



A Capabilities



Presentation



Measure. Measure Again.
Measure Up.



north america | europe | asia

ACCOUNTABILITY... MEASUREMENT... ROI

MARKET ASSESSMENT & BUSINESS PLANNING

BRAND DEVELOPMENT

PUBLIC RELATIONS

PRINT & BROADCAST ADVERTISING

DIRECT MARKETING

SALES PROMOTION

TRADESHOW EXHIBITS

EXPERIENTIAL/EVENT MARKETING

COLLATERAL MATERIALS

WEBSITE DESIGN & CONTENT MANAGEMENT

VIDEO PRODUCTION

PRIOR TO MARKET ASSESSMENT & BUSINESS PLANNING

PRODUCT COMMERCIALIZATION

Presented by



ABOVE ALL®
INTEGRATED MARKET STRATEGIES | BRAND COMMUNICATIONS
NORTH AMERICA | EUROPE | ASIA

Measure. Measure Again. Measure Up.

(Toll Free) 877.872.6843

www.aboveall.net

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ABOVE ALL®

We've helped giants, we've helped start-ups:

We can help you.



DAIMLERCHRYSLER



An Introduction:

ABOVE ALL was founded in 1998 on the promise to deliver measurable, integrated communications that would achieve specific ROI results.

ABOVE ALL uses unique processes to help plan and **accurately measure – in real quantifiable terms** – marketing communications campaigns.

ABOVE ALL'S seasoned personnel are skilled in the many agency disciplines required to develop and execute multi-component integrated campaigns. They also provide the day-to-day expertise required to help their clients compete effectively.

ABOVE ALL'S combined expertise and evolving methodologies are helping clients achieve remarkable results.

Microsoft



The right information...right now.



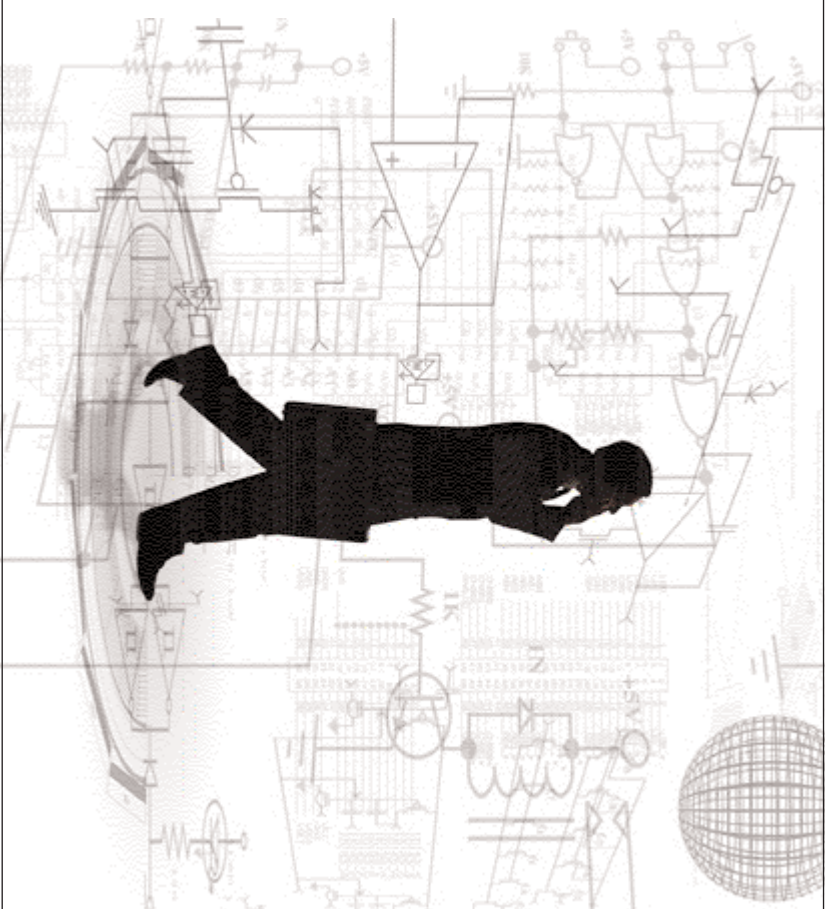
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The Brand Integration process/methodology is

designed to help our clients...

- Sell Stuff
- Simplify the Customer's Life
- Drive Shareholder Value

Our process begins by asking a specific question... *"Who are you trying to convince of what?"*





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Brand Integration Methodologies



We believe successful marketing communications can be **planned and measured in real terms**. We are ideally suited to deliver value when we are involved from the beginning of the brand development process.





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A Case Study

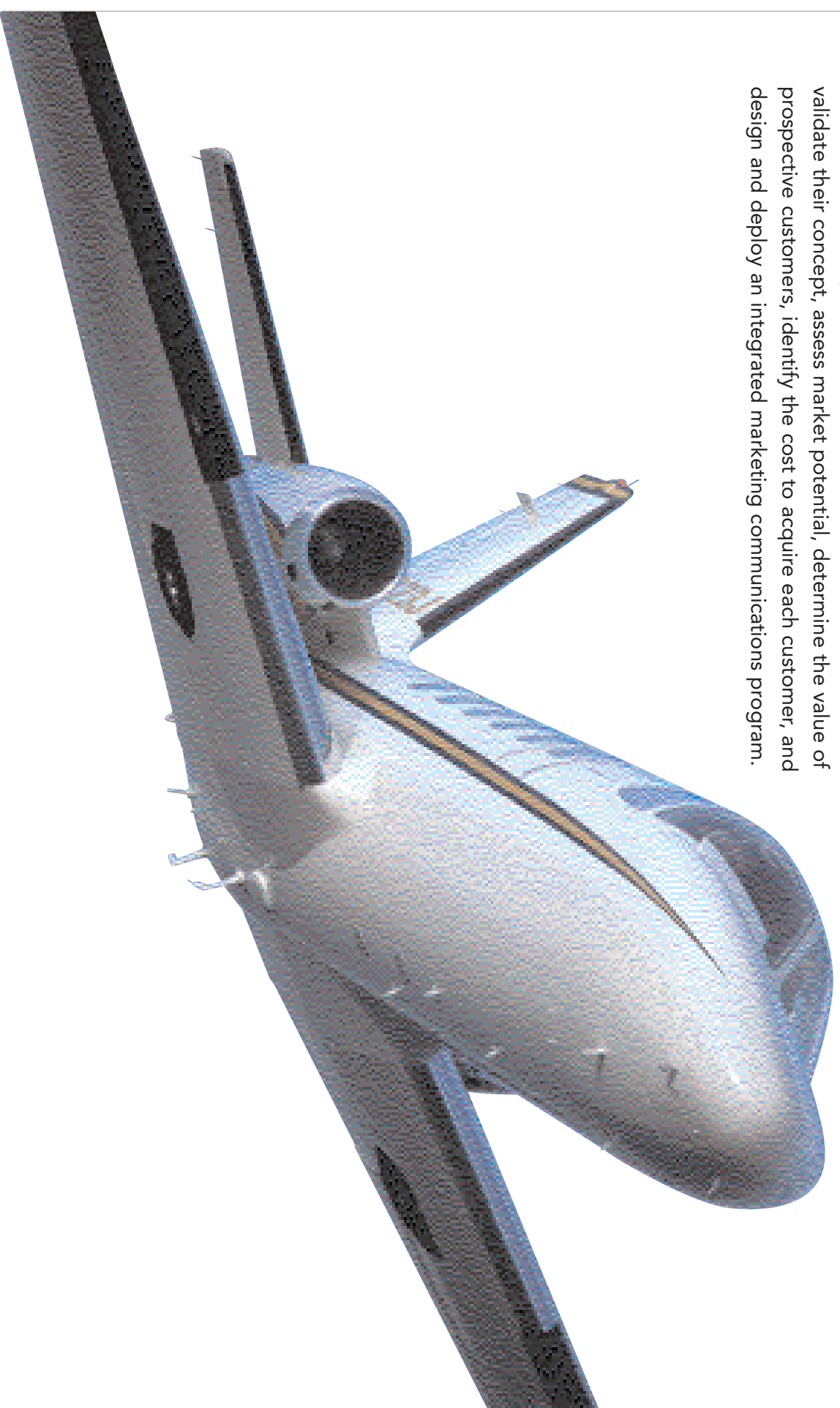


Situation:

