



# Fannie Mae RFI Mower Submission

►► SEPTEMBER 22, 2023

**mower**

# ▀▀ Mower Perspective on Fannie Mae Opportunity

## **Our goals for working with Fannie Mae:**

- Facilitate equitable and sustainable access to homeownership and quality affordable rental housing across America.
  - ✓ *We love this mission and understand the positive impact on society.*
- Increase and diversify audience reach, engagement and action while optimizing advertising and marketing expenses to maximize impact and ROAS.
  - ✓ *We recognize that the success of the mission requires specific and specialized expertise and action.*

## **Why we think Mower is your best choice:**

- Mower has expertise in gaining excellent results with complex audience mixes and omnichannel media planning, as well as managing multiple concurrent campaigns—in several regulated industries, including financial services.
- Mower's independent culture and ESOP structure mean we bring passion to both purpose and performance.

# Mower Overview

# ▀▀ Fiercely Independent

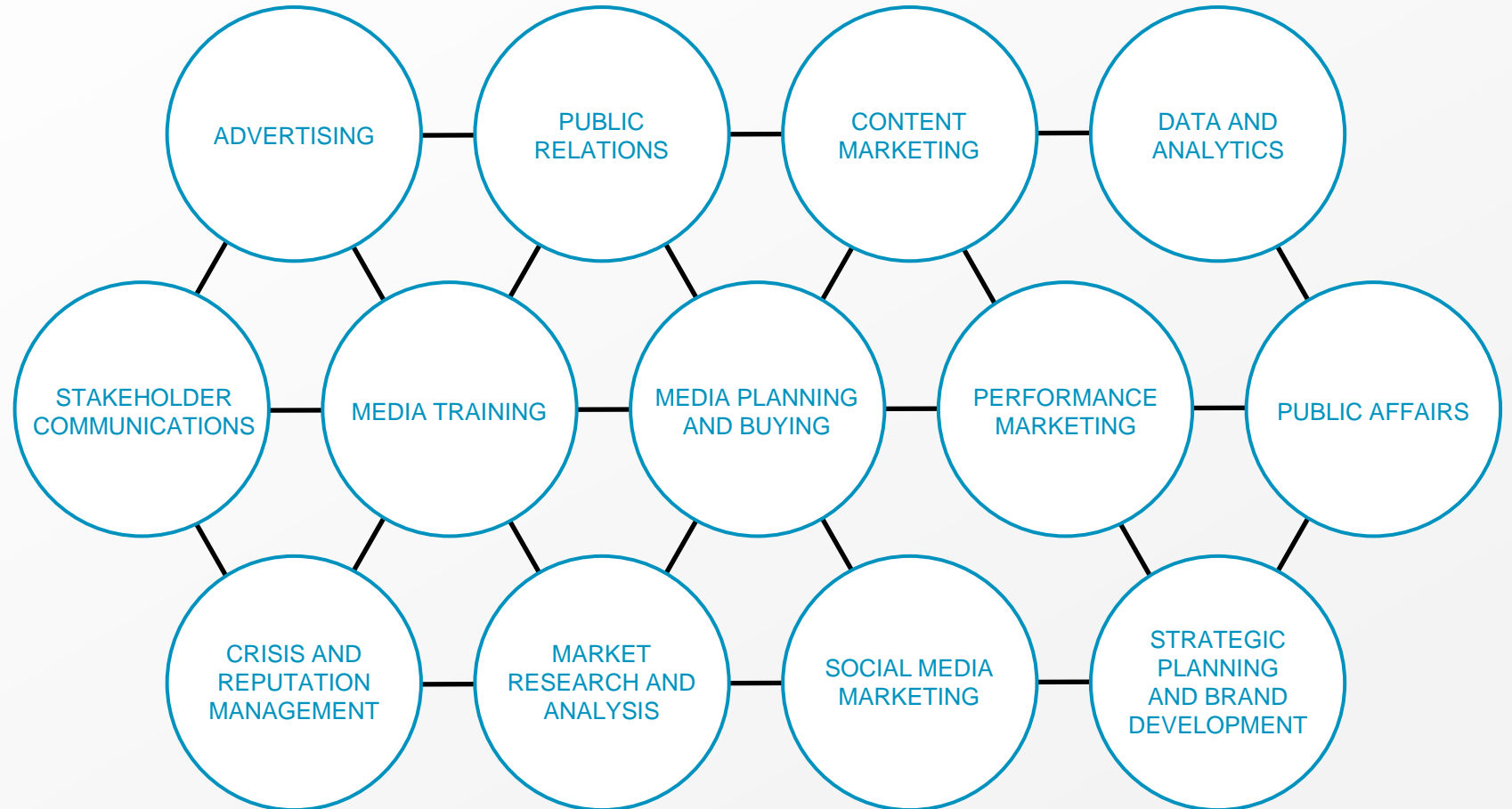
## **100% employee owned.**

When you partner with Mower, you get a more personal level of service than any holding company could ever hope to offer. We're the only independent, full-service agency ranked in marketing, advertising and public relations. And late last year, we announced our transition to a 100% employee stock ownership plan (ESOP) business structure—so you'll always be working directly with the owners of the agency.



