

## AGENCY OVERVIEW

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### GlobalFluency, Inc. – Intelligent Market Engagement™

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**Differentiation:** GlobalFluency is a high-performance marketing and communications services firm offering clients breakthrough programs for influencing markets, growing customer relationships and building valued brands. Its capabilities span brand activation, content marketing, creative and digital services, public relations, social engagement, lead generation, and executive affinity network management.

GlobalFluency's special competency is Intelligent Market Engagement™, an integrated approach that leverages best-in-class content marketing and thought leadership practices to accent market needs, predispose decision makers and rapidly accelerate lead generation & prospect harvesting.

GlobalFluency also forms and manages exclusive Affinity Networks™ that are critical channels of market insight, access, and influence. These executive networks, including the Chief Marketing Officer (CMO) Council, the Business Performance Innovation (BPI) Network and others, leverage the power of the Internet and a desire for peer-level interaction to enable companies to initiate strategic conversations and knowledge exchange with key stakeholders and purchase influencers.

**Worldwide:** More than 70 offices in 40 countries across The Americas, Asia-Pacific, Europe, Middle East and Africa.

**Staff:** 50-plus in North America; 450 professionals worldwide.

**Mission:** Be a trusted strategic asset in defining and shaping the perceptions of our clients and realizing the full potential of their business, brand & market values.

**Status:** Privately held by agency principals; independently owned and operated offices worldwide

**U.S. Clients/Sponsors:** AIG Travel, Beckon, Business Performance Innovation (BPI) Network, CapSure, Cartrack, Catalina Marketing, Chief Marketing Officer (CMO) Council, Collective, Courtyard by Marriott Palo Alto/Los Altos, Customer Experience Board, Deloitte, Dun & Bradstreet, Ebiquity, GenZe Mahindra, GeoBranding Center, Foxit Software, IBM, NetLine, Netsertive, Penton, Pitney Bowes, Proof-Mark, Inc., PwC, SAP, SnakAtak, Sysomos, RedPoint, Ricoh, Tagetik, Tech Mahindra, The SABLE Accelerator, Teradata, Twerly Power, UNICEF Innovation Center (CauseTech.net), Verizon Digital Services, Vindicia

### Client History:

#### Leading Technology Vendors & Solution Providers

Accenture, AT&T, Alcatel-Lucent, HP, Amdahl, CA, Fujitsu, IBM, Dell Computer, Deloitte, Sun Microsystems, SGI, GTE, Hitachi, Hyundai, Fujitsu, Ricoh, Sterling Software, Unisys, Siemens-Nixdorf, Xerox, Open Text, Oki Semiconductor, Memorex, Seagate, Logitech, Hyperion, Packeteer, Phoenix Technologies, Microsoft Media Group, NCR, Oracle, Amdocs, Cognos, Informix, SCO, Borland, Information Builders, Entrust, McAfee, Saba, eGain, Agile, Symantec, Sybase, FileNet, Check Point, F-Secure, Nokia Enterprise Solutions, CSC, Deloitte, BearingPoint, BCG, EDS, A.T. Kearney, Wipro, Cognizant, Infosys, SAP, SAS

#### Consumer Branding

Experience with many consumer product marketers including General Foods, Nestle, Unilever, Del Monte, Chiquita, CPC-Best Foods, S&W Fine Foods, David Sunflower Seeds, Frankford Candy, Mother's Cake & Cookie Company, Seagram's, Colgate-Palmolive, Memorex, eDiets, Rawlings, Spalding, Full90 Sports, SquareHit Tennis, Hunter Douglas, LeapFrog, Natural Wonders, Crutchfield, Electronic Arts, 1800Contacts, Kwikmed, Sears Optical, Amy Jo Gladstone Footwear, LucasArts, Electronic Arts, Activision, Atari, Travelzoo, LocalGetaways.com, Radiesse, and more.

