

A background image of two scientists in white lab coats working in a laboratory. One scientist is holding a tablet that displays a large brain scan in the center, with a vertical column of smaller brain scans on the left and a grid of data or settings on the right. The lab bench has various glassware, including test tubes and petri dishes, and some green plants in the background.

Medidata x Mower Capabilities

►► FEBRUARY 15, 2024

mower

Hi Friend,

Thank you for considering Mower as a potential agency partner for Medidata. We're excited by the opportunity to help take your brand to the next level and increase engagement and support.

Our initial submission starts with a few slides highlighting why we feel Mower would be a strong agency partner:

- A unique, insight-driven Making Fierce Friends® strategic approach.
- A proven formula for breakthrough ideas, brought to life by some of the top creative talent in B2B.
- A powerhouse B2B Agency with Healthcare and Technology specialty teams excited about complex challenges.
- A “troika” Client Service model to bring integration, critical thinking and ongoing optimization to every project – Supported by a robust project management structure and fully integrated, in-house teams that can produce and activate our big ideas

We are confident that the depth of our experience, extensive resources and broad capabilities will serve Medidata well.

We appreciate your reaching out to us and look forward to the potential opportunity to meet with you.

Sincerely,



Doug Kamp
Chief Creative Officer

About Mower

▀▀ We are Fiercely Independent

Mower is **100% Employee-Owned**, which means we have a personal stake and direct obligation to do what's right, be accountable for our actions, and deliver the highest level of service, thinking, and ideas that you could ever hope for. When you succeed, we succeed. And business is booming.



▀▀ We're Rocking the Rankings

Mower is the **only** independent, full-service agency ranked nationally in Marketing, Advertising, & Public Relations.

The logo for AdAge, featuring the word "AdAge" in a bold, black, sans-serif font.The logo for CHIEF/MARKETER 200, featuring the words "CHIEF/MARKETER" in a teal, sans-serif font above the large number "200" in a teal, sans-serif font. Below the number is the text "THE TOP MARKETING AGENCIES OF 2023" in a smaller, teal, sans-serif font.

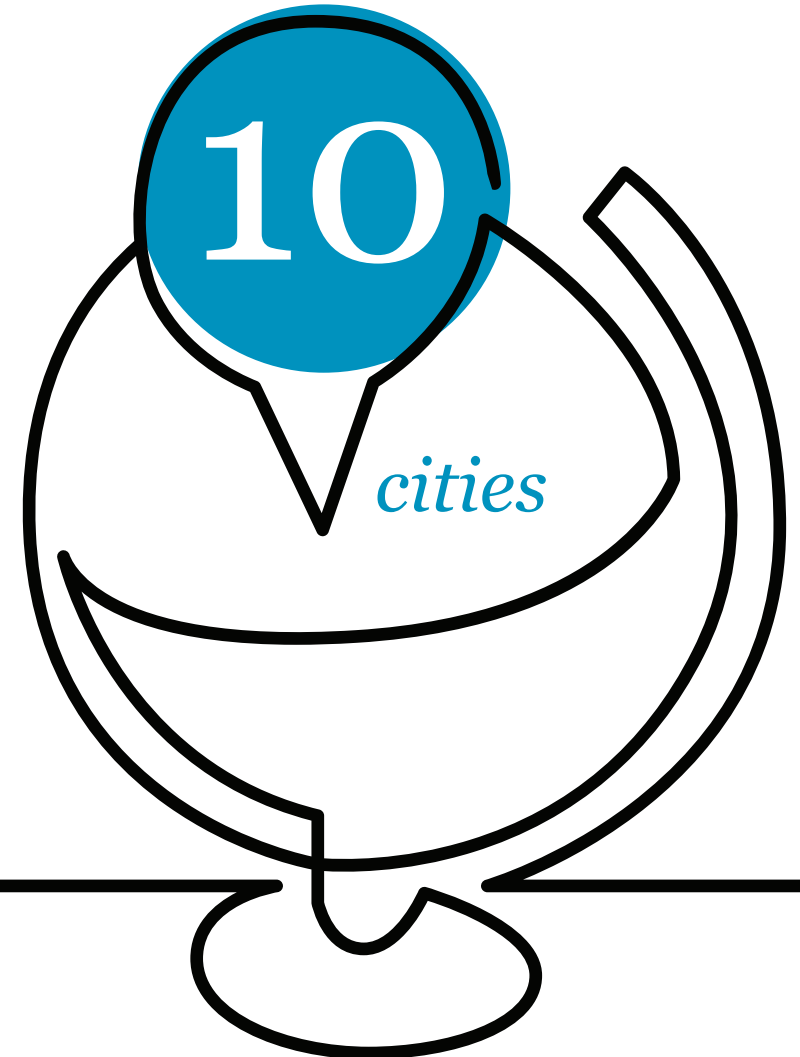
■ We Are One Community, In Many Places

Having always operated as one office with long corridors,
Mower has 140 employees across the markets below. Plus, remote colleagues in other locations including Denver, Miami, and more.

New York City, NY
Chicago, IL
Boston, MA

Charlotte, NC
Atlanta, GA
Cincinnati, OH

Buffalo, NY
Albany, NY
Rochester, NY
Syracuse, NY



▀▀ We're an Industry Leader and a Great Place to Work



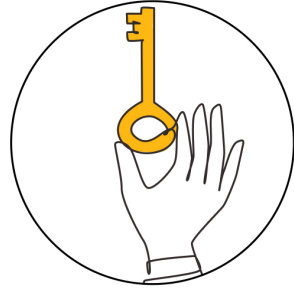
AWARDS

2023 Large Agency of
the Year

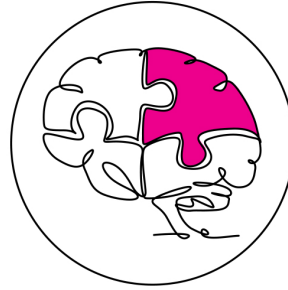


AMERICAN
ADVERTISING
AWARDS

▀▀ Values



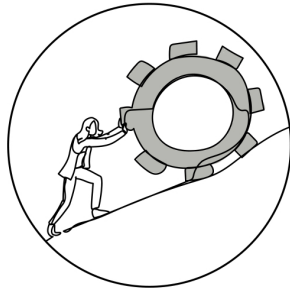
**Act like
an owner.**



**Be insatiably
curious.**



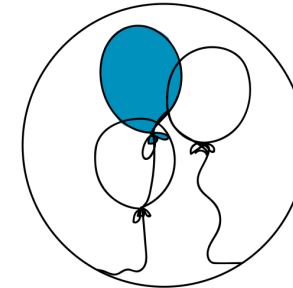
**Always raise
the bar.**



**Never give
up.**



**Put
community
first.**



Have fun.

- ▮▮ Our mission is to create authentic and enduring personal connections.

Making Fierce Friends



▀▀ “Making Fierce Friends”



[\[play\]](#)

Authentic Connections Start with Great Ideas

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

Creating Ideas is an A.R.T. Form

Our process is built around the human condition. We analyze human needs and behaviors and put Affection, Relevance, and Trust at the center of everything we do.

