

C L U T C H

SUPERCONDUCTOR X CLUTCH WORKSHOP

DEFINING A NEXT-GEN AGENCY



HELLO, AND THANK YOU

We wanted to begin by saying thank you for the opportunity to share our initial thinking and approach.

After working for the past 20 years in big agencies, boutique shops and everything in between, we realized a few things that are actually key to what you're about to jump head first into. The first being the fact that most agencies/shops don't actually undergo the process they preach to their clients... This comes in the form of taking a step back, looking deep within and realizing WHY you exist and the role you play in business and in your client's business. Second, is the fact that most agencies do a horrific job at telling their own story in a unique manner. To us, once you've developed your WHY, bringing that to life with a distinct Brand Image and crafting Brand Behaviors will help to separate and distinguish the Superconductor brand and ideals.

As you look through this initial thinking and approach, we want you to imagine it as a collection of thoughts, snapshots, and words that should inspire you as to what we can create with you. It's our belief that we don't have all the answers, yet. But when we delve into our process we will uncover them with you. So, today we start with what we know, and begin to pose the questions that we need answers to.

Enjoy.

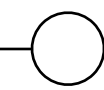
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APPROACH

WHY CLUTCH
Philosophy
Story
Process
Partners

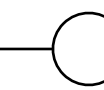
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SCOPE

Brand Strategy
Brand Imaging
Brand Behaviors
Costs + Timing

24



UNTIL NEXT TIME

Thoughts to leave you with
Call them up

APPROACH



(THIS MUST BE THE PLACE)

WHY CLUTCH WORKSHOP

1

BRAND WORKSHOP - We're not an ad agency focused on making ads... Rather, we're strategists and creatives focused on developing brands. We work with entrepreneurs, startups, and small businesses to help them define who they are, how they present themselves, and behaviors that bring to convey their story.

2

COBBLER'S KIDS WITH NICE SHOES - It's an old saying, but in the branding/ marketing/ advertising world, it's consistently and apparently evident... 'The Cobbler's kids have the worst shoes'. We've worked in agencies across the country, and seen first hand how they focus on what they make, not who they are. But, for the ones (including the ones we've worked with), who craft their distinct 'WHY'... they flourish - both internally and on the new business front.

3

PROVOCATIVE - Our 'WHY' begins and ends with PROVOCATION. We bring this to life at our core and then at every point focus our behaviors to exemplify this strategy. We want to help you craft your story.

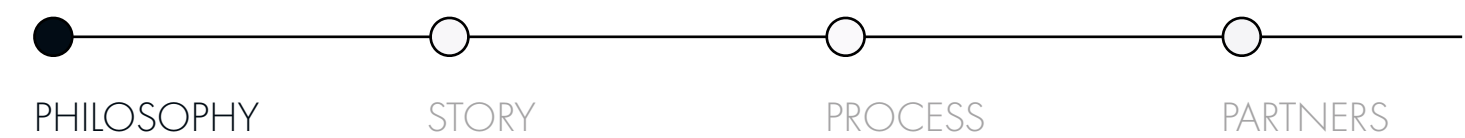


SEE YOUR EVERYDAY IN A NEW WAY

Too many of us go through life following the same path. Going with the flow. Doing what is expected of us, what we expected to do. And while that's great for some, we at CLUTCH have chosen a different path.

Simply said, we've taken on a mantra focused on PROVOCATION... the idea that we provoke everyone to see their everyday in a new way. We do this by challenging category and cultural conventions. Asking the difficult questions most are scared to put out there. Being the consummate data interpreting, creative fueled, thought-provoking instigators our partners deserve and today's marketplace demands.

And we ask everyone we work with to do the same. So, are you ready to See Your Everyday In A New Way? If so, tips up!



197

CLUTCH, IN 197 WORDS

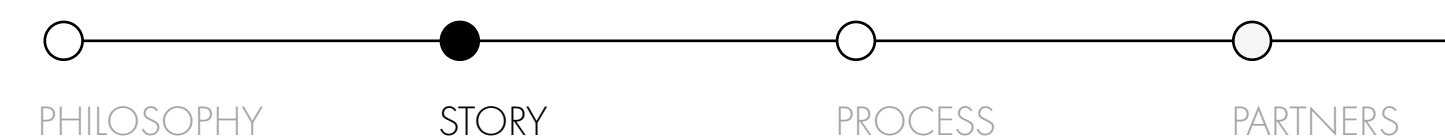
CLUTCH began 3 years ago after learning the ropes at ‘advertising agencies’ for the past 20 or so years. We had seen the folly in the manners that agencies approach both the work for their clients, but also how they approach working for their clients. Agencies are in it to make ‘ads’, not to build brands and bring to life brand stories. And to top it all off, agencies gouge their clients through overspending and underdelivering with bountiful staffs in over-engineered offices.

