

Companybrand.co.uk

Project: Corporate rebranding

Date 26th January 2010

Introduction

M4siz Limited [www.m4siz.com] has licensed two patents that permit the use of the browser address bar to undertake natural language searches. This unique technology paves the way for a new generation of browsers that will become a query tool to access data, embedded programmes and as a key management tool. More than simple Search Engine Marketers, M4siz can add real value to your brand.

Our product is aimed at brand managers and companies keen to monitor and maximise the performance of their brand and associated marketing budgets. It can minimise the use of search engine listings by focusing on the marketing message and call to actions of campaigns.

In terms of Brand management, you can protect their sales channel from competitive search engine listings by utilising M4siz technology. You are then free to focus on your marketing message and call to action within your target segment. M4siz technology allows multi level data from multiples sources to be pulled together in one location

For example an insurance company could improve their direct response rates and conversion rates from a media campaign by allowing prospects to simply type into their browser address bar:

Name of your insurance company/my post code/my car registration/my date of birth:

Type `http:// insurco CM1 3PD F970 PDG 16578` into address bar

The M4siz technology then sorts this search and refers to the relevant databases [post codes analysis for theft profiles; DVLA car registration details; etc] to return an appropriate quote page based on these three bits of information thus shortening buying chain.

Or www.companybrand.co.uk could take up M4siz address bar search technology such as “companybrand.co.uk/valpolicella under £8” to promote around a particular segment of their business

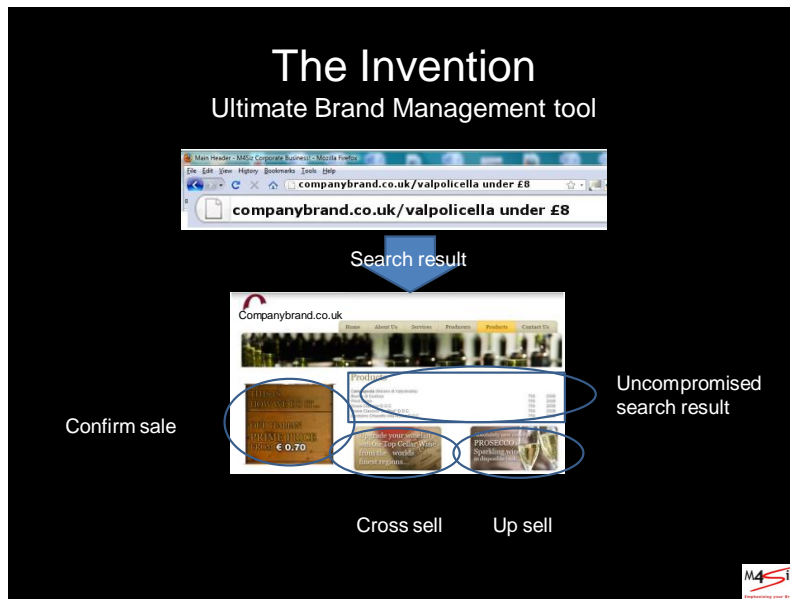


Such a search would result in the prospect being taken directly to the information source they require in a much-reduced click-through pattern. This should promote improved conversion rates and offer your company the opportunity to gather more detailed information about the prospect during their stay on your site.

Regardless of the route into the site an M4siz'd site will aim to deliver improved visit duration and greater sales conversion opportunities.

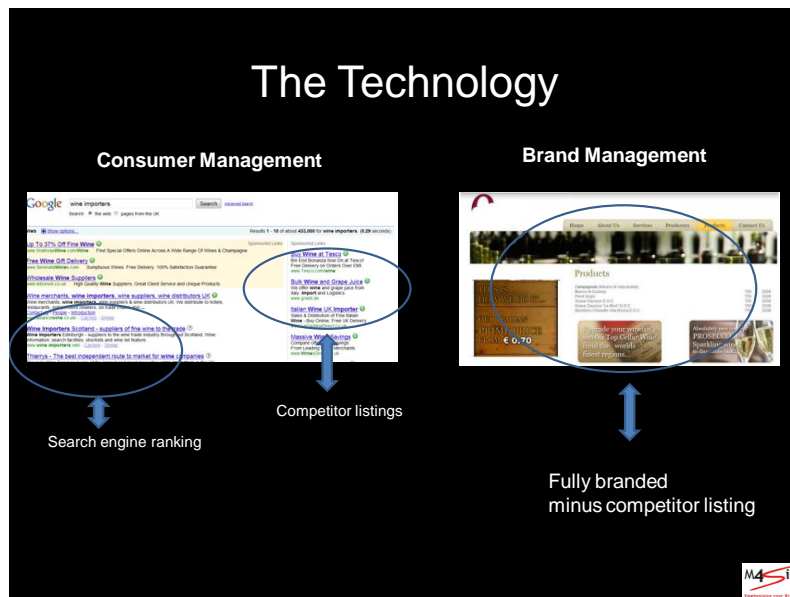
From this it is evident that processing time is reduced and the client is taken directly to your relevant page from where you can choose to cross-sell, up-sell or book an appointment etc providing further opportunities to satisfy your prospect's query.

