

The logo for LEVEL, consisting of the word "LEVEL" in a white, uppercase, sans-serif font, centered within a solid red horizontal bar.

# Adenyo

POV & Creative Brief

Version 1.0.0

## Adenyo | POV

The purpose of this document is to demonstrate our understanding of Adenyo based on the information we collected from Adenyo Stakeholders and offer a strong recommendation as to how Adenyo's branding should be enhanced as well as our services in helping create new case studies that would support our recommendation.

## The Mobile Environment

This is an exciting time for the mobile industry. Mobile is ubiquitous, which means any brand that has a vested interest in broadening its market strategy needs mobile services. Mobile is essential for all marketers and has become the “connective tissue” for marketing experiences— in the same way it has already become the nexus for business and personal relationships.

With an expected growth rate of 124% next year (according to the Mobile Marketing Association), the market is just starting to coalesce. The audience is going to continue to grow exponentially as strong ROIs come in.

However, mobile marketing providers are beset with challenges. There is complexity inherent in the mobile markets, with tens of operating systems, hundreds of operators, thousands of handset form factors, etc. This complexity is partly responsible for the fragmentation in the mobile industry, which makes it an extremely competitive environment for mobile marketing providers and a very difficult, chaotic environment for the audience who needs to maneuver through it to find the products, solutions and services it needs. In addition, there is an audience expectation that business, personal and marketing experiences will be cross-channel mobile-optimized, and many mobile marketing providers are scrambling to achieve that goal. Some of the new mobile marketing providers are inexperienced and others have jumped in to grab some of the revenue but have little knowledge of the industry. The number of mobile marketing providers and the flood of newcomers add to the confusion of the mobile environment.

Finally, mobile marketing providers have implicitly promised marketers that they will have the ability to deliver the right message at the right time to the right device to the right person at the right price. But very few providers have the experience to make good on that promise.

# About Adenyo

Adenyo can keep the promise to deliver the right message at the right time to the right device to the right person at the right price. Adenyo has more than proven its worth. A software company with mobile marketing solutions, predictive analytics and cutting-edge delivery tools such as cloud-based platforms, Adenyo is considered as solid as other premium B2B brands (e.g., Oracle or Salesforce). It owes its stellar reputation to creating and delivering top-of-the-line platforms, products and services that can be delivered as packages, standalones or chosen à la carte. It is a one-stop shop, where the audience can get all of its needs addressed. It has a global presence, which means it knows how to get the best out of all worlds and deliver comprehensible, results-driven messaging across national and cultural divides.

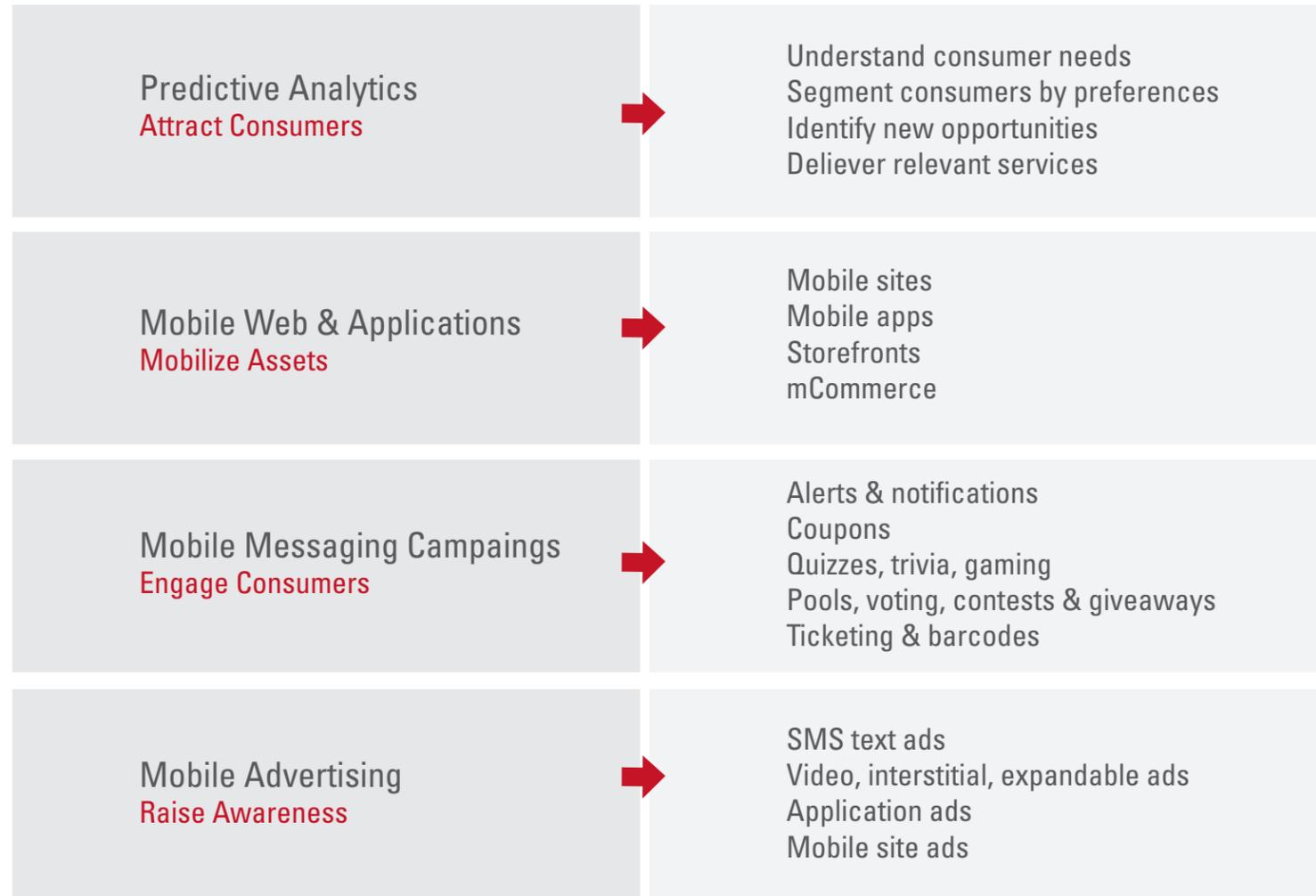
Adenyo's key differentiator lies with its invention and innovation. It is the synthesis of predictive analytics and cross-channel marketing technology—which is a unique market offering and part of its aspirational heritage.

In short, Adenyo is a company with an international reach that enables customers to integrate mobile into—or create interactive mobile for—their marketing and advertising mix. It gets down into the trenches and works with its customers, delivering the products that help them execute the solutions they need.

## Adenyo – Attributes

- Vast experience in mobile marketing.
- Deep credibility.
- Real understanding of the market.
- History of delivering real results.
- Respect for its audience, giving individual attention.
- Hard-working on behalf of each audience member.
- Mature and sophisticated.
- Global.

# Adenyo – Products, Platforms & Services



# Adenyo's Customers and Their Business Requirements

Adenyo understands that its customers are making real investment decisions. Customers need to know that their investment in mobile is going to translate into positive ROIs for them. Adenyo has a history of delivering real results and knows how to achieve its customers' goals, whether they are small- to mid-sized businesses, large corporations, brands, agencies or media companies. Its integrity is reflected in its strong performance track record.

## Adenyo – Customers

- Enterprises
  - Brands.
  - Agencies
- Indirect Channels
  - Mobile Carriers.
  - Data/Technology Value-added Resellers.
- Current Customers
  - Volkswagen
  - L'Oreal
  - CBC/Radio Canada
  - Canal Plus
  - Huffington Post

## Adenyo's Customers and Their Business Requirements (cont.)

Brands want to engage audiences via mobile because of reach, intimacy, engagement and metrics. They want to create mobile assets and compliment their existing marcom mix.