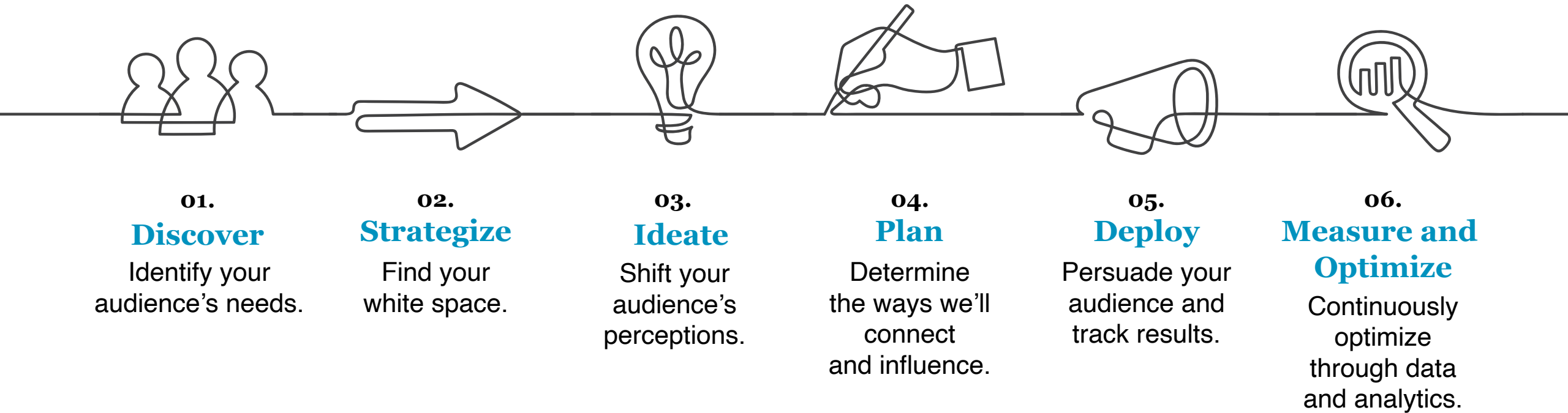
Affection

Relevance

**AUTHENTIC,
ENDURING
CONNECTIONS**

Trust

Our Affinity™ Strategic Planning Framework



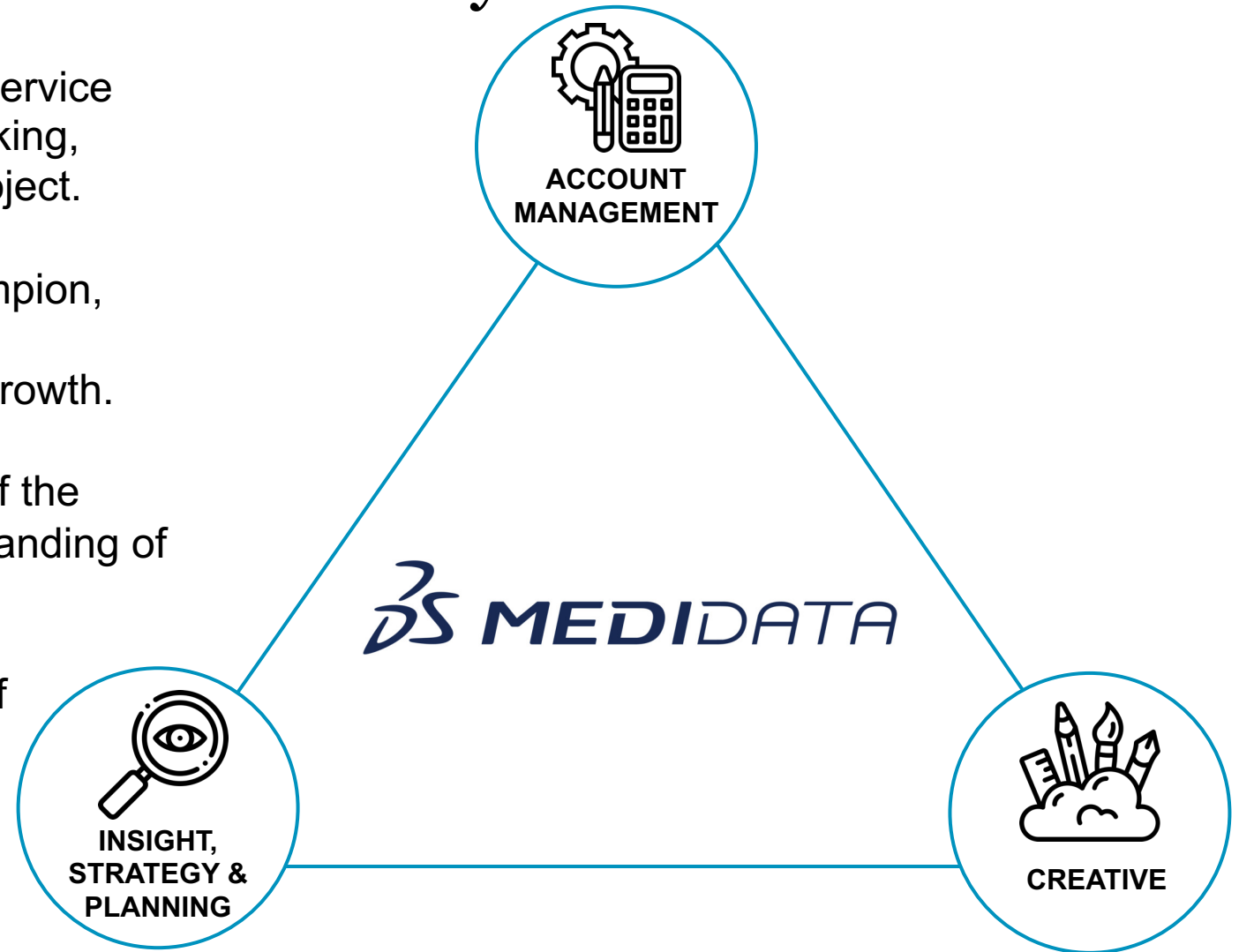
■ Troika: Means Shared Accountability

At Mower, we use a “TROIKA” client service model to bring integration, critical thinking, and shared accountability to every project.

The **Account Lead** is the Client Champion, focusing on the client’s challenge, category, competitors, and business growth.

