# GlobalFluency, Inc.

Multi-Dimensional Marketing.
Driving Demand In A Digital World.

Agency Capabilities & Case Studies

Agency Overview

GlobalFluency is all about taking brands to market in 3D by giving them real Depth, Distinction and Dynamism. Assets include:

- Fully integrated, multi-dimensional marketing and communications capabilities on a global scale

- Intelligent Market Engagement methodology to shape and influence market perceptions, acquire leads and prospects, and stimulate demand and interest

- Deep domain experience and global connections in key B2B and B2C markets

- Full range of market research, brand strategy, messaging and platform development, digital content marketing, media and analyst relations, crisis containment, thought leadership, and reputation management services
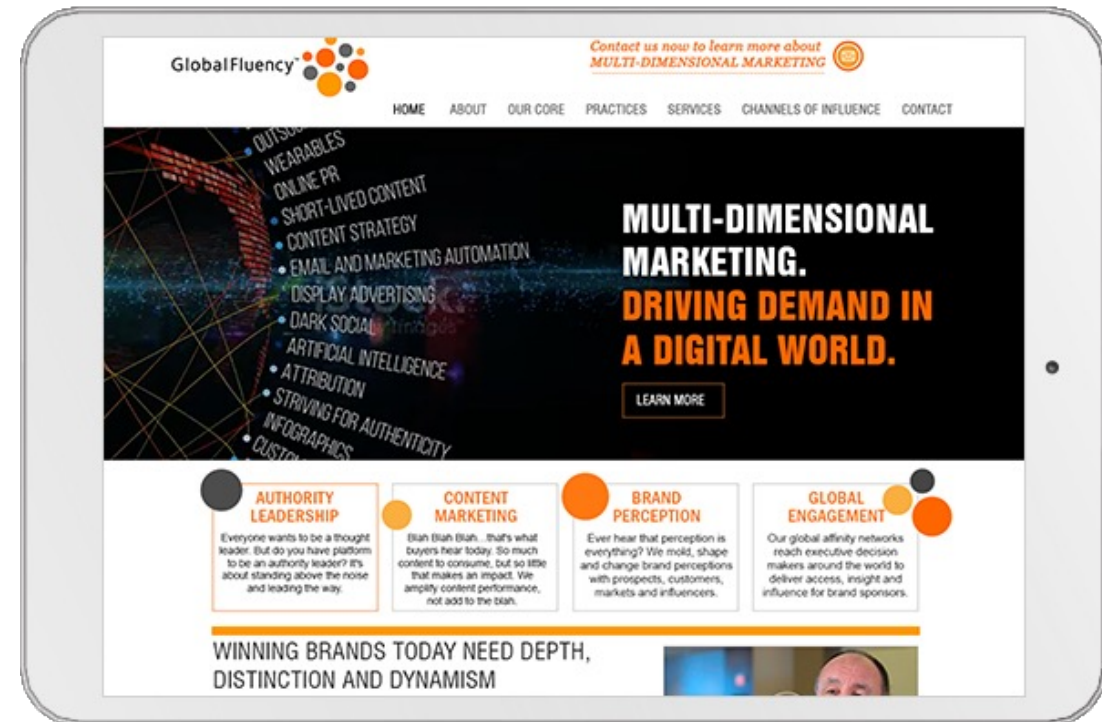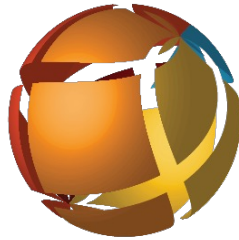
Brands Need to Be Seen in 3D

Winning brands today need Depth, Distinction and Dynamism to set them apart.