# ▀▀ A Full-Discipline Firm

When you partner with Mower, you partner with a fully integrated marketing, advertising and public relations agency. We maintain in-house expertise in all critical disciplines.



# ▀▀ We're Effective and Recognized for It

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



AdAge

The logo for CHIEF/MARKETER, with 'CHIEF' and 'MARKETER' in a bold, sans-serif font, separated by a diagonal slash.

# ▀▀ Awards and Recognition



2022 Midsize Agency of the Year  
2023 Large Agency of the Year

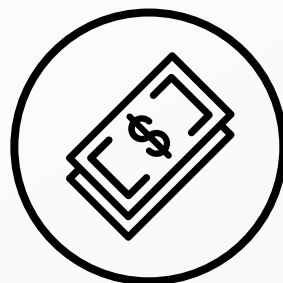


# Our Focus Specialties

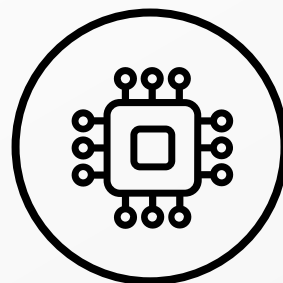
At Mower, decades of experience have made us experts in several highly regulated verticals, including financial services.



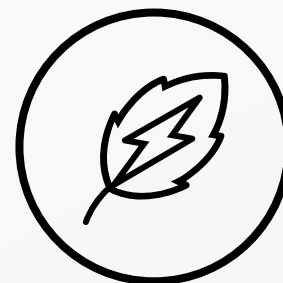
**Healthcare**



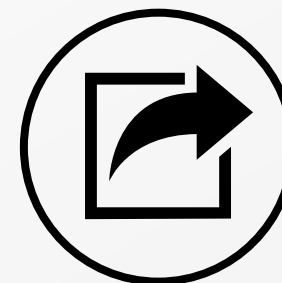
**Financial**



**Technology**



**Energy &  
Sustainability**



**and many  
more...**



# Our Financial Experience



# Our Approach

▮▮ Mission Statement



# Making Fierce Friends

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

# Building Fierce Friendships is an Act of ART

At Mower, we spark fierce friendships between brands, customers and stakeholders through ideas that create authentic, enduring connections.