### Service Offerings:

- Branding, positioning, platforming & messaging
- Multi-level, multi-channel campaign development
- Content marketing, authority leadership & demand generation
- Database/email marketing and lead acquisition
- Perception management & public relations
- Corporate and financial communications
- Online auditing, surveying and intelligence gathering
- Web design, development, programming & rich media
- Online marketing, search optimization & CyberPR
- Design, collaterals & interactive digital media
- Crisis containment & issue diffusion
- Product publicity, reviews and awards
- Speaker bureau set up and operation
- Customer, channel, partner and stakeholder relations
- Special events, promotions and merchandising
- Print and online advertising; web interactive events

### CORE COMPETENCIES

#### Strategic Consulting:

GlobalFluency consults with leading corporations and emerging businesses to develop innovative approaches and breakthrough programs for entering new markets, accelerating demand and customer acquisition, shaping perceptions and building brand value worldwide. Through continuous engagement with global marketing and business leaders involved in GlobalFluency-initiated research and thought leadership efforts, the agency is continuously accessing and assessing new ideas and best practices at the forefront of marketing innovation in the digital age. We bring this expertise and creativity to every client engagement and campaign.

**Special Practices:**

**Intelligent Market Engagement™ (IME)** Gains insight, access and influence through Authority Leadership Marketing™ and Affinity Network Interaction™. Primes and conditions market by creating a more receptive selling environment. Shapes and influences customer's strategic agenda and spend priorities. Identifies and qualifies potential prospects by facilitating introductions and conversations that build brand credibility, relevance and mindshare.

**Authority Leadership Marketing** Content marketing strategies, strategic advocacy campaigns, online surveying, web conferences, webcasts, online videos, blogs, executive roundtables, white paper syndication, thought leadership programs, etc.

**Affinity Network Interaction** Formation and management of one-to-one communications groups sharing common interests, goals and strategic agendas. This includes industry coalitions, membership forums, special interest groups, advisory boards and advocacy councils, etc.

**Demand Generation Marketing** Global multi-lingual campaigns using Premier Global, Salesforce.com, affinity network channels, and a variety of innovative tools and techniques for combining online and offline "prospect harvesting" and improving "lead conversion economics."

**Channel Marketing** Targeted programs and intellectual capital building relationships with key organizations reaching interactive marketing and online advertising agencies, solution providers, eBusiness architects, integrators and IT consultants – NASBA, eChannelLine, IMA, PMA

**Competitive WATCH** Worldwide Adversary Tracking, Counter-Measures and Hardball – pre-emptive marketing and competitive communications services leveraging information sources, such as Factiva, BuzzMetrics, Bacon's, Biz360, Cymfony, and proprietary channels such as The-Tip.com.

**Content Marketing:**

Market-relevant, customer-focused content and thought leadership is essential to building brand influence and customer engagement in today's knowledge-hungry, digitally driven BtoB markets. GlobalFluency is an innovator and pioneer in this field, with unmatched experience and expertise in content marketing strategy and campaign development. The agency works with clients to align branding and marketing strategy with compelling content-driven advocacy and authority leadership campaigns that generate continuous web traffic, downloads, coverage and conversation. From the development of executive and customer networks and research initiatives, to high-powered content origination and publishing capabilities, to digital and social media optimization, GlobalFluency is at the forefront of content-driven marketing.

**Design - Interactivity:**

GlobalFluency draws on a talented, cross-cultural team of Internet marketers, digital media professionals, graphic and digital designers, producers and programmers resident in both its New York and Silicon Valley offices. Our in-house creative services and interactive marketing group is driven by a proven methodology that defines strategic and business objectives, explores creative options, and ensures a final execution that is both relevant and compelling to the target audience. Along the way, disciplined adherence to budgets and schedules is a priority.

**Brand Identity.** A brand is an embodiment of an idea, a visual signature and an emotive connection. Clearly capturing and conveying the idea for a larger, scalable audience to comprehend will determine its success. We conduct a category analyses and brand assessments setting the stage for more challenging tasks ahead – forming true definitions and distinctive perceptions. Capitalizing on your core qualities, values and messages are part and parcel of our comprehensive knowledge of defining and bringing brands to life.