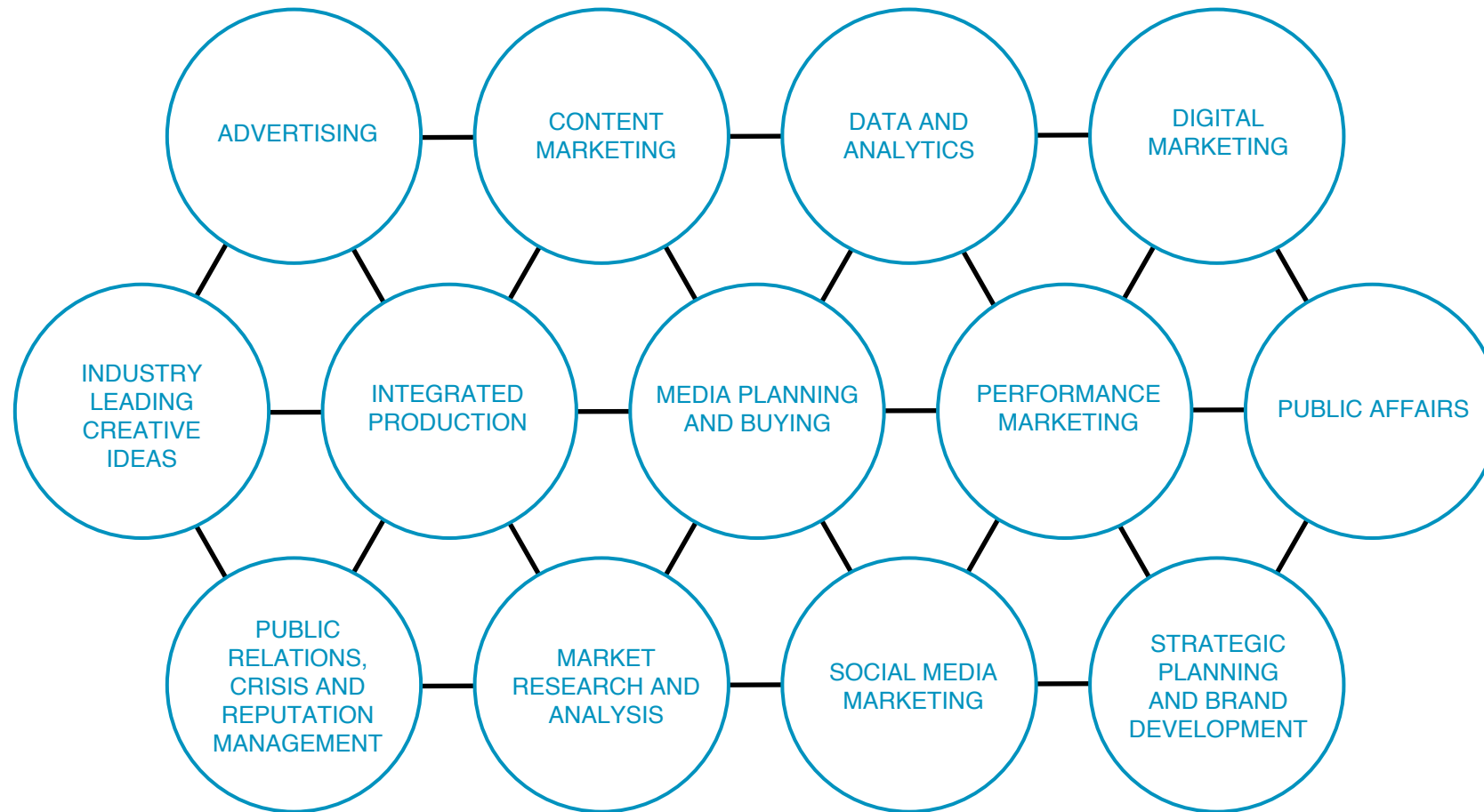
The **Strategy Lead** is the champion of the Customer, developing a deep understanding of our audience insights and journey.

The **Creative Lead** is the champion of the Big Idea, translating the strategy into powerful connections between customers and your brand.



Everything You May Need, Under One Roof

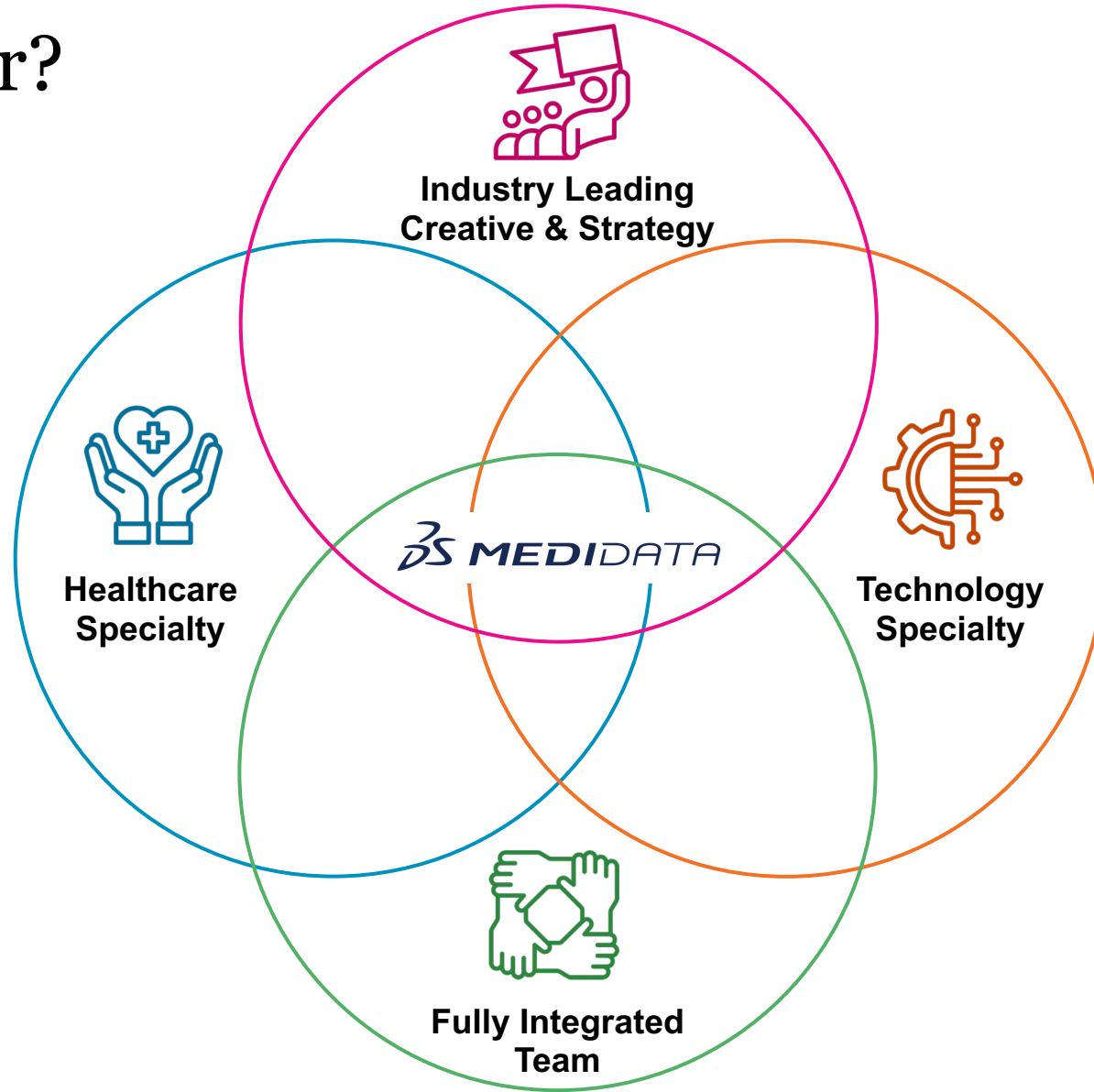
A partnership with Mower means a fully integrated Marketing, Advertising, and PR partnership.



Creative Services & Content: We deliver all facets of creative, design, content and production.



Why Mower?



