

INFORMATIONAL GUIDE™

In an attempt to safeguard any information considered proprietary, please note that all information disclosed in this form will be protected under the Non-Disclosure / Confidentiality Agreement, attached to the back of this Information Guide. The NDA agreement is executed the moment the Information Guide is submitted in digital form, via mail, or in person.

Date:

Client:

STEP 1-BUSINESS PLAN

1. What is the stated business concept?
2. What is required to financially execute against the concept (i.e. \$250,000 in start-up capital; \$100,000 in floor plan financing; \$250,000 in reserve capital; \$200,000 per month in Gross Sales Volume; 15% Net Profit)?
3. What is required to operationally execute against the concept (i.e. Staff, space, etc)
4. Is this a new idea or have you been able to lever an existing business models?
5. How long have you been in business?
6. Do you have a senior management team?
7. How involved are you with the day-to-day?

8. How involved are your attorneys and accountants?
9. Is your business cyclical (stipulate seasonal peaks and valleys)?
10. What was your last fiscal year's volume (optional)?
11. What is your current year's estimated volume expectations (optional)?

STEP 2-BRAND CREATION PROCESS™

The Brand Creation Process™ includes a formalized approach to identifying distinguishing characteristics of the product; its exclusive position in the marketplace; the target profile; and the most appropriate method of selling. Brand Creation is a required step in refining implementation and ensures specificity in communication when competing for the market's attention. Our proprietary Brand Creation Process™ represents a proven process in crystallizing the marketing and advertising sequence.

1. The Attributes: What the Brand is – What are the physical, functional components?
2. The Benefits: What the Brand does – What are the results of using the Brand?
3. The Values: How does the Brand make your customers feel?
4. The Personality: If the Brand were a person or a car, who or what would it be?
5. The Brand Essence: What are the sum of the characteristics?
A descriptive, motivating statement
6. Define Your USP: What makes your company's brand unique?

7. Identify Your Target Profile:

Age / Gender?

Income?

Psychographics / Lifestyle?

Geography?

8. Who is Your Competition?

COMPETITOR #1:

9. Strengths/Weaknesses/Threats/Opportunities (SWOT)

Strengths

Weaknesses

Opportunities

Threats

COMPETITOR #2:

Strengths

Weaknesses

Opportunities

Threats

COMPETITOR #3

Strengths

Weaknesses

Opportunities

Threats

10. What are the written descriptions associated with your Brand?

11. What graphic treatments are associated with your Brand?

STEP 3-MARKETING CHANNEL ASSESSMENT

Once the Brand is defined, a thorough review of the marketing channels is critical in plotting the success of the execution. Understanding how each of the target sectors choose to learn about the product, and ultimately, commit to purchase is imperative in building the marketing strategy. An assessment of competitor’s strategies and also, a diagnostic of all potential consumer intersections provide an evaluation matrix as to that approach which will yield the maximum ROI

1. How do you currently market your product?

2. Do any of your competitors market differently?

3. What traditional or “Institutional” advertising mediums do you currently utilize (i.e. television, radio, newspaper, billboard, etc.)?

4. What Direct Marketing programs do you utilize (i.e. mail, point-of-purchase, telemarketing, ecommerce, referral, etc.)?

5. What analytical tools do you use in gauging advertising efficiencies?

6. Do you have a "Rewards" program or any form of building customer loyalty in place?

7. Do you have a relational database which allows you to perform in-house "data pulls" with the capabilities of tracking and analyzing sales and marketing data?

8. What percentage of your annual sales volume do you allocate to advertising?

9. Do you have a Public Relations Plan?

10. What percentage of your annual sales volume do you allocate to Public Relations?

STEP 4-WHAT ADVERTISING AND MARKETING OPTIONS ARE YOU CONSIDERING UTILIZING IN THE FUTURE?

After understanding those marketing channels that currently drive awareness and volume, reviewing additional opportunities is critical. Most all media can be quantitatively and qualitatively analyzed based on Cost per Thousands (CPM's) research; Reach and Frequency yields; Residual Brand Benefits; Customer Relationship Management (CRM) protocols; and budgeted ROI expectations. With that in-mind, please list those options you have considered.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Thank you for sharing information about your company. **mcgregor | graham** values your confidence in our group and will not disclose any information deemed proprietary. All responses of a confidential nature will be covered in our Non-Disclosure / Confidentiality Agreement below.

It is our intent to study your business and your competitive marketplace; append this "Informational Guide™" with our comments; and meet with you to discuss how we might be of assistance in helping you build a methodical plan in supporting your advertising, marketing, and digital communications goals. We will assign an Account Supervisor to you who will contact you to discuss further.

Again, thank you. We look forward to the opportunity to work with you.

CONFIDENTIALITY—NON-DISCLOSURE AGREEMENT

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For questions, please contact:
Kathleen@McGregorGraham.com

The Client (Client) is defined by any person or company completing any portion of the mcgregor | graham Informational Guide™ (Informational Guide™). mcgregor | graham (Agency) agrees to hold such information in total confidence, as described herein:

Confidentiality: The Client acknowledges that confidential and/or proprietary information may need to be disclosed in the above Informational Guide™.

Accordingly, they agree as follows:

A. "CONFIDENTIAL INFORMATION" ("CONFIDENTIAL"), as used herein, shall mean any and all information in any form relating to clients processes and capabilities; financial data; technological/communications data; category marketing and product information; creative ideas and proposals; tests and research; consumer research; proposed sales, marketing and/or media plans, and strategic plans disclosed, with the exception of the following:

(i) information that at the time of receipt by the receiving party is generally available to the public or subsequently becomes available to the public through no breach of this Agreement by the receiving party or any of its directors, officers, employees or agent; or

(ii) information that is obtained in good faith by the receiving party from a third party which is lawfully in possession of such information and not in violation of any contractual or legal obligation with respect to such information.

B. CONFIDENTIAL INFORMATION may be labeled, imprinted or otherwise characterized as such by either party; provided, however, that CONFIDENTIAL

INFORMATION which is not labeled, imprinted or otherwise characterized does not lose its status as CONFIDENTIAL INFORMATION.

C. Agency shall use CONFIDENTIAL INFORMATION only in connection with the Informational Guide™ or Assessment.

D. Agency will not use CONFIDENTIAL INFORMATION for any purpose other than as stated in Paragraph C hereof without the other's prior, written consent.

E. Agency will safeguard all CONFIDENTIAL INFORMATION and will take all necessary precautions to prevent CONFIDENTIAL INFORMATION from being disclosed to any person, firm, corporation or entity. Without limiting the generality of the foregoing, the parties agree:

(i) to use due and reasonable care in the storage of CONFIDENTIAL INFORMATION; and

(ii) to disclose CONFIDENTIAL INFORMATION only to those employees working on the Informational Guide™ and those other employees and agents with a genuine need for such disclosure in connection with the Informational Guide™; and to assure that

those employees acknowledge and understand their obligations with regard to the security and non-disclosure of the CONFIDENTIAL INFORMATION.

F. With the exception of the right to use CONFIDENTIAL INFORMATION solely for the purpose stated in Paragraph C hereof, no right or license is granted to Agency under this Agreement; and the Client shall retain all ownership and proprietary rights in and to its own CONFIDENTIAL INFORMATION copyrights, trademarks, patents, or other intellectual property.

G. No party may assign this Agreement or its rights hereunder without the prior, written consent of the other[s].

H. This Agreement is governed by the State of Colorado, other than those provisions governing conflicts of law.

ACCEPTED AND AGREED:

William J. McGregor

By: William J. McGregor, Managing Partner
mcgregor | graham, LLC