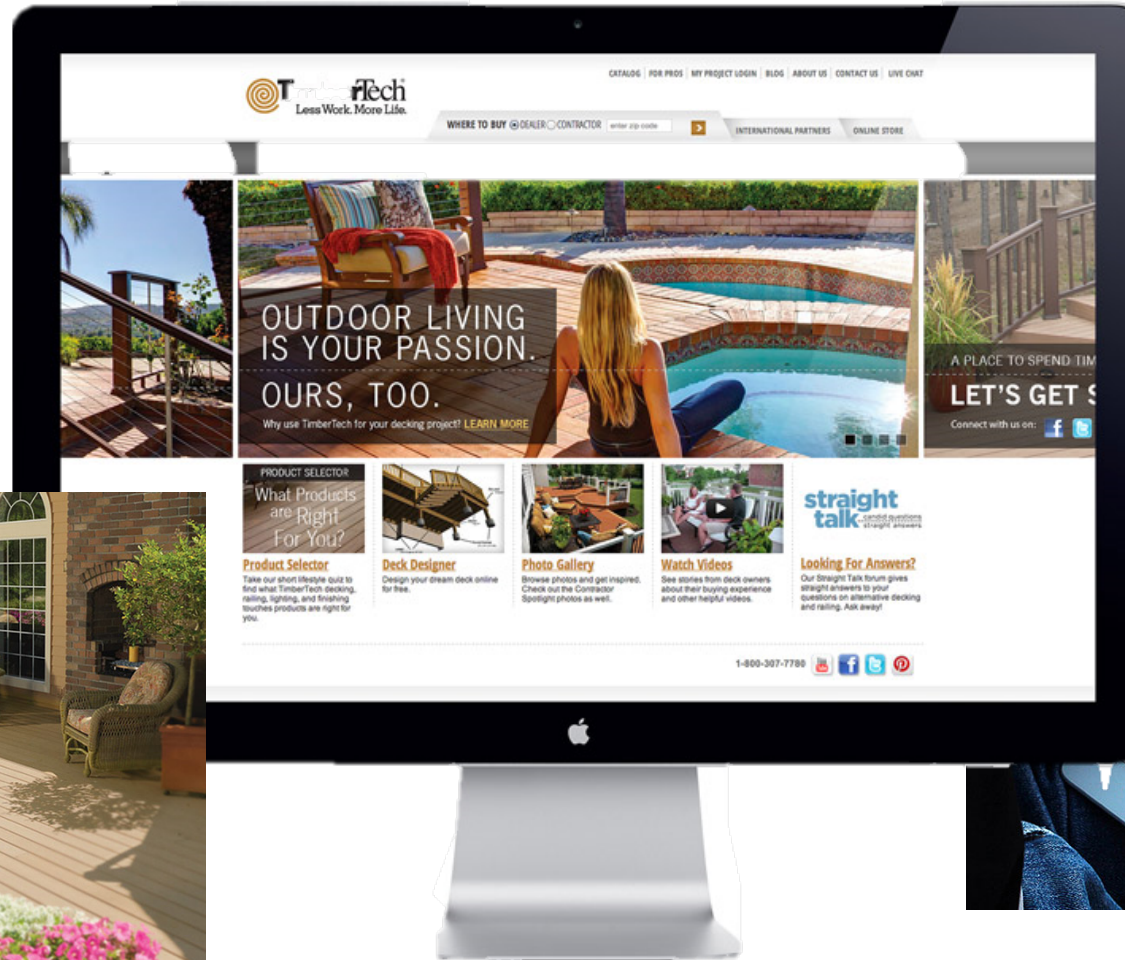


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Click for more.