Above All was approached by a group of investors planning to start a new fractional jet ownership company called JetOne. The JetOne strategy was to deliver greater value and service to high net worth individuals and executives in the Midwest market. They planned to acquire a fleet of late model jet aircraft with stable residual values, and refurbish them with premium amenities. Above All was contracted to validate their concept, assess market potential, determine the value of prospective customers, identify the cost to acquire each customer, and design and deploy an integrated marketing communications program.

"They've managed all of our marketing communications since day one, enabling us to stay focused on our business."

John Scicluna, President, JetOne





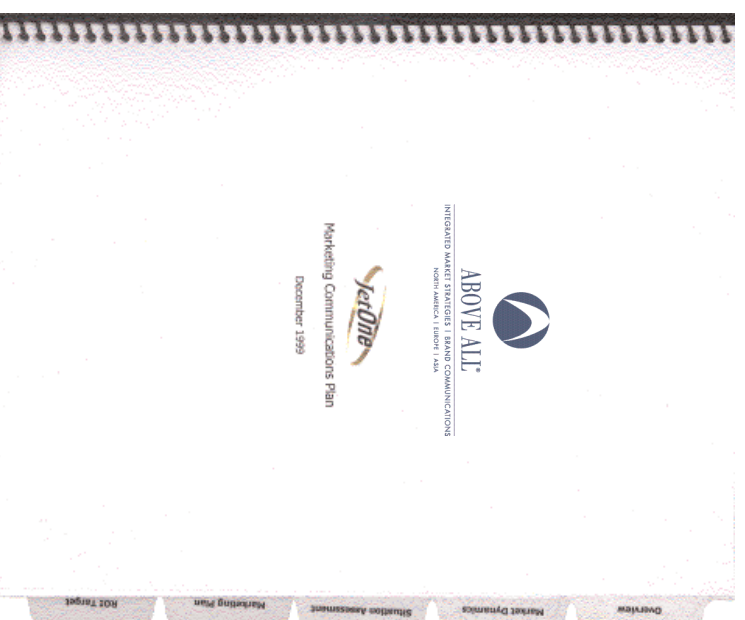
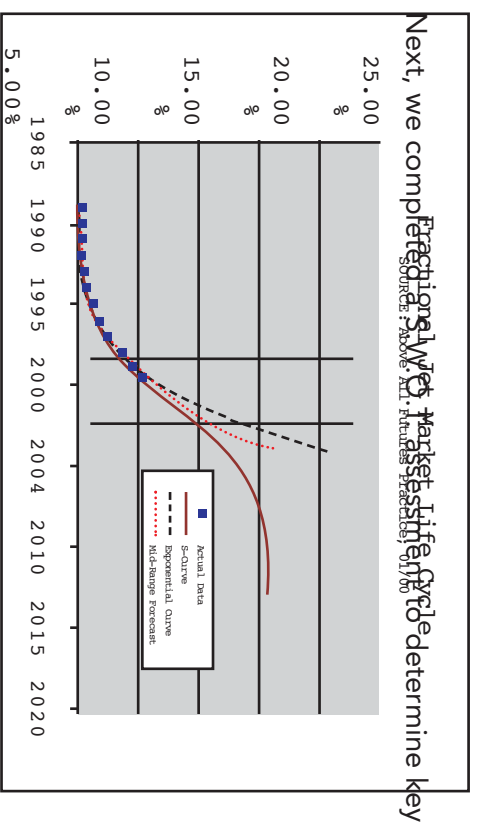
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Solution:
 We deployed our proven Market StatusScope methodology to identify the number of customers in the top ten markets, and the top four regional markets – with specific sources of future sales and transaction sizes identified over the next 1-3 years.

positioning opportunities. This exercise was then followed up with our Integration Model to determine the cost of winning new customers and to prioritize markets, audiences, media effectiveness and media costs. The approach provided a **rational, repeatable process for right-sizing the budget**, establishing campaign metrics, and optimizing the media mix.