▀▀ We Help Diagnose Healthcare Opportunities



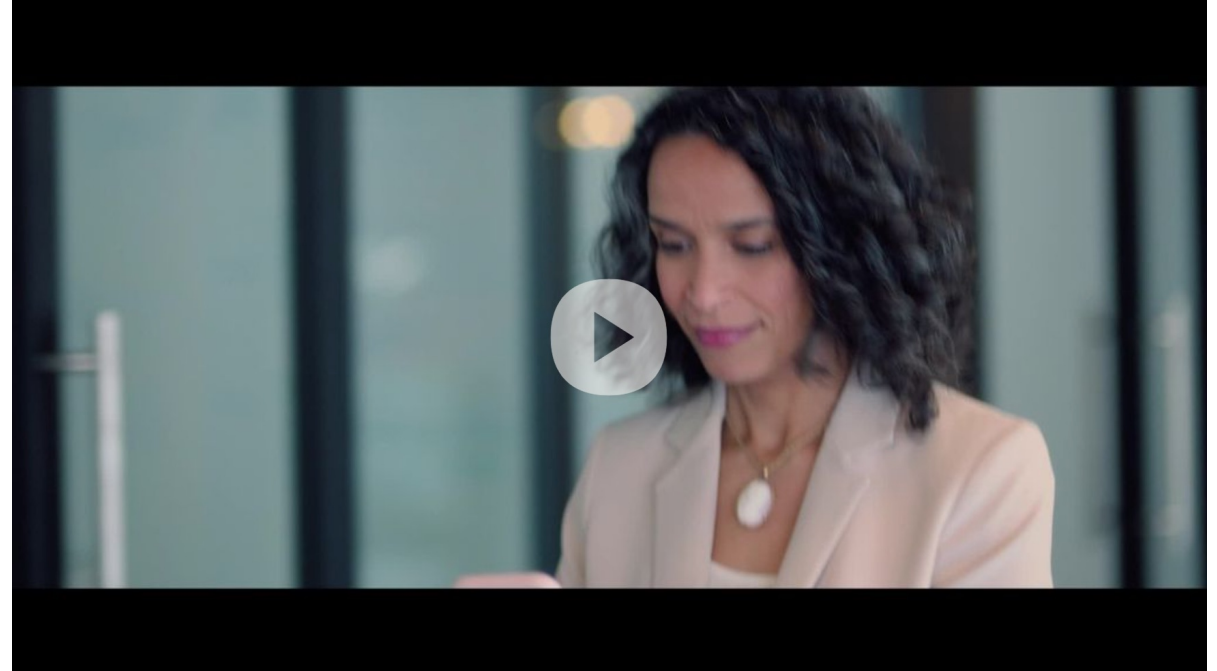
▀▀ Catholic Health "*Take Well With You*"

Transforming a brand associated with tradition into one known for innovation.

Situation: Catholic Health is a trusted name in the Buffalo market—a healthcare network rooted in tradition and patient care, not necessarily technological prowess. But in summer 2021, Catholic Health set out to reintroduce its telehealth solution (CH Care OnDemand) and introduce the nation's most advanced patient-care solution (MyChart) to patients and nonpatients alike.

The challenge: With previous brand campaigns focused on doctors and care facilities, we needed to shift our message to focus on patients—and how these technologies would positively impact their lives.

What we did: We created a campaign featuring four distinct consumers and story lines, each portraying how technology was enabling them to access healthcare and get the answers they needed in the moment. The message? Catholic Health is there when and where patients need it.



[[play](#)]

▮▮ Catholic Health “Take Well With You”

Transforming a brand associated with tradition into one known for innovation.


We wanted everything about the work to feel modern and innovative—from our locations to our casting to our soundtrack. Because production was done mid-pandemic, more than half of the talent ended up being real people who had never been on camera, further adding to the authenticity. Our director even took time to cast a real mother and daughter as well as a real couple to minimize safety and transmissibility concerns. To further differentiate ourselves from local television, we engaged nationally recognized recording artist Alex Dezen—lead singer of The Damnwells—to customize his heartfelt track, “None of These Things,” for all four spots.



[\[play\]](#)

▀▀ Catholic Health "Take Well With You"


Transforming a brand associated with tradition into one known for innovation.





**VIEW TEST RESULTS
RIGHT IN THE MOMENT.**

Catholic Health gives you more ways to take well with you. Now with CH MyChart, you can message your doctor, view test results, even check-in for appointments—anytime, anywhere.

To learn more, go to [TakeWellWithYou.org](https://www.TakeWellWithYou.org)

 **Catholic Health**
The right way to care.



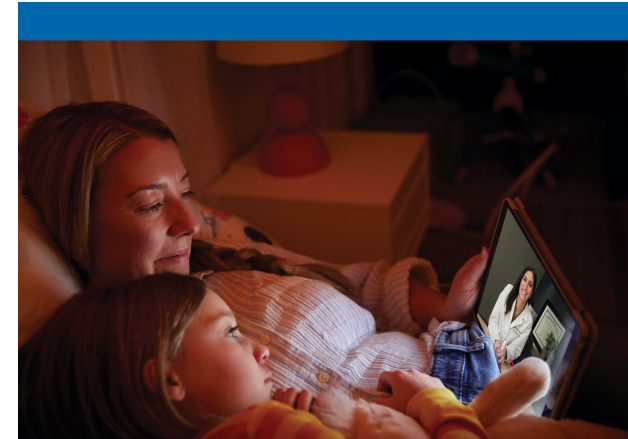
**SCHEDULE APPOINTMENTS
ON YOUR SCHEDULE.**

Catholic Health gives you more ways to take well with you. Now with CH MyChart, you can schedule doctor's appointments, view test results, even refill prescriptions—anytime, anywhere.

To learn more, go to [TakeWellWithYou.org](https://www.TakeWellWithYou.org)

 **Catholic Health**
The right way to care.


 





**SEE A MEDICAL EXPERT
ANYTIME, ANYWHERE.
EVEN UNDER THE STARS.**

Catholic Health gives you more ways to take well with you. Now with CH Care OnDemand, you can meet with a trained clinician 24/7 for expert medical advice.

Register today at [CHCareOnDemand.org](https://www.CHCareOnDemand.org)

 **CH Care OnDemand**

” Iroquois Healthcare Association “The Call To Care”

Recruiting Healthcare Heroes In The Making



Observation: For years, New York State has had an aging population and has faced a critical shortage of healthcare workers. Healthcare work can be physically and mentally challenging—but also be uniquely rewarding. It takes a special type of person to succeed in these roles. Those who have an innate desire to help others—in their DNA. For some people, care is their calling.

An urgent need for heroes: With the onset of COVID-19 came a critical need for even more workers in both clinical and support roles. IHA's provider partners needed healthcare heroes, and they needed them fast.



[\[play\]](#)

“Iroquois Healthcare Association ‘The Call To Care’”

Recruiting Healthcare Heroes In The Making

Enter Caring Gene® “Caring Is Your Calling.”

Mower’s healthcare marketing experts drew inspiration from World War I and World War II recruitment posters to deliver an urgent new message. Powerful visuals were paired with a series of bold messages to convey the unprecedented nature of the COVID crisis and spur heroes- in-the-making into quick action.

Building on the success of the campaign’s first phase, “Caring Is Your Calling” quickly delivered on its promise, motivating an immediate and steady flow of new recruits to search for jobs via the website.



❏❏ Iroquois Healthcare Association “The Call To Care” Recruiting Healthcare Heroes In The Making



Results:

100,000

Job searches

700K+

Websites visit

35,000

click-throughs to
provider job sites



▀▀ We Geek Out for Technology



▀▀ ABB Adaptive “Inspired By Nature. Perfected by ABB.”

Transforming Project Collaboration by Evolving Perception of Capabilities

Situation: When it comes to big capital projects, very little has changed with the project execution process since the 1970s. They often have multiple partners working independently, leading to cost overruns, schedule delays and undue stress. To address these issues, ABB developed a revolutionary end-to-end solution—ABB Adaptive Execution™—and challenged Mower to launch it to the engineers and project managers responsible for knitting together all the disparate parts of the process. We knew the industry only thought of ABB for one small part of the process—automation. And we knew that many people are stuck in the way they've been doing things for years.