## Affection

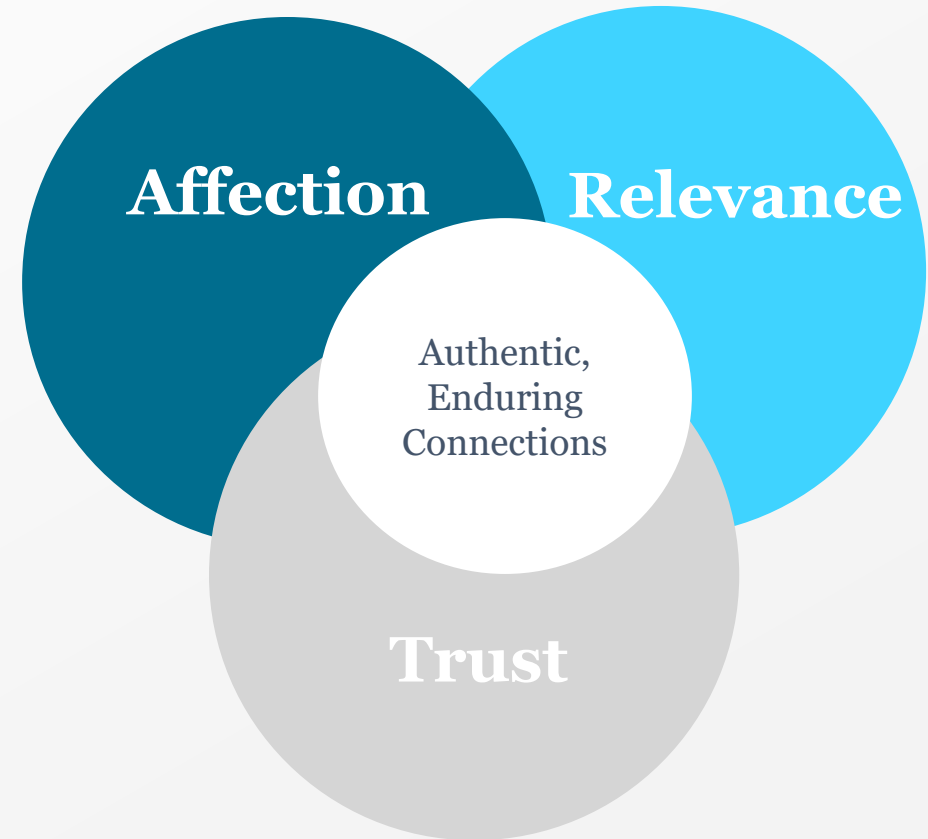
We will identify and position media placements that allow creative to shine and drive audiences to connect with your brand.

## Relevance

We will meet your audience where they are most likely to take action or engage with your brand through our media channel deployment.

## Trust

We will position your ad creative in trustworthy environments by adhering to our rigorous brand safety standards for media deployment.



# ▀▀ Integrated Media Planning and Buying

As a fully integrated agency, Mower brings a holistic approach to media planning and buying so we can help establish Affection, Relevance and Trust with Fannie Mae's business and consumer audiences. Our media planners never work in a silo. Most client 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—both internal and external—to develop both the creative platform and the optimal way to connect that platform to both business and consumer audiences.

Mower media planners have a broad range of B2B and B2C digital media options to offer clients—all under one roof. Our Digital Media Strategists execute complex online marketing campaigns, leveraging programmatic display media (including behavioral, contextual, ABM and retargeting), geofencing, content syndication, native advertising, connected 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 organic search, paid search and paid social (Facebook, Instagram, Twitter, YouTube, etc.) campaigns.

# ▀▀ Our Media Planning and Buying Process

Effective buying/negotiating, as well as analytics and optimization, will be crucial to helping Fannie Mae achieve success. Our media planning and buying team has a proven process that optimizes spend and drives both B2B decision-maker and consumer action.

## Analysis

1. Review performance business situation and goals.
2. Review target segments, budget, insights and research.
3. Review creative platform and brand architecture.
4. Define campaign objectives: awareness, lead generation, branding and impressions, etc.

## Strategy

1. Define key media success criteria.
2. Define target channels and media mix.
3. Define creative approach.
4. Define investment strategy.
5. Define performance measurement approach.
6. Integrate platform and other channel considerations.

## Planning

1. Define media usage by target and identify touch points.
2. Coordinate and align creative messaging.
3. Define targeting/behavioral/geography/timing/seasonality approach.
4. Define tagging and metrics collection requirements.

## Buying & Deployment

1. Issue RFPs, negotiate buys and value adds.
2. Configure campaign management system and purchase media.
3. Conduct testing and QA reviews.
4. Coordinate production and launch.

## Buying & Deployment

1. Monitor campaign delivery.
2. Review and assess performance metrics and conversion trends.
3. Define strategy enhancements/shifts.
4. Reconfigure campaign.
5. Measure post-campaign results.

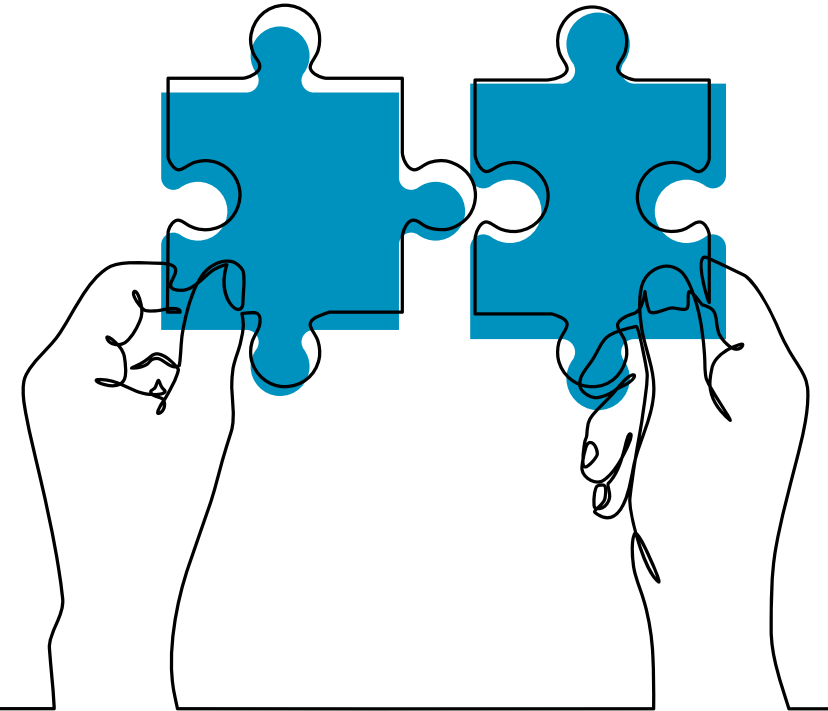
# ▀▀ Culture and Working Relationships

At Mower, we are **Fierce Friends**—for our clients, communities and each other. It means we're honest, open, collaborative. It means we work hard and play hard, together. It means we have a bias for action, but always acting in the right way. It means we are relentlessly collaborative, that we fight on each other's fronts and always have each other's backs. This mindset and mode of action are the foundation of everything we do. And we'll integrate seamlessly with your marketing team—or any other agencies you choose to work with.

We also recognize that **diversity is innovation**, and we cherish it. Because we know that it is good both for our clients' businesses, as well as ours. Whether of race, gender identity, ethnicity, sexual orientation, religion, age—or diversity of thought, perspective, experience or geography—we have amplified our efforts to engrain it into every area of our practice.

We are an active group of thinkers and creators, which means we are also learners and experiencers—and share-ers. Even at our size, there is frequently a portion of our all-agency Zoom meetings that encourages exchange of who's doing, or planning, or watching, or reading, or cooking, or drinking, or helping, or learning something—in our non-work lives. There are also special events with activities for kids, families—and sometimes dogs. Our “Bring Your Work to Kids” event won industry awards.

Action, creativity and fun can take a million forms. We like them all, because **what's good for employees is good for business.**





Thank you

A close-up photograph of a hand holding a black smartphone. The hand is positioned in the lower right quadrant of the frame. The background is blurred, showing other people in a social setting. Overlaid on the image is the word "Mower" in a large, white, bold, sans-serif font.

# Mower

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