Thus you could promote searches like “http://www.companybrand.co.uk/my region my product need my price range ” or “http://companybrand.co.uk/a sustainable tomorrow, today ” on your campaign literature.



Our technology also offers you the ability to refine marketing campaigns through the introduction of abbreviated web page addresses or hook lines.

This technology is equally relevant to brand or service management where your company’s intranet can pull together data from various sources to provide you with performance data about your products or your clients.



You avoid competitor listings and reduce the dependency on search engine optimization as you are speaking directly to you clients.

Again the address bar is used to pull the data together in a natural language query. The result is you spend less time searching for data and more time using the information you need to make sales.

Remember this is unique technology protected by patents and not available legitimately through any other unlicensed provider.

Quotation

The basis of the quotation attached to this document may not include the full features offered by our technology and the quotation itemises where possible the phases of development we might expect the client journey to take. To benefit fully from M4siz technology your web site needs be hosted by M4siz Limited and utilise our modified browser.

We believe absolutely in the power of our technology and therefore we always set our fees on the basis of a set up fee plus a performance element. The benchmark for the performance element is agreed with the client and the establishment of the benchmark is part of the set up fee. Thus set up and performance fees vary from client to client and from project to project depending on the complexity of the work.

The scope of the current work is related to development of brand standards and associated templates and is based on the following outputs:

Analysis of brand values and attributes

Develop brand message and visualisations

Develop Sales Channel and Search Engine Marketing strategy

Media launch planning

Marketing automation improvements

Dedicated address bar search facilities for clients

Sales channel improvements

Improved e-commerce click through to sales ratios

Depending of the staged results outlined in the logical framework for the project the fee described for this work will be based on modified Brand Value Improvement Pack fee of £abc, with X% paid at time of signing the contract. This includes all fixed costs but excludes the performance fee of £xyz for every v% uplift in site visits or pro rata thereof for a period of six months. Subject to renewal thereafter.



Dr James MacAskill

Director



Client : Companybrand.co.uk

Requirement: Rebranding of company and products

Existing advisers: Not known

Budget: £25,000 - £50,000

Colour Coding

Within scope of quote	Proposed for inclusion at additional charge	Potential additional work outside current quote
-----------------------	---	---

Introduction: The client is seeking to develop their brand, new brand message and market segmentation within UK alcohol industry.

Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
1 Brand Development	Ensure Brand currency and identify secured through http://www.companybrand.co.uk	1 Review of brand values and attributes	1 Revise Brand attributes 2 Develop Brand message 3 Focus Group	1 Perception audit 2 Brand Message	1 M4siz 2 M4siz	M4siz contract structure
2 Brand visualisations	Align Brand values with revised brand visualisation	1 Deliver Brand message 2 Align marketing message	1 Documentation preparation 2 Visualisations	1 Document 2 Visualisations 3 Templates	1 M4siz 2 M4siz 3 M4siz	M4siz contract structure



Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
3 Marketing Research	Identify entry points into sales chain	1 To identify comparative advantage and demand profile 2 Revise product tower	1 Audit value chain 2 Audit trust chain	1 Understand route to UK market 2 Identify marketing message	1 M4siz 2	M4siz contract estimate

Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
4 (i) Infrastructure	1 A search engine optimised web site 2 Integrate intranet site with improved brand management and data management functionality	1 Set SEM strategy. Build SEO logical framework. 2 Review brand management and site's contextual search content. Review in-site product search engine.	1 Review site and key performance indicators for site 2 Detail conventional SEO 3 M4siz site to improve Brand Management 4 Establish keyword and Search engine strategy	1 Set benchmark statistics 2 Client journey simplified and click through improved 3 Streamline enquiry and sales chain relationship management 4 Maximise opportunities to book on web site 5 Agreed monthly action plan	1 M4siz 2 M4siz 3 M4Siz 4 M4siz 5 M4siz	M4siz contract estimate



Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
(ii) M4siz site	1 Improve Brand value and sales channel conversion rates	1 Identify key client query framework 2 Define contextualisation and data sets 3 Link brand and product search to M4siz technology 4 Offer single view of multi-level data	1 Establish database of keywords 2 Set natural language searches from browser address bar 3 Plan initial campaign requirements 4 Integrate data from multiple sources into single browser view	1 Shortened URL search facility 2 Campaign hook lines developed as query tools 3 Transfer hosting of site to M4siz Limited 4 Improved control over business performance	1 M4siz 2 M4siz 3 M4siz 4 M4siz	M4siz contract estimate

Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
5 Collateral Production	A suite of marketing materials	1 Establish e-communication material 2 Standardised templates for mailings and newsletters	1 Define requirements and volume 2 Production schedules 3 Plan initial campaign requirements	1 Collateral production plan	1 M4siz	M4siz contract estimate



Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
6 (i) Media planning	Broaden target base for site and brand	1 Increase traffic through site 2 Increase conversion rate	1 Establish PR & social media plan including Pitchengine, Twitter etc 2 Affiliate & partnership programme set up 3 Plan launch seminar	1 PR plan 2 Press pack prepared 3 Affiliate & partnership programme co-promotion plan ready 4 Seminar booked and audience invited 5 SEM plan launched 6 Agreed monthly action plan	1 M4siz 2 M4siz 3 M4siz 4 M4siz 5 M4siz 6 M4siz	M4siz contract estimate

Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
(ii) Media Planning		3 Limited product launch	1 Sales channels selected & reviewed 2 Select outdoor site activity and duration 3 Prepare Scripts and additional strap lines as required 4 Prepare Banners, adwords and adsense plan	1 [6] week digital channel campaign 2 [6] week technical Press activity 3 [6] week Action Banners, Adword and Adsense plan 4 Site fully M4siz and responsive to direct data query from address bar	1 M4siz 2 M4siz 3 M4siz 4 M4siz	M4siz contract estimate



Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
7 Direct Sales information	Increased flow of leads and improved quality for conversion	1 Increase pre-qualification of leads 2 Review qualification attributes 3 Improve quality of lead for direct sales	1 Introduce Marketing Automation for pre-qualification of leads 2 review bounce rates 3 Improve data integration to deliver qualified leads earlier	1 Pre-populated lead data 2 Identification of information failure or Click through rates 3 Single view data delivery to sales team	1 M4siz 2 M4siz 3 M4siz	M4siz contract estimate

Target	Aim	Objective	Activity	Output	Responsibility	Costs estimate
8 Marketing Automation & Review Brand Value and Analysis	To progressively stream line client journey and marketing campaigns	1 Establish data trail 2 Establish value chain	1 Establish CRM and SEM tracking 2 Establish data reports and action plan	1 Full automation of M4siz'd web site 2 Real time analysis of performance 3 Update client journey	1 M4siz 2 M4siz 3 M4siz	M4siz contract estimate



Summary

- 1 Objectives: To deliver logo and re-branding and visualisation materials
- 2 Process: Through a process of review and web site development deliver a context efficient and search engine.
- 3 Plan: The logical frame sets out to deliver:
 - Brand development review to confirm values and attributes of brand
 - Develop brand message
 - Develop brand segmentation within relevant sectors
 - Develop corporate identity guidelines and Templates
 - Develop launch strategy

4 Fee outline phasing

Phase	TARGET Content	Creative Costs	Media Costs	Total Costs
Brand development phase	1,2		At cost	£
	3		At cost	£
Brand evolution phase	4(i)		At cost	£ for every 1% improvement
	4(ii)		At cost	£for every 1% increase in sales conversion
Brand launch	5		At cost	£on every opened mail and £ for every click through
Brand expansion phase	6 (i)		At cost	£for 1% improvement
	6 (ii)		At cost	£+ 0.5% of improved annualised turnover through site
	7		At cost	£for every 1% improvement
Brand Consolidation	8		At cost	£pm

5 In scope quote to client

Sub-total Creative	£+ performance elements
Sub-total Media	At cost
Total Invoice Price	£+ performance elements



Terms and conditions

To:

Address:

Subject:

We, M4siz Limited, 27 Old Gloucester Street, London WC1N 3AX hereby accept your request of2010 for us to provide the Services detailed below on our usual terms and conditions detailed overleaf together with the following conditions:

- 1 Contract Price shall be
- 2 The anticipated Commencement date shall be.....Any transaction so commenced is carried out solely on the basis of the agreed terms and conditions herein and overleaf
- 3 The following special conditions shall apply
 - 1. Work schedule for invoiced fees is as detailed in Logical Framework and based solely on section 4(i)
 - 2. The initial contract shall be for 6 months and may be renewed thereafter

We would be obliged by your executing the copy attached hereto and returning it to us as confirmation of our agreement, and indicating the person nominated by you to be your representative for the purposes of this agreement

Signed

Confirmed by:

M4siz Limited

Name:

Position Held:

Date:

Nominated Person:

Name

Address

Telephone:



TERMS & CONDITIONS

For the Supply of Services and or Facilities

1a **Buyer:** means the person specified in the Contract Letter who has agreed to purchase the Services from the Supplier under this Contract

Services : means services and or facilities specified in the Contract Letter which the Supplier is to supply in accordance with the contract.