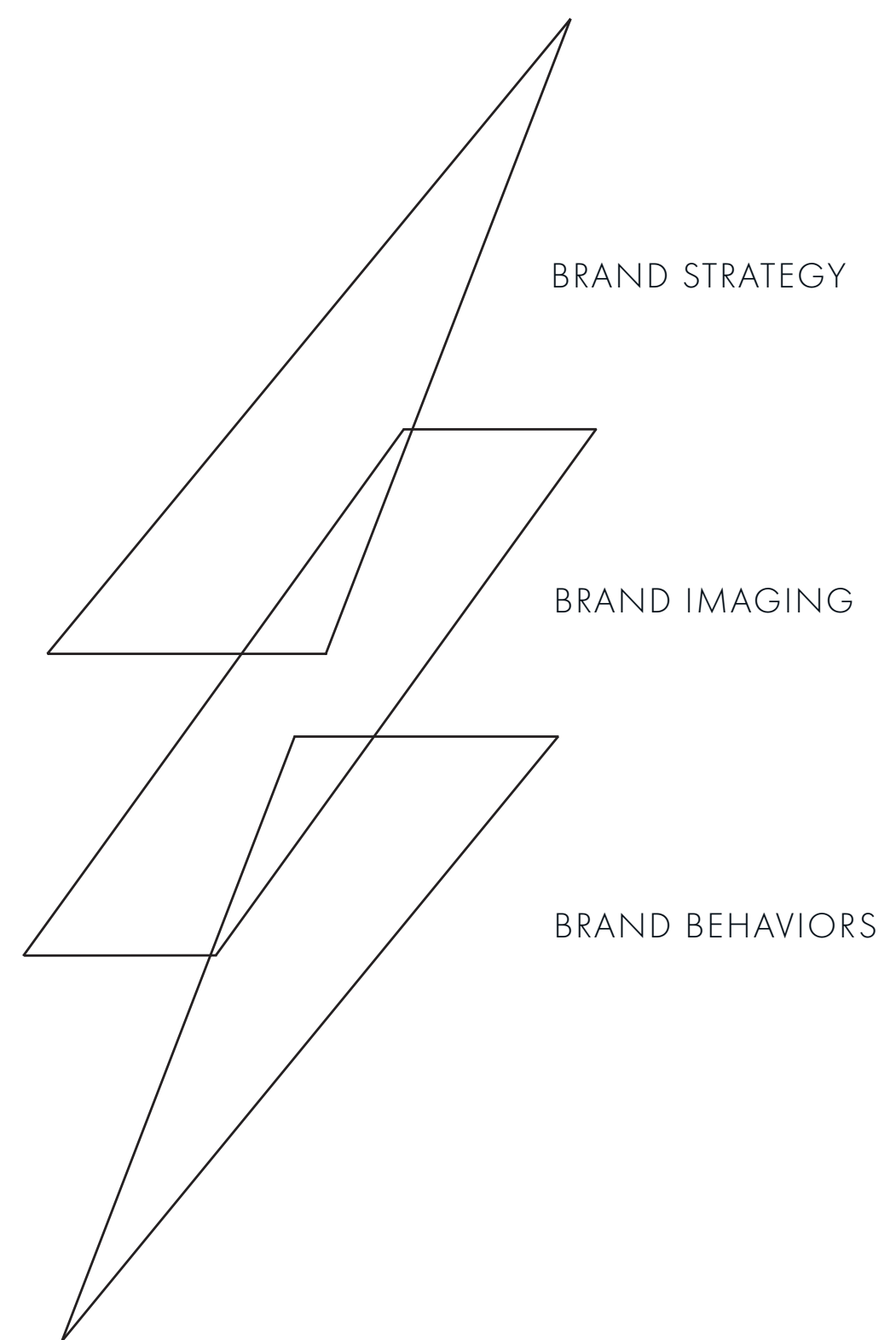
We wanted to create a revolution of sorts... one that took the good things that we were able to create with our clients, all while tossing aside the hinderances that held our clients and ourselves from achieving real brand goals.

Thus, CLUTCH Workshop was born.

In the 3 years we've been in existence, we’ve made it our goal to stay true to our WHY - See your everyday in a new way - in everything we do and make. We’ve created a process that focuses on Provocation. We partner with people who share our ambitions. And we look to work with clients who want to create something unique, something that will change their everyday.

This is us... and we will always stay true.





WE CREATE BRAND STORIES

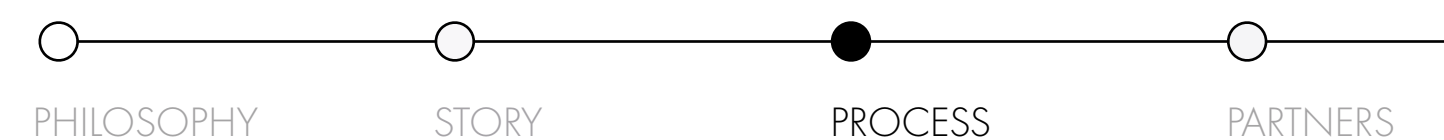
We believe that great brands don't just tell great stories... they are actually great stories at their core. People connect with stories. They believe in stories. They share stories. And most importantly, they want to be a part of stories.

