



# Chervon

## Our Clarifications & Commitments

8.1.2025

**mower**



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A full-page background image showing a family of four playing soccer in a grassy yard. A man in a grey t-shirt and khaki shorts is kicking a white soccer ball. Two young boys are running towards him, and a woman in a white dress is watching them. In the background, there is a house with a dark tiled roof and some trees. A semi-transparent green rectangle is overlaid on the left side of the image, containing the text 'B2C Client Experience'.

# B2C Client Experience



A lush garden with a green lawn, yellow daffodils, and various trees and shrubs. The garden is well-maintained and features a variety of plants, including a large evergreen tree on the left, a wooden fence, and a stone birdbath in the background. The overall scene is peaceful and inviting.

## Our B2C Experience

Here's a snapshot of some of our closest B2C partnerships, brands that trust us to reach and move consumers at scale. You'll also find additional creative examples on the landing page, including TV production, that bring these relationships to life.



## Some of Our B2C Fierce Friends

AngelSoft

B+L  
BAUSCH + LOMB

eye  
Med

Crystal  
SPRINGS

N: NOVANT  
HEALTH

USG

Carowinds

SONY

Carrier

MATTEL

FedEx®

Ford

visit  
Westchester  
County ny

LENV®

DELTA  
see what Delta can do™

DIXIE

vanityfair

Loretto  
Exceptional People. Extraordinary Care.

JOHN DEERE

GE

Miller

Kodak

LG

MAID OF THE MIST  
EST. 1958

carhartt

Fisher-Price®

Lincoln  
Financial Group®

Northwest Bank

Milliken

nationalgrid

PEBBLE BEACH  
RESORTS

PRÉSIDENT®

ROCHESTER  
REGIONAL HEALTH

Make-A-Wish

HIGHMARK

TimberTech

Transitions

RICH'S

Turning Stone  
RESORT | CASINO

LUXOTTICA®

WOW!  
internet + tv + phone

TRANSAMERICA®



A man with a beard, wearing a red, white, and blue plaid shirt and grey pants, is crouching in a factory setting. He is working on a green lawnmower, specifically adjusting a black plastic component. In the background, several other green lawnmowers are lined up on a production line, with various tools and equipment visible. A semi-transparent green rectangle is overlaid on the left side of the image, containing the text 'In-House Production Capabilities' in white.

# In-House Production Capabilities



# In-House Production Overview

## BROADCAST • VIDEO • PHOTOGRAPHY • CONTENT



## STUDIO PRODUCTION • EVENT • EXPERIENTIAL



## DIGITAL PRODUCTION



Mower offers a full suite of in-house production services ranging from video to experiential to digital production. Our team includes directors, producers, art buyers, and project managers all focused on creating content that tells a story and engages. In addition, we have a deep roster of world-class production partners that we collaborate with regularly for additional bench strength.



## Broadcast/Video/Photography/Content

Directing*	Photography (Tabletop + People) *	Broadcast/Video Editing*	Motion / Animation
CG / 3D Modeling*	Podcast Production*	Radio Production*	'Specialty' Writers / Interviewers
Sr Producers	Project Management	Art Buying	Traffic

*\* We frequently partner with companies like dPost Studios and Think Media Studios for access to sound stage, recording studio, etc. for quick turn, below the line content pieces, priced extremely competitively. When overall production exceeds \$100-150K, we partner with outside Production partners.*



## Studio/Experiential Production

Production Design	Presentation / PowerPoint Design	Trade Show / Event Production	POP Production
2D/3D modeling	Infographics	Photo Compositing, Retouching	Proofreading
Producing	Art Buying	Project Management	Traffic



## Digital Production

Banner / HTML5 / Rich Media / Adobe Animate production	Email development	Landing Page design / development	Microsite design / development
Website Design (primarily WordPress / PHP)	Game Design (simple)	Web App design/development (simple)	Wireframing / UX Design (simple)
SEO	Digital Producing	Project Management	Traffic





# Partner Agency Integration



# Collaboration Framework: Partner Agency Integration

Collaboration works best when it's built on shared rhythm, transparency, and trust.  
Here's how we partner with your existing agencies to ensure cohesion and performance.