**Web Design and Development.** From initiating formal assessments of current and competitive sites to investigating behavioral personas, we provide a completely vertically, fully integrated service offering. Site design, navigation, taxonomy, user interface, site performance, content creation, and programming are tightly connected allowing clients to capitalize on the web's ability to drive active, ongoing engagement (both driven and organic) and deliver enriched, compelling content that helps captivate, retain and convert visitors into buyers and long-term customers.

**Online Marketing and Intelligence Gathering.** Embracing and adapting to evolving technologies, channels, communities, platforms, networks, mobile devices and Internet connections are critical to reaching and activating online audiences more efficiently and effectively. We are continuously evaluating, testing and embracing new media innovations and online marketing strategies, tools and hosted services. We carefully and continuously monitor and optimize search prominence and improve online visibility and voice through blogging, podcasting, tweeting and sub-group formation in popular social media environments. We have devised a multitude of techniques for better listing, linking, delivering and syndicating content, as well as driving downloads, registrations, and interactions on client sites and across the Web. In our portfolio of services are capabilities relating to customer listening and learning, competitive sensing and threat detection, trend tracking, and automated agenting of online conversations, viral buzz, word-of-mouth, as well as analysis of key constituent tonality and sentiment. Included is the Track the Yack buzz monitoring and Competitive WATCH (Worldwide Adversary Tracking, Counter-Measures and Hardball) services.

**Social Media, Affinity Networks and Co-Innovation Communities.** We develop actionable and measureable viral marketing strategies to increase word-of-mouth in range of advocacy channels including discussion groups, news forums, bulletin boards, social media networks, video sharing sites and trusted business communities. Multiplying connections, audiences and followers in Twitter, Facebook, LinkedIn, MySpace, Jigsaw, Plaxo and other networks are all in a days work when capitalizing on the exploding reach, audience and share-of-time in these new hubs of digital lifestyle expression, personal and group engagement, as well as content and information sharing. We also form, grow and multiply shared interest groups and affinity networks around strategic business issues, topics and requirements. And we are helping companies do a better job of co-innovating with customers, channel partners and technology providers through formation of vibrant channels of co-innovation and continuous engagement.

**Corporate/Product PR:**

GlobalFluency has embraced highly effective methodologies, relationship management practices and standardized procedures that ensure a consistently high level of media and analyst communications in North America and all regions of the world. Our placement success in a wide range of print and broadcast media outlets is unmatched. We consistently deliver exceptional results as evidenced by our archive of placements available online. Led by fully engaged agency principals – many of whom are highly experienced former journalists from all media sectors – clients receive penetrating strategic analysis, inventive communications planning, superior editorial output, and exceptional program delivery.

**Corporate Identity Building.** We have handled a wide range of corporate and financial communications engagements for many leading international brands and publicly traded companies. We have undertaken regional, national and global media relations programs that have helped define and shape brand perceptions, enhance corporate reputation and trust, gain additional investor interest and following, contain issues and crises, as well as further key stakeholder relationships within local communities, trade and labor organizations, regulatory bodies and government agencies. We are also adept at improving the visibility, voice and prominence of senior executives through online communications and interactions, as well as authority leadership and advocacy communications (byline articles, speaking engagements, and involvement in cause campaign and business innovation initiatives).

**Media Training and Message Refinement.** Full day session during which experienced former broadcast and print journalists work closely with top corporate leadership to develop a critical strategic competency—the ability to communicate effectively with the US media.

**Broadcast & Financial Communications.** Critical competency client to more effectively message and access top-tier cable, print and broadcast channels of communication that influence and shape Wall Street perceptions.

**Product Launch News Release Creation and Story Pitching.** Creation of product launch news release, pitch letter and targeted media database, which are used to broadly pitch a new product launch in the U.S., generating a large number of news stories, media impressions and buzz.

**Speakers Bureau.** Identifies both free and paid speaking opportunities for company leaders and works with outside organizations, conferences and tradeshows to secure placements during the next 12 months.