Strengths

- Virtual organization – minimizes asset intensity
- Top rated FBO partner – minimizes operational risk
- Privately held – maximizes financial flexibility
- Physical presence in all 4 target markets

Weakness

- Privately held – limits access to capital
- Small initial fleet size – drives higher cost and limits customer service
- Market is entering high growth phase

Opportunity

- Only one segment competitor
- Market is entering high growth phase
- The market understands the concept (Pioneering is complete)

Threats

- Competitors have a scale advantage





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A Case Study



Solution:

As a final step, we deployed our Fast-Track Brand Development Process. Above All initiated quantitative **voice-of-customer research** with CEOs and high net worth individuals to determine the “real” motivations for purchasing a FJO program. It was clear from our research that the highest achievers want to maximize their time. And we leveraged this insight in our previous campaign. Through subsequent research, we also determined awareness of competing brands, potential loyalty and unique attributes of the top four competitors. The process resulted in several key insights that led the Above All creative team to develop JetOne’s RDB Equation and the following Brand Positioning.

This led the Above All creative team to develop JetOne’s **RDB Equation and Brand Positioning...**

Relevance: To support my image and success, I need the private jet convenience of getting anywhere, whenever I want to. Because of my concern with safety and security, the association with DainlerChrysler Aviation Services is a distinct advantage to me.

Differentiating: Only JetOne has the value I need combined with the DCAS relationship I can rely upon.

Benefit: I now have the practical competitive advantage I need to surpass my competition and make my business grow; I now have the psychological and material support of the success I have achieved.

Positioning Statement: *JetOne confirms that I am number ONE – by delivering on their promise to provide the safety, security, and competitive edge I need to compete and WIN in today’s marketplace – all at a reasonable price.*

Fractional Jet Owners Purchase Rationale

Answers to What prompted you to become a fractional jet owner in the first place?

38 %
Special Needs with regard to convenience, flexibility or capacity

28 %
Previous Experience with business or private jet ownership

28 %
Hate Commercial flying, long lines, bad schedules and cramped quarters

28 %
Ego

Source: ABOVE ALL Futures practice; 01/01





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The Integrated Marketing Communications Campaign included...

Brand Development/Corporate Identity & Public Relations



CD-ROM Sales Presentation





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Early Print Advertising



Current Print Advertising





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Radio

JetOne
60 Radio #2
7-1078
Dial #1
472429

"Did you hear the one...?"

(Music in background) Light, on
AMAC. Did you hear the one
Mario, Airport, and then told
on unexpected light that so
by counterjet advice poster
JetOne featured jet crew
business jet, the ultimate
waiting on. Remember,
company? Call 1-877-60-
JetOne.

JetOne
60 Radio
Job #1019
Fuel
80209

"Murphy"

(Music up and under)

Do you know Murphy? The guy with the Levi? Whatever can go wrong, will go
wrong... for Murphy, Murphy lives in Romania. Just south of where Marwan Foad
sits. Murphy lives at Big Orange about 1000 miles from Miami Airport. Three
from yourself, and talk about a mile from your gate. Here a car, and then find out your
flight's delayed. Have a seat assignment? It doesn't matter... they've changed the type
of airplane you're on, so your seat number no longer applies. Yeah, Murphy lives
there.

(Music) (Music changed)

Looking for a better way? How about owning a piece of a business jet that has what
YOU want to fly... from the airport you choose... to any of 4000 more airports than the
commercial airline use. How about getting some work done on your flight for a
change in a cost efficient? Call 1-877-60-JETONE... then 1-877-60-JetOne. We'll
help you figure out if it makes sense for your organization. Financing is available
through JetOne Leasing Group. So call 1-877-60-JETONE... unless you're the
Murphy with the Levi.





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Co-Branded Event





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Direct Marketing





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Phase I Collateral Material

Phase II Collateral Material





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Results:

As of 4th Quarter 2000, the integrated communications program was generating 1 new lead per day.

The average closing rate on those leads – 1 in 35.