## *Structured Cadence*

### Weekly Status Calls

(Mower-led with your partner agencies)

- ✓ Covers current initiatives, priorities, barriers
- ✓ Shared Excel tracker tailored to both agencies
- ✓ Discuss paid/earned collaboration opportunities

### As-Needed Standups

(For Campaign/Product Urgency)

- ✓ Daily or every-other-day when things move fast

## *Brand Team Integration*

### Monthly Status Calls

(With Chervon Brand Leaders)

- ✓ Big picture view of progress
- ✓ Forum for feedback, alignment, and consistent messaging
- ✓ Ensures each brand receives accurate, tailored information
- ✓ Cross-brand knowledge sharing to highlight learnings, wins, and best practices
- ✓ Streamline decision-making by surfacing key approvals and next steps

## *Agency Ecosystem Planning*

### Cross-Agency Summit

(Quarterly / Bi-Annual)

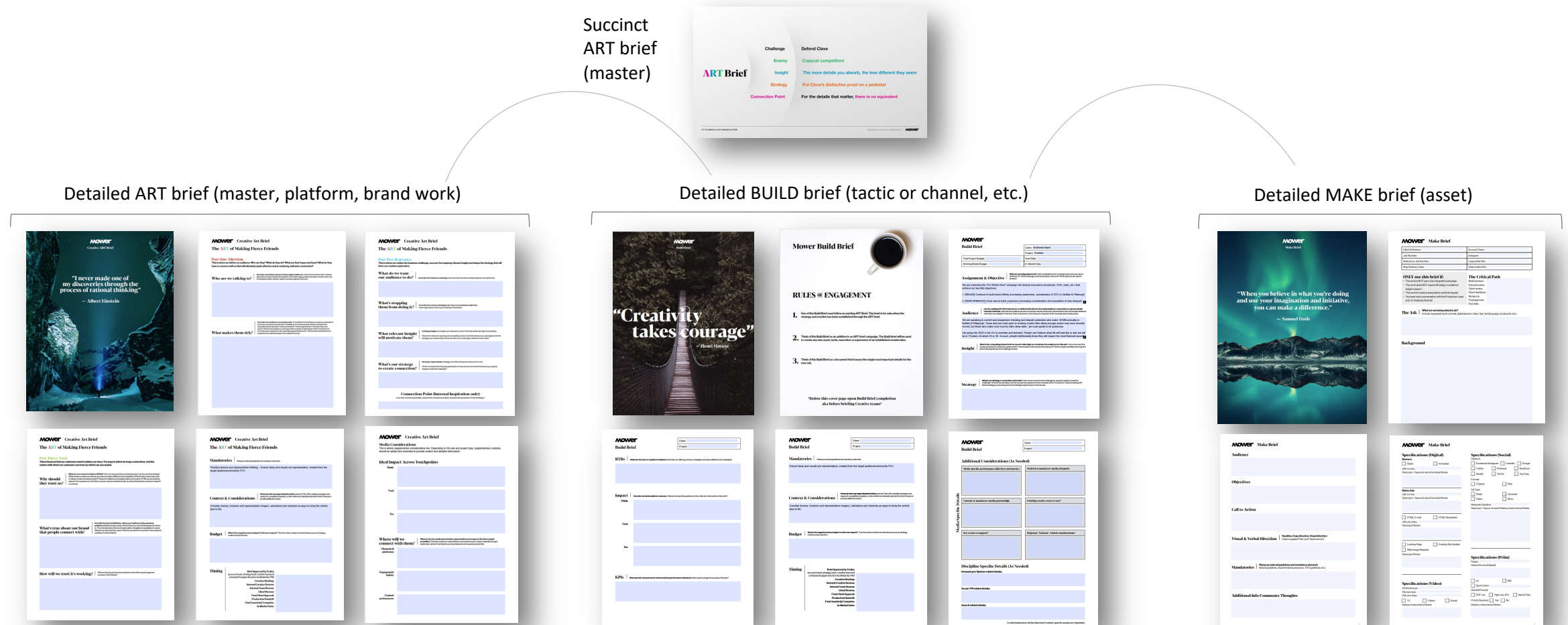
- ✓ Strategic forecasting, performance reviews
- ✓ Opportunity to align on annual planning, market trends, roles & responsibilities
- ✓ Joint innovation and cross-channel testing to uncover integrated insights and accelerate performance learnings
- ✓ Reinforces collaboration, not competition

Mower has a task management platform Hive, to keep our team on track. We are able to share timelines, collaborative document/creative reviews directly from the platform with clients or partner agencies if desired. We could also set up groups in Teams or other platforms as we've done for other clients.



## Briefing Agencies and Partners in a Cascading Fashion

Our briefing system locks in the macro approach so other agencies and partners have the room to flex and nuance (by specific channel, audience, product, etc.) as needed while still adhering to decisions made in larger master strategy.

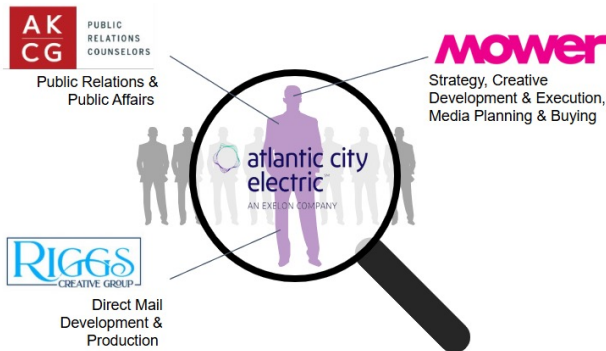




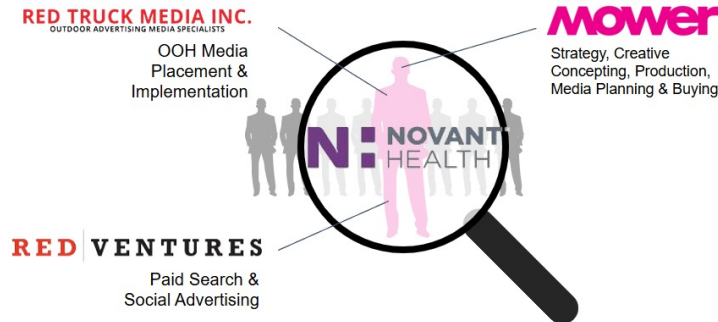
# Experienced in Leading Complex Agency Ecosystems

Mower has extensive experience leading integrated campaigns in multi-agency environments, ensuring every partner is aligned, empowered, and accountable. Here are just a few examples:

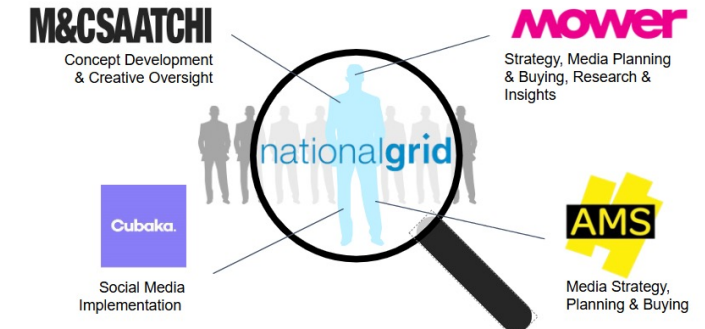
Mower drives strategy, creative and media while coordinating with the client's PR/PA firm and direct mail agency, leading testing, campaign optimization, and unified cross-agency reporting.



As AOR for creative, strategy, and media, Mower leads ongoing coordination with Novant's partner agencies, ensuring seamless collaboration, shared reporting and unified performance measurement across channels.



Mower leads strategy, media buying & planning with AMS as subcontractor and collaborate with creative and social media partners to build public understanding and support for renewable energy infrastructure across the East Coast of England.







# Onboarding & Transition Plan



# Onboarding Plan | What You've Seen From Us Already

These foundational pieces continue to guide our thinking as we build toward a smoother and aligned transition.

### Transition Workstream & Communication

**Workstream Purpose:** Define teams, roles and responsibilities for seamless transition of information and assets.



Mower to manage a seamless transition from the current creative agency(ies) (transitioner) to Mower.



Mower will work in partnership with the current agencies to define teams, roles and responsibilities throughout the transition.



Mower to keep all points of contact (agencies and client) up to date on transition plan via agreed upon communication pathways:

- Kickoff & Weekly Status Meetings
- Project Organization
- Chervon Teams & SharePoint Platforms

### Transition Process: Client Experience





**Chervon**  
Direction & Oversight



**Transitioner**  
Current Agency(ies) accountabilities: Current Program Status & Handoffs



**Transitionee**  
Mower accountabilities: Lead Transition, Minimize Marketing Disruption

### Transition Plan



Transition timeline depends on many factors but is typically complete in 6-8 weeks.

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## **Taking It Further: Keys to a Successful Transition**

These recommendations reflect what's truly needed to protect your momentum and set the foundation for a successful partnership.



# Critical Success Factors & Mitigation Strategies



The difference between a seamless and a misaligned transition is clarity of **access, communication, and roles.**

- Respectful Transition with Legacy Agency Partner: Structured handoff process that supports continuity and honors prior contributions
- Full Access by Week 1: Platforms, credentials, brand assets
- Centralized Documentation Hub: Shared cloud drive with permissions or another preferred platform
- Defined Communication Cadence: Weekly syncs, real-time escalation path
- Stakeholder Alignment Workshop: Cross-brand expectations set early



## RACI – Transition Roles & Responsibilities

Activity	Mower	Client (Chervon Central)	Transitioner Agency	Client (Brand-Level)
Contract & SOW Approval	R	A	N/A	I
Scoping & Budget Finalization	R	A	N/A	C
Brand Guidelines Handoff	C	C	R	R
Strategy Briefing	R	C	C	A
Platform Access & Security	R	A	R	I
Creative Review	C	I	C	A
Analytics/Data Access	R	A	R	C
Stakeholder Kickoff Alignment	R	A	I	C
Weekly Transition Status Review	R	A	I	C
Compliance Documentation	C	A	I	I

**Chervon Central:** Chervon corporate/central team (procurement, marketing leadership & operations, compliance, IT, etc.)

**Brand Level:** Brand-specific marketing teams for EGO, EGO Commercial, SKIL and FLEX.



# Transition Timeline Overview

Clarify Expectations, Identify Critical Dependencies and Prevent Slippage in Deliverables







WORKSTREAM	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
Contracting & Budget								
Knowledge Transfer								
Platform Access								
Planning & Strategy								
Stakeholder Alignment								
Compliance								
Continuous Improvement								








Transition timeline depends on many factors but using a typical 6-8 week transition window.






# Transition Pitfalls to Avoid

Proactive Solutions for a Smoother Handoff

Risk	
	Transitions can be sensitive for legacy agency partners
	Unclear MSA, scope or budget expectations
	Brand tone misalignment
	Delayed platform/system access
	Incomplete data transfer
	Conflicting stakeholder goals

Mitigation Strategy	
	
	Plan ahead by including transition requirements in contracts or develop a standalone SOW to support handoff needs
	Finalize MSA/Phase 1 SOW before creative/strategy kick-off; align on working team structure, roles & KPIs
	Host voice-of-brand briefing + creative immersion
	Confirm access in kick-off, use pre-boarding checklist
	Require asset audit checklist with verification
	Run cross-functional kick-off with aligned scope

## Color Legend:

-  High Risk
-  Moderate
-  Low (but still critical to watch)





# Revised Budget Proposal



# Flexible Hybrid Pricing Model

Mower offers a flexible hybrid pricing model that aligns with your evolving needs.  
Balancing ongoing brand support with scalable project execution.

## *Our Approach Combines >*

*Annual  
Retainer*



Covers core strategic,  
brand-building, and  
always-on services



*Project-  
Based Pricing*

Applies to discrete,  
scope-specific initiatives  
that vary over time

This structure ensures continuity in your brand voice and strategic direction,  
while also enabling fast, agile delivery of creative production-driven work.



# Flexible Hybrid Pricing Model

## *Annual Retainer*

### *Ongoing Core Services*

- Account & Project Management
- Brand Positioning
- Brand Stewardship
- Creative Concepting & Development
- Collateral
- Influencer Marketing & Management
- Ongoing Public Relations
- Organic Social
- Photoshoots/TV & Video Shoots
- PowerPoint Presentations
- Strategy & Planning
- Web Gloss/Rip Video Assets

#### **Benefits >**

- Predictable cost structure for essential ongoing services
- Deep, consistent team engagement
- Strong alignment and brand governance
- Year-round strategic momentum and earned media presence

## *Project-Based Pricing*

### *Scoped Initiatives*

- Crisis Counsel
- Media Training
- Private Label Brand Initiatives
- Research
- Travel OOP

#### **Benefits >**

- Flexible, scalable based on your business needs
- Transparent scoping and cost control
- Ability to activate high-value campaigns on demand