# TimberTech



# ▣▣ Viega

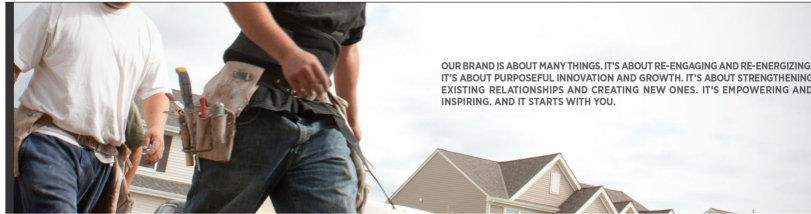




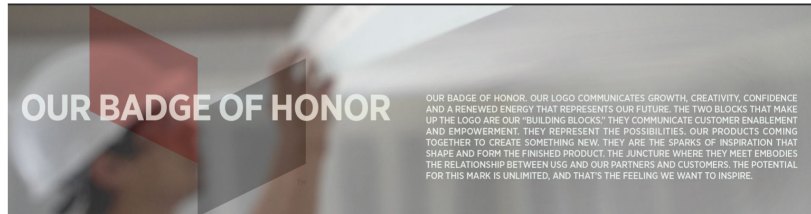


# USG Brand Book Sample pages

USG IS AN INDUSTRY LEADER WHOSE PRODUCTS AND SERVICES BRING INSPIRATION AND NEW LEVELS OF PERFORMANCE TO OUR CUSTOMERS, ENABLING THEM TO CREATE OUTSTANDING SPACES WHERE PEOPLE LIVE, WORK, AND PLAY AND TO CELEBRATE THE CRAFTSMANSHIP OF THEIR PROFESSIONS. COMMUNICATING OUR BRAND REQUIRES A CLEAR, CONSISTENT AND COHERENT EXPRESSION ACROSS ALL TOUCHPOINTS. TOGETHER WE CAN MAKE THESE WORDS COME TO LIFE FOR OUR CUSTOMERS AND COLLEAGUES AND MAKE OUR BRAND A LIVING, BREATHING FORCE. EXPRESSING TO THE WORLD THAT USG IS THEIR PARTNER IN MAKING WHAT IF, WHAT IS.

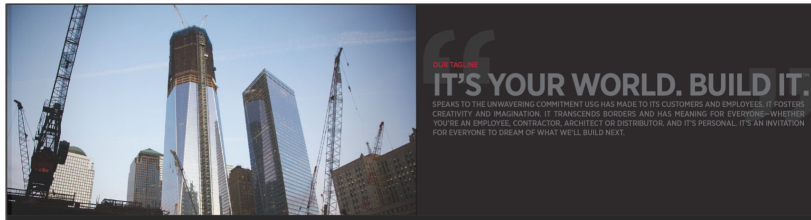


OUR BRAND IS ABOUT MANY THINGS. IT'S ABOUT RE-ENGAGING AND RE-ENERGIZING. IT'S ABOUT PURPOSEFUL, INNOVATION AND GROWTH. IT'S ABOUT STRENGTHENING EXISTING RELATIONSHIPS AND CREATING NEW ONES. IT'S EMPOWERING AND INSPIRING. AND IT STARTS WITH YOU.



## OUR BADGE OF HONOR

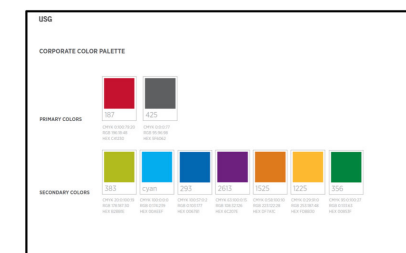
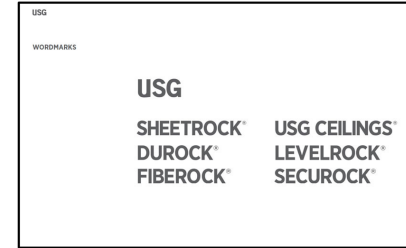
OUR BADGE OF HONOR, OUR LOGO, COMMUNICATES GROWTH, CREATIVITY, CONFIDENCE AND A RENEWED ENERGY THAT REPRESENTS OUR FUTURE. THE TWO BLOCKS THAT MAKE UP THE LOGO ARE OUR "BUILDING BLOCKS." THEY COMMUNICATE CUSTOMER ENABLEMENT AND EMPOWERMENT. THEY REPRESENT THE POSSIBILITIES: OUR PRODUCTS COMING TOGETHER TO CREATE SOMETHING NEW. THEY ARE THE SPARKS OF INSPIRATION THAT SHAPE AND FORM THE FINISHED PRODUCT, THE JUNCTURE WHERE THEY MEET EMBODIES THE RELATIONSHIP BETWEEN USG AND OUR PARTNERS AND CUSTOMERS. THE POTENTIAL FOR THIS MARK IS UNLIMITED, AND THAT'S THE FEELING WE WANT TO INSPIRE.



USG TAGLINE  
**IT'S YOUR WORLD. BUILD IT.**  
SPEAKS TO THE UNWAVERING COMMITMENT USG HAS MADE TO ITS CUSTOMERS AND EMPLOYEES. IT FOSTERS CREATIVITY AND IMAGINATION. IT TRANSCENDS BORDERS AND HAS MEANING FOR EVERYONE. WHETHER YOU'RE AN EMPLOYEE, CONTRACTOR, ARCHITECT OR DISTRIBUTOR, AND IT'S PERSONAL. IT'S AN INVITATION FOR EVERYONE TO DREAM OF WHAT WE'LL BUILD NEXT.



# USG Brand Guidelines Sample pages



GE Energy



**Digital field instruments to help you make wise decisions.**

GE Energy's Masonellon® digital field solutions provide you with precise valve performance so you can make the right adjustments for greater efficiency and safety. Easy to install and start up, Masonellon SV™ II ESD positioners and 12400 level transmitters are SIL certified for increased safety, while our ValVue® software suite helps you improve predictive maintenance. These online digital diagnostics are an easy, reliable way to help your plant operate optimally. That sounds pretty wise to us.

To learn more, go to [www.ge-energy.com/owl](http://www.ge-energy.com/owl).  
\*Registered trademarks of the General Electric Company.



imagination at work


GE Energy



**Valve solutions that take charge.**

GE Energy's valve solutions give you control under even the most demanding conditions. Masonellon® control valves and Consolidated® safety relief valves are designed to withstand the most critical power applications. With leading energy management trim solutions and advanced digital valve diagnostics, we provide dependable solutions through our established global services network to support optimal control and plant operations.