DEPTH
comes from product relevance, substance and a compelling brand promise or claim you can deliver on

DISTINCTION
requires a truly differentiated customer experience, third-party validation and active influencer endorsement

DYNAMISM
is all about how you package and take your story to market with enriched, engaging and authoritative communications

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Sample Experience

GlobalFluency has extensive experience creating impactful campaigns for global brands and emerging companies shaping today's markets

Integrated Services

Tap into a wide range of competencies and proficiencies that can be applied to support all or part of strategic marketing, communications & demand generation processes

Brand Engagement: Positioning, messaging and visual identity systems, events, seminar, consumer education programs, webcasts and conferences

Perception Management: Media relations, message training, corporate and financial communications, crisis management and community outreach

Content Marketing: Thought leadership, advocacy and direct response marketing

Product Launch: Sales, channel and marketing strategies, global market entry

Creative Services: Web development and design, brand identity, collateral development
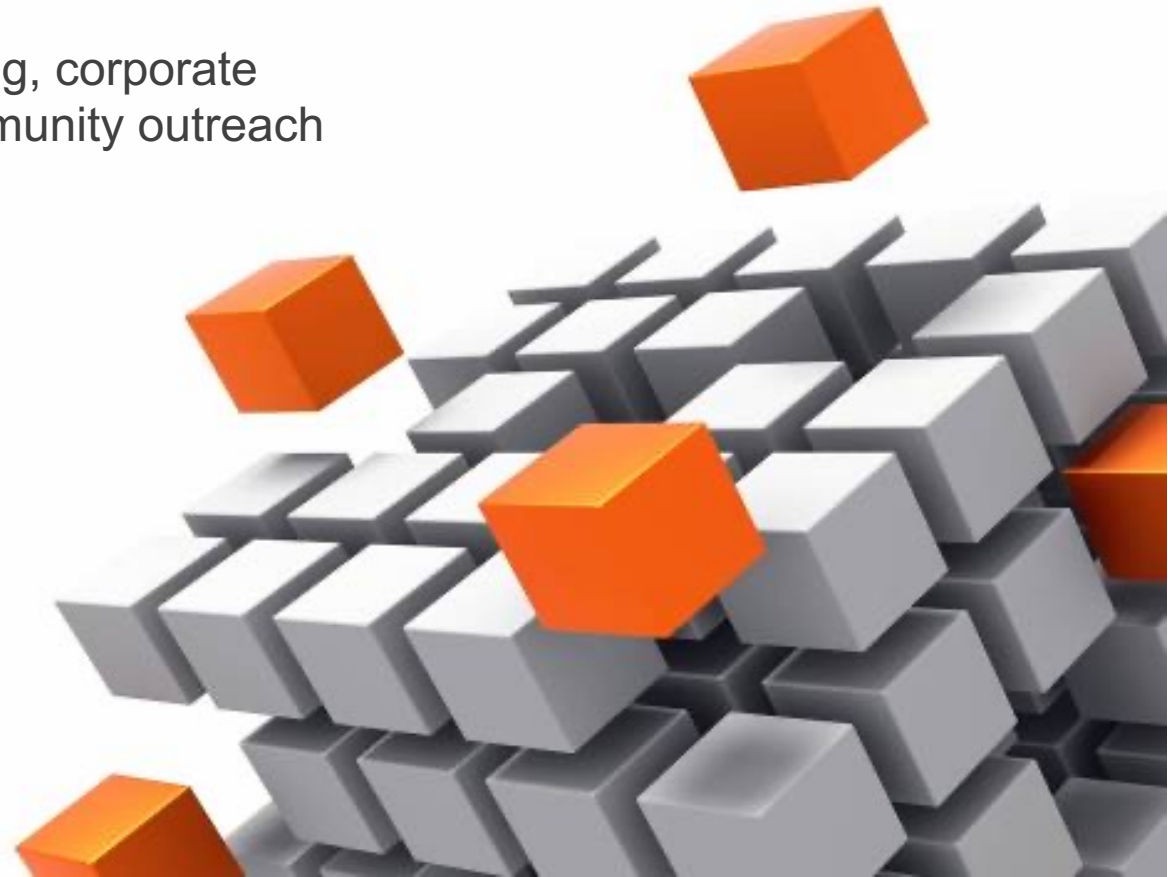
Perception Management

We excel in helping our clients develop compelling platforms and creative communications strategies that allow them to standout in today's highly competitive and often crowded marketplace.