# Comprehensive Support for Multi-Brand, Multi-Season Campaigns

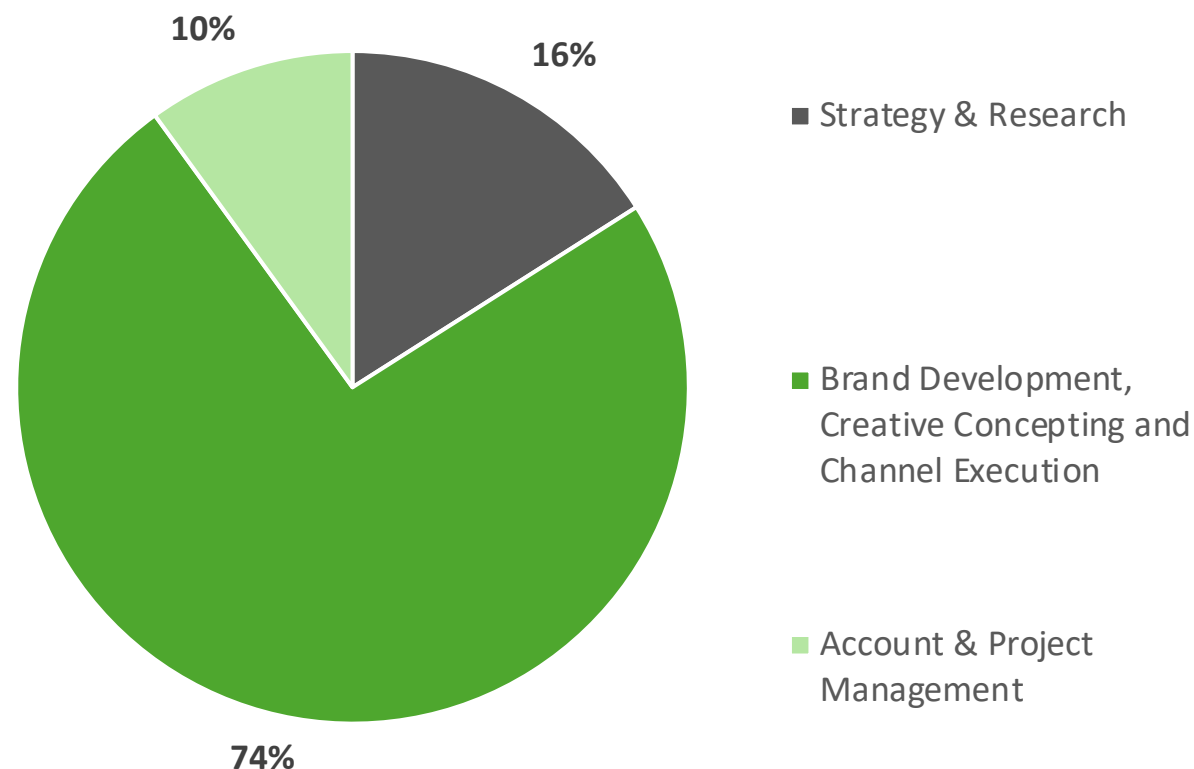
**Total Budget = \$4,484,000**

The budget encompasses the full spectrum of services required to support Chervon's four brands across seasonal campaigns, including:

- Strategy & Research
- Brand Development, Creative Concepting and Channel Execution
- Account & Project Management

This holistic approach ensures consistency and efficiency across all campaign elements, driving stronger brand engagement and return on investment.