The JetOne lead sheet attributed:

- 70% of the leads directly to media placement (optimum reach/frequency)
- 18% of the leads to referrals or direct mail
- 3.5% of the leads to public relations/news coverage
- 9.5% of the leads from unknown origin (considered attributable to media and PR).

Above All's unique, single-source combination of **integrated marketing communications methodology** enabled JetOne to seamlessly transition from an adaptive market strategy to communications design and deployment.

As we continued to evolve the campaign, we asked the following questions:

What does your market look like since our last campaign?

What are the competitors doing?

What are customers saying?

Where are the next opportunities?





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Situation:
SupplySolution needed immediate help to:

- Build their brand
- Increase sales within the automotive community
- Establish a leadership position to increase their attractiveness to the equity markets

SupplySolution sought senior-level expertise that could quickly develop a singular strategy, and apply it to a total communications campaign.

SupplySolution turned to **ABOVE ALL** for our combined expertise:

- In brand advertising and total communications design and deployment...to win new customers
- In strategy consulting...to help provide insights and focused recommendations

"ABOVE ALL helped us craft our positioning and brand image and provided the optimal communications plan to launch the brand with maximum impact. With their help, we've gone from four customers to nearly 2000 in 18 months. "

"When we started SupplySolution we had every intention of outsourcing our marketing communications needs - as a matter of costs and priorities. ABOVE ALL has served as our marketing partner and delivered on their ROI promise. "

Chris Moritz, CEO, SupplySolution, Inc.





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Solution:
 We recommended a Brand Positioning strategy to clearly leverage their unique selling proposition. An integrated marketing communications plan designed to:

- Map marketing communications into sales
- Allocate and optimize limited resources
- Focus on customer contact points
- Simplify the customer's life with creative executions that clearly communicated the immediate benefits of implementing the iSupply product

A comprehensive "Fast Track" market assessment to quantify and prioritize growth opportunities outside of automotive, audiences and competitors.

- Included the Opportunity Assessment, SWOT Analysis and Strategic Recommendations
- Completed in 6 weeks

Incidence of Integrated ERP Installations			
Manufacturing Vertical	% ERP Penetration	Penetration Rating	Comments
Automotive	95%	high	The most highly penetrated manufacturing segment with well over 20,000 installed sites.
Computer/Electronic Mfg	70-80%	high	Large manufacturer penetration rates are similar to automotive, overseas suppliers and small batch operations tend to drive overall penetration down.
Elect eqmt/Appliance/Mfg	80-90%	high	
Pharmaceuticals	70-80%	high	80% of integrated sites are more than two years old.
Aerospace	70-80%	high	Older installs/high incidence of homegrown systems, highly connected with closest suppliers.
Paper Mfg	40-60%	high	Becoming more sophisticated, SAP and Tensich have been there, 60% tends to drop off in lower markets; 20-40% in small markets.
Petroleum/Coal Products Mfg	N/A	high	Specialized market served by companies like Aspen Tech. Contracts and release ro order, bulk shipments.
Furniture and Related Mfg	50-75%	high	Office furniture is high penetration.
Beverage and Tobacco Mfg	N/A	low	More logistics, ordering and transportation systems than true ERP systems. Ties into Wal-Mart's EDI system.
Primary Metal Mfg	N/A	low	Simple tools, not complex ERP systems.
Wood Product Mfg	N/A	low	Low penetration, except for furniture.