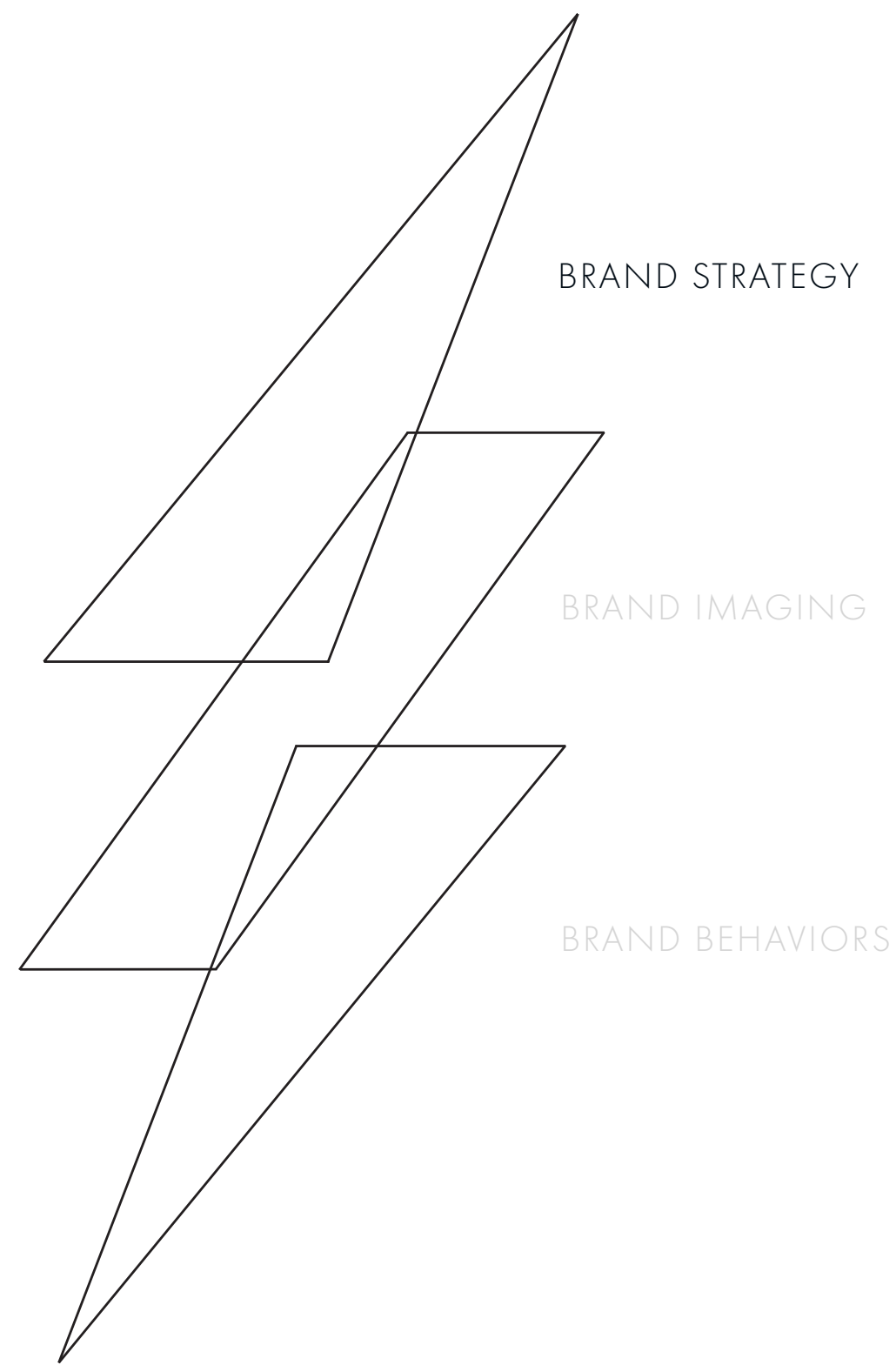
In order to hone in on your Brand Story, we focus on three key drivers...

1. Brand Strategy
2. Brand Imaging
3. Brand Behaviors

And we do so through a proprietary approach within each driver.

Together, through our approach, we will develop a cohesive narrative and image that exemplifies who you are, and then works to execute brand behaviors that will bring your story to reality.





BRAND STRATEGY

Every great brand starts with a great 'WHY?' A simple statement that defines their role in people's lives. A statement that inspires and drives everything that brand does.

The first thing we need to do with you is to define your brand 'WHY'.

This is the beginning of our Process... and it accomplish this through:

- 1
Snapshotting - Brand, Marketplace, Culture
- 2
Provocation Workshop
- 3
Brand Storybook



You at your core

Exploration into the foundation and evolution of your brand. Why you started, what your core competencies are, how you originally differentiated yourself, what you believe is your advantage, what your greatest strengths and weaknesses are, why you believe you need to stand out and how you think you will.

Your Direct Marketplace

What is happening in the immediate world around you? Who are your direct competitors currently and potentially? What distinguishes you? How do you want to be known? Who do you aspire to be like? What agencies have done this well and what can we learn from them?

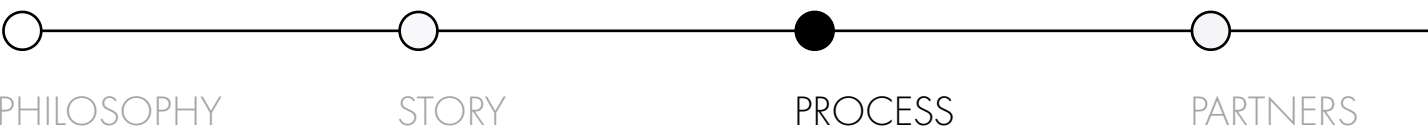
Macro-Culture surrounding you

The world that surrounds us directly influences not just who we are, but how others see us. So what are key trigger points in culture that can influence our brand story? Within music, design, technology, art, architecture, fashion, sports, politics, whatever... that will inspire and drive us?

BRAND STRATEGY

SNAPSHOTTING

We need to walk into a battle with our eyes wide open and our wits sound. With that said, we pride ourselves on being the smartest people in the room through sound research and understanding of:



'WHY do you exist?'

We're going to delve deep into the core of your existence... pulling out of you the ins-and-outs of the role the Autism Society of America plays.

We'll lay out your brand ambitions, and 5 year goals... and set KPIs to measure ourselves by.

We'll define our core and secondary audiences and determine what will best impact and connect with them.