Insight: The name of the solution automatically lent itself to a nature tie-in, but we wanted to go deeper than just using nature as a vehicle for eliciting emotion. The real breakthrough came when we realized that the five main attributes of the solution—vision, effectiveness, collaboration, agility and efficiency—all had exact parallels in the animal kingdom.

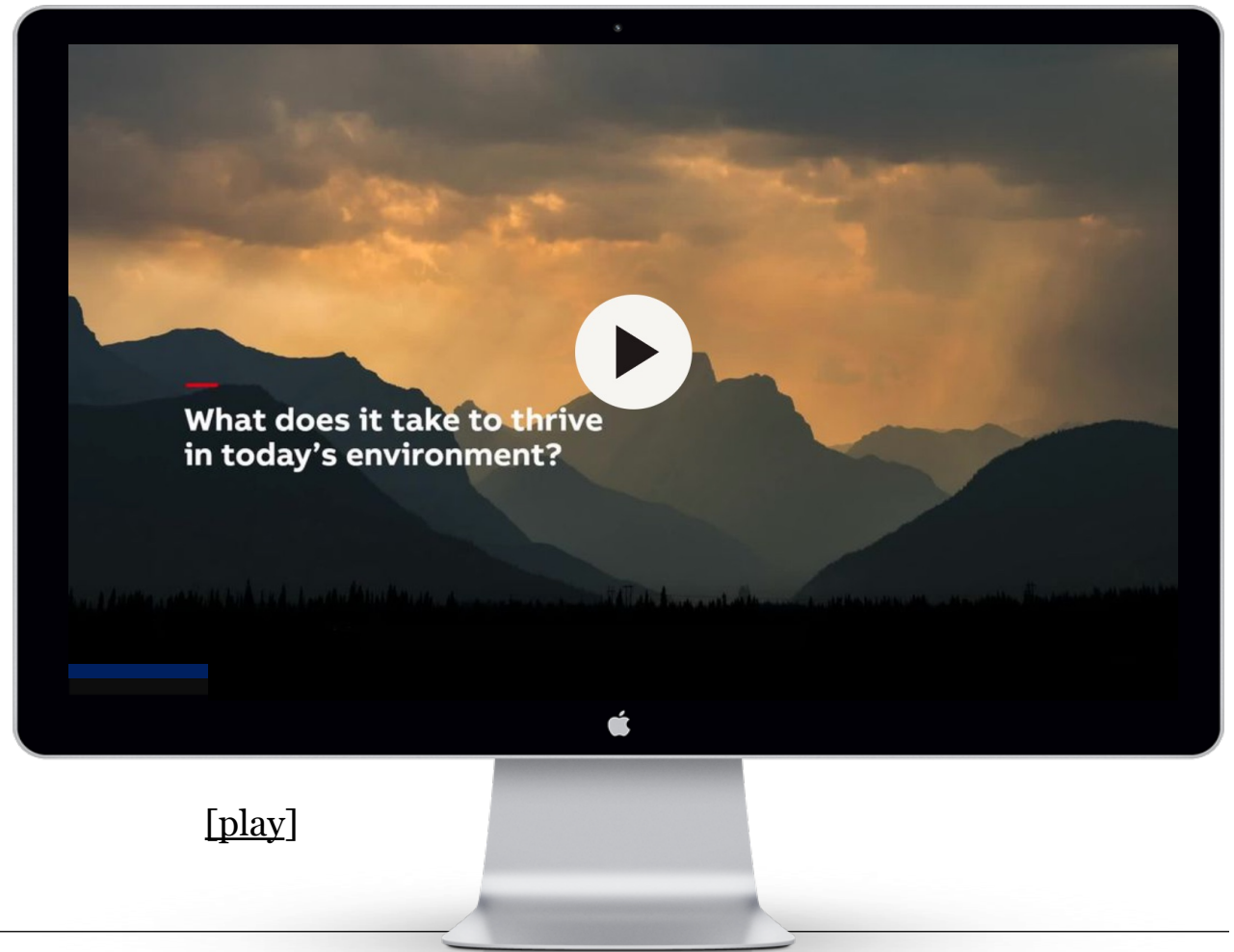


ABB Adaptive “Inspired By Nature. Perfected by ABB.”

Transforming Project Collaboration by Evolving Perception of Capabilities

Solution: The best way to highlight this revolution was through evolution, featuring how ABB, like nature, streamlines to improve performance. We created the theme "Inspired by Nature. Perfected by ABB." and let the majesty of nature tell our story: to survive in today's project-management world, you must learn to adapt.

We developed nature documentary-style videos teasing the project management tool, and ABB officially launched the solution with a virtual global event for key customers—the first of its kind for ABB. The centerpiece of this event was a virtual "zooquarium"—a 3D, immersive experience featuring content about each attribute, housed in the habitat to match the animal. We supported the launch even further by developing an integrated campaign that included digital advertising, social media, and a focused landing page with content such as podcasts, whitepapers and category videos. And of course, we created some cool branded swag.