To learn more, go to [www.ge-energy.com/bull](http://www.ge-energy.com/bull).  
\*Registered trademarks of the General Electric Company.



imagination at work

GE Energy



**Valve solutions that keep danger at bay.**

Plant instability. Frequent, unexpected downtimes. Reduced process accuracy. All of which can endanger your plant's performance. No matter the application, we deliver smarter solutions. From anti-cavitation and noise reduction to pilot-operated and balanced-bellows solutions, Masonellon control valves and Consolidated safety valves by GE Energy provide the utmost in safety, stability and efficiency.

To learn more, go to [www.ge-energy.com/shark](http://www.ge-energy.com/shark).



imagination at work



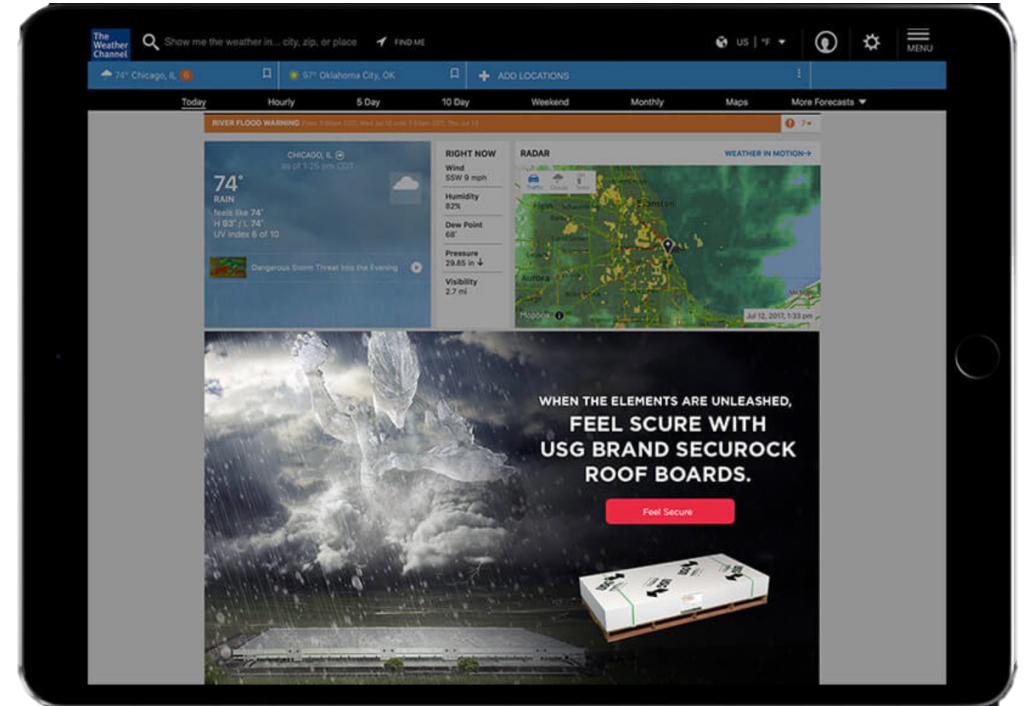
# USG



**WHEN THE ELEMENTS BRING THE HEAT,  
FEEL SECURE WITH USG SECUROCK® BRAND ROOF BOARDS.**

Wind, Hail, Fire. These acts of nature are unpredictable and unforgiving. Protect your roof and reputation with USG Securock® Brand Roof Boards. Delivering peace of mind when the sky rages on. **Feel secure at [usg.com/securock](http://usg.com/securock)**

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The Weather Channel

Show me the weather in... city, zip, or place  FIND ME

US | F | Settings | MENU

Chicago, IL 74° Oklahoma City, OK 87° ADD LOCATIONS

Today Hourly 5 Day 10 Day Weekend Monthly Maps More Forecasts

**NEVER FLOOD WARNING** From 1:00pm CDT Wed Jul 12 until 1:00am CDT Thu Jul 13


**CHICAGO, IL**  
74°  
RAIN  
Wind: 10 to 24 mph  
Humidity: 82%  
Dew Point: 68°  
Pressure: 29.85 in  
Visibility: 2.7 mi

**RIGHT NOW**  
Wind: 10 to 24 mph  
Humidity: 82%  
Dew Point: 68°  
Pressure: 29.85 in  
Visibility: 2.7 mi

**RADAR** WEATHER IN MOTION

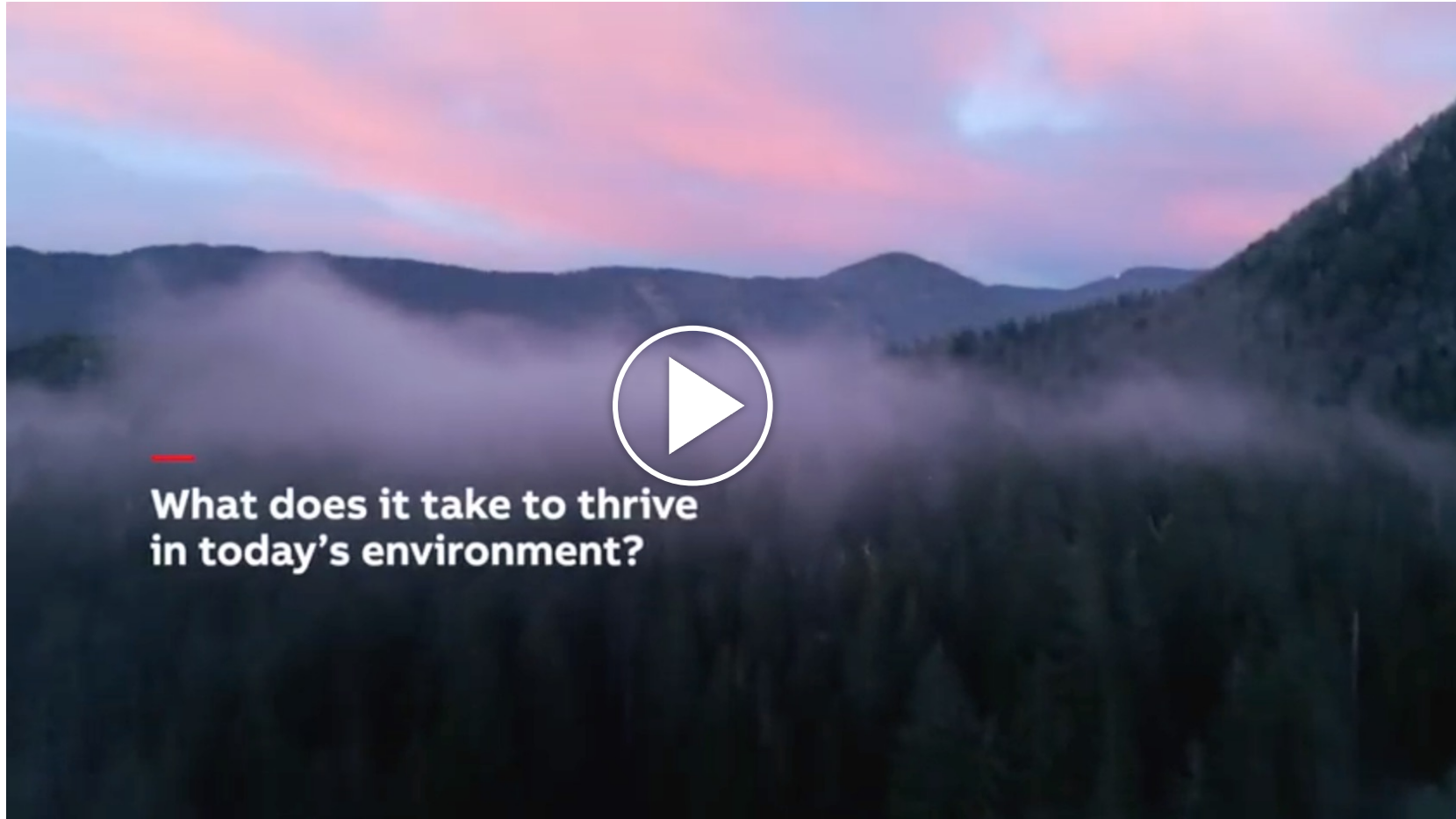
**WHEN THE ELEMENTS ARE UNLEASHED,  
FEEL SECURE WITH  
USG BRAND SECUROCK  
ROOF BOARDS.**

**Feel Secure**



**MOWER**

▣▣ ABB





# International Trucks



**SO MUCH CHROME  
IT'LL MAKE YOUR BELT BUCKLE JEALOUS.**

It broke the mold. And it's snapping necks. Introducing the International® LoneStar™, a truck as original as those who drive it. Built for today's owner-operator. LoneStar combines best-in-class fuel economy, with an advanced aerodynamic design and the timeless style of a long-roof. Polished off with enough chrome to make a blind man see. And what a sight it is. The International LoneStar. Miles ahead of everything on the road. [www.internationaltrucks.com](http://www.internationaltrucks.com) **MILES AHEAD**

©2008 International Truck and Engine, a Navistar Company



**TURN HEADS IN A KICK-TO-THE-JAW KIND OF WAY.**

When the International® WorkStar™ rolls up its sleeves, you better mean business. Beneath its steady-eyed profile lies one of the strongest frame rail systems to maximize your payload. Add to this the brute force of the 470 work-hungry horses and you've got enough muscle to power any job site into submission. Which will certainly raise a few eyebrows. The International WorkStar. Miles Ahead in polish and performance. [www.internationaltrucks.com](http://www.internationaltrucks.com) **MILES AHEAD**

©2008 International Truck and Engine, a Navistar Company

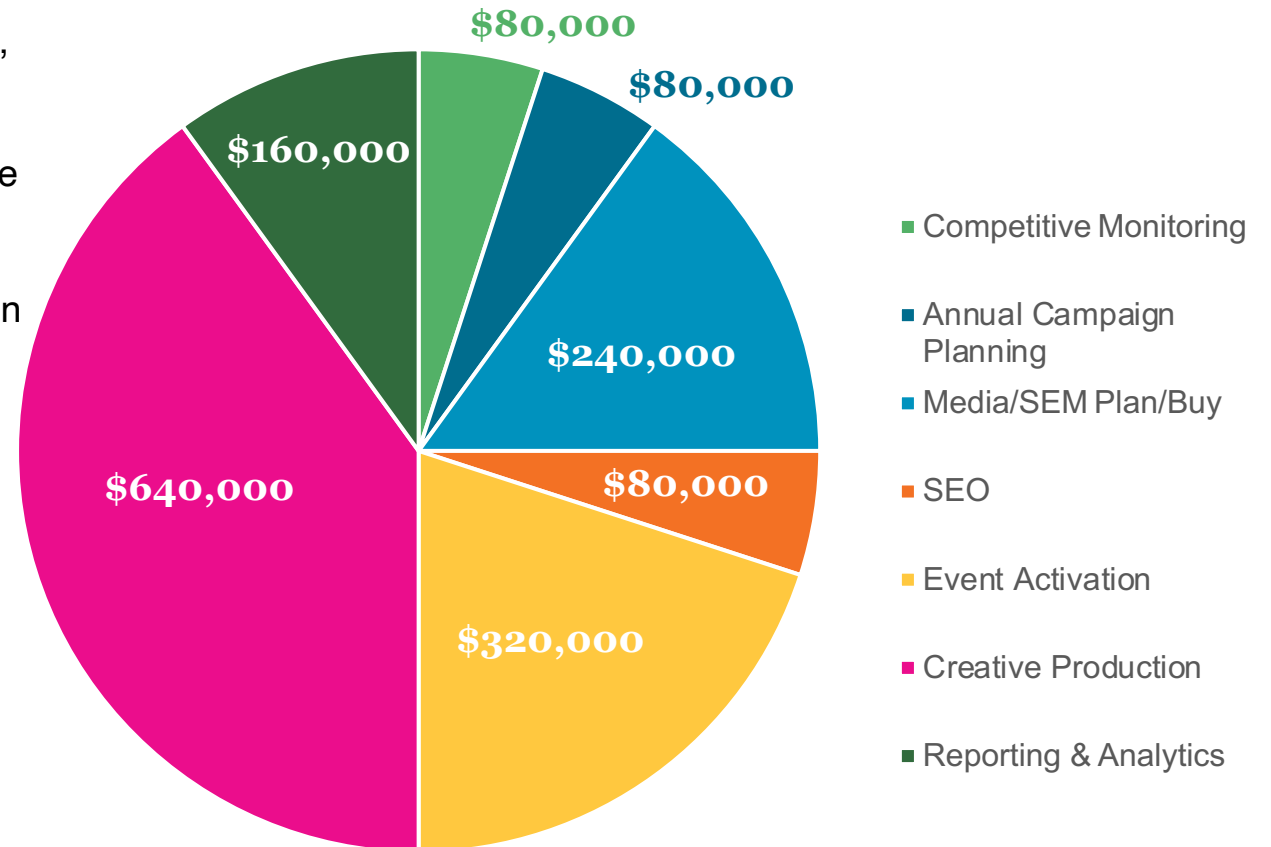
# Section 3: Solution Specifications

# ▮▮ Pricing Model

Mower will work with Carhartt Company Gear to optimize its marketing investment. Unlike many other agencies with compensation tied to staff hours, we believe clients should be paying for actual deliverables and marketplace results, not agency efforts. Our inventory is expertise, not time. We define “scope” as delivering effective outputs and outcomes, not as hours entered on timesheets. Because we price our solutions based on work delivered or outcomes achieved, we’ll never come back and ask you for more money because we spent more time. As long as projects stay within original scope definitions, we take responsibility for assigning and managing the resources needed to produce the agreed-upon outputs or outcomes.

At this early stage, it’s not practical or responsible for us to make any definitive scope and price recommendations. We need to have discussions about your priorities, timing, needs, specifics, etc. —what you value most—to determine the real scope.

What follows is a preliminary example of how Mower might allocate a \$1.6 million total budget for agency services, based on your detailed scope on RFP pages 15–21 exclusive of media or production out-of-pocket spending:





# ▣▣ Pricing Model

Mower has no recurring fees per se. However, there are some fees that we will build into our statements of work:

Ad-serving fees will be included in our media plans; these fees pass-through (no markup) from Campaign Manager 360, our digital ad serving platform, based on impressions served, which is \$.13 per thousand impressions for banner ads.

Analytics fees will be included in our statements of work for metrics. We license Salesforce's industry leading Datorama business intelligence platform for omnichannel metrics (a six-figure investment annually), and we charge custom dashboard clients an analytics fee of \$500 per metrics report generated.