Source: Plant-Wide 01/01





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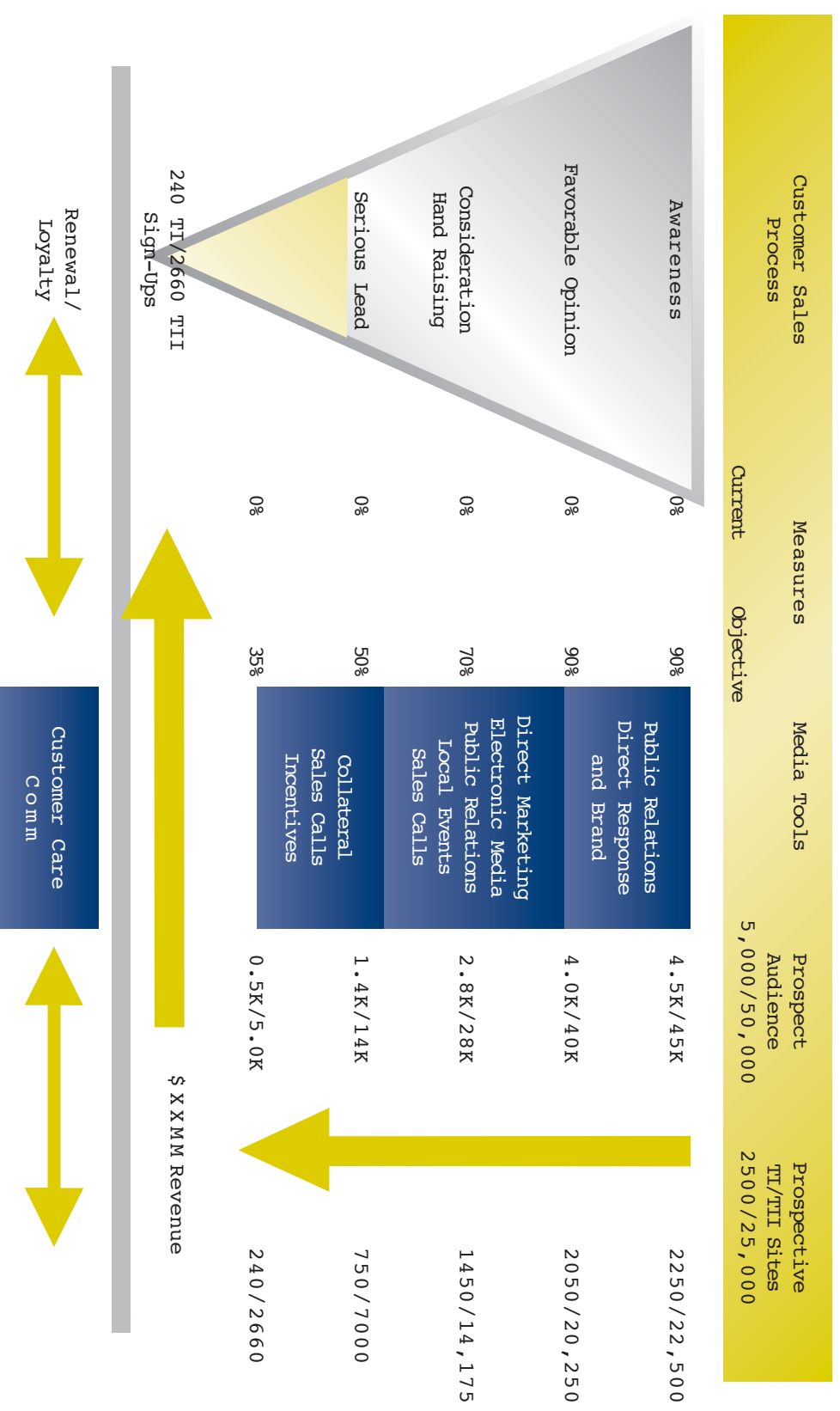


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The Deliverables:

Based on the strategy and plan, Above ALL deployed a complete integrated marketing communications package with ROI metrics to gauge a series of short-term (100 day campaign) results.

Materials encompassed the spectrum from brand identity to advertising and marketing collateral.





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Materials encompassed the spectrum from brand identity to advertising and marketing collateral.



Brand Development/Corporate Identity





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Public Relations





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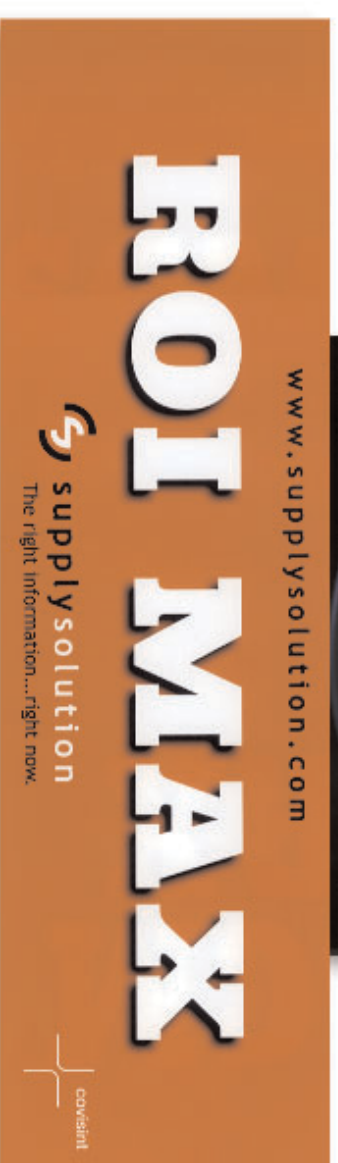
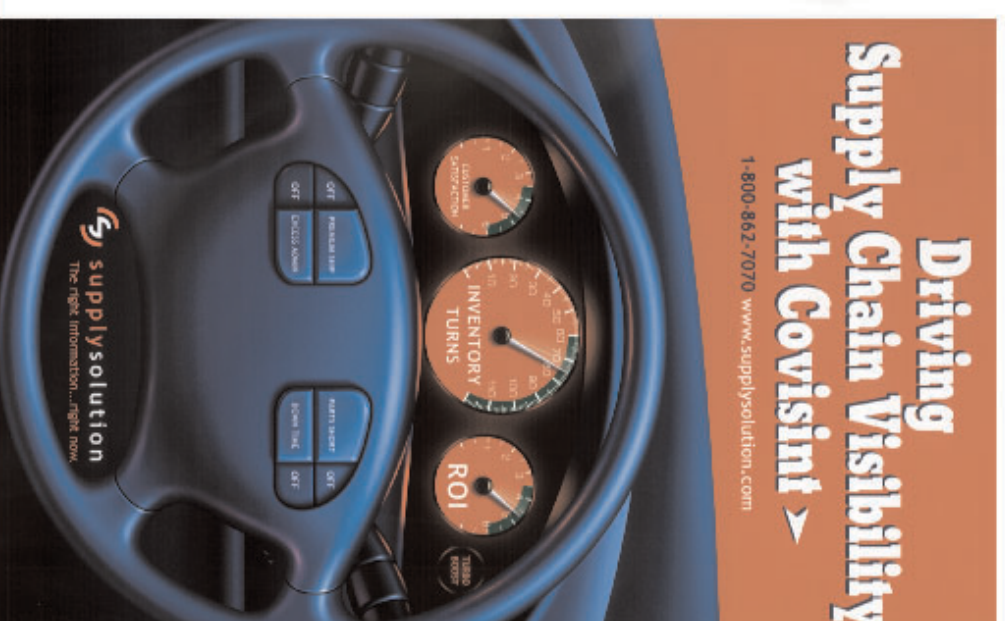


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Print Advertising

Airport Signage



Outdoor Advertising





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A Case Study

Radio

SupplySolution
Radio #60
Job #3064
Draft #2
6/06/01

“Siren Call”

(Industrial music)

(Voice #1) (PISSS)

(Voice #2) Our S

(1) No panic cue

(2) Nope! (SFX:

(1) No sirens go

(2) Nope! (SFX:

(1) Guess our f

(2) Sure! (SFX:

(Music change)

(ANN) In the
And the next,
and premium
SupplySolutio
affordable, re
you. So, take

(Back to ind

(2) Think it'll

(1) Maybe ju

(ANN) Sup
Right now.

SupplySolution
Radio #60
Job #3064
Draft #4
5/30/01

“Sounds Like”

(Industrial music in and under)

(Voice #1) Ready to T.G.I. F., B.U.?

(Voice #2) Not so fast, A.J. Trouble at HQ!

(1) Parts SNAPU?

(2) Yup, we shipped the XQZ4 gasket instead of the XQZ5 washer.

(1) Damn SON!

(2) Now our ROI won't be (SFX: CASH REGISTER "CHA CHING") it'll be (SFX: TOILET FLUSHING).

(1) And the CEO expected Q2 results to be (SFX: BALLON BEING PUMPED UP) up, not (SFX: BALLON FIZZLE)!

(Music changes to something more relaxed and melodic)

(ANN) In the automotive supply chain, little problems can become big problems, real fast. Wasteful "just in case" inventory, high administrative costs, and premium shipping charges can make your ROI, DQA. The solution is SupplySolution. Recently chosen by Covisint to drive supply chain visibility. It's affordable, real-time status for everyone in the supply chain, and higher margins for you. So, take your ROI to the M-A-X at supplysolution.com, or 1-800-962-7070.

(Back to industrial music)

(1) Is our ROI really A-W-O-L?

(2) Don't worry, we'll make it A-O-K.

(ANN) Supplysolution.com or 1-800-962-7070. (Music stops). The right information. Right now.





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Video Testimonials



Web site





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Collateral Materials



Direct Mail





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Tradeshows Exhibit





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A Case Study



The Results:

When SupplySolution contacted us in August 2000 they had:

- 0 Tier I suppliers
- 4 Tier II suppliers as customers

Today, after implementing and sustaining their marketing communications plan, SupplySolution has:

- 75 Tier I suppliers
- 1,000 Tier II suppliers
- A co-brand and product development relationship with Covisint
- A ten-fold ROI on marketing communications





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A Case Study



Situation:
ANXeBusiness, a managed network provider, turned to ABOVE ALL with a classic e-commerce marketing need: How to compete through communications that address the right customer in the right marketplace at the right time with the most effective message... and to accurately account for what marketing expenditures have accomplished.

"The ability of ABOVE ALL to deliver breakthrough creative ideas and execute programs quickly was instrumental in getting the ANXeBusiness message disseminated to key audiences and helped drive brand awareness and market growth."

Jim Michels, Vice President, Marketing,
ANXeBusiness

Like other start-ups, ANXeBusiness had these additional objectives:

- To impress its first audience, the investment community
- To quantify the "lifetime value" of potential users and, by adopting the most effective marketing program, to derive the full value of those users.
- To anticipate the competition





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A Case Study

Solutions:

Based on the marketing strategy and plan, ABOVE ALL has managed a complete integrated marketing communications program that includes:





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ANX
eBusiness
An SAIC Company



A Case Study

Radio

ANX
#0 Radio #2
(Establish persuasive, inc

ANN: So there you are...hi
OEMs, or maybe one
that business. You wa
want e-Business... Y
want ANX. You want
for the Big Three, and
want it because ANX
and the kind of socia
dealings. You want A
realize by doing. W
anxnow.com, that's e
You'll keep humming
faster. (Music track ge

ANX
#0 Radio #1
(Contemporary rhythmic music in and under)

ANN: It has become relentless...this e-Business, that e-Business, every e-
Business has got every e-answer that the automotive industry could
ever dream of, and they're all e-Eager to make e-Everybody a hero.
and, frankly, it's gotten e-Diculous.(PAUSE) Here's an "e"...E-nough.
How 'bout a little straight talk for a change? If you want to increase
your business with the auto manufacturers, or their most respected
suppliers, you should know that they're doing electronic environment
cost efficiently, in a high-performance, secure ANX. That's right...ANX.
We supply the automakers. We supply their suppliers. Looking for an
e-Business worth checking into? Try ANXNOW.com. Or call 1-877-
483-8ANX. If you want to increase your business in the auto industry,
you want ANX...Maximum strength e-Business.





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Outdoor

Higher Octane.



Maximum Strength eBusiness

www.anxknow.com





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Print





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ANX
eBusiness
An SAIG Company

A Case Study

Print (Phase 2)





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Results:

- ANXeBusiness trading partner community has more than tripled to 1400 since we began working together. The community represents more than \$1 trillion in total sales. It includes Fortune 500 companies such as GM, IBM and 3M.
- ANXeBusiness is beginning to bring in non-automotive customers, including health care and finance industries associated with automotive.
- ANXeBusiness is penetrating the Pacific Rim.
- ANXeBusiness is now one of the top eight providers of managed high-performance, secure network services and solutions.





ABOVE ALL™

Closing



We Hope We've Demonstrated That...

- We know our business
- We understand technology and premium brand marketing
- **WE WANT YOUR BUSINESS!**

