

BRAND STRATEGY AND CREATIVE PRESENTATION



Command
Alkon

OCTOBER 25, 2017

AGENDA

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



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”

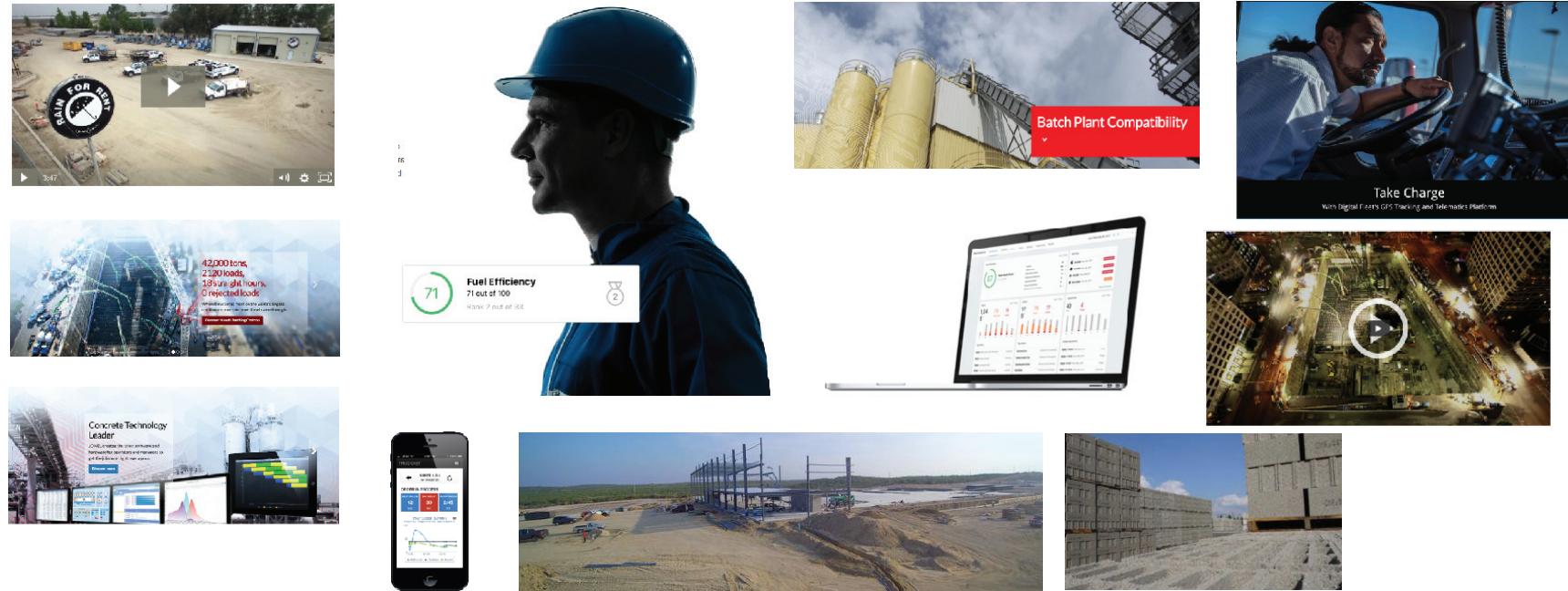
- Low tech
- Bad customer service
- Outdated products
- Not integrated

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.



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

STRATEGIC FRAMEWORK

A group of diverse construction workers in hard hats and safety vests, smiling and interacting in a team huddle. The workers are wearing various safety gear, including hard hats, safety vests, and gloves. They are standing close together, suggesting a sense of teamwork and collaboration. The background is slightly blurred, focusing on the workers in the foreground.

Command
Alkon is
in the
business
of selling
emotion.