We have minor fees added to some types of jobs for archiving, digital research and SEO (range from \$115–\$250).

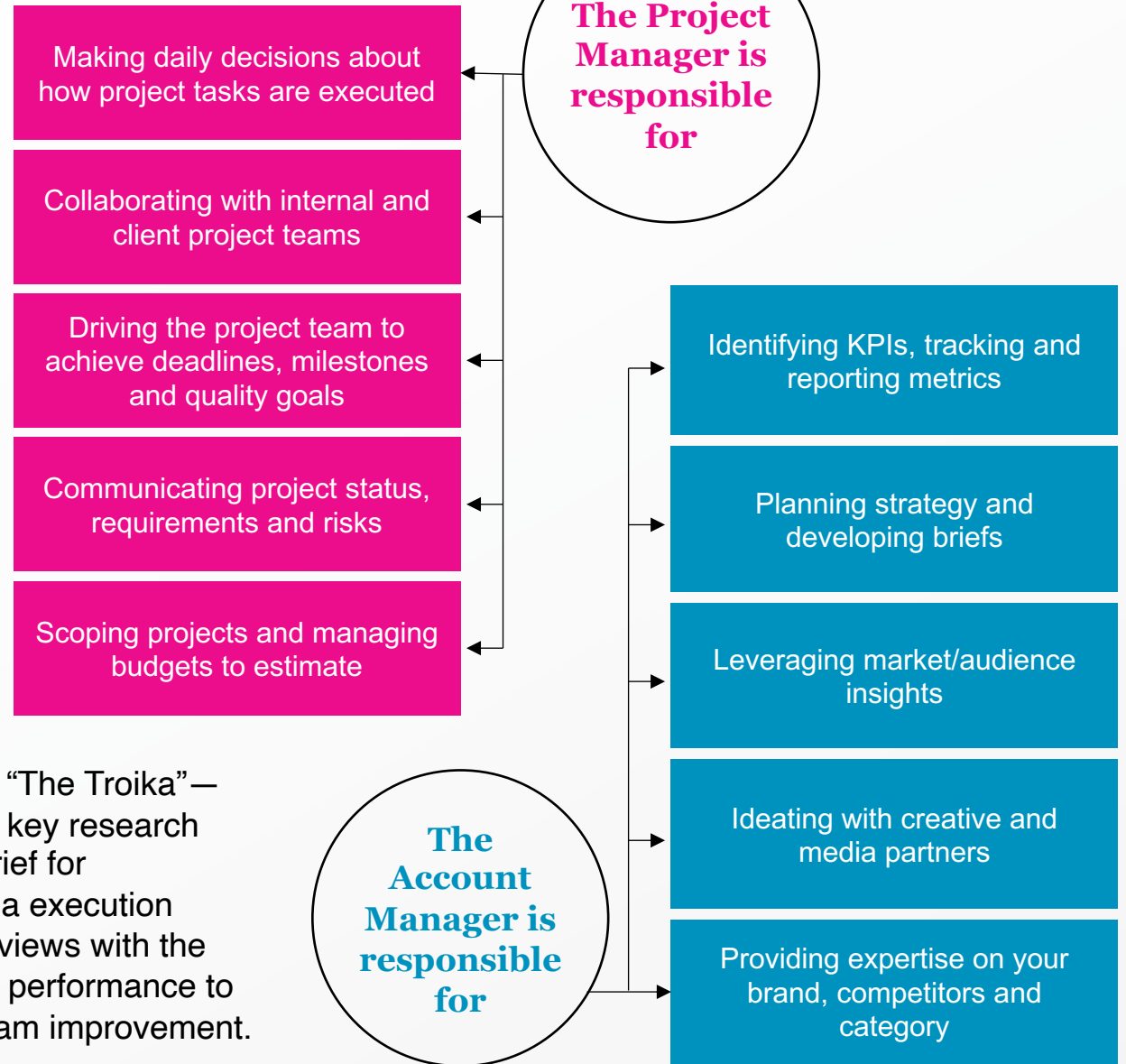
In summary, our proposed compensation model is project by project, with a well-defined statement of work preceding each assignment. Mower's statements of work cover project goals, timelines, deliverables, dependencies and pricing for agency services and net out-of-pocket expenses (e.g., media, production and/or fees noted above). We look forward to developing a mutually acceptable compensation structure in collaboration with Carhartt Company Gear.

# Proposed Service Model

Carhartt Company Gear will have an account manager with overall responsibility for the relationship and an emphasis on providing strategic leadership. In addition to bringing significant B2B industry knowledge to the role, this leader will build the kind of collaborative and consultative relationship that leads to great work.

Your project manager will work in a complementary role. Our PMs are trained in professional project-management practices and committed to eliminating every form of risk in schedule, cost and quality. They ensure that projects are clearly defined and flawlessly delivered, sharing trackable information between the disciplines that work on your projects.