**Editorial Content & Speechwriting.** Former journalists with backgrounds at technology trade publications, major daily newspapers, broadcast channels, and leading national magazines underpin the dedicated writing capability of the firm.

**Trade Show Support.** Identifies show-related news hooks and pre-pitches reporters who will be covering and attending the show. Seeks to generate news and buzz both in advance of the show and during the run of the show. Includes attendance at the show by one agency individual.

## AFFINITY NETWORKS



**CMO Council™.** The Chief Marketing Officer (CMO) Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 7,000 members control more than \$400 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include over 20,000 global executives in over 110 countries covering multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia Pacific, India, Middle East and Africa. The Council's strategic interest groups include the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE), Brand Inspiration Center, Loyalty Leaders.org, Marketing Supply Chain Institute, Customer Experience Board, Market Sense-Ability Center, Digital Marketing Performance Institute, GeoBranding Center, the Forum to Advance the Mobile Experience (FAME), and the Advertising Effectiveness Center. [www.cmocouncil.org](http://www.cmocouncil.org).



**CLOSE™.** The Coalition to Leverage and Optimize Sales Effectiveness (CLOSE) is a new affinity network and online community channel assists sales, marketing and channel professionals further their interactions, increase understanding of their allied functional areas, and provide the necessary tools, techniques and best practices for improved customer acquisition and value building. Founded by the CMO Council, in partnership with Oracle and Wall Street Journal, the organization answers of its over 3,500 members who are seeking a rich and collaborative community that connects sales executives with each other and with marketers in order to empower sales, maximize marketing efforts as a primary sales support function, and provide a robust informational resource to develop best practices in sales effectiveness. [www.closebiz.org](http://www.closebiz.org)



**FAME™.** The Forum to Advance the Mobile Experience (FAME) is a member advocacy group and strategic authority leadership initiative to accelerate marketing programs and research around enhancing the wireless user experience. FAME promotes the adoption of wireless applications in the best interests of industry players, bringing together influential senior marketing leaders from top mobile technology companies in the pursuit of innovations and best practices tailored towards the advancement of end user wireless applications. Current advisory board members include: ARM, Autodesk, Alcatel, Gemplus, Google, Intel, Lucent, Nokia, Nortel, Palm, QUALCOMM, Sybase, Symbian, Virgin Mobile, Vonage, Yahoo!, and others. More information is available at: [www.fameforusers.org](http://www.fameforusers.org).



**The Customer Experience Board** is a dedicated knowledge center and global think tank comprised of concerned marketers from leading service provider organizations and key industry experts who will interact and engage to gather insight around improving global integrated customer experience management and promote best practice adoption in this critical area of business performance. The Customer Experience Board will be focused on benchmark studies, audits and competency assessments, content aggregation, report publication and syndication, peer-to-peer interactions, best practice development, vertical industry analytics, and global models and frameworks for integrated customer experience management. [www.customerexperienceboard.org](http://www.customerexperienceboard.org)



**The Marketing Supply Chain Institute** is a dedicated knowledge center and think tank focused on benchmark studies, cost audits and competency assessments, content aggregation, report publication and syndication, peer-to-peer interactions, best practice development, vertical industry analytics, and global models and frameworks for strategic sourcing and supplier management. With more than \$1.5 trillion spent on marketing and communications worldwide, there are significant incentives for global enterprises to improve the way they source, select, manage, unify and align vendors, suppliers and service providers on strategic, creative, content, media, talent, distribution and production levels.

[www.marketingsupplychain.org](http://www.marketingsupplychain.org)



**GeoBranding Center™.** The Chief Marketing Officer (CMO) is furthering thought leadership and peer-level discussion in the area of GeoBranding with a new global knowledge center dedicated to the marketing of countries, destinations, places of origin, attractions, venues and locations worldwide. Subject matter experts and marketing leaders in the area of GeoBranding will be invited to join the conversation and contribute insights, content, opinions, case studies and best practices. A series of research initiatives will explore the impact, value and outcomes of GeoBranding campaigns using social media, digital marketing and traditional advertising channels and market interaction techniques on both a BtoB and BtoC level.