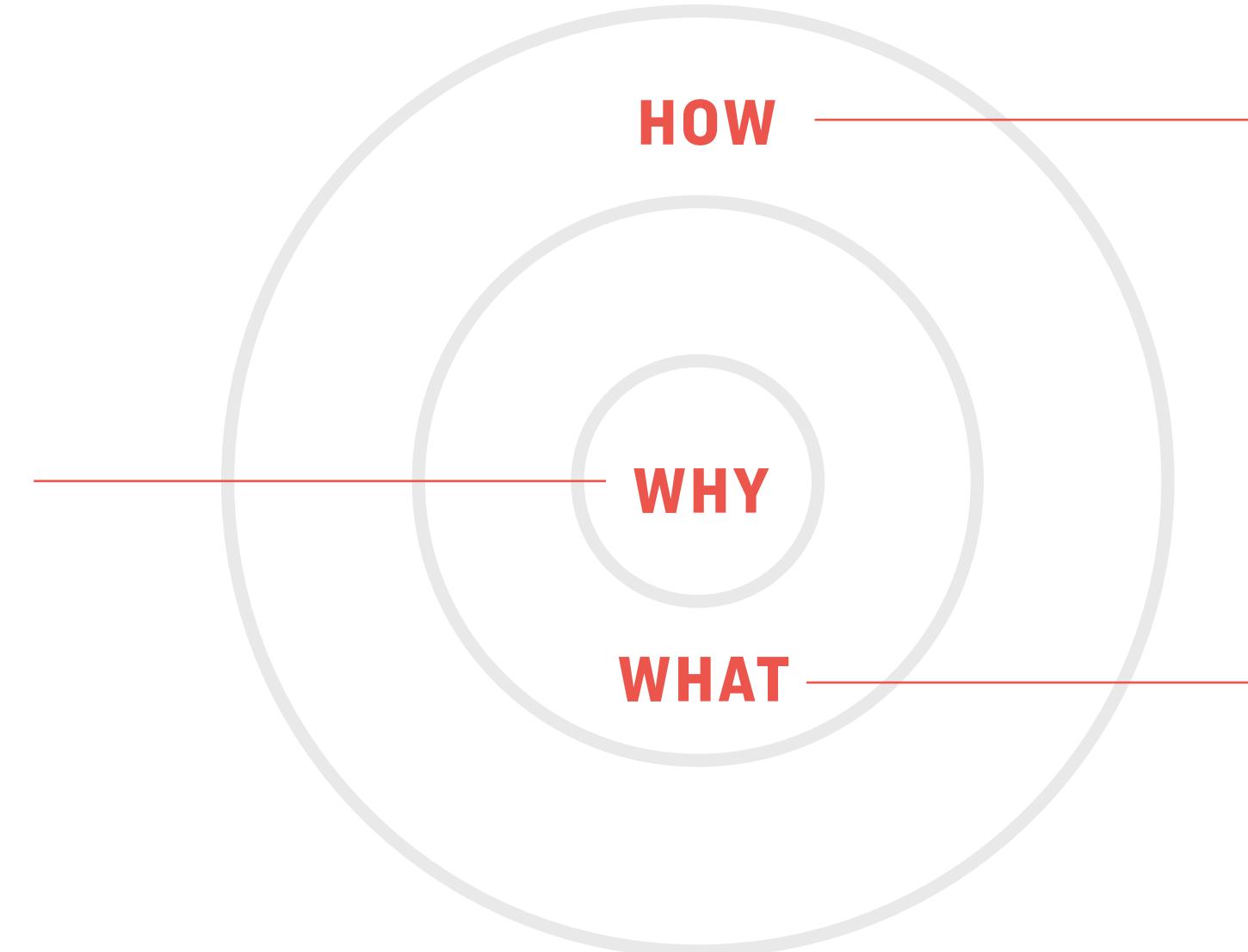
We sell:

COURAGE.
TRIUMPH.
VISION.

OUR WHY, WHAT, AND HOW

STRATEGIC FRAMEWORK

We believe
in building
an amazing
world.



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

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

MOTIVATIONAL

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

CONFIDENT

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

COURAGEOUS

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

WARM

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

INNOVATIVE

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

INTEGRATED

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

SIMPLIFICATION

We use automation and visibility
to make things simpler.

CUSTOMER-FOCUSED

We live to give our customers
an A+ experience.

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:

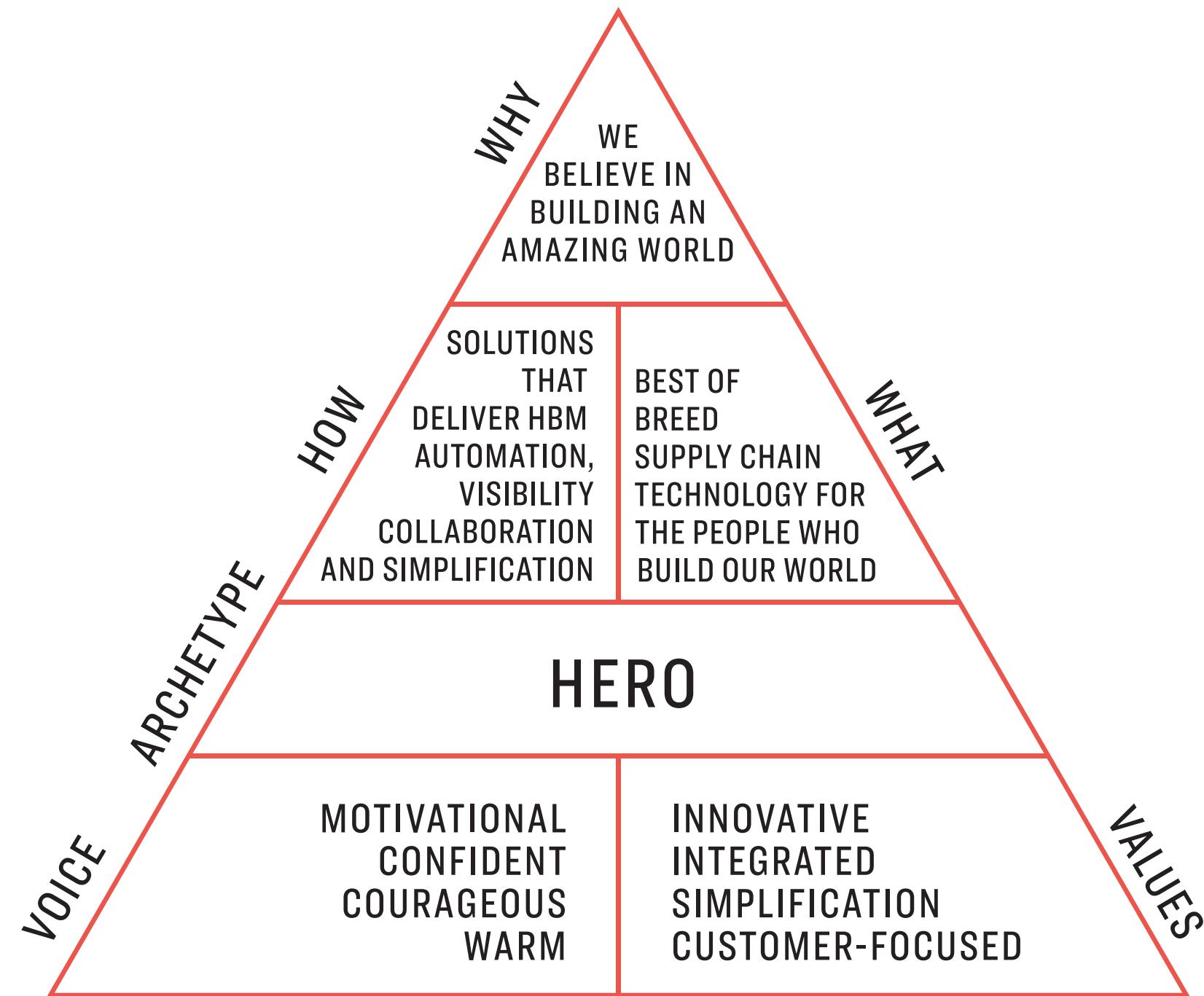
Weakness, vulnerability, being a chicken

STRATEGY:

To be as strong and competent as possible

ESSENTIAL QUALITIES:

Successful, awarded, proud, determined, powerful, achievement



CREATIVE CAMPAIGN

A photograph of a man in a hard hat and plaid shirt smiling, with another man in a hat visible in the background.

A photograph of a man in a hard hat and plaid shirt smiling, with another man in a hat visible in the background.

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



The image shows an open magazine with two pages visible. The left page features a photograph of two construction workers, one wearing a cap and the other a hard hat, smiling. Below the photo is a testimonial in white text on a black background: **“COMMAND ALKON’S TEAM OPTIMIZED MY PROCESSES AND ENSURED MY FLEET’S SUCCESS”**. At the bottom, it says **-BOB HOSKINS, SHIPPER, CONRAD CONCRETE**. The right page is a Command Alkon advertisement. It includes a photo of a construction site with a truck, the text **“SAN D’ 03 / PART 2”**, and several columns of Latin placeholder text (Lorem ipsum dolor sit amet, etc.). The Command Alkon logo is at the bottom.

CREATIVE CONCEPTS

CREATIVE CAMPAIGN



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

**-DAVID RIVERA,
CTO, MCWERTHY CONCRETE SUPPLY**

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

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CREATIVE CONCEPTS

CREATIVE CAMPAIGN



CREATIVE CONCEPTS

CREATIVE CAMPAIGN



“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.

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Command Alkon

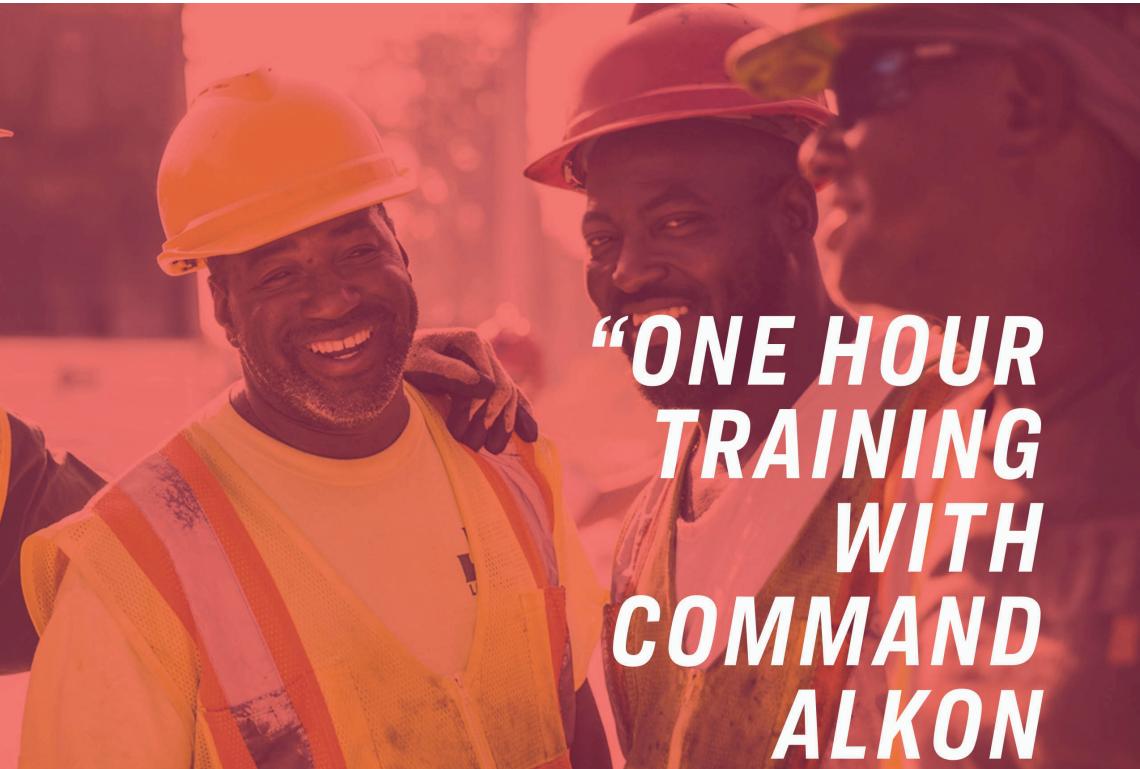


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MY FLEET’S
SUCCESS”**

*-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.

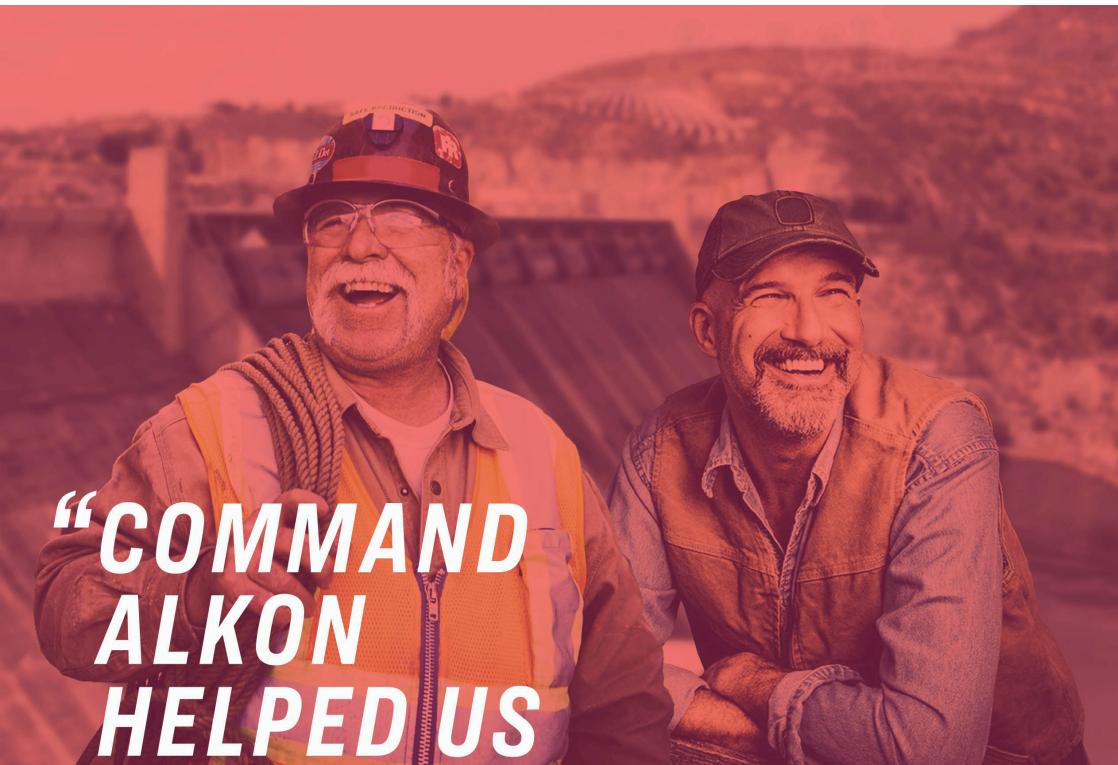


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**“COMMAND
ALKON
KEEPES US
MOVING TO
BUILD THE
THINGS THAT
MATTER”**

*-DANIEL SEKOWSKI,
MISSISSIPPI HAULING*



**Command
Alkon**

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?

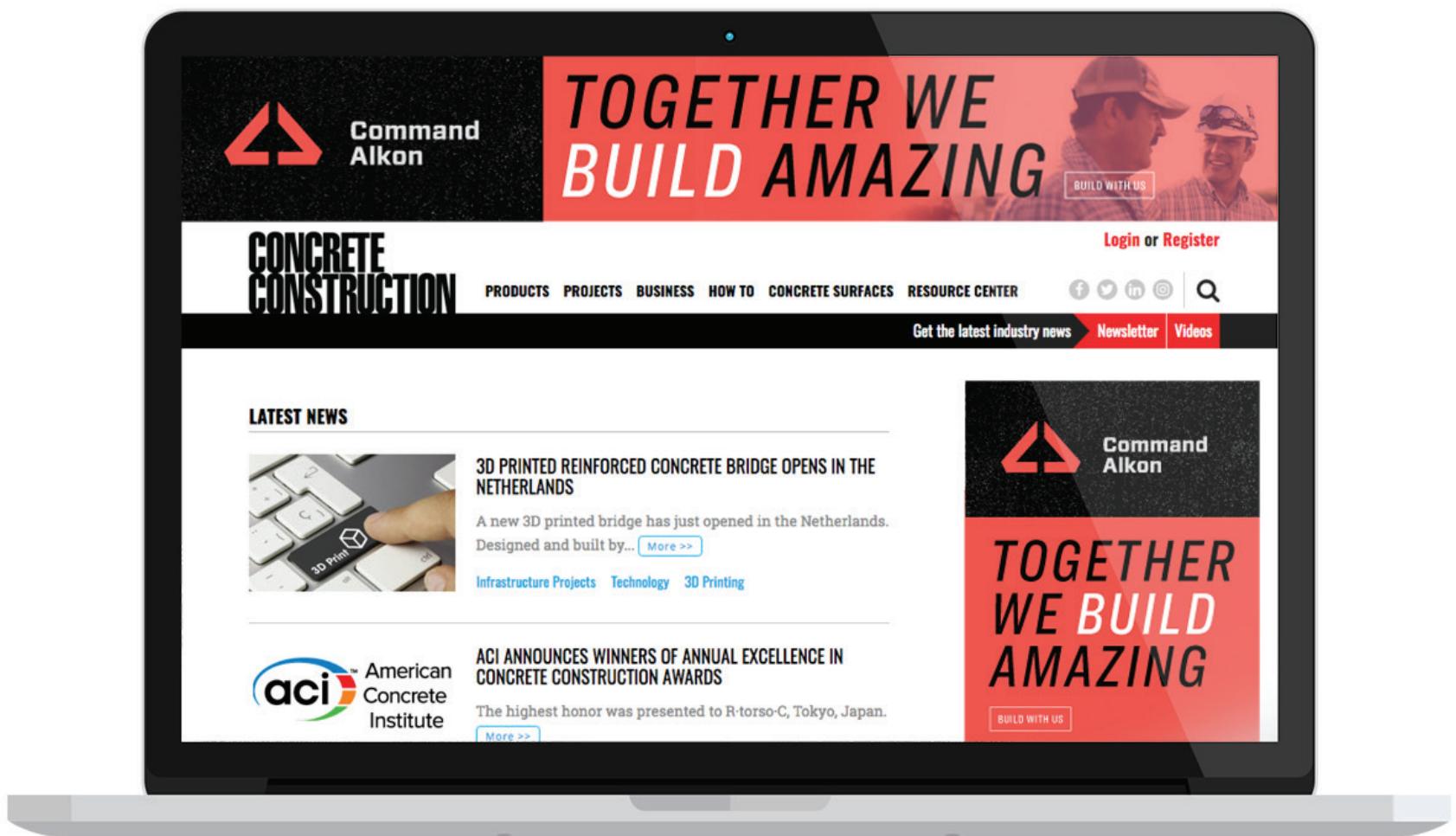
CREATIVE CONCEPTS

CREATIVE CAMPAIGN



CREATIVE CONCEPTS

CREATIVE CAMPAIGN



APPENDIX



OUR BRAND STORY

APPENDIX

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)