

Manifold Marketing - Abe Gorelick

Who

- For over 25 years, Abe Gorelick - Founder & Principal - has worked with leading international and domestic companies to craft and execute successful strategies that enhance corporate brands and generate demand
- Expert at leveraging the power of data and digital innovation that drive multi-channel integrated marketing programs.
- Deliver differentiated and relevant branding, communications, and sales support
- Senior consulting partners on an as-needed and long-term basis provide deep talent and infinite flexibility
- Smarter, faster, and more efficient processes and solutions
- Passionate about creative that's smart and effective --the client's need via a collaborative approach solely drives the right communication approach
- Depth & breadth of marketing discipline: positioning & branding, database, digital & offline, sales support

Beliefs

- A Brand is the contract that exists between you and your constituents, that has rational and emotional components and is the blueprint that informs all internal decisions and external behavior
- Successful marketing is a combination of smart thinking and creative magic
- Real brands have a “soul” -- driven from the inside-out, not outside-in
- Be culturally relevant to the market
- A fully integrated brand experience drives impact and growth
- Incorporate tracking and accountability to continually refine the work

All of this builds to a core belief...branding and selling are not different

Experience

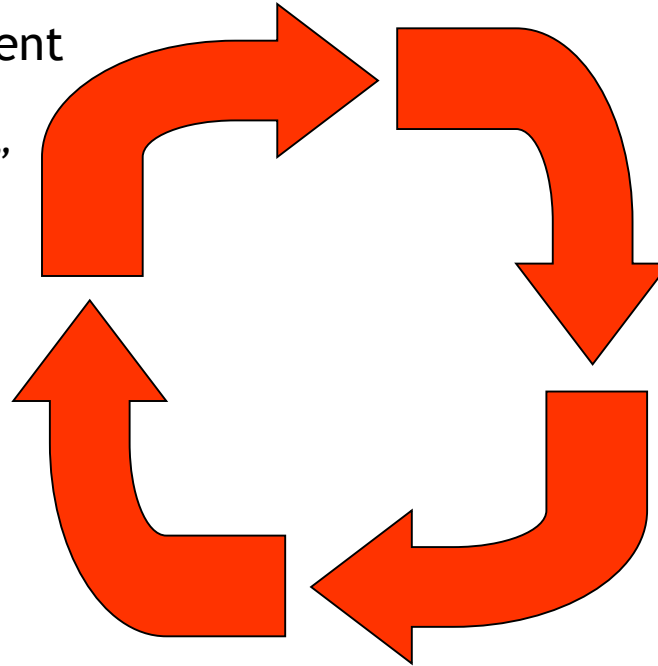
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|-----------------------------|-------------------|--|
| • Fidelity Investments | • Capital Group | • Harvard Business School Exec Education |
| • Virgin (Virgin Money USA) | • mutualfunds.com | • TD Ameritrade |
| • State Street | • Citibank | • Ameriprise |
| • Oppenheimer | • Chase | • Merrill Lynch |

Manifold Marketing

Our Process: 360° Marketing Audit

1. Research & Development

“How are we distinctive, believable, and relevant?”



2. Positioning & Tenet Development

*Be credible, defensible, and consistent
(don't have to be unique)*

5. Implementation Plan and Tracking

Less should be more via a targeted, integrated, and track-able contact plan

3. Brand Development

Simplicity, consistency, and sustainability at every point of contact

4. Communications System Architecture

Organizing principles for all digital, traditional, and sales support communications

Financial Services & Harvard Business School Overview

Capital Group's American Funds

- Initiated prospect contact with American Funds and led pitch team in winning major digital and branding assignments.
- Specific assignment to develop strategy, create, and execute the launch of American Funds' Active Advantage (active management investing) landing page and all associated digital, content, and video elements targeted to their advisor and B2B clients
- Requested by senior client teams to lead and facilitate a two-day strategic brainstorm session focused on developing a User Experience Map and Messaging Hierarchy framework, both of which were used to inform all subsequent Active Advantage work
- Drove development of 'Seeking Excellence' manifesto platform to integrate all internal and external messaging and communications

Fidelity Investments Institutional Services Company (FIIS)

- Led cross-company positioning and re-branding initiative that included research, strategic plan, a redesign of the sales support system, and all digital and offline communications
- Drove development and introduction of FIIS positioning, its alignment with established Fidelity Brokerage positioning and tagline, and oversaw Brand Standards guidelines development and internal launch
- Reduced sales support system SKUs by -20% through process improvements, +12% budget savings
- Managed increased Marketing Communications group workload and volume resulting in record revenue levels: new jobs +26%; completed jobs +51%; in-bound call volume +19%; literature orders +26%

Virgin Money USA

- Engaged by Virgin Group and CircleLending to oversee the latter's repositioning, develop and execute an integrated communications plan, and lead the launch of Virgin Money USA
- Resulted in 300+% lead volume growth and 40+% in sales

Harvard Business School Executive Education Group

- Guided research and drove new positioning, program-specific advertising, enhanced web functionality, and management programs collateral redesign
- Integrated program efforts resulting in exceeding enrollment goals and forecasted revenue by +16% vs plan