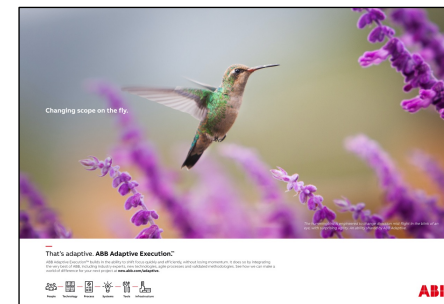
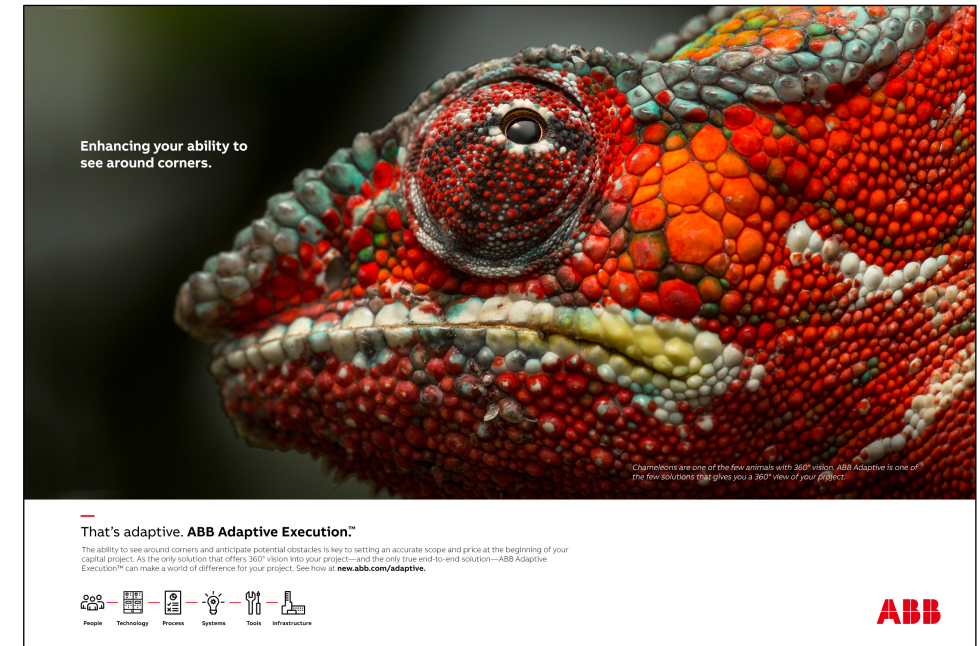
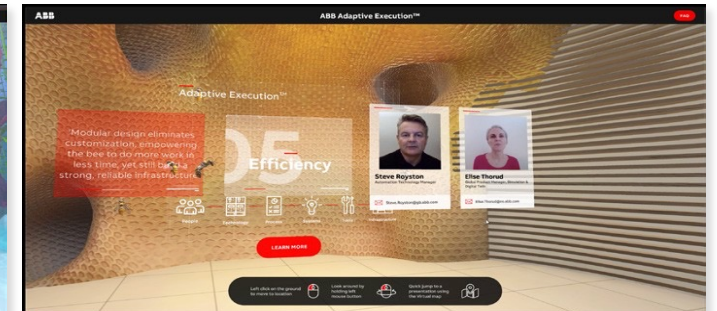
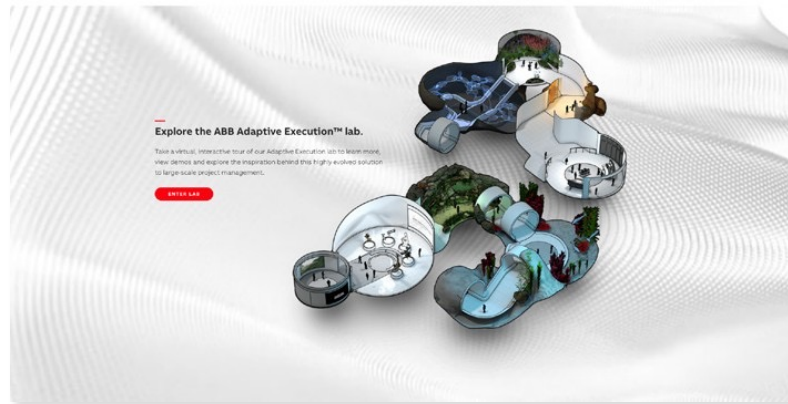


ABB Adaptive “Inspired By Nature. Perfected by ABB.”

Transforming Project Collaboration by Evolving Perception of Capabilities



Results

700+

BROCHURE
DOWNLOADS

1200+

UNIQUE VIEWS

32,000

IMPRESSIONS
ON LINKEDIN
AND TWITTER

300+

NET NEW
CUSTOMERS

“Lanyon “Better Together”

Revitalizing Event Planning & Management by Appealing to Human Connection

Situation: Think about the top 10 moments of your life. Your first kiss. College graduation. That insane concert. Running a marathon. What do all of these moments of greatness have in common? People. The greatest moments in life don't happen in a vacuum. They happen when people surround you. With their support, enthusiasm, ideas and their love. There is an inherent need for human interaction that goes beyond the social gathering. We NEED to be with other people. Life is just better when we're together. The same holds true for business. Steve Jobs wasn't a one-man band. The internet wasn't made in a closet. The greatest moments in business need people together. Working together. Thinking together. Inspiring, creating, solving, celebrating together. Business is made better when we're together.

Lanyon, brought best-in-class software together—tools such as StarCite, RegOnline and GenieConnect—to make meetings, events and travel planning more effective and efficient than ever before. We're bringing resources together and looking at ways to save companies millions of dollars by consolidating their travel platform at an enterprise level.



“Lanyon “Better Together”

Revitalizing Event Planning & Management by Appealing to Human Connection

Challenge: To get event marketers and planning professionals to compare their existing approach to planning, managing and analysing events to the Lanyon solution because they believe there is a better way to bring people together.

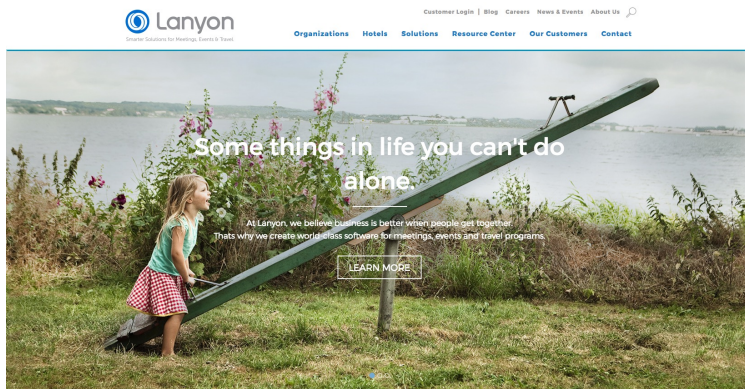
Insight: The event planning world is fast paced and stressful so much of our audience doesn't feel they have the time necessary to consider their alternatives. As a result, many do what they have always done (approximately 50% are still using spreadsheets) not realizing there is a better way. Data is at the heart of business today and makes the difference between working harder and working smarter.

Strategy: Demonstrate that Lanyon provides robust insights on how to more effectively influence priorities and behavior pre- and post-event.



“Lanyon “Better Together”

Revitalizing Event Planning & Management by Appealing to Human Connection



Lanyon
Smarter Solutions for Meetings, Events & Travel

Organizations Hotels Solutions Resource Center Our Customers Contact

Customer Login | Blog Careers News & Events About Us

Some things in life you can't do alone.

At Lanyon, we believe business is better when people get together. That's why we create world-class software for meetings, events and travel programs.

[LEARN MORE](#)

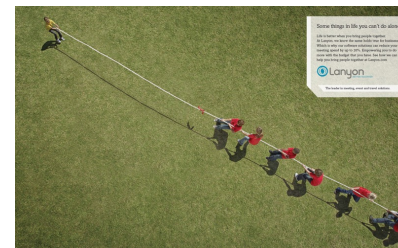
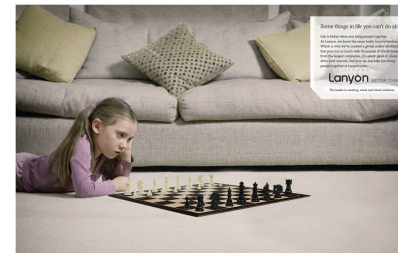
Lanyon is the leading provider of software solutions for corporate meetings, events and travel programs. Each day, we help thousands of organizations and hotels around the world – including over 80 percent of the Fortune 100, thousands of small and medium businesses, and over 100,000 hotels – to automate manual tasks, engage their customers, reduce costs and grow revenue in ways they never thought possible. So whether you have a one-on-one sales meeting, employee training, a large flagship customer conference or a chain of hotels, together we can help you do what you do best. Only better.

[Free Trial](#) [Get Started](#) [Contact Us](#)



Some things in life you can't do alone.
The Industry Leader In Meetings, Events and Travel

Helping 80% of the Fortune 100, over 13,000 small and medium businesses and more than 100,000 hotels worldwide better engage their customers, reduce costs and grow revenue. [Learn More](#)





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[About Lanyon](#) [Meeting Planners](#)
[Event Planners](#) [Hoteliers](#)


Lanyon
Smarter Solutions for Meetings, Events & Travel



Bringing more people together for less.
Reduce your organization's meetings spend by up to 25% with our software solutions. [Learn More](#)

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[Event Planners](#) [Hoteliers](#)

Lanyon
Smarter Solutions for Meetings, Events & Travel




Giving you time to focus on what matters most.

Whether it is a 25 or a 25,000 person event, our easy-to-use event software solutions can reduce the time spent on registration by up to 90%. [Learn More](#)

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Lanyon
Smarter Solutions for Meetings, Events & Travel



Filling rooms and expanding your bottom line.

By exposing your hotel to more corporate buyers, our hotel software solutions can increase your successful RFP bids, driving an average of \$350,000 in revenue gains. [Learn More](#)

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Lanyon
Smarter Solutions for Meetings, Events & Travel

▀▀ A Few More B2B Friends



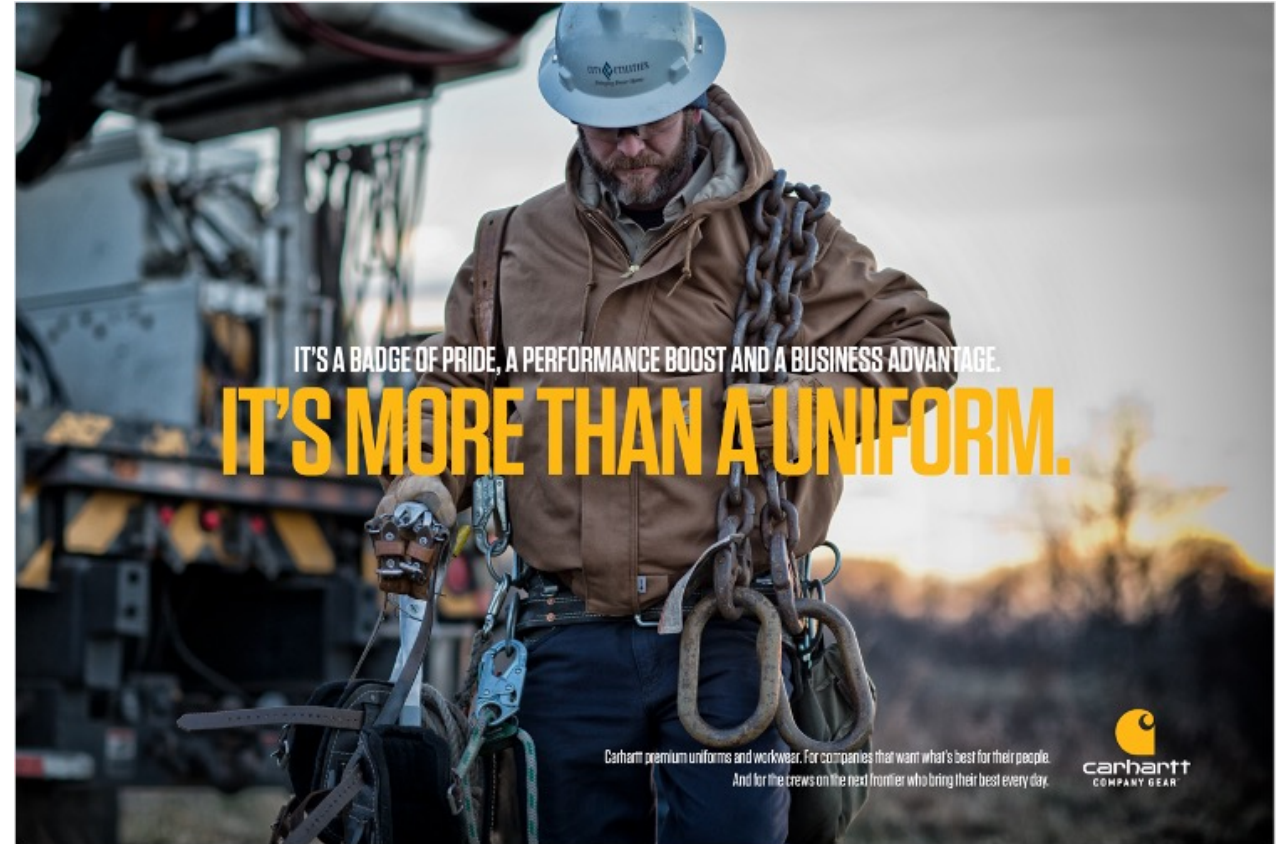
Carhartt Company Gear “It’s More Than A Uniform”

Creating Preference and Value that Elevate Human Performance

Situation: Carhartt is more than an iconic name in consumer fashion. It's the market leader in premium workwear across a wide range of industries from construction to agriculture, plumbing to transportation.

Business decision-makers often opt for cheaper uniform solution providers. We needed to elevate Carhartt's brand awareness for the B2B buyer as well as create value for a premium uniform offering, which in turn would drive more traffic to their e-commerce platform.

We teamed up to help educate businesses on all the ways a uniform can boost their bottom line.



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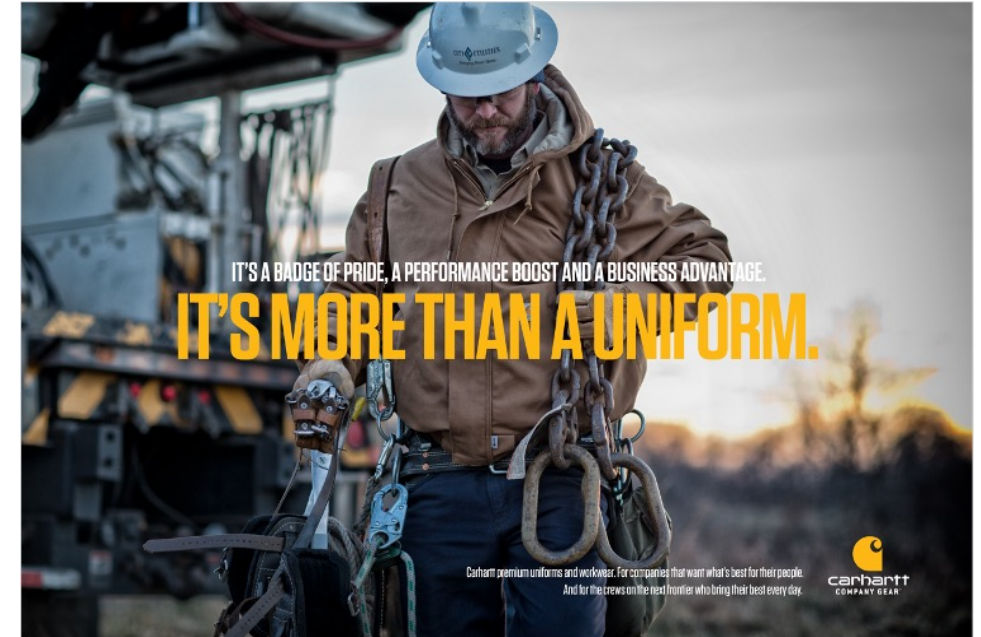
Carhartt Company Gear “It’s More Than A Uniform”

Creating Preference and Value that Elevate Human Performance

Insight: Our research showed that crews perform better when they feel safe, protected and have the right gear for the job. In fact, having the right uniform can actually increase loyalty and strengthen retention.

Solution:

We used these insights to develop our platform, “More Than a Uniform,” positioning Carhartt as not only workwear, but also a competitive business advantage. We incorporated this idea into a range of marketing efforts across customer segments, with executions spanning video, email, rich media, print, display, social, ecommerce, trade shows and recruitment.