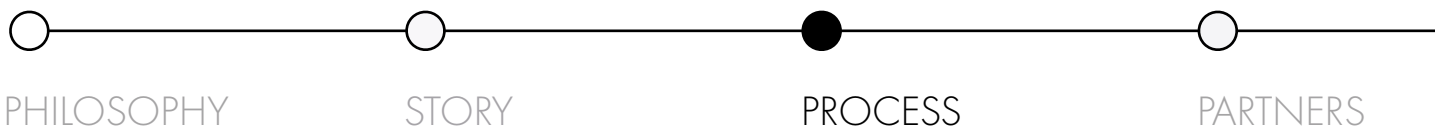
And we'll define our core brand purpose so that everyone working with, on, and for The Autism Society understands exactly why they are here and what they need to bring to life everyday.

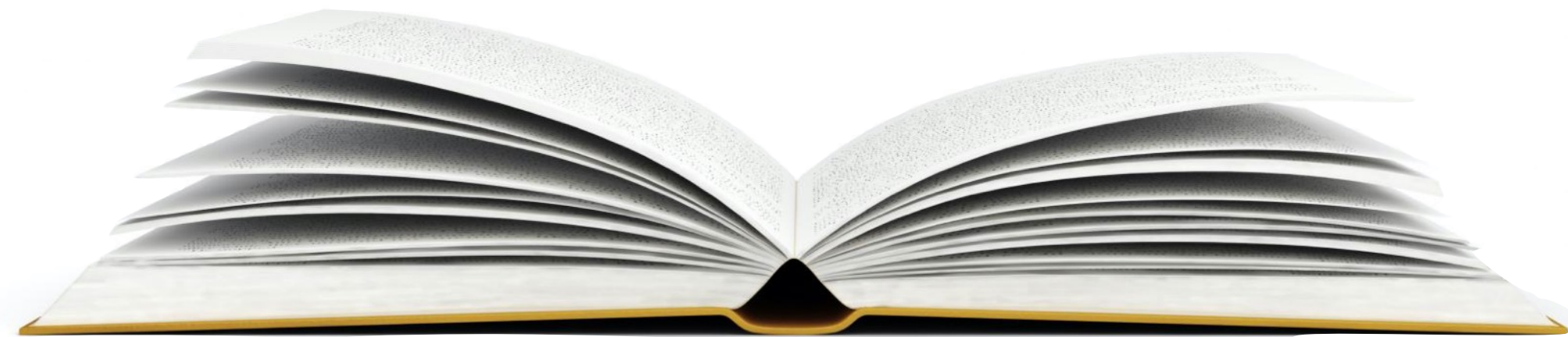
BRAND STRATEGY

PROVOCATION WORKSHOP

Provoking you to think about your everyday in a new way.

It sounds scarier than it is... but it also sounds exactly like it is. Our Provocation Workshop is a proprietary brand immersion session that is meant to push you to think, and rethink who your are, what you're building, why you're building it, why people will care about it, how they should feel about it, and at the end of the 2 day session, you will walk out feeling exhausted, but realizing exactly what you're creating and WHY it will matter to people.





BRAND STRATEGY

BRAND STORYBOOK

Our guide. A cohesive story of what we're all about. It's what everyone who works on, with, or for The Autism Society of America is given on the first day. It lays out simply who we are, why it matters and how everyone is expected to bring our story to life everyday.

The chapters are simple...

1. What our opportunity is
2. WHY we exist
3. Brand Purpose (the distinct role we play)
4. Our Brand DNA
5. Our Brand Pillars
6. How everyone plays a part in our story



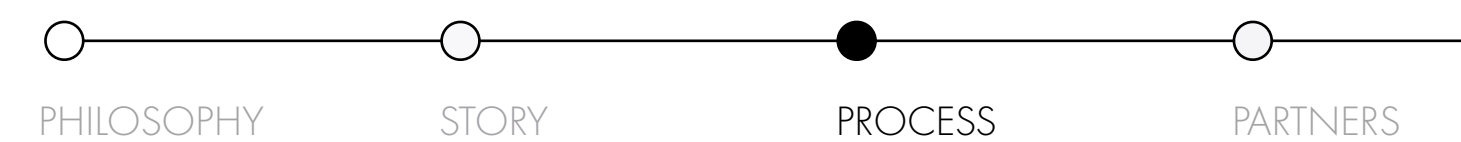


BRAND IMAGING

A logo is not your image. An ad isn't your image. Your name isn't your image. And that gorgeous photo that we're going to take isn't your image. Your image is how you feel to someone experiencing you. It's an essence. A tone. An attitude. And it's made up of photography, words, smells, and tastes.

We start with your DNA... that essence that defines you... The notes and the cues that are your's and your's alone. Each and every brand (like every person) has their own individual DNA... and it defines who you are and why people seek you out.

We will create a brand image for Superconductor that everyone who interacts with us will definitely recognize and relate to.

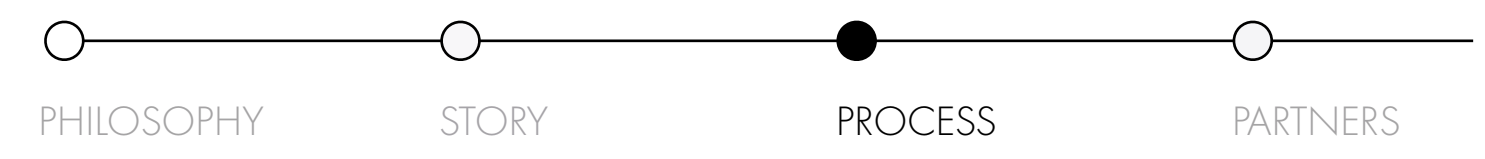




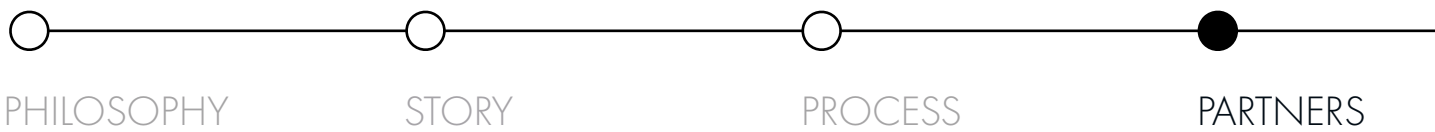
BRAND BEHAVIORS

We look at every interaction between a brand and an audience as a Brand Behavior. A way we act that makes people react.

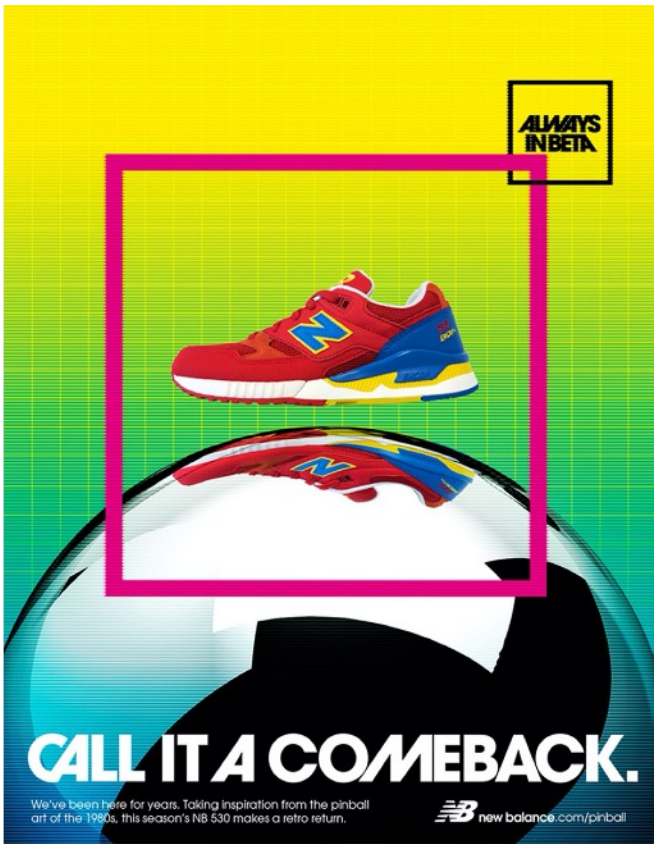
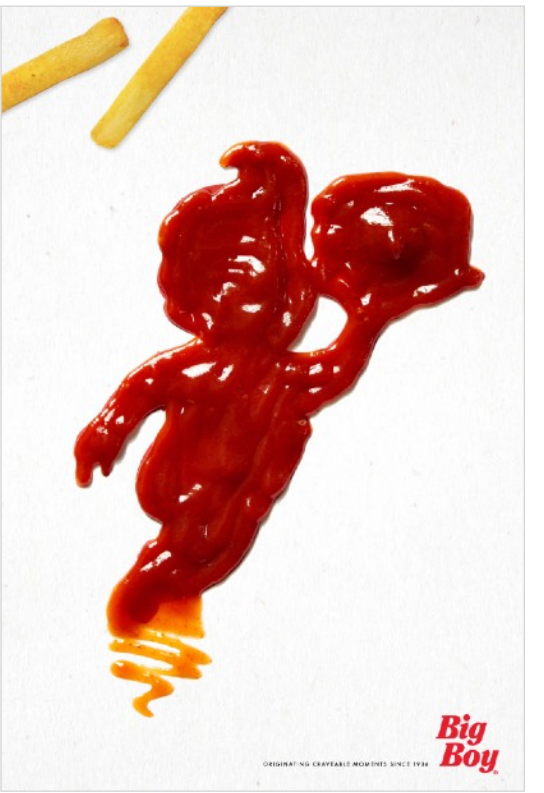
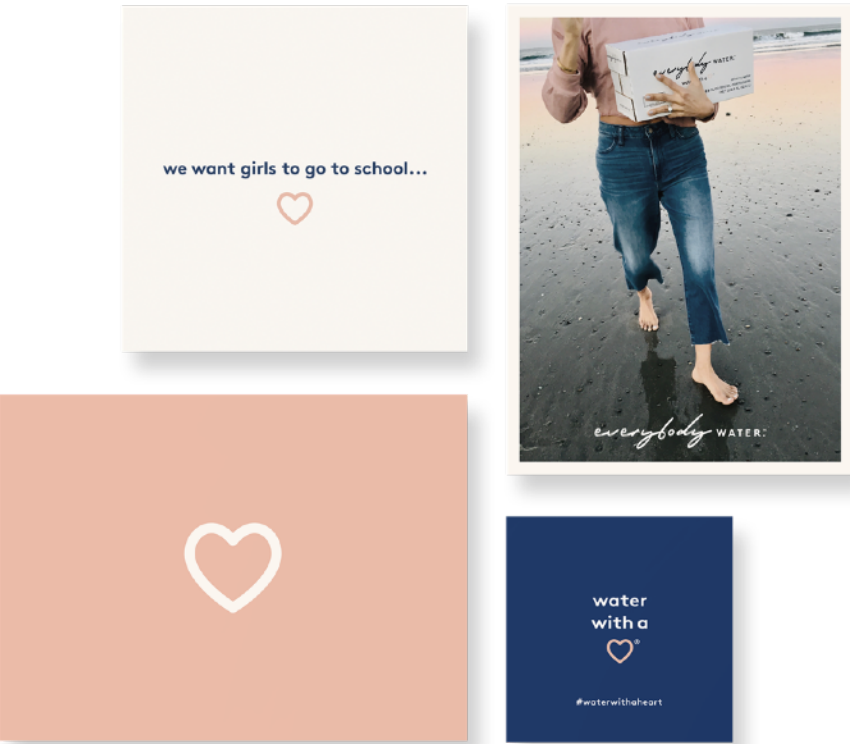
We start with developing an Integrated Communications Plan (IMC) based on Key Performance Indicators (KPIs) and determine the most apt, relevant and influential audiences that need to hear our Brand Story. From there we identify and develop content that will most effectively tell our Brand Story and drive engagement.