*Budget Allocation*





## Annual Retainer | *Line-Item Category Breakdown*

CATEGORY	EGO	EGO COMMERCIAL	SKIL	FLEX	TOTAL	NOTES
<b>Account &amp; Project Management</b>	\$292,500	\$40,000	\$58,750	\$58,750	<b>\$450,000</b>	Mower's senior client lead + full-time account team for ongoing coordination, weekly meetings, project scoping, performance tracking and unplanned partner asks. Dedicated team across all brands. Weekly status meetings, project briefs, workflow tracking, internal routing and channel coordination.
<b>Brand Positioning</b>	\$32,500	\$7,500	\$5,000	\$5,000	<b>\$50,000</b>	
<b>Brand Stewardship</b>	\$245,000	\$80,000	\$90,000	100,000	<b>\$515,000</b>	Includes creative platform for brand, IMC planning (traditional and digital media), update brand book and style guide annually, competitive audits and analysis, brand experience audit.
<b>Creative Concepting &amp; Development</b>	\$397,000	\$133,000	\$59,000	\$59,000	<b>\$648,000</b>	Includes creative platform updates for season, prints ads for industry publications, direction and development of digital display and social ads across specified brands/products, and POS materials, seasonal campaign refreshes, promotional sales events. EGO 10-12 new campaigns, EGO Commercial, FLEX, and SKIL with each 4-5 new campaigns.
<b>Collateral</b>	\$156,000	\$44,000	\$20,000	\$35,000	<b>\$255,000</b>	Includes brand/product brochures, sell sheets, POS display, stickering projects.
<b>Strategy</b>	\$150,000	\$30,000	\$40,000	\$40,000	<b>\$260,000</b>	
<b>Planning</b>	\$65,000	\$15,000	\$20,000	\$20,000	<b>\$120,000</b>	
<b>Influencer Marketing &amp; Management</b>	\$142,500	\$17,500	\$35,000	\$35,000	<b>\$230,000</b>	Agency management of relationships and content development, influencer payments, boosting to amplify high performing content, gifting and logistics.
<b>Photoshoots</b>	\$96,000	\$24,000	\$15,000	\$15,000	<b>\$150,000</b>	



## Annual Retainer Continued | *Line-Item Category Breakdown*

CATEGORY	EGO	EGO COMMERCIAL	SKIL	FLEX	TOTAL	NOTES
Ongoing Public Relations	\$162,500	\$37,500	\$25,000	\$25,000	<b>\$250,000</b>	
Organic Social	\$117,000	\$27,000	\$25,000	\$25,000	<b>\$194,000</b>	Organic social content development and community management on IG/FB/X/YouTube. Does not include costs of visuals we need to purchase or orchestrate.
PowerPoint Presentations, Web Gloss & Rip Video Assets	\$136,000	\$54,000	\$82,000	\$82,000	<b>\$354,000</b>	Includes 12 presentations with accompanying video components. Nine web gloss videos, 12 RIP videos per outline of EGO, SKIL and FLEX in SOW. Leveraging brand assets for annual line reviews.
TV & Video Shoots	\$400,000	\$15,000	\$10,000	\$120,000	<b>\$520,000</b>	Leveraging assets and newly show assets for brands and key, featured products as well as additional TV and Videos required for execution across formats :60, :30, :15, social/digital videos, etc.
Total Retainer Budget	<b>\$2,392,000</b>	<b>\$509,500</b>	<b>\$474,750</b>	<b>\$619,750</b>	<b>\$3,996,000</b>	<b>*Total retainer equates to \$333,000 per month across portfolio.</b>

## Project-Based Pricing | *Line-Item Category Breakdown*

CATEGORY	EGO	EGO COMMERCIAL	SKIL	FLEX	TOTAL	NOTES
Crisis Counsel	\$13,000	\$3,000	\$2,000	\$2,000	<b>\$20,000</b>	For stakeholder engagement and reputational management services. Costs could vary for prolonged or extensive crisis situation.
Media Training	\$11,375	\$2,625	\$1,750	\$1,750	<b>\$17,500</b>	Media training for 3-5 participants, does not include travel costs.
Research	\$227,500	\$52,500	\$35,000	\$35,000	<b>\$350,000</b>	Brand-positioning refreshes and recurring shopper marketing research across major retail channels, qualitative/quantitative studies and persona validation. Includes brand tracking, shopper studies creative testing, persona updates and retail line review support. Research OOP included.
Travel OOP	\$32,500	\$7,500	\$5,000	\$5,000	<b>\$50,000</b>	For in-person strategic planning, creative workshops and retail partner presentations in key markets. Supports Mower's commitment to collaborative, boots-on-the-ground partnerships.
Private Label					<b>\$50,500</b>	
Total Project Budget	<b>\$284,375</b>	<b>\$65,625</b>	<b>\$43,750</b>	<b>\$43,750</b>	<b>\$488,000</b>	
Total Agency Budget	<b>\$2,676,375</b>	<b>\$575,125</b>	<b>\$518,500</b>	<b>\$663,500</b>	<b>\$4,484,000</b>	<b>*Summarizes all annual retainer and project-based budgets.</b>



The Mower logo is displayed in a large, bold, white sans-serif font. The letters are thick and closely spaced, with a modern, clean aesthetic. The logo is centered horizontally and vertically in the upper half of the image.

# Mower

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