During the strategy phase, your Mower account manager, strategic planner and creative director—which we refer to as “The Troika”—will collaborate closely to develop strategic direction, identify key research and insights to leverage and, ultimately, deliver a strategic brief for Carhartt Company Gear’s approval before any creative/media execution begins. These strategists will also lead quarterly business reviews with the Carhartt Company Gear team to assess the relationship and performance to date while uncovering opportunities for innovation and program improvement.

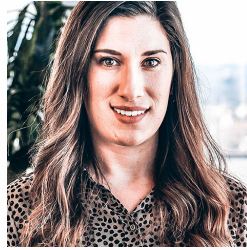


# Proposed Team for Carhartt Company Gear

## Insight/Strategy Team

### **Katie Bender, Vice President—Research, Insight**

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, reporting and 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.



### **Jeff Peters, Account Director, Strategic Planner**

Jeff 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.



## AM/PM Team

### **Chris Steenstra, Account Director, CAO**

As a seasoned account leader with years of B2B experience, Chris strategizes and oversees client marketing programs, integrating new media channels and technologies to drive business forward for Mower clients. Chris was honored twice by inclusion on "Who's Who in B2B" lists and served on the national Business Marketing Association board. Chris is a Cornell alum, and her client experience includes Newell Rubbermaid/LENOX, Carrier Corporation, Siemens, Honeywell, Sun Chemical and more.



### **Kara Sanchez, Program Manager**

Kara has spent 13 years managing a variety of projects in the public relations, experiential marketing and advertising disciplines. She has served as a senior project supervisor on National Fuel Gas Co., BlueCross BlueShield of Western New York, North American Breweries, Southwire and Galbani Cheese, ensuring projects are flawlessly executed on time and on budget—music to any client's ears.





# Proposed Team for Carhartt Company Gear

## Creative/Content Team

### Doug Kamp, Chief Creative Officer

Doug has more than two decades experience working with global A-list brands, including Sony, USG, Grant Thornton, Aflac, Miller Brewing, Dell Computer, McDonald's and many others. A former All-American football player at Washington University, Doug's competitive spirit winds 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 inspires all those around him.



### Kevin Tripodi, Senior Vice President— Creative Director

Chances are pretty good that no other agency creative director knows more about energy and energy efficiency than Kevin. But he also leads Mower's creative teams on a wide variety of B2B and B2C categories—from healthcare to semiconductor, construction to transportation and hospitality to sustainability. Kevin and his creative teams are all about building deep connections—and delivering measurable results—for his clients, including National Grid, FirstEnergy, NYSERDA, GE Power Systems, Efficiency Vermont, Legrand-Pass & Seymour, Carrier Corporation, Turning Stone Resort Casino, Siemens and FedEx.



# Proposed Team for Carhartt Company Gear

## Creative/Content Team

### **Matt Craver, Copywriter**

When it comes to storytelling, Matt has a history of creative narratives that engage customers and inspire them to take action. His carefully crafted marketing stories begin by building better brand recognition and often end with bigger bottom lines. As a senior-level creative, Matt conceives and develops campaigns for a wide variety of clients, including Community Bank; Cadaret, Grant, KI, LATICRETE, Preferred Mutual Insurance and FirstEnergy.



### **Rich Randazzo, Director of Production Services**

Rich has over 25 years' experience working in the printing, advertising and marketing fields. Rich has worked with and managed production for all types of projects—traditional, digital and video/broadcast. From B&W newspaper ads to full multi-piece 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 are what makes him tick. He received his education in Advertising Design from Cazenovia College and works 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.



# Proposed Team for Carhartt Company Gear

## Creative/Content Team

### Lucy O'Donnell, Senior Content Director

Lucy landed at the doorstep of the New York City office in 1988 and launched a career that would lead to her current role as senior content director with a specialty in travel and tourism marketing. Now, she supports her colleagues and clients with a host of brand communications tools, from press releases, bylined articles and white papers to blogs, e-newsletters, website content, social media content, ads, brochures and more—all with tremendous creativity and versatility.



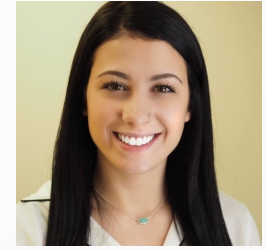
### David Jackson, Senior Content Producer

David is an exuberant creative with over a decade of experience in digital media production. DJ uses his exceptional problem-solving skills to find creative solutions for client needs. He is a native of Buffalo, NY, a dog dad and has a concerning fixation with horror movies.



### Alana Gonzales, Digital Content Specialist

Alana has worked with National Grid on multiple content projects including copywriting and content development for their high-performing Ultimate Upstate Electric Vehicle Road Trip ads, helping reduce reduce CPC from an average of \$0.70–\$1.00 to \$0.20. In addition, she's worked on paid ads for their Home Energy Assessment and Online Home Energy Assessment programs as well as shooting and editing their first ever TikTok-style energy-efficiency awareness ads, bringing a fresh approach to their traditional ad content.