PARTNERS WE'VE BUILT BRANDS WITH



JUST A LIL' SNAPSHOT OF WORK





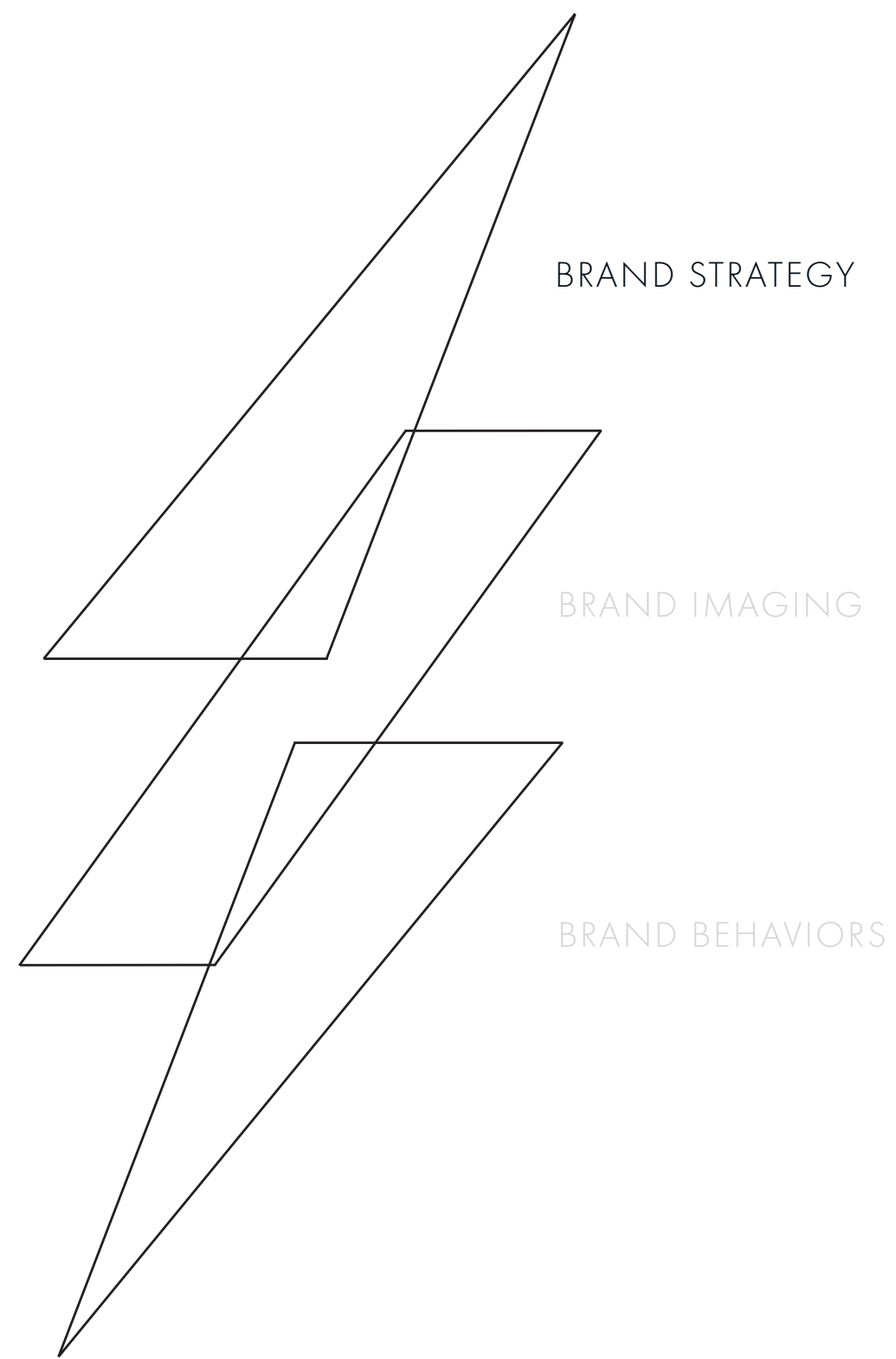
THE CREATIVE ADULT IS
THE CHILD WHO SURVIVED

SCOPPE



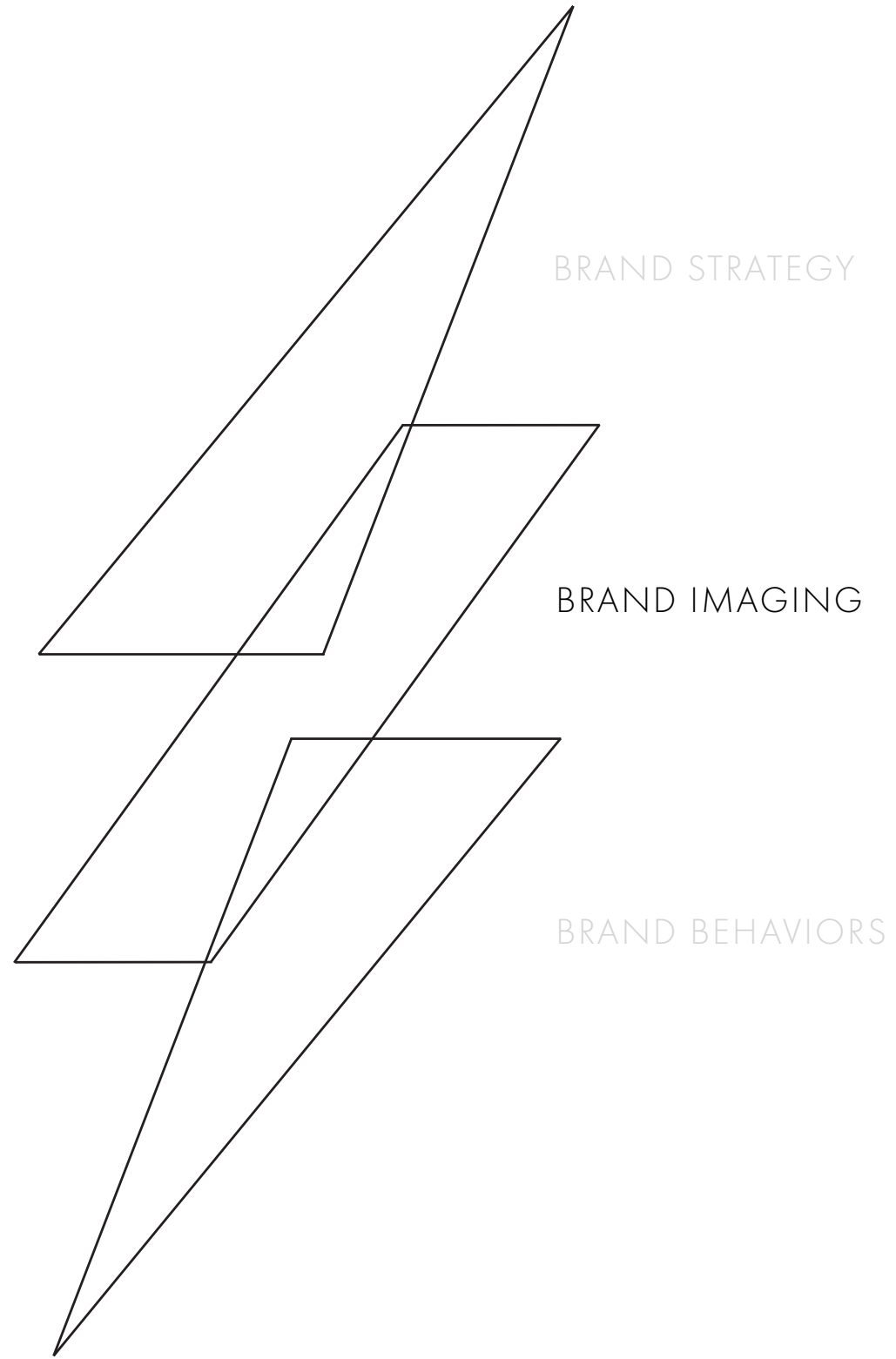
PARTNER > VENDOR

As we delve into the scope, we want to start with a few key notes on how we approach working together. We believe in a partner relationship, not a vendor one. This means that we will push you as much as you will push us. We are not 'yes men' and you shouldn't hire such. If you wanted someone to do exactly what you want no questions asked, you'd do it yourself. We bring a distinct and different perspective to the game, and that's what you hire us for. We will strategize and create with and for you, and we will collaborate, but in our Provocative nature, we will push you to push yourself and us.