Agencies want to capitalize on a new, high-demand revenue stream with a trusted partner that accelerates the offerings they can bring to their clients.

Businesses in the Indirect Channel want a "white-labeled" version of Adenyo's platform (VARs) or to use or resell a version of Adenyo software that's been augmented with their data and/or technology. They need to drive new revenue growth in a very competitive environment.

Adenyo knows how to plumb databases to send mobile marketing messages to target audiences. Adenyo's software catalyzes dormant corporate assets at mobile network operators and Information Service providers. Adenyo adds a piece of software that accelerates the monetization of the customer base.

# The Competition

The mobile world is swarming with new companies, perched to grab a share of the expanding mobile market. In addition to these upstarts, there is some competition that has been around for a while.

## The Main Competitors

- Motricity
- Velti
- The Hyper Factory
- Polar Mobile
- Environics Analytics (predictive analytics)
- Axiom
- AdMob (ad serving)

# Adenyo's Differentiators

There are several areas in which Adenyo could differentiate itself from its competition, if those differentiators were backed by stronger case studies than the ones that are currently on the site.

## The Main Differentiators

- \* Synthesis of Predictive Analytics & Cross-Channel Mobile Marketing Technology
  - Ability to understand, predict and deliver relevant content.
  - Deliver the relevant content across multiple mobile channels and devices.
- Mobile Marketing Providing – a history of success
  - Vast experience yields real results.
  - Various services available to best serve each customer's distinct needs.
- Predictive Analytics – one of the trailblazers in this expanded field of analytics
  - Identification of high-value customer segments.
  - Competitive intelligence offered to help craft creative campaigns.
  - Leverage of thousands of demographic, behavioral and other variables.
  - Targeted customer segments yield dramatic ROIs.
- Simplification of the Mobile Experience – an established reputation
  - Shield for customers from complexities of mobile technology.
  - Ease of use.
- Deep Credibility – earned through years of conscientious devotion to customers
  - Vast experience shows a history of problem-solving and innovation.
  - Proven record of customers' improved ROIs.
  - Excellent customer relations.

### \*The Key Differentiator

## Adenyo's Differentiators (cont.)

- International Experience – operating with ease across nations
  - Compliance of device.
  - Software.
  - Carrier Operability.

# Branding Adenyo for the Future

The new approach will be backed by case studies on the site and will stress in simple language and images Adenyo's capacity to be a one-stop shop for the whole field of mobile marketing and advertising. This will include its ability to develop, target, execute and measure fully integrated mobile marketing.

## The New Approach

- Clear, simple language describing Adenyo and what it offers.
  - Explain how relevant mobile messaging is essentially an analytics question.
  - Show Adenyo's ability to understand, predict and deliver relevant content.
  - Present Adenyo like a trustworthy Captain in the tumultuous seas of the mobile industry.
  - Explain the platforms, products and services in easy-to-understand language.
  - Highlight predictive analytics and proven ad serving capability.
  - Highlight the way Adenyo is a one-stop shop, covering all the mobile needs.
  - Show how these platforms, products and services can be customized or packaged.
- Presentation that reflects Adenyo's values.
  - Clean layout that displays sophistication and expertise.
  - Mature, calming color palette to reflect the paternal nature of Adenyo.
  - Clean images to show Adenyo's organizational expertise.

# Branding Adenyo for the Future (cont.)

## The New Brand Messaging

The brand will be enhanced by the case studies. It will then speak credibly to Adenyo's being both the shipbuilder and the Captain of a sturdy ship, **navigating** across a tumultuous sea of mobile experiences.

It will portray Adenyo as a wise veteran of mobile wars, knowledgeable in every aspect of mobile technology and capable of **protecting** its customers from the charlatans and upstarts that have recently infiltrated the mobile environment.

It will describe Adenyo as the caring shepherd, **predicting** where his flocks will go in the future, what they will need and how to communicate to them.