The Contract: means the contract for the supply of the services, the terms of which are set out in these conditions (subject to any alterations intimated to the Buyer by the Supplier in the Contract Letter)

Supplier: means M4siz Limited, 27 Old Gloucester Street, London, WC1N 3AX, UK

Contract Letter: means a letter from the Supplier and executed by the Buyer by signing and returning a copy to the Supplier detailing the Contract charges together with any special conditions forming part of or amending these Terms and Conditions

b Any reference to a "person" shall be construed as a reference to any person, firm, company, corporation, government, state or agency or any association or partnership (whether or not having separate legal personality)

2a The description and specification (if any) of the Services shall be those set out or referred to in the Contract Letter

b The Supplier reserves the right to make changes at any time in the specifications of any services or facilities which may be referred to in any of the Suppliers promotional literature

c This Contract may not be cancelled by the Buyer except with the express consent of the Supplier and on the basis that the Buyer shall indemnify the Supplier in full against all loss (including loss of profit), costs (including the cost of all labour and materials used), damages, charges and expenses incurred by the Supplier in connection with this Contract



- 3a The Contract Price unless otherwise specifically stated in Contract Letter, excludes transport costs, importation charges, duties, management charges, service charges, utility charges, telecommunications charges and insurance (which, for the avoidance of doubt, shall be the responsibility of the Buyer) and VAT (which shall be charged, where appropriate, at the prevailing rate)
- b The Supplier shall be entitled to invoice the Buyer on a monthly basis (or such other basis as may be specified in the Contract Letter) for the Contract charges incurred by the Buyer or at any time after the provision of the Services
- c Payment shall be made by the Buyer within 30 days of submission of an invoice by the Supplier and the time of payment of the price shall be the essence of this Contract
- d If the Buyer fails to make any payment for any reason within the due time for the payment then, without prejudice to any right or remedy available to the Supplier, the Supplier shall be entitled at its discretion to: i) suspend any further provision of the Service to the Buyer; and or ii) terminate this Contract forthwith; and or iii) charge the Buyer interest (both before and after any decree or judgement) on the amount unpaid at the rate of four *per centum per annum* above the base rate of the National Westminster Bank prevailing from time to time, until payment is made in full.
- e Without affecting any of its other rights, the Supplier may terminate this Contract forthwith if any receiver, administrator, liquidator or trustee in bankruptcy is appointed in respect of the Buyer or any resolution is passed, order made or petition granted for the winding up, dissolution or bankruptcy of the Buyer.
- 4 The Buyer will keep the Supplier indemnified against any loss, damage, claims, costs or expenses arising from any use by the Buyer of any land, premises, facilities or equipment of the Supplier or from any failure by the Buyer properly to supervise such use by other persons who are or should be under the Buyer's supervision
- 5a Save as provided by statute no warranties, conditions or other terms shall be granted or implied in relation to the Services other than as expressly provided for in this Contract
- b The liability of the Supplier under any express or implied warranty, condition or other term relating to the Services shall be limited to repeating the relevant Services free of charge or, at the Supplier's option, refund of the Contract Price



- 6a The Supplier shall not be liable for any consequential loss or damage (whether for loss of profit or otherwise), costs, expenses or other claims for consequential compensation whatsoever, but in any event nothing contained in these Conditions shall affect the Supplier's liability for death or personal injury caused by the negligence of the Supplier
- b Save as may be otherwise stated in the Contract Letter, the liability of the Supplier shall not, except in the case of death and personal injury caused by its own negligence, exceed £1 million. The Buyer agrees to obtain its own insurance in respect of any loss or damage arising from the Supplier's breach in excess of that limit
- 7a The Supplier shall not be responsible for and shall not incur any liability for delays, loss, damages, costs, claims, loss of profit or consequential loss caused by or resulting from: i) any prohibition, enactment, embargo or other limitation imposed by the United Kingdom or any other Community, Government or other authority. ii) disease or illness affecting either employees of the Supplier or experimental animals. iii) war, industrial action or civil commotion. iv) destruction or damage to buildings by fire, storm, tempest, vandalism, lightening, explosion or bursting or overflowing water tanks. v) the failure or withdrawal of public services. vi) acts of God, force majeure. vii) any other cause beyond its control
- b If any of the factