

May 9, 2025

INDUSTRIAL SOLUTIONS NETWORK & APRIL SIX

AGENDA

- What we heard from you
- How we can best support
- Engagement model opportunities
 - Recommended engagement
- Getting started



WHAT MAKES THIS PROJECT UNIQUE

Current :

Industrial Solutions Network operates as a master brand, within the larger CED umbrella brand, with 10 region-specific DBA's. Each DBA includes a collection of consultative services, hardware + software solutions. At this time, there is no clear cross brand go-to-market approach and no prescribed visual hierarchy represented across marketing and customer materials.

Looking for an agency partner to:

1. Propose a better way to take the Industrial Solutions Network suite of brands to market
2. Provide a “fool proof” guidebook, inclusive of design representations outlining the treatment

Considerations:

- Provide options that align with best practices and that suit the industrials/manufacturing industry
- Where does the Industrial Solutions Network slogan: “Build your possible” fit into the brand hierarchy and visual representation of the brand
- The brand system needs to be flexible for future acquisitions

OUR RECOMMENDED APPROACH

MULTI-BRAND ARCHITECTURE

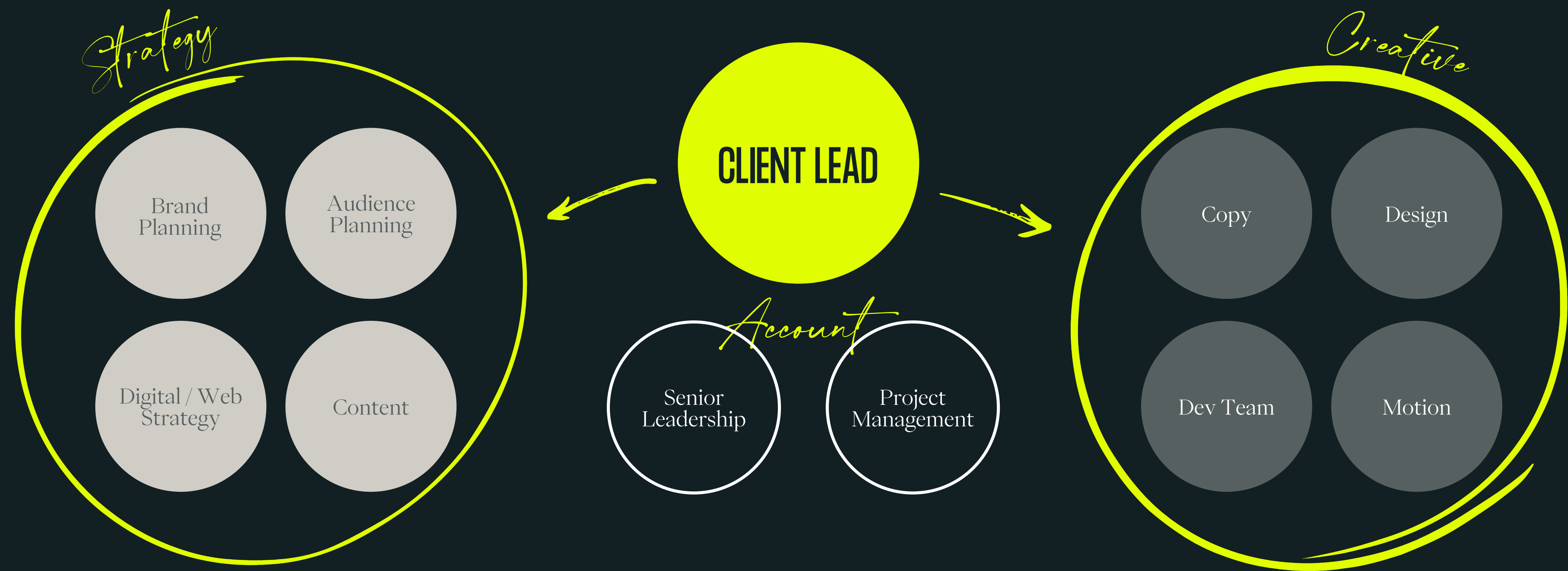
We will begin our engagement with a **deep dive into Industrial Solutions Network's brand**, why they are the leaders, and what place each DBA plays in the larger story. As a part of this onboarding, April Six will become familiar with regional nuances and expectations, along with the wide variety of materials and partners that leverage the brands.

April Six's recommended approach is to first **align on how to best go to market with the master brand, DBAs, and partners** by presenting a series of options grounded in best practices and industry norms. We will then **produce a comprehensive "decision tree"** outlining common scenarios where the brands are present. This scenario-focused "decision tree" will outline brand hierarchy with the corresponding logo or logo lock-up, and will take into consideration any future acquired brands.

Guidelines will be developed to provide a detailed view of the ecosystem, outlining brand hierarchy and illustrating where autonomy and parent/child brand strategies are best applied. The "decision tree" will be the focal point, guiding the application of logos, logo lock-ups, partners, and the master brand tagline. The **guidelines will be delivered with all newly designed logo lock-ups** in file formats agreed upon.



ENGAGEMENT OPPORTUNITY



Your client lead serves as a conductor and conduit, orchestrating and connecting all projects and resources.

Strategy

Trent Talbert
Head of Strategy, Growth & Innovation



Britany Straley
Strategy Director



CLIENT LEAD

Brandon Arredondo
Associate Account Director

Creative

Erik Ulvestad
Head of Design & Digital



Catherine Lennon
Associate Creative Director, Copy



Account

Janet Knight
Head of Client Development



Carly DeLude
Account Manager



MULTI- BRAND STRATEGY & PLAYBOOK

\$62K | 8 weeks

- Proposed approach for taking master Industrial Solutions Network + DBA brands to market
 - Process includes collaborative review session and two rounds of revisions
- Multi-brand scenario “decision tree”
 - Outlining clear future-proof scenarios and corresponding narratives for leveraging master brand vs. DBA vs. dual brand lock-up
 - 10-12 scenarios total
- Brand hierarchy guidelines
 - Internal narrative behind brand hierarchy with variations based on common scenarios
 - Illustrating logo lock-up application across common scenarios
 - Tagline usage and application
 - FAQs to help guide hierarchy usage for current and future acquired brands
- Designed logo lock-ups fulfilling all scenarios outlined

Output

1. Multi-brand scenario decision tree with scenario narratives
2. Brand hierarchy guidelines
3. Suite of designed logo lock-ups satisfying up to 12 scenarios

DISCOVER

Onboarding,
knowledge sharing >> Desk
research

2 WEEKS

May

CREATE

Present
proposed GTM
strategies >> Scenario-based
“decision tree”
development >> Brand
hierarchy
guidelines

4 WEEKS

June

ACTIVATE

Logo lock-up
design >> Final delivery of
guidelines &
logo files

2 WEEKS

July

PROJECT MANAGEMENT*

- April Six leverages Slack and Asana as PM tools + Dropbox for file sharing
- A Project Manager is assigned to manage timelines, internal processes and resourcing
- Weekly status calls and end-of-week Executive Summary emails communicate project status and progress

COLLABORATION

- Stakeholder reviews at key milestones, and small touchpoints along the way. We prefer close collaboration with our client partners – seeking inputs early and often to ensure deliveries meet objectives

*The agency is open to working with client preferred tools



GETTING STARTED:

1. Align on scope of work and timing
2. Onboard with ISN procurement
 - Approved NDA, MSA and SOW
3. Develop project timeline
 - Key milestones and expectations communicated and agreed upon
4. Begin discovery
 - Brand deep dive and knowledge sharing
 - Stakeholder interviews
 - Desk research
 - KPI setting

YOU

THANK