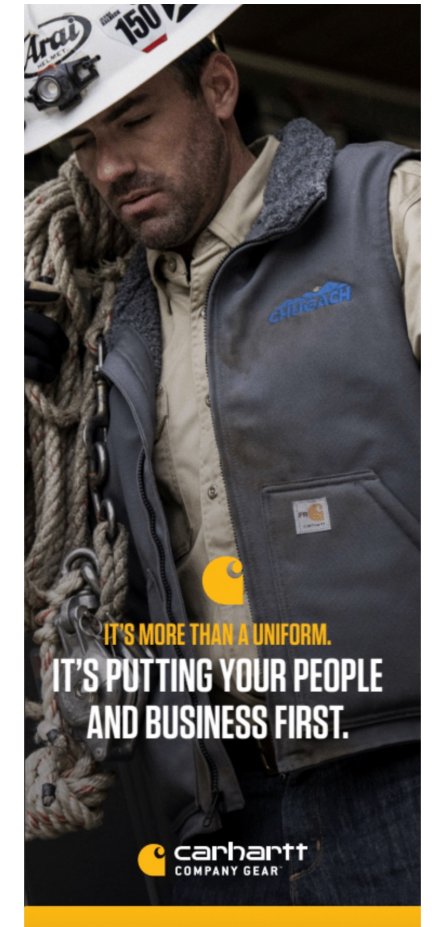
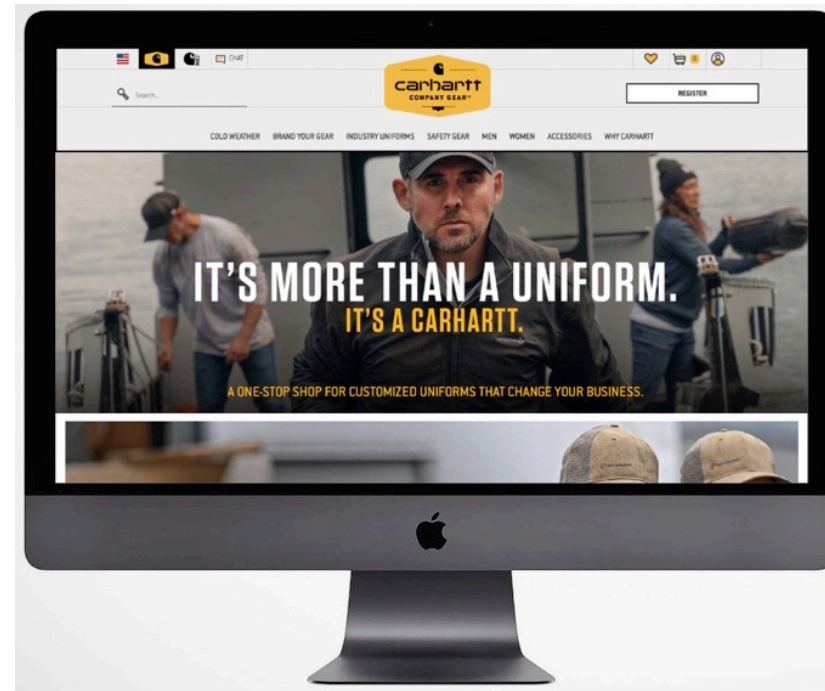
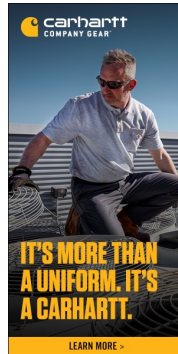
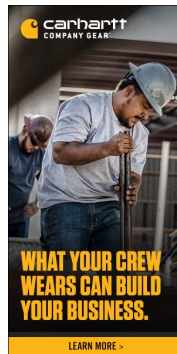
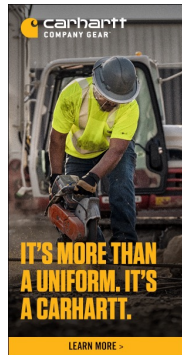


Carhartt Company Gear “It’s More Than A Uniform”

Creating Preference and Value that Elevate Human Performance

RESULTS

- 73 million campaign impressions
- 6 million video views
- 157,618 site visits to the campaign landing page
- 6,258 marketing-qualified leads
- ~1,000 appointments booked at trade shows



Domtar “PaperBecause”

Shifting the conversation from Sustainability to Elevating Human Experiences

Situation: 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 and transform into brand value? How do you counter a movement like environmentalism (“Stop killing the trees”)? How do you do all this and create brand demand and brand differentiation?

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
- Paper remains important to people and business

The advertisement shows a young boy with glasses, wearing a plaid shirt, holding up a piece of paper with both hands. The paper is a math worksheet titled 'The Six Times Table' and 'Exercise One'. It contains multiplication problems and a table of numbers. The boy is standing in front of a green chalkboard. On the chalkboard, several multiplication problems are written in chalk, including '27 x 4', '36 x 4', '41 x 5', '25 x 5', '58 x 6', and '32 x 6'. The paper the boy is holding has a red 'A+' grade in the top right corner. The text 'PAPERbecause' is written in white on the right side of the image, with the tagline 'it's easier to learn on paper.' below it. At the bottom of the image, there is a small line of text: 'Reading on paper is 10-30 percent faster than reading online; plus reviewing notes and highlights is significantly more effective. See, you just learned something. To learn more, please visit PAPERbecause.com.' and the Domtar logo.

PAPERbecause
it's easier to learn on paper.

Reading on paper is 10-30 percent faster than reading online; plus reviewing notes and highlights is significantly more effective. See, you just learned something. To learn more, please visit PAPERbecause.com.

Domtar

Domtar “PaperBecause”

Shifting the conversation from Sustainability to Elevating Human Experiences

Solution

Our solution was a brand relaunch campaign entitled “PAPERbecause.”

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.

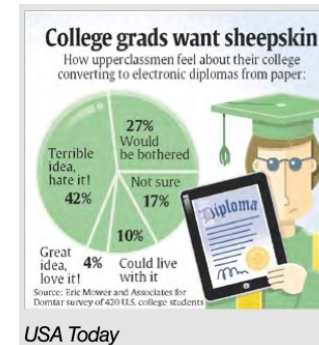
It’s a campaign that addresses the brand, expressing what the Domtar name stands for and what makes it unique against competitors that have a commodity mentality focused on price.

It emotionally addresses the target—paper users and paper buyers—and the role paper plays in their lives.

We focus the campaign on three key audiences: business (trade and paper users) and opinion leaders, and through them reach consumers. We developed ways to use print and online advertising, PR, guerilla, point of use and viral/social.

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

- PR focuses on how important paper still is, even to the environmentally conscious, and highlights Domtar’s work with environmental groups
- Print focuses on the value of paper
- Viral video pokes fun at “paperless” while underscoring responsible usage



Domtar “PaperBecause”

Shifting the conversation from Sustainability to Elevating Human Experiences

Domtar “Paper Hotspot”

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



[\[play\]](#)

Domtar “PaperBecause”

Shifting the conversation from Sustainability to Elevating Human Experiences

Results

Intent to purchase doubled from

13% to 25%

Awareness of Domtar
among C-suite executives:

up 100%

Paper purchasers up

nearly 30%



[\[play\]](#)



[\[play\]](#)

Thank you



mower

For more information, contact:

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Chief Creative Officer

dkamp@mower.com

847.722.7006