It was describe Adenyo as the can-do guy who rolls up his sleeves, **working** alongside the client to get the job done.

It will portray Adenyo in a paternal role, capable of **providing** a full range of mobile marketing and advertising communication, platforms, products and services to targeted audiences globally, as well as **shielding** its customers from the complex nature of mobile.

Ultimately, the brand will show Adenyo as **trustworthy**. It will illuminate Adenyo's role in the mobile industry as a combination of partner, problem solver, innovator and mentor.

# Branding Adenyo for the Future (cont.)

## The Logic of the New Brand Messaging

With all the excitement of the changing mobile environment, there are also some problems ahead, such as:

- Businesses are in need of help understanding and predicting the market and delivering relevant content to the target audience.
- Businesses are in need a one-stop shop for their mobile providing needs.
- Newly formed companies flock into the mobile environment, hoping to make a quick killing by offering ad serving to unsuspecting customers.
- Businesses invest in mobile technology but lack the capacity to identify high-value customers.
- Customers buy turnkey products and have no idea how to use them.

For these problems and more that will crop up in the near future, **consumers are going to need someone to turn to.** They crave to put their interests in the hands of a trustworthy company, which has vast experience in the broad area of mobile technology and predictive analytics. A wise, mature, sophisticated company that can steer them away from the pitfalls, clear up the confusion and work alongside them to help them achieve their goals.

Like a trustworthy partner, Adenyo will navigate the mobile environment for its customers—protecting them from the upstarts, shielding them from the complexity of mobile technology, analyzing and predicting what their customers will need going forward, working with them in the trenches, and providing them with the platforms, products and services they require to compete.

## Adenyo | Creative Brief

## Purpose/Project Overview

Grow the Adenyo brand beginning with a refreshed, scalable website that positions Adenyo as one of the world's most trustworthy software companies offering mobile marketing solutions. With its key differentiator lying in its invention and innovation, Adenyo offers the synthesis of predictive analytics and cross-channel mobile marketing, which is a unique market offering.

## Business Objective

The business objective is to incentivize customers to purchase Adenyo products and services. There are four primary ways that the refreshed site will help. It will:

- Educate the user about Adenyo and its many services.
- Have strong call-to-actions that motivate the desired response.
- Increase users' time spent on the site.
- Reinforce the Adenyo brand to enhance awareness of it.

## Adenyo Brand

**“Trust the proven software company with mobile marketing solutions that has vast and unique experience in understanding, predicting implementing and delivering content, audiences and campaigns across multiple channels...”**

Standing out in the fast-growing and crowded mobile marketing industry, Adenyo has for years been at the cutting edge of innovative thought, providing a unique offering of the synthesis of predictive analytics and cross-channel marketing. It has a history of proven results in mobile marketing and can simply the mobile experience for its customers. It is thorough in its understanding of its customers’ needs and works to address any issues a customer might have. Its international brand has an overview that allows for international best practices and makes the promise, “You don’t have to worry about the mobile environment—we will identify your exact target audience and employ mobile technology to deliver the right message at the right time to the right device to the right person at the right price.”

Adenyo presents itself as a wise veteran and trustworthy guide of the mobile industry, devoted to its customers, whose sole purpose is to lead them to achieve their marketing and advertising goals through mobile technology.

**“Our mission at Adenyo is to shield the customer, whether a large corporation-partner or a small business, from the complexities of the mobile environment while providing them with the solutions, cutting-edge technology and execution they need to deliver to targeted audiences.”**

## Target Audience

Professionals in the business world, including Enterprises and Indirect Channels.

## Visual Design

Minimal, clean, professional, polished and contemporary.

Trustworthy, dependable, experienced, frank, clear, mature and sophisticated.

## Market & Competitive Analysis

There is no other company that provides the unique synthesis of predictive analytics and cross-channel marketing. None will be positioned as the most trustworthy provider of the mobile marketing industry except Adenyo.

## Structure & Content Structure

Simple, consistent and intuitive navigation, content organization and management.

Thank you.