BRAND STRATEGY SCOPE

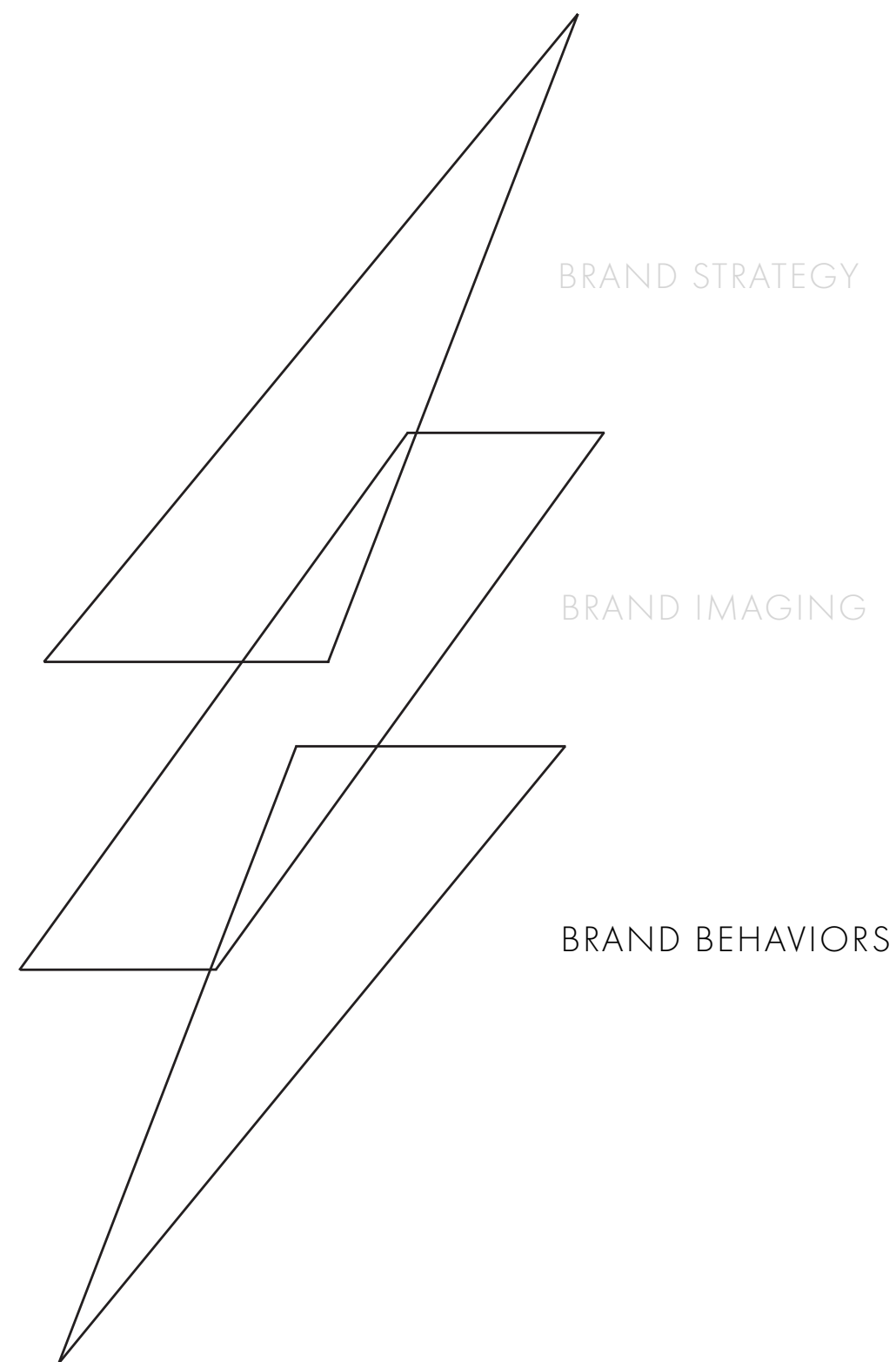
- **SNAPSHOTTING:** Gaining a deeper understanding of the Agency, Marketplace, and Macro-culture that could influence the brand direction.
- **PROVOCATION WORKSHOP:** Conducting an in-person or virtual day-long workshop to collectively explore how we position ourselves, key capabilities, competitors, and approach.
- **BRAND STRATEGY:** The defined strategic roadmap for Superconductor.
 - Brand WHY
 - Brand Manifesto/Statement of Existence
 - Brand Pillars
 - Brand DNA
 - Key Capabilities and how to define/distinguish
- **BRAND BOOK:** The physical encapsulation of the Brand Strategy to be used internally to create a collective cohesion and understanding of the brand.



BRAND IMAGING SCOPE

Utilizing the Brand Strategy, we will define a unique, ownable, and creative Brand Image that will encapsulate and expand our WHY.

- Name
- Logo
- Wordmark
- Color Palette
- Photography Styling
- Graphic Elements
- Brand Voice/Tone
- Guidelines for usage



BRAND BEHAVIORS SCOPE

Elevating our Brand Strategy (WHY, DNA, Pillars) and our Brand Image, we will begin to develop how we tell our story to audiences. This will come in 2 stages:

1. **BRANDED EVOLUTION:** Immediately evolving our brand assets to convey our new story.

- Website Redesign (front end - usage of owned/existing assets)
- Social Media Evolution (usage of photography, language, ideas on expansion)
- Presentation Templates (Keynote, Pages)
- Branded Assets (Business Cards, Office Assets, Email Sig)
- Branded Merchandise (ideas and initial design on internal and marketing merch)

2. **IMC PLANNING:** Defining how we tell our story on an ongoing basis.

We will lead Superconductor through the first IMC Planning Session - we refer to them as #WASGTD (We Are So Going To Do That), and offer the invite to come back quarterly to help to develop the next round of 'go to market ideas' with the internal team.

- IMC can delve into key areas including:
- Internal/Operational Ideation
- New Business Development
- PR
- Social/Digital
- Awards Programs
- Case Study Videos

TIMING AND COSTS								
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COSTS
Brand Strategy								20,000
Snapshotting								
Provocation Workshop/Strategy Dev								
Brand Book								
Brand Imaging								50,000
Brand Identity								
Brand Behaviors								
Website								10,000
Development of Behaviors								15,000
Integrated Communications Planning								2,000

*Full description of Scoped materials, Number of rounds and Timing to be determined in Signed Agreement.

T I L L

N E X T T I M E

ZOMBIES

WERE PEOPLE
TOO!!!

- 1 Let's create a brand idea that employees, partners and potential clients aspire to be a part of.
- 2 Let's build an agency that becomes the expectation for others to follow, but continually push ourselves to evolve while staying true to who we are.
- 3 Let's create something that's true to who we are, and elevates us beyond any other agency who dares compare themselves to us.
- 4 Let's have fun and let our creativity flow.

LET'S LEAVE YOU WITH 4 THOUGHTS

GIVE THEM A SHOUT

We would love for you to connect with some of our partners who we’ve worked with on a holistic manner. Give them a shout, they’d love to share with you a bit about who we are and how we work together.

David Crawford
Principal - Pilot Light Capital
Former CEO - Big Boy Restaurants
dcrawford@pilotlightcapital.com

Maria Hillenbrand
Director - Wasatch Peaks Ranch
mhillenbrand@wprdevco.com

Megan Hayes
Founder - Everybody Water
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