[www.geobrandingcenter.org](http://www.geobrandingcenter.org)



**Digital Marketing Performance Institute™.** Given the significant shift and re-allocation of marketing dollars into interactive digital media channels, the CMO Council is setting up a dedicated research center focused on measuring and tracking the effectiveness, relevance and value of online marketing programs and spend. It will also examine and advocate the need for more unified and integrated approaches to managing and optimizing the fragmented interactive marketing discipline, especially across leading vertical markets. Authority leadership and content aggregation programs by the Digital Marketing Performance Institute will drive best practice adoption; audit and assess competencies and proficiencies; establish measurement models and techniques; evaluate enabling platforms, solutions and technologies; and help marketers increase visibility, compliance, accountability and ROI.



**BPI Network™.** The Business Performance Innovation (BPI) Network ([www.bpinetwork.org](http://www.bpinetwork.org)) is an influential group of senior-level executives driving transformation, process re-invention, organizational innovation, lean operation, and competitive adaptability in multi-national enterprises worldwide. Members of this change-centered affinity network represent companies with combined annual revenues of more than \$1 trillion. The aim is to share thinking and advance best practices in how enterprises can "transform to better perform" as they seek to tap more complex, cost-sensitive, growth markets with large, diverse and evolving consumer and infrastructure needs.

[www.bpinetwork.org](http://www.bpinetwork.org)





**GREEN™.** The Global Renewable Energy and Environmental Network (GREEN) is an affinity group of corporate, non-profit, academic and government professionals, who are involved and interested in a wide range of clean energy and sustainability topics. We endeavor to deliver innovative resources, reports and events that advance knowledge and further reflection in a number of different areas, including renewable energy, biofuels, waste management, green building, pollution prevention, smart transportation, sustainable agriculture, environmental education and advocacy. The organization's partners and members bring considerable industry and technical knowledge to the undertaking as the channels of communication always remain open. [www.bpinetwork.org/GREEN/](http://www.bpinetwork.org/GREEN/)



**SECO™.** The Software Economics Council (SECO) is an independent organization that serves as a forum for constituents to learn from and contribute to better enterprise software economics, development, and performance. SECO's charter is guided by a leadership committee of executives from Adobe, Borland, Mercury, BEA, IBM, SAP, Siebel Systems, Sybase, webMethods, Hyperion, Cognizant, Novell, Informatica, Broadvision, Salesforce.com, EDS, Deloitte, and others.



**CSR™.** The Competitive Strategy Roundtable is a special interest group created by the BPM (Business Performance Management) Forum™ that focuses on researching and improving processes and methodologies for reducing competitive risk and enhancing competitive performance within the global enterprise. The Roundtable's research and programs cover such issues as talent management, intellectual property development and protection, financial capital creation, operational efficiency, and strategic planning. [www.bpinetwork.org/CSR/](http://www.bpinetwork.org/CSR/)



**DecisionROI™.** Given the velocity of businesses today, the ability to make consistently effective decisions is one of the most vital, yet least understood business processes that impacts performance. Under the aegis of the BPI Network's DecisionROI Institute and with the collaboration of Cognos, this program focuses on executive decision making -- the initiative is exploring the economics and dynamics of good, bad or deferred decision-making and their impact on the performance, outcome and momentum of business. [www.bpinetwork.org/DROI/](http://www.bpinetwork.org/DROI/)



The SABLE Accelerator (South African Business Link to Experts) aims to further South Africa's economic interests through global knowledge transfer and the growth of a trusted expert network of expatriate South Africans willing to contribute back to their country of birth through coaching mentoring, consulting, advising, teaching, training, funding or donating. SABLE consultants, advisors and academic faculty include a wide range of successful business leaders, international domain experts, educators, venture capitalists, consultants, authors, professional service providers, government representatives, advertising and marketing gurus, trade and commerce experts, as well as non-profit innovators. [www.sablenetwork.com](http://www.sablenetwork.com).