Our programs help shape positive market outcomes, from product demand and investor receptivity, to public interest and government action. With proven success in a wide range of print and broadcast media outlets, we consistently deliver exceptional results with campaigns led by fully engaged agency principals—many of whom are highly experienced former journalists from all media sectors. Key perception management capabilities include:

- Communications counseling
- Strategy and messaging
- Corporate identity building
- Product and go-to-market communications
- Vertical market and customer evangelism
- Competitive market intelligence and combat communications

- Crisis management and issue containment
- Investor and financial relations
- Media relations
- Product publicity, reviews and awards
- Trade show and event marketing
- Speaker bureau set-up and operation

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INTELLIGENT MARKET ENGAGMENT
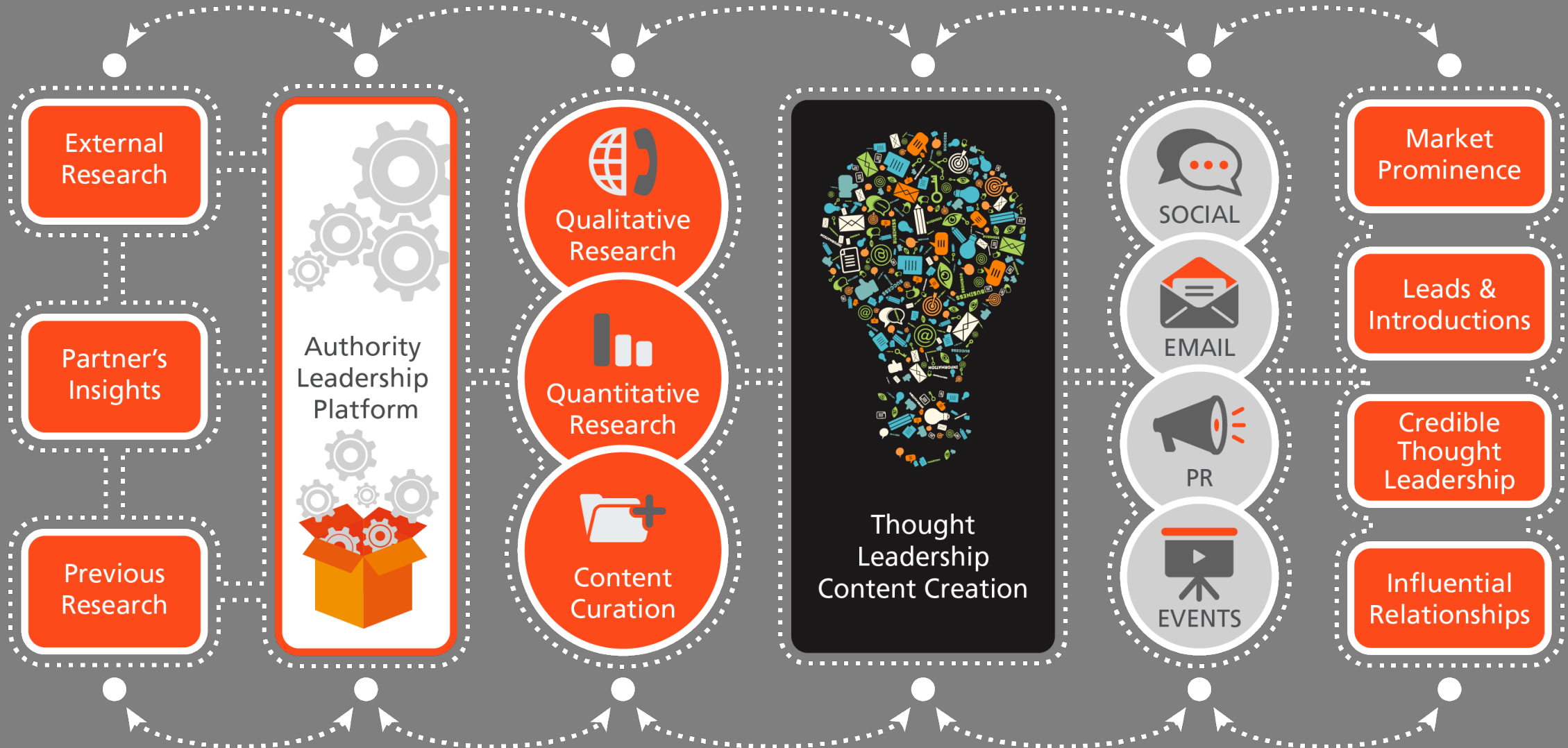
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Intelligent Market Engagement™

GlobalFluency builds Authority Leadership™ platforms that drive intellectual capital into the marketplace through multiple channels to create market capital and generate demand

- **Authority Leadership** marketing molds intellectual capital into relevant advocacy agendas and point-of-view platforms to shape market perceptions and establish executives as thought leaders, knowledge brokers, and subject matter experts

- **Strategic packaging** of content, market interaction, and a multi-channel delivery system builds the insights, access, and influence required to create demand generation

- The IME model produces **immediate and measurable** lead and prospect opportunities, drives demand, and shapes and influences market perceptions

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IME Process

External Research

Partner's Insights

Previous Research

Authority Leadership Platform

Qualitative Research

Quantitative Research

Content Curation

Thought Leadership Content Creation

SOCIAL

EMAIL

PR

EVENTS

Market Prominence

Leads & Introductions

Credible Thought Leadership

Influential Relationships

Embracing Authority Leadership

- Primes and conditions market to create more receptive selling environment
- Shapes and influences the customer's strategic agenda and spend priorities
- Identifies and qualifies potential prospects; facilitates introductions and ongoing conversations
- Gathers intelligence and insight to refine and support value propositions
- Builds brand credibility, relevance and mind share

Powerful Affinity Networks

The Chief Marketing Officer (CMO) Council represents over 16,000 members in 10,000 companies across 120 countries. Collectively, these marketers control nearly $1 trillion in global, aggregated marketing spend
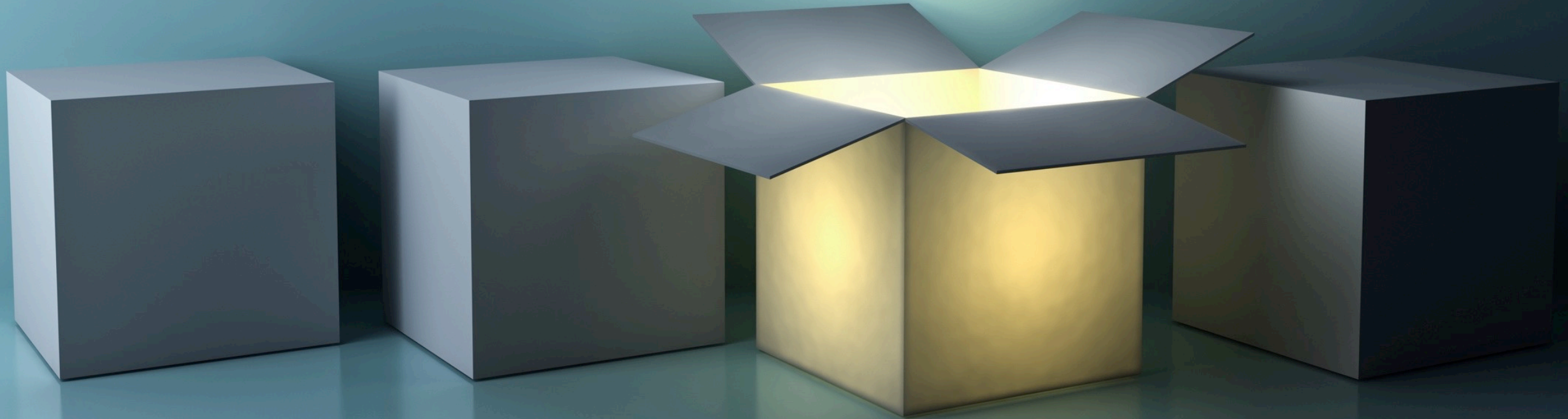
Powerful Affinity Networks

The Business Performance Innovation (BPI) Network
touches nearly 50,000 executive "change agents" driving digital transformation, process re-invention, organizational change, product innovation, R&D, and competitive adaptability in multi-national enterprises worldwide.

