

AGENCY OVERVIEW

GlobalFluency, Inc. Intelligent Market Engagement™

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Differentiation: GlobalFluency is all about helping brands market in 3D. We define this as adding Depth, Distinction and Dynamism to the way you go to market. We are 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.

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 by helping brands market in 3D.

3D Marketing:

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

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

U.S. Clients/Sponsors: A10 Networks, Accenture, AIG, Amdocs, Business Performance Innovation (BPI) Network, Catalina Marketing, CHERRY, Chief Marketing Officer (CMO) Council, Cision, Commerce Signals, Courtyard by Marriott Palo Alto/Los Altos, Customer Experience Board, DBM Cloud Systems, Deloitte, eBay Advertising, Foxit Software, Frost & Sullivan, GeoBranding Center, Harte Hanks, Hootsuite, Huawei, IBM Watson Customer Engagement, KPMG, Litmus, Marketo, Mercer Digital, Microsoft, Navis, Nielsen, Oracle, RedPoint, Rock Content, Salesforce, SAP, Serviceaide, Sprinklr, Teradata, The SABLE Accelerator, Treasure Data, UNICEF Innovation Center (CauseTech.net).

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, Tech Mahindra, NTT Innovation Center, CSC, Dimension Data, PwC

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 campaigns using 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

Competitive WATCH. Worldwide Adversary Tracking, Counter-Measures and Hardball – pre-emptive marketing and competitive communications services

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, business leads, 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 web 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, and networks 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 monitor and optimize search prominence and improve online visibility and voice through blogging, podcasting, and social media engagement. We have developed proven techniques for better listing, linking, delivering and syndicating content, as well as driving downloads, registrations, and interactions on client sites and across the Web. Our capabilities also include customer listening and learning, competitive sensing, trend tracking.

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, LinkedIn, YouTube, Facebook, Pinterest, and other networks are all in a days work. We also form, grow and multiply shared interest groups and affinity networks around strategic business issues, topics and requirements. We help 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, broadcast and online media is exceptional. Led by fully engaged agency principals – many of whom are highly experienced former journalists – clients receive, inventive communications planning, superior editorial output, and exceptional program delivery.

Corporate Identity Building. We help our client develop the compelling and defensible messaging and thought leadership platforms that stand out in their markets. 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. 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. Help clients to more effectively message and access top-tier cable, print, broadcast and online channels of communication that influence and shape Wall Street perceptions.

Product Launch News and Story Pitching. Creation of product launch news releases, platforms and pitches; strong relationships and access across business, technology, consumer and vertical media.

Speakers Bureau. Identifies both free and paid speaking opportunities for company leaders and works with outside organizations, conferences and tradeshows to secure placements.

Editorial Content & Speechwriting. Former journalists with backgrounds at technology trade publications, major daily newspapers, and analyst firms underpin the dedicated writing capability of the firm.

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 16,000+ members control more than \$1 trillion 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 60,000 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, Customer Experience Board, Digital Marketing Performance Institute, GeoBranding Center, and the Content ROI Center.
www.cmocouncil.org



The BPI Network™. The Business Performance Innovation (BPI) Network aims to help senior executives and their multi-national workforces become more inventive, market-centered, operationally efficient, and competitive in a challenged and changing global and local context. We are dedicated to identifying, exploring and sharing emerging trends and transformational ideas and practices that are reshaping world markets and competitive landscapes. Profound business realignment is now underway around global markets, distributed talent, remote workstyles, intellectual capital sourcing, and new requirements for tapping diverse, cost-driven regional markets. The forces necessitate the redesign of products, processes and business models, and demand new thinking and inventive approaches from business leadership teams and their entire global organizations.
www.bpinetwork.org



The Growth Guidance Center™. The Growth Guidance Center is an online thought leadership destination focused exclusively on exploring the forces and factors that accelerate, enhance, inhibit, disrupt, diversify and sustain growth. A dedicated strategic interest group formed by the Chief Marketing Officer (CMO) Council and Business Performance Innovation (BPI) Network, the Growth Guidance Center provides insights, access to intelligence, resources and peer-curated thought leadership to senior executives with the given (or self-defined) mandate of driving growth and sustainable opportunity, performance and outcomes for their organization.
www.growthguidancecenter.com



Content ROI Center. The CMO Council's Content ROI Center is dedicated to advancing the discipline of content marketing. We are a go-to source of thought leadership, insight and services to help marketers more fully leverage the power of content to drive business opportunities, influence purchasing decisions, and grow brand presence. The Center works with marketing leaders and experts around the world to develop advanced practices, identify best-in-class tools and resources, and create more compelling and strategic thought leadership and creative content campaigns. The Council offers a variety of strategic consulting, creative and outsourcing services designed to help marketing organizations optimize the way they develop, deliver and promote digital content to engage customer markets.
[Content ROI Center](#)



CLOSE™. The Coalition to Leverage and Optimize Sales Effectiveness (CLOSE) is an affinity network and online community that will help 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, the organization answers a need initially voiced by the senior marketing executive membership of the CMO Council -- to have a community that would allow sales executives to connect with each other and with marketers in order to work together 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



The Brand Inspiration Center. The Brand Inspiration Center is a CMO Council strategic interest group designed to identify areas for continuous improvement, showcase and share new ideas/technologies that invigorate brand communication, and underscore ways to streamline supply chain processes and efficiencies. The site is an online destination for marketers to gain insights and ideas from an extended ecosystem of 13,000 suppliers, who are contributing to greater value, performance and effectiveness in the marketing demand chain. The website also provides a knowledge-exchange opportunity by inviting people across the supply chain to submit case studies around their own successes and improvements.

www.brandinspiration.org



The Customer Experience Board. The Customer Experience Board addresses the critical need for organizations to optimize, connect and fully monetize the customer experience. A strategic interest network of the Chief Marketing Officer (CMO) Council, the Customer Experience Board is dedicated to driving best practices and thought leadership in integrated, contextual and profitable customer experiences. We have conducted a wide variety of initiatives focused on understanding, optimizing and extending the customer experience to improve customer insight, loyalty and value.

www.customerexperienceboard.org



CMO Compensation & Talent Sourcing Center. Compensation across Marketing is a hotly debated topic, especially as Chief Marketing Officers take on an increasing load that directly impacts and directs the revenue of their organizations. To benchmark CMO compensation across the globe, the CMO Council has launched an on-demand CMO compensation tracker that will enable marketers to: Create compensation profiles Update annually, or with new positions or compensation View and compare senior marketing compensation packages Access anonymous profiles of senior marketing leaders to review similar packages and compensation structures Commission exclusive compensation reports, comparing up to four key variables (including title, years of total experience, region and industry) The aggregated data will be analyzed and compiled for the CMO Council's quarterly Compensation Report that will track total compensation packages, average base salary, makeup of bonus structures along with key factors including job title, responsibilities, number of reports, tenure in current positions, total experience, education, marketing specialty, and what it would take for a marketer to make a move to a new position.

www.cmocompensation.com



GeoBranding Center™. The Chief Marketing Officer (CMO) is furthering thought leadership and peer-level discussion in the area of GeoBranding, including the marketing of countries, destinations, places of origin, attractions, venues and locations worldwide. Subject matter experts and marketing leaders in the area of GeoBranding are invited to join the conversation and contribute insights, content, opinions, case studies and best practices. Research initiatives explore the impact, value and outcomes of GeoBranding campaigns using social media, digital marketing and traditional advertising channels and market interaction techniques in BtoB and BtoC markets.

www.geobrandingcenter.org



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