# Proposed Team for Carhartt Company Gear

## DR, SEM and Brand Media Team

### Venessa Quinn, Strategy Director— Performance Marketing

Venessa has spent more than a decade in the industry, specializing in paid search, paid social, video and programmatic. At her previous agency, Resolution, she started as Employee #2 at their Charlotte site and helped build the culture of their 80-person office, including launching a women's mentoring program. She led a team as an associate director, specializing in the travel, CPG and B2B/pharma verticals. Venessa now serves as Mower's performance marketing team's main go-to for client strategy. She also leads and supervises the paid search team.



### Melina Jorizzo, Senior Associate, Performance Marketing

With more than five years of performance marketing experience, Melina brings a wealth of knowledge in paid search and social to Mower. Working with both B2B and B2C clients, her understanding of the business spans several industries including fashion, beauty, HVAC, food and beverage, healthcare, sustainability and recruitment. Some of Melina's client work includes National Grid, LG Solar, and more. She has expertise with Google, YouTube, Facebook, Instagram and Pinterest.



### Margaret Flores, Digital Strategist

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, working with notable brands such as Riskonnect, Beazer Homes, Case-Mate, LuMee, Turning Stone Resort & Casino, FirstEnergy, National Grid—and more.



### Isabella Osorio, Associate— Performance Marketing

Isabella assists in planning, implementation and maintenance of social advertising and paid search campaigns. She prepares campaign reporting for key accounts and has related experience in organic content creation, SEO and social media strategy.



# Proposed Team for Carhartt Company Gear

## DR, SEM and Brand Media Team

### Ryan Garland, Director, Digital Media

Ryan develops media plans that will reach your target audiences in the most effective and efficient manner. Having been with Mower for over 22 years his experience includes traditional media, but his special area of focus is on ways to reach both B2B and B2C audiences in the digital realm. His media strategies are crafted through extensive research and analysis—and have been implemented within the travel/tourism, energy, technology, manufacturing, retail, healthcare, government and banking sectors for clients such as Cabarrus County, Westchester County, National Grid, FirstEnergy, NYSEDA, Syracuse University, KeyBank and Luxottica.



## SEO and Analytics Team

### Keith Schofield Broadbent, Director—Marketing & Analytics Technology

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 your business intelligence to maximize the effectiveness of your relationship- marketing campaigns. And he'll show you how to leverage your data and the right technological solutions to automate, measure, analyze and optimize your 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, NYSEDA, FirstEnergy and National Fuel.



### Cat Romano, Digital Strategist

Supporting businesses across a variety of industries, Caterina has worked with Silicon Valley start-ups, Fortune 500 companies and B2B companies for over 15 years. Her career began in media sales, and quickly progressed into the digital marketing world, with a specialization in search engine optimization. She has done work for companies like Dollar Shave Club, Eventbrite, The Honest Company, 84.51, Jadak, Standard Textile and LG.



# Proposed Team for Carhartt Company Gear

## PR/Event Strategy Team

### **Rick Lyke, APR, OMCP, Executive Vice President—Managing Director, Public Relations and Public Affairs**

Rick 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 that range from regulatory investigations to product recalls and environmental incidents to controversial facility-siting proposals. Over the years he has developed award-winning campaigns for Freightliner Trucks, Domtar paper, Guinness Stout, Hathaway shirts, Mitsubishi Power, Starbucks Coffee and I Love NY. 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.



### **John O'Hara, Director of Public Relations**

As PR director for EMA Group B2B, John is responsible for overseeing the agency's business-to-business public relations accounts, as well as providing public relations services to EMA clients. He has done extensive work in media, community and employee relations, and has served national and international companies in a broad range of industries, including electrical, high tech, plastics and telecom. He also has considerable experience providing digitally based marketing solutions for his clients, which have included: Carrier Corp, GE, Greenlee and Legrand-Pass & Seymour.





# References

**Eileen B. Murphy**, Senior Director, Special Projects  
Iroquois Healthcare Association

[emurphy@iroquois.org](mailto:emurphy@iroquois.org)

**15 Executive Park Drive, Clifton Park, NY 12065**

Mower is AOR for the Caring Gene®, a nationally award-winning, multichannel B2B recruitment campaign launched in 2019.

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**Dionne Noisette**, Digital Marketing Principal | Commercial  
Marketing Engagement  
FedEx

[dionne.noisette@fedex.com](mailto:dionne.noisette@fedex.com)

**3640 Hacks Cross Road, Bldg. D, Memphis, TN 38125**

For more than 17 years, Mower has partnered with FedEx on B2B campaign strategy, planning, creative and execution, working with B2B divisions including FedEx Freight, FedEx Ground and FedEx Express Freight.

**Janae Jones**, Commercial Marketing Manager  
National Grid

[janae.jones@nationalgrid.com](mailto:janae.jones@nationalgrid.com)

**2 Hanson Place, Brooklyn NY 11217**

Since 2019, Mower has been AOR for all product growth, marketing and communications related to energy efficiency & renewables. We provide strategy, creative innovation and execution across all commercial segments.

Our legal team has reviewed the Carhartt Company Gear MSA and proposed a few areas to discuss and amend. Please refer to the file [here](#). We look forward to further discussions.

Thank you

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