CASE STUDIES

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Case Study. Adaptive Insights

Building Brand Authority, Category Leadership and Market Affinity in Cloud-based CPM

OBJECTIVE

- Establish and grow cloud-based Corporate Performance Management as the best way to run financial planning and business intelligence analytics in today's growing enterprises.
- Earn recognition as the category leader and top product innovator in their space.
- Drive business leads and opportunities through thought leadership content marketing focused on reaching CFOs

PROGRAM

- 5+ year relationship as agency of record and market engagement partner.
- Major role in defining and evolving brand and platform messaging.
- Primary content creators, including press + analyst materials, speaker submissions, byline articles, study reports and advocacy platform.
- Orchestrated product launches, corporate news announcements, executive press tours and communications campaigns.
- Created the Business Volatility and Variables thought leadership and CFO engagement program benchmarking CFO sentiment on the economy and planning best practices.

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RESULTS

- Dominated media discussions and coverage of SaaS CPM market and competitors
- Successfully evangelized advantages of cloud-based CPM over on-premise systems.
- Took company through 5 years of rapid growth in customers (increased from 400 to 2,000+) venture funding ($70 million+) and product line expansion.
- Drove exceptional media and analyst engagement and coverage across Business, Financial, Technology and Vertical Industry (250+ articles in a single year).
- Generated thousands of registered content downloads and survey responses by financial executives through Business Volatility and Variables program.
- Developed and executed successful customer testimonial, awards and speaker programs.

Creating A New Category Of Computing And Establishing A Disruptive Global Technology Brand.

OBJECTIVE

- Team with young start-up to evangelize and grow new category of thin client computing that shares a standard desktop computer or server across numerous desktop users.

- Build momentum and adoption in key underserved markets, from developing economies to public schools and non-profits.

PROGRAM

- Work with executive team to build out corporate and product positioning around meeting the unmet needs of "The Next Billion Users" of computing technology.

- Showcase and promote how and why NComputing's technology platform was unique to other forms of desktop computing.

- Launch and execute a global PR and communications campaign driving events and coverage in North America, Germany, U.K., Eastern Europe, India, China, Indonesia, Thailand, Africa, Australia, Brazil and Mexico.

- Leverage customer success stories and wins to build compelling momentum story around the world.

- Seek out major technology awards and recognition

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RESULTS

- Secured Major technology awards and recognition starting with the Wall Street Journal Technology Award, as well as Frost and Sullivan Green Excellence Award and Gartner Cool Vendor.

- Generated massive coverage, with hundreds of standalone feature articles and tens of millions of media impressions in top publications and broadcast media outlets such as The Wall Street Journal, New York Times, BusinessWeek, AP, BBC, CNBC, Computerworld, eWeek, Economic Times of India, International Herald Tribune, Estado de San Paulo and many others.

- Drove huge market interest and inquiries from key targeted markets, non-profit NGOs, business enterprises, government agencies, education, etc

OBJECTIVE

- Build industry recognition globally of A10 Networks as a leader in helping mobile operators build next-generation 5G networks.

- Grow new business contacts and opportunities within leading telecom companies around the world.

PROGRAM

- Telecom industry study examining opportunities and challenges in a 5G connected economy.

- Underscores criticality of advanced security in 5G networks.

- Leverage thought leadership to drive discussions and coverage of A10 technology and solutions for automating and managing security and application delivery in 5G networks.

- Program page

SECURING THE FUTURE OF A SMART WORLD

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A10

BPI NETWORK™

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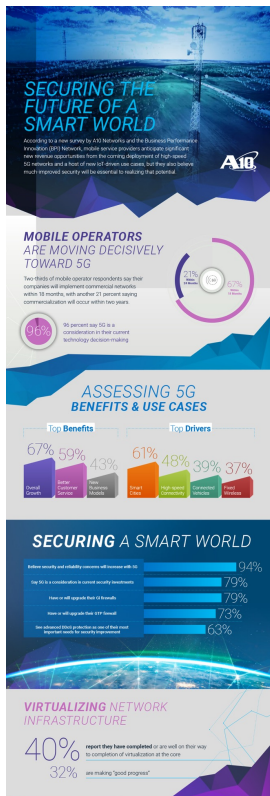
RESULTS

- More than 300 registered downloads created new business leads at major carriers.

