

GlobalFluency, Inc.

Proven Leadership in Replacing
Random Acts of Marketing with an
Intelligent Market Engagement™

Agency Overview

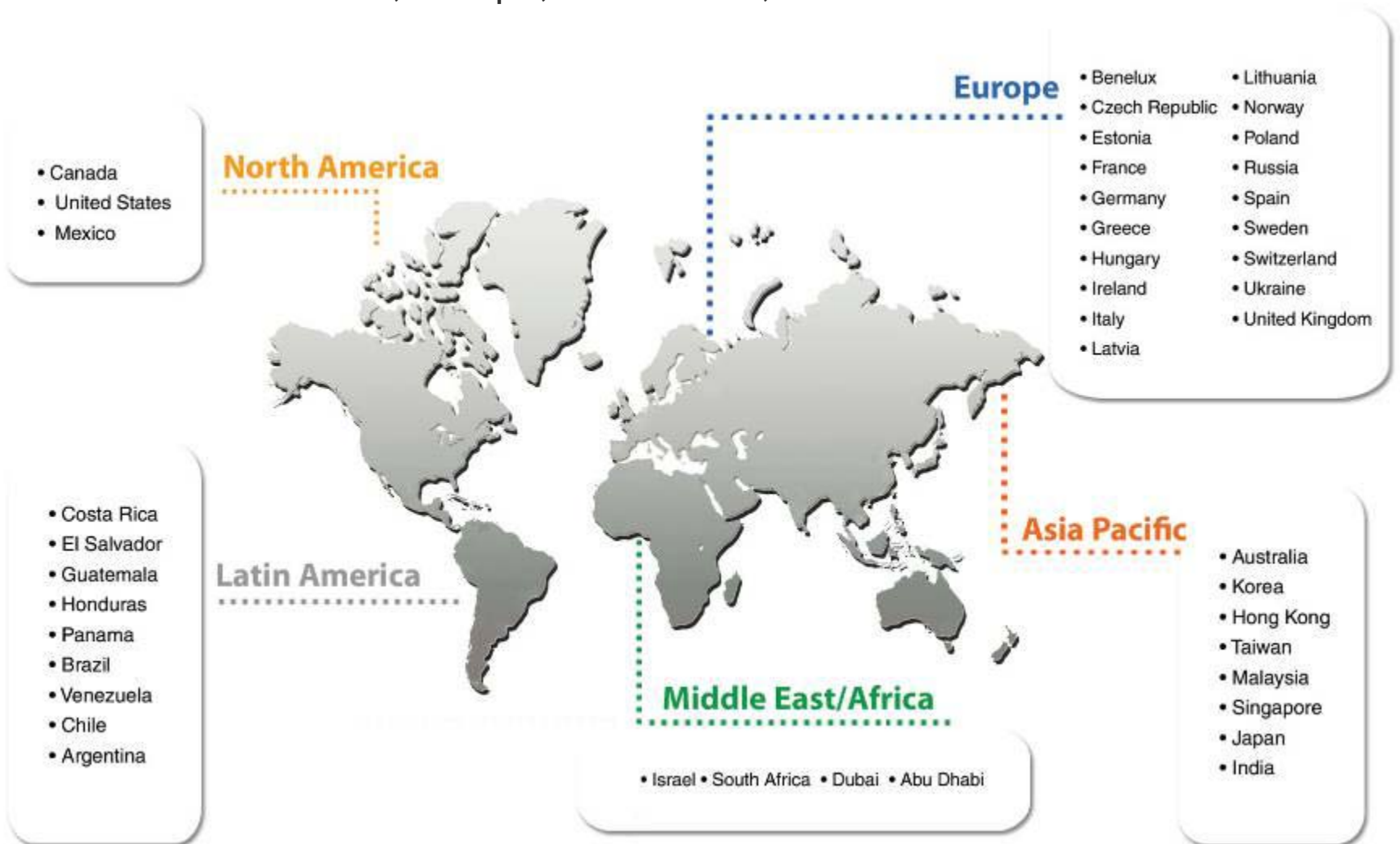
Leader of innovative marketing and communications integration, delivering Intelligent Market Engagement™ (IME) services worldwide

- A global **integrated marketing**, interactive, digital media, public relations and communications firm
- More than **70 offices, 450-plus professionals** in nearly **40 countries** across the Americas, Europe, Asia-Pacific, Middle East, Latin America and Africa
- Pioneers of the **Intelligent Market Engagement™** (IME), a powerful new model for transforming the way companies shape and influence market perceptions, acquire leads and prospect opportunities, and stimulate demand and interest
- Offers **full range** of integrated marketing and communication services including perception management, branding, market research and competitive intelligence, lead generation, channel development and creative services



Global Footprint

More than **70 offices**, **450-plus professionals** in nearly **40 countries** across the Americas, Europe, Asia-Pacific, Middle East and Africa



Integrated Services



Select from a wide range of competencies and proficiencies that can be applied to support all or part of a strategic marketing, communications & demand generation processes

Brand Engagement: Positioning, messaging and visual identity systems, events, seminar, consumer education programs, webcasts and conferences

Perception Management: Media relations, message training, corporate and financial communications, crisis management and community outreach

Lead Generation: Direct & dynamic response marketing, advocacy platform development

Product Launch: Sales, channel and marketing strategies, global market entry

Creative Services: Web development and design, brand identity, collateral development



Specialized Practices

GlobalFluency features four specialized practices that apply the Intelligent Market Engagement model to target specific needs within highly competitive markets and industry sectors



Green



High Tech



Health/Wellness



Interactive

Current Engagements























































Intelligent Market Engagement™ Global Fluency



Authority Leadership™ platforms that drive intellectual capital into the marketplace through multiple channels will create market capital and generate demand



- **Authority Leadership** marketing molds intellectual capital into relevant advocacy agendas and point-of-view platforms to shape market perceptions and establish executives as thought leaders, knowledge brokers, and subject matter experts
- **Strategic packaging** of content, market interaction, and a multi-channel delivery system builds the insights, access, and influence required to create demand generation
- The IME model produces **immediate and measurable** lead and prospect opportunities, drives demand, and shapes and influences market perceptions

Perception Management

We excel in helping our clients develop compelling platforms and creative communications strategies that allow them to stand out in today's highly competitive and often crowded market place.

Our programs help shape positive market outcomes – from product acceptance and investor receptivity, to public interest and government action. With proven success in a wide range of print and broadcast media outlets is unmatched, we consistently deliver exceptional results with campaigns led by fully engaged agency principals – many of whom are highly experienced former journalists from all media sectors. Key perception management capabilities include:

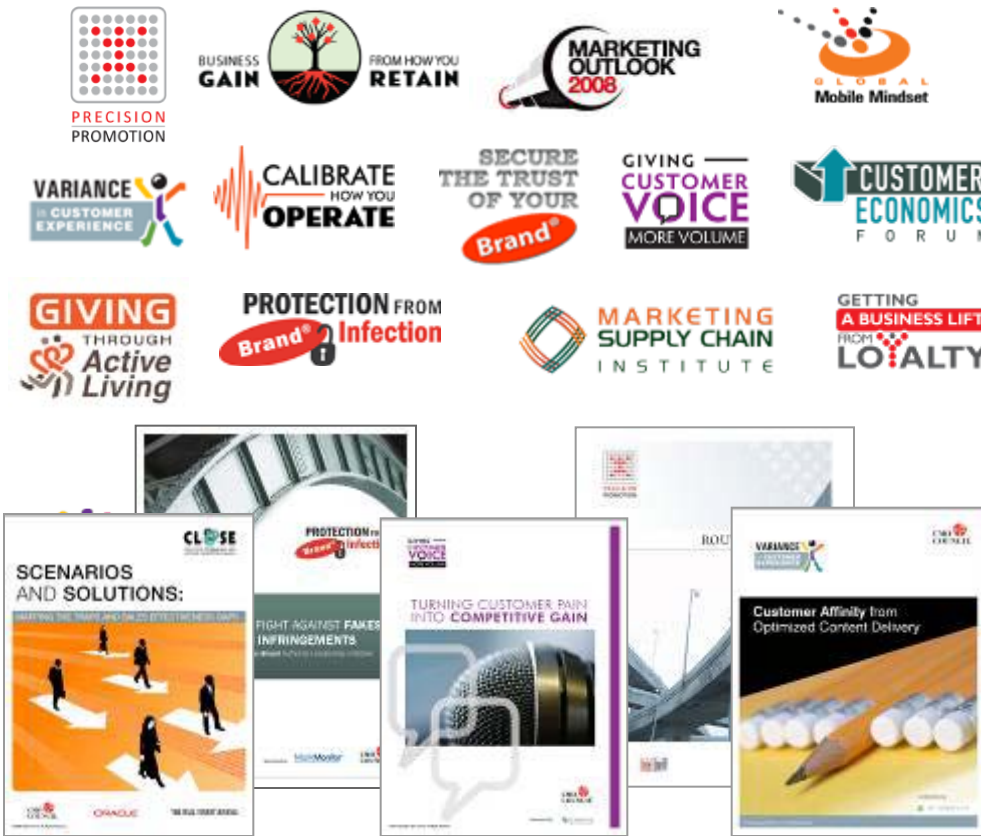
- Communications counseling
- Strategy and messaging
- Corporate identity building
- Product launches and go-to-market communications
- Vertical market and customer evangelism
- Competitive market intelligence and combat communications
- Crisis management and issue containment
- Investor and financial relations
- Media relations
- Product publicity, reviews and awards
- Trade show and event marketing
- Speaker bureau set-up and operation



Powerful Affinity Networks

The Chief Marketing Officer (CMO) Council

Represents over than 5,000 members, including top decision makers controlling more than \$125 billion in global marketing expenditures for many of the world's foremost brands




Powerful Affinity Networks

The Business Performance Innovation (BPI) Network is an influential group of senior-level executives driving transformation, process re-invention, organizational innovation, lean operation, and competitive adaptability in multi-national enterprises worldwide.



May 4, 2010 - \$25bn in Gulf M&A activity forecast for 2010

BUSINESS PERFORMANCE INNOVATION NETWORK

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- Resources
- Interest Groups
- Events
- Advisory Board
- Sponsors & Affiliates
- Media Center
- About
- Join
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REPORTS

[Current Reports](#) [Past Reports](#)

Collaborate to Innovate

Takes a new look at the state of business collaboration in the early 21st Century based on an in-depth survey of more than 400 executives and managers whose companies do business around the world, along with 23 qualitative discussions with leading academic experts and executives.

Creating Market-Sensing Corporate Cultures

New white paper about the critical need for executives to take a leadership role in building organizational cultures that are more responsive to customer, market and competitive dynamics.

Service Invention to Improve Retention

Competitive crunch and convergence in the \$4 trillion communications marketplace is fueling increased customer churn, and testing customer loyalty. This report benchmarks

Be a change agent in advancing performance and innovation. Become a BPI Network Member Today

[JOIN BPI NETWORK](#)

Featured Program

COLLABORATE TO INNOVATE

GREATER INNOVATION THROUGH CLOSER COLLABORATION

[download report](#)

AN AFFINITY NETWORK
Powered by 

Powerful Affinity Networks

The Coalition to Leverage and Optimize Sales Effectiveness (CLOSE) A community of sales and marketing executives focused on the implementations of best practices to align and streamline sales with marketing



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The Forum to Advance the Mobile Experience (FAME)

A peer advocacy group and strategic authority leadership initiative to accelerate marketing programs and research around advancing the wireless user experience



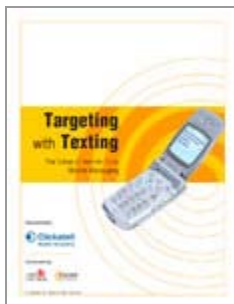
TOP PAIN POINTS WHEN BUYING MOBILE DEVICES

1. Lack of product demos or hands-on use
2. Features were not explained
3. Lack of product knowledge by sales
4. Slow service
5. Product not in stock
6. Attempt to up sell*

TOP WAYS CONSUMERS WOULD LIKE TO IMPROVE MOBILE PRODUCTS

1. Better design & styling
2. Upgrade memory & storage
3. Reduce size & form factor
4. Simplify and make easier
5. Improve voice quality

The screenshot shows the FAME website homepage. At the top is the FAME logo with the tagline 'Forum to Advance the Mobile Experience'. Below the logo is a navigation menu with links for HOME, ABOUT FAME, ADVISORY BOARD, PROGRAMS, RESEARCH, NEWS & EVENTS, MEMBERSHIP, SPONSORS, and CONTACT. The main content area features a header for 'FORUM TO ADVANCE THE MOBILE EXPERIENCE™ (FAME™)' and a sub-header stating it is a member advocacy group and strategic authority leadership initiative. Below this are three columns of featured content: 'PROGRAMS' (Customer Experience Board, Mobile), 'REPORTS' (Track the Yack, Top 100 Mobile Sites), and 'BOOKS' (Mobile Marketing, The Mobile Revolution, Worth It? Forgetting). A 'JOIN FAME' section is at the bottom, and a 'TRACK THE YACK' logo is in the bottom right corner.



Recent Campaigns

- Marketing Outlook (Deloitte, Jigsaw, Adology)
- Protection from Brand Infection (MarkMonitor)
- Calibrate How You Operate (Alterian)
- Giving Customer Voice More Volume (Satmetrix)
- Precision Promotion (InfoPrint Solutions, a Ricoh/IBM company)
- Think Eco-Logical (SGI – Formerly Rackable Systems)
- Driving the Bottom Line (BCG)
- Power of Personalization (Xerox, Pitney Bowes)
- Business Gain From How You Retain (CSC, IBM, D&B)
- Channel Performance Outlook 2008 (Blueroads)
- Lean & Green (BlueArc)
- Perfect How you Project (Adaptive Planning)
- Uptime at Crunch Time (BlueArc)
- Secure the Trust of Your Brand (Symantec)
- The Alert Enterprise (WebMethods)



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