

BRAND STRATEGY AND CREATIVE PRESENTATION



**Command
Alkon**

OCTOBER 25, 2017

AGENDA

1. The Brand Challenge
2. Our Strategic Framework
3. Our Creative Direction

A man in a dark suit and hat is shown in profile, looking towards the right. The image is heavily overlaid with a semi-transparent red color, which serves as a background for the text. The man's face is partially visible through the red overlay.

THE BRAND CHALLENGE

***“A BRAND IS
WHAT OTHER
PEOPLE SAY
WHEN YOU
ARE NOT IN
THE ROOM”***

- JEFF BEZOS, AMAZON

OUR PROBLEM

THE BRAND CHALLENGE

The Command Alkon brand is compromised.

We are perceived negatively by many in our customer base.

TODAY: “HOSTAGE TAKERS”

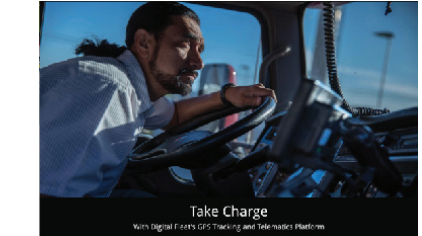
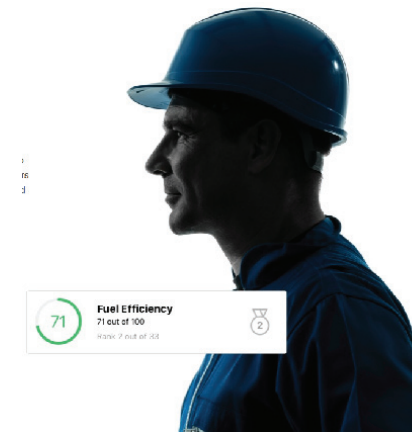
- Low tech
- Bad customer service
- Outdated products
- Not integrated

OUR PROBLEM (CONT'D)

THE BRAND CHALLENGE

We are fighting a 'we are different' mentality in the category. But how different are we?

OUR OWN CATEGORY IS FULL OF CONVENTIONS



OUR SOLUTION

THE BRAND CHALLENGE

Command Alkon is undergoing one of the biggest revolutions the company has ever seen.



OUR SOLUTION (CONT'D)

THE BRAND CHALLENGE

The Command Alkon brand needs to match the company's new direction.

We are going to disrupt the market by utilizing EMOTION to connect with our audience - old and new, internal and external.

The Ten Commandments of Emotional Branding

1. From consumers → to people
2. From product → to experience
3. From honesty → to trust
4. From quality → to preference
5. From notoriety → to aspiration
6. From identity → to personality
7. From function → to feel
8. From ubiquity → to presence
9. From communication → to dialogue
10. From service → to relationship

A photograph of two Black men, likely construction workers, smiling and looking towards the camera. They are wearing hard hats and high-visibility safety vests. The man on the left is wearing an orange hard hat and a yellow safety vest over a white t-shirt. The man on the right is wearing a red hard hat and a yellow safety vest over a white t-shirt. They are standing outdoors, and the background is slightly blurred. The entire image has a warm, reddish-orange tint.

STRATEGIC FRAMEWORK

OUR PRODUCT

STRATEGIC FRAMEWORK

Command
Alkon is
in the
business
of selling
emotion.

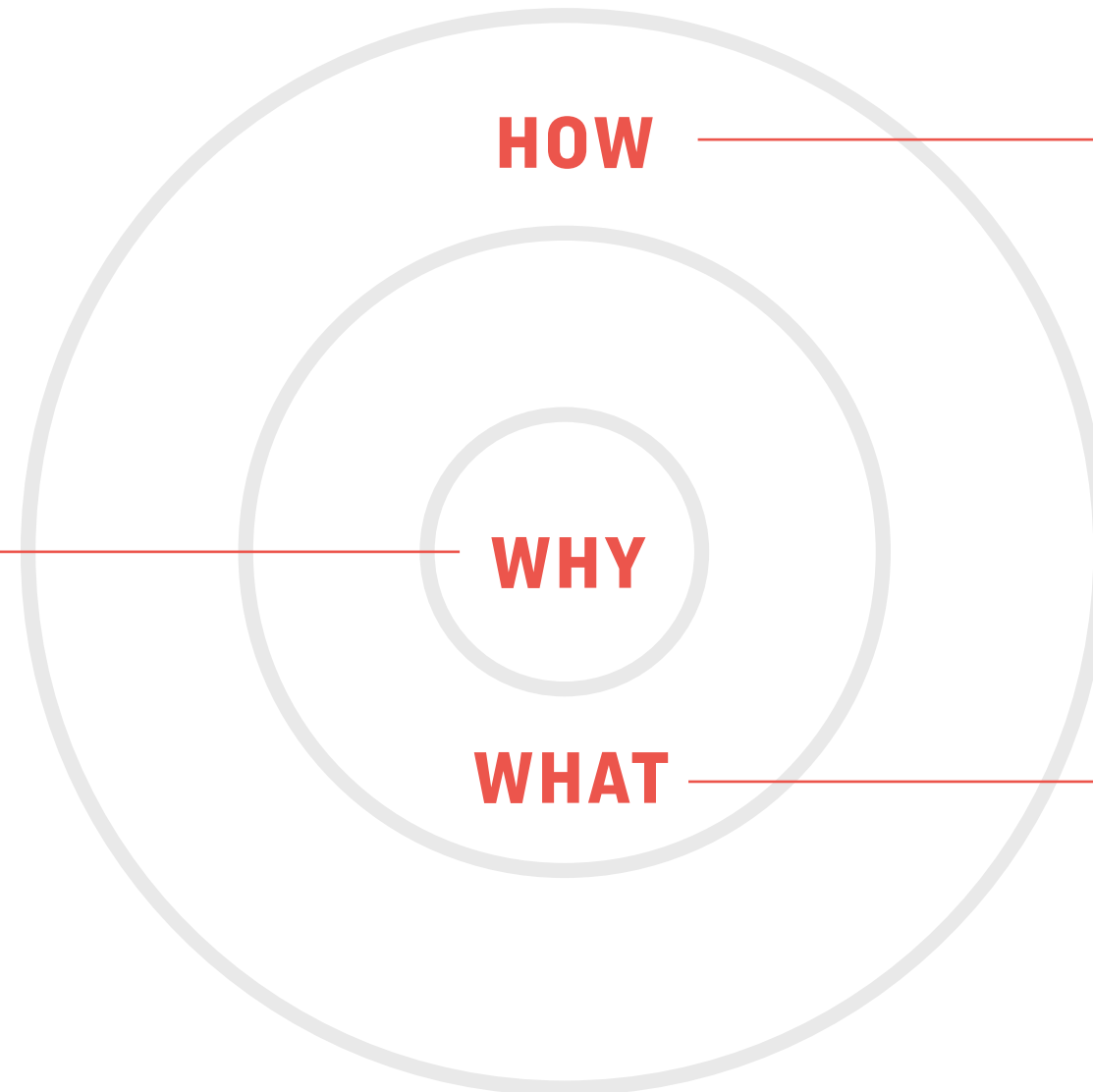
We sell:

*COURAGE.
TRIUMPH.
VISION.*

OUR WHY, WHAT, AND HOW

STRATEGIC FRAMEWORK

We believe
in building
an amazing
world.



HOW

Best of breed supply chain technology for the people who build our world.

WHY

WHAT

Solutions that deliver HBM automation, visibility, collaboration and simplification.

OUR BRAND PERSONALITY

STRATEGIC FRAMEWORK

MOTIVATIONAL

We inspire others to face their challenges head-on and triumph.

COURAGEOUS

We use our courage to fight for what we believe in.

CONFIDENT

We believe in ourselves (and that attracts other people to believe in us).

WARM

We are friendly and warm.
We welcome people to join us.

OUR BRAND VALUES

STRATEGIC FRAMEWORK

INNOVATIVE

We aren't a logistics company,
we are a technology company.

SIMPLIFICATION

We use automation and visibility
to make things simpler.

INTEGRATED

We are an ecosystem with all parts
building to something greater.

CUSTOMER-FOCUSED

We live to give our customers
an A+ experience.

OUR BRAND ARCHETYPE

STRATEGIC FRAMEWORK

HERO.

A HERO brand's power lies in who they are - their determination, courage, and perseverance. They fight for what they believe in. They face their challenges head-on and triumph over them, inspiring others to do the same.

GOAL:

Expert mastery in a way that improves the world

DESIRE:

To prove one's worth through courageous acts

GIFT:

Competence and courage

TRAP:

Arrogance

FEAR:

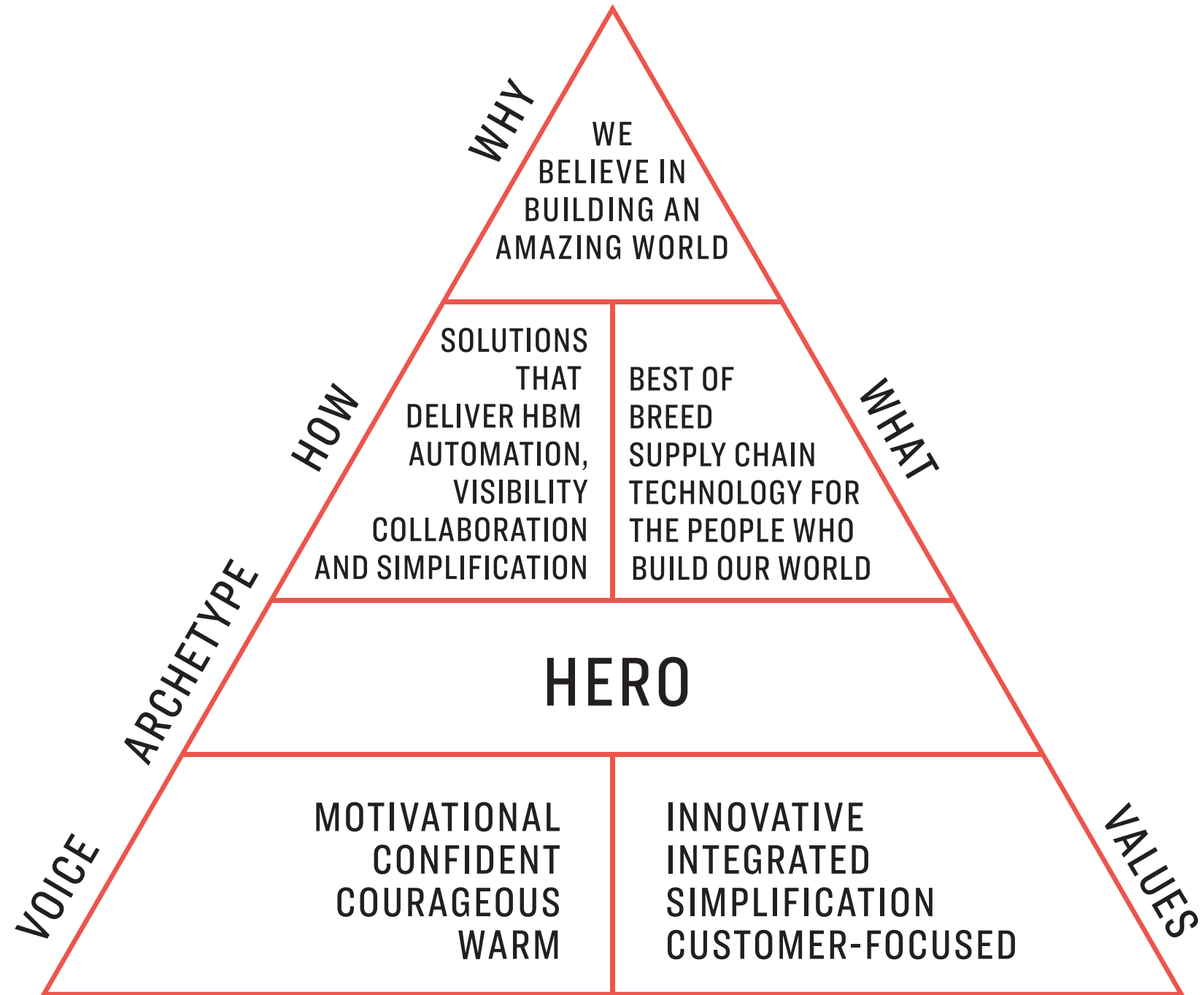
Weakness, vulnerability, being a chicken


STRATEGY:

To be as strong and competent as possible

ESSENTIAL QUALITIES:

Successful, awarded, proud, determined, powerful, achievement





CREATIVE CAMPAIGN

THE CREATIVE APPROACH

CREATIVE CAMPAIGN

Command Alkon is not going to chest beat. The last thing we want to do is build a brand based on how great we are (and would our audience even believe that?).

Instead, we are going to showcase Command Alkon as the guide that is able to solve our customer's problems.

CREATIVE CONCEPTS

CREATIVE CAMPAIGN



“COMMAND ALKON’S TEAM OPTIMIZED MY PROCESSES AND ENSURED MY FLEET’S SUCCESS”

-BOB HOSKINS,
SHIPPER, CONRAD CONCRETE

I was the last man standing. And it all fell on my shoulders. The entire dispatch team was out sick and we were at risk of losing upwards of \$75,000 in sales that day. I had to coordinate the entire 55-truck fleet across my region by myself. It would have been a nearly impossible job without optimization - a system that looked at my entire plan for the day and mapped out the best strategy for me and automated my dispatch. Command Alkon ensured my success that day - and optimizations continues to help me generate more volume and revenue.



Command Alkon

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MAGAZINE P

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TEMPOR INCIDIDUNT

...03 / PART 2

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CREATIVE CONCEPTS

CREATIVE CAMPAIGN



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**Command
Alkon**



**“ONE HOUR
TRAINING
WITH
COMMAND
ALKON
FOUND
US A 10%
SAVINGS
ON OUR
OPERATION
COSTS”**

We've had Command Alkon's products for fifteen years. I thought we knew how to get the best out of them. Our automated systems were good. But I didn't realize we could make them great. One training session with Todd from Command Alkon and we realized that a few optimizations to our Batch and Dispatch products was going to result in a 10% savings for how we flowed materials out of the plant. Command Alkon impacted our bottom line and showed us you can teach an old dog new tricks.



**Command
Alkon**

-DAVID RIVERA,
CTO, MCWERTHY CONCRETE SUPPLY



**“COMMAND
ALKON
HELPED US
GAIN OUR
CUSTOMER’S
TRUST AND
LOWER
THEIR
COSTS.”**

**-COLTON JONES,
POLDARK SERVICES**

Concrete serves as the building blocks for the world around us. But my company had one major problem. We had no idea where trucks were at any given moment – and worse yet, we couldn’t tell our customers. They started to lose their trust in us; interactions were short and angry. We needed help, so we quickly reached out to Command Alkon. By integrating Dispatch with TrackIt (GPS telematics), we can now track trucks within a matter of seconds, and more importantly, provide full transparency to customers. Command Alkon fundamentally changed our ability to service customers better and lower their costs.



**Command
Alkon**



**“COMMAND
ALKON
KEEPS US
MOVING TO
*BUILD THE
THINGS THAT
MATTER*”**

**-DANIEL SEKOWSKI,
MISSISSIPPI HAULING**

We move the earth to make the things that count. Command Alkon's visibility upstream and downstream allowed us to make better decisions with our trucks and materials. The real time information simplified the way we run our transportation and saved us 15% of our annual trucking costs. How's that for optimization?



**Command
Alkon**

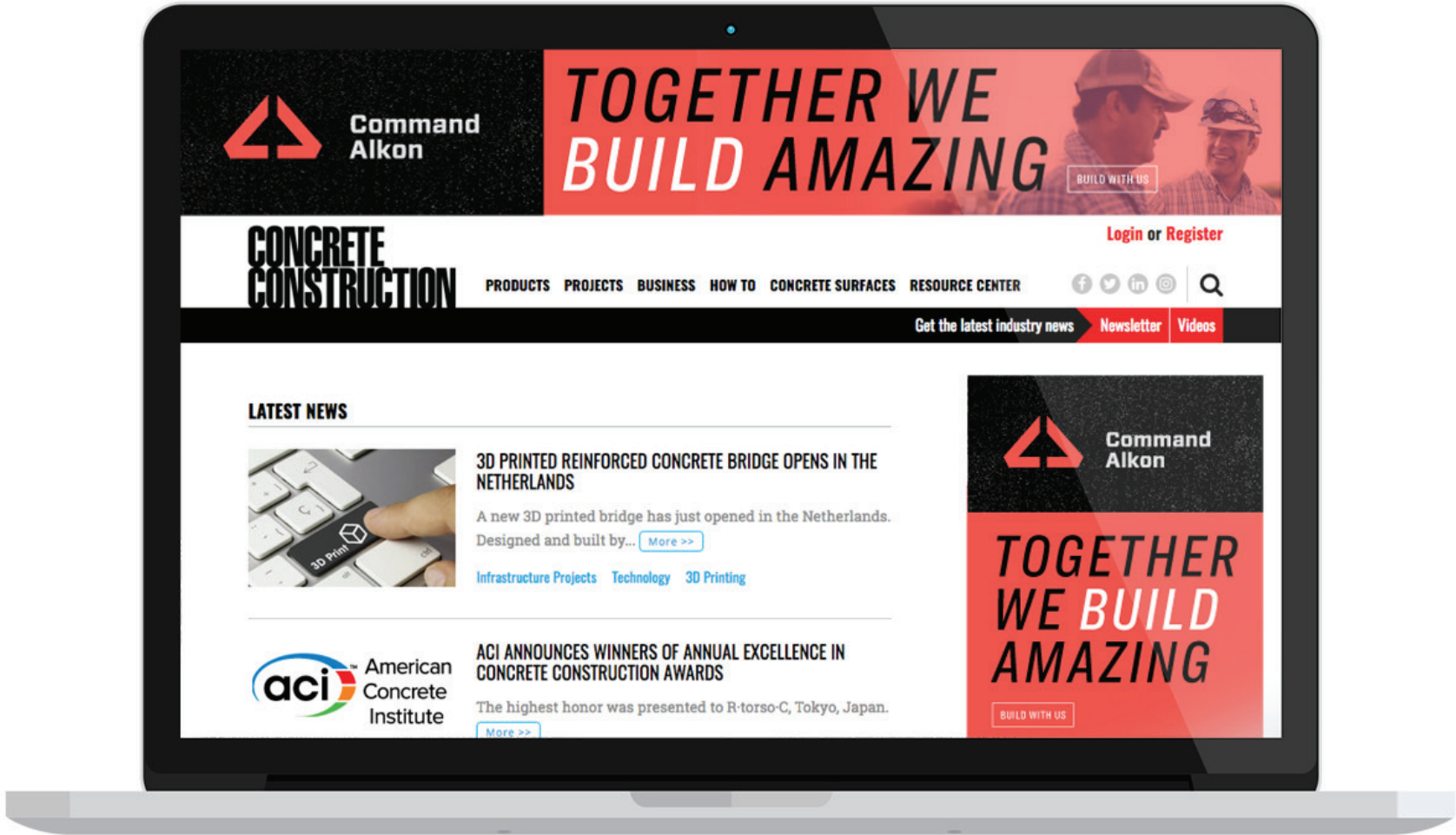
CREATIVE CONCEPTS

CREATIVE CAMPAIGN



CREATIVE CONCEPTS

CREATIVE CAMPAIGN



APPENDIX



OUR BRAND STORY

A HERO

Producer + Hauler Decision maker.
The decision maker wants a supply chain solution that delivers operational transparency, efficiency, simplicity, and reliability. They need integrated products that ensure an ease of doing business.

→ WHO HAS A PROBLEM

EXTERNAL:
They are in the business of a million moving parts - without optimum efficiency they are risking their product, profit margins, customer satisfaction and teams safety.

INTERNAL:
Without the right tools they feel like they are out of control and having to work harder than they need to.

→ MEETS A GUIDE

EMPATHY:
We understand that you need run your business with maximum efficiency and effectiveness

AUTHORITY:
Over 40 years of market-leading experience in revolutionizing the HBM industry

→ THAT HAS A PLAN

Command is upping the game with their best in breed logistics solutions:

- An integrated enterprise suite that delivers end to end automation
- A strong investment in innovative high tech products to deliver more value to your business today, and your business of tomorrow
- New customer service team to deliver better support
- A commitment to training to improve customer adoption through our Resource Hub
- Add “Customer Success” - ie. close value gap. Cust Success key part of our A+ Customer Experience drive.

→ THAT CALLS YOU TO ACTION

- SOFT:**
- Take up our onboarding training
 - Incentives to add additional products to your suite
 - Visit our site to learn more about the new Command Alkon

- HARD:**
- Call the sales team
 - Take up our customer satisfaction guarantee (TBD)
 - Upgrade to our new cloud based products (TBD)