- Over 50 media articles, e.g., ZDNet, TechTarget, Forbes, CIO, Network World, Information Age, etc. (See program page for articles).

- Numerous executive interviews and stories about A10's technology vision, new products and customer wins for 5G build-outs.

  - Dozens of posts in LinkedIn Communities and Groups with potential audiences of over 1 million executives, e.g.:

  - Telecom Professionals: IoT, LTE, M2M, 5G – 741k

  - 5G Series – 21K

  - 4G and 5G Professionals – 18.5K

  - Telecom Links – 61K

  - Telecom Sales and Marketing – 72K

- Extended reach through media and association partnerships—5GAmericas.org, TMCnet, and NetLine.

- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

See program page >

Competitive Gain IN THE OCEAN SUPPLY CHAIN

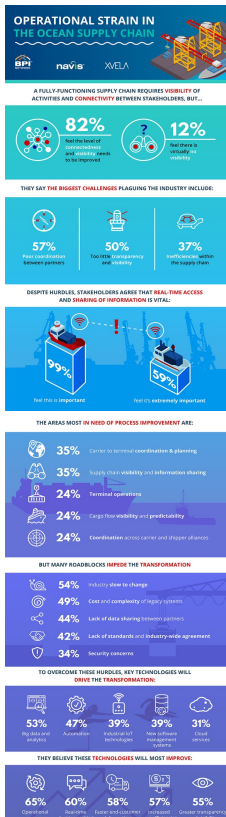Sponsored By:

navis™

BPI NETWORK™

OBJECTIVE

- Drive business leads and brand authority for Maritime software company, Navis, and its XVELA subsidiary.
- Sensitize market to need for its new cloud solutions for data sharing and collaboration.

PROGRAM

- Major industry campaign and study on state of digital transformation and collaboration in Ocean Supply Chain.
- Survey of 200+ executives and interviews with select industry leaders and experts.
- Program page

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World Shipping Council
Read more»

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Mark Wootton
CIO
Yilport
Read more»

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RESULTS

- Over 1,400 registered downloads creates rich source of new sales leads.

- Study underscores industrywide recognition of need to improve data sharing and digital transformation.

- Extensive media coverage of 50+ articles. (See program page for articles).

- Requests for speaking presentations at leading industry events, e.g., Annual European Seaports Organization conference.

  - Dozens of LinkedIn Group discussions and posts—potential audience size of over 700,000, e.g.:
    - Maritime Network – 160K
    - The Shipping Professional Network – 14K
    - Maritime Executive – 87K
    - Container Shipping and Trade Networking Group – 6K
    - Maritime Professionals – 54K

- Added reach through media partnerships: Demand Chain Executive, SupplyChainBrain, Netline.

- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

See program page >

OBJECTIVE

- Highlight and showcase the advertising safety and transparency features across the Dow Jones/Wall Street Journal advertising offerings.

- Build thought leadership, awareness and relationships with brand marketing leaders and prospective advertising clients.

PROGRAM

- Consumer survey of over 2,000 respondents and report highlighting the implications of digital advertising placement alongside questionable or controversial digital content can have on consumer perceptions, brand trust and buying intent.

- Release of How Brands Annoy Fans report based on consumer survey.

- Survey and report of over 180 quantitative responses and 13 interviews with leading brand marketers looking into the risks and vulnerabilities to their brand with the explosion of programmatic advertising solutions.

- Showcases the need for brands to take a critical look at their programmatic advertising plans to ensure their content is being seen alongside trusted content channels.

- Program page

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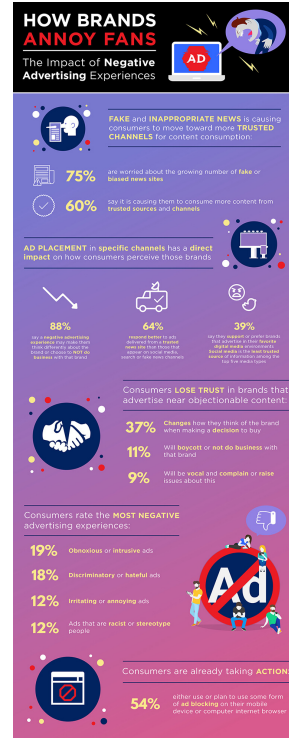
Press
Release >

RESULTS

- More than 1,110 registered downloads created new business leads at major brand advertisers.

- Over 125 media articles for the 2 reports, e.g., WSJ, CNET, MediaPost, Fox Business, AdWeek, DigiDay, CMO/IDG, AdNews, MarketingWeek, Fortune and others.

- Numerous executive interviews and stories about need for brand security and programmatic advertising transparency.

- Content was leveraged across Dow Jones presentations at Cannes Lions Media Festival with leading advertisers.

- CMO Council briefing to WSJ sales executives to utilize findings and issues in their renewal and new account penetration attributing to 23% increase in renewals and over 85 new account wins.

- Heavy social media and digital channel promotion across CMO Council and partner channels generating over 2M+ impressions.

- Extended reach through media and association partnerships- Wall Street Journal, 4A's, GMIC, Industry Dive and NetLine.

- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

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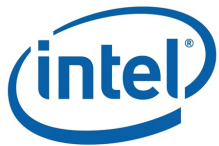
OBJECTIVES

- Establish SGI as an industry technology and thought leader in building energy-efficient data centers.
- Drive qualified business leads and introductions among top data center and enterprise IT decision makers

PROGRAM

- Search-optimized, widely-linked campaign web site (sgi.com/thinkecological)
- Influential network and enviro partners
- Aggregated content, thought leadership
- Vertical market audits and assessments
- Lead-generating report, white paper offers
- Content syndication, publication, publicity
- Targeted email prospecting
- Interactive webinars (2)
- Prominent CTO video vignettes
- Compelling Eco-IT Monitor flash tool
- Print and online advertising
- Executive advisory board engagement
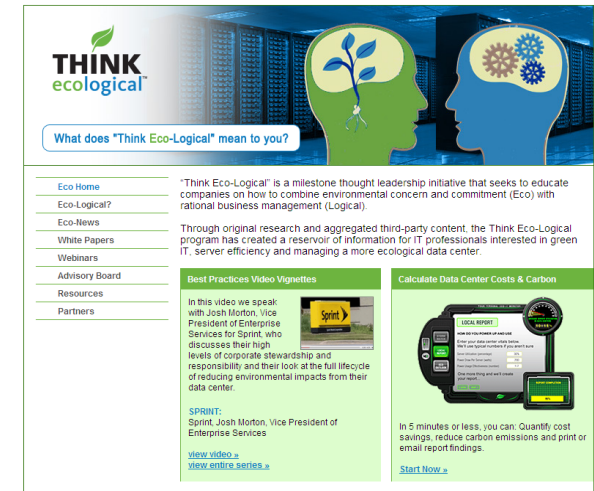
Case Study. SGI

ACTIONABLE ASSETS

- Eco-IT Monitor interactive prospect profiling tool

- Nearly 300 highly qualified contacts from Eco-IT monitor promotions and syndication

- Solution selling content

- 2 comprehensive vertical industry reports and whitepaper

- High profile CTO video vignettes

- 9 new videos representing executive lead prospects

EXECUTIVE LEVEL ENGAGEMENT

- 15 advisory board members with detailed commentary

- \> 600 survey respondents

- Over 1,000 contacts from report downloads and Eco-IT Monitor users

- 44 standalone media articles

- More than 225 professionals that want follow-on program info

- 11,146 visits, 25,631 page views, 7,547 unique visitors, average time of 2:21 on site

Discovering The Pivotal Point Consumer™

A Milestone Study on American Shoppers
Who Drive CPG Brand Volume

Sponsored By:

OBJECTIVE

- Reposition Catalina from in-store coupon delivery company to leader in precision marketing solutions for reaching the right consumers with relevant advertising and offers.
- Drive new business opportunities and leads among top CPG manufacturers, brand managers, retailers and advertising agencies.

PROGRAM

- Milestone study examining small percentage of consumers who make up 80 percent of CPG brand volumes to demonstrate need to activate the right shoppers to buy.
- Drive content downloads and digital engagement among targeted Catalina customers.
- Utilize thought leadership as a springboard for discussions and coverage of Catalina's technology, shopper data and precision marketing solutions.

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RESULTS

- Analysis of vast store of Catalina shopper data shows average brand relies on only 2.5 percent of shoppers to drive volume.

- 1,000+ registered downloads, increased new business inquiries, and widespread industry buzz among CPG manufacturers, brand managers, retailers and advertisers.

- Compelling digital assets to drive industry engagement, including popular standalone microsite, with an interactive tool to discover percent of consumers making up 80 percent of volume for over 1,300 CPG product brands.

- Over 40 media articles at launch, including New York Times, USA Today, Reuters, AP, Financial Times, AdWeek, Advertising Age, BrandWeek, Supermaket News, Stores, etc.

- Numerous executive interviews and stories discussing Catalina's shopper data platform and capacity to deliver targeted offers and ads to shoppers based on purchase behavior.

- Senior-level presentations of findings with top CPG companies.

- Study findings presented at major industry events, e.g. NRF's Big Show, RetailX, and the FMI Leadership Institute.

- Program success led Catalina to work with GlobalFluency to develop and promote more than a dozen additional study reports and thought leadership campaigns.

SAMPLE HIGH-LEVEL LEAD CONTACTS

OBJECTIVE

- Elevate Pitney Bowes Software (now Precisely) thought leadership and awareness of their new data enrichment and omnichannel engagement offering.
- Drive new business opportunities and leads of marketing and analytics executives from targeted enterprise account targets across North America and Europe.

PROGRAM

- Creation on consumer study of 2000+ consumers to understand which channels consumers across generational demographics are engaging with brands and the implications of brands inabilities to meet the consumers in their channel of choice.
- Survey fielding in 2019, 2020 (and will be launching 2021 in Q3).
- Development and promotion of inaugural Critical Channels of Choice report in 2019 and follow-on study in 2020 highlighting changing thinking and engagement strategies.
- Three (3) thought leadership webinars hosted by CMO Council to highlight findings from research and bringing in highlights from brand executives.
- Leverage thought leadership findings for discussions with new wave of prospects of Precisely data and marketing solutions.
- Program page

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RESULTS

- 1,750+ leads from report consumption and webinar participants.

- Highest performing Precisely marketing campaign in generating awareness, exposure and lead deliver in 2019 and 2020.

- Creation of infographics and digital assets to drive prospect engagement and key data points for their sales and product teams to leverage in ongoing collateral and roadmaps.

- Over 45 media articles at launch, including Yahoo! Finance, AdWeek, Advertising Age, BrandWeek, MediaPost, AList Daily, Loyalty360, Marketing Dive, etc.

- Multiple executive interviews and stories discussing Preciselsy's customer data engagement and enrichment programs including byline article placement in CRM, TechNews and CX Today.

- Study findings presented by Precisely executives at leading CX industry events in 2019, 2020 and 2021to highlight challenges marketers are facing in critical digital environments. Multiple executive interviews and stories discussing Preciselsy's customer data engagement and enrichment programs including byline article placement in CRM, TechNews and CX Today.

OBJECTIVES

- Build Symantec's profile and strategic value proposition within the C-Suite and corporate board rooms.
- Create new advocacy and insight to fuel and support sales discussions with large enterprise customers
- Grow business contacts and lead flow

PROGRAM

- Major thought leadership initiative to demonstrate and measure the financial and reputational impact of data breaches and security failures
- Team with Emory University to quantify the revenue and stock price impact on companies suffering these security breaches
- Survey business executives to gauge levels of concern and sensitivity
- Poll of 2,000+ consumers demonstrating loss of trust in companies suffering data breaches
- Interviews with 30 leading business and marketing executives

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RESULTS

- Massive coverage in IT, business, vertical industry and marketing media—generating more than 5.8 million media impressions

- Over 3,000 survey and web conference participants

- Study findings and content repurposed for strategic value selling by enterprise sales organization and channel

- One-on-one engagement with executives from leading corporations (see next slide)

- More than 1,000 new business contacts and leads

- Findings generated multiple speaking appearances, including keynote at Visa Security Summit in Washington, DC – attended by leading retail, banking, security companies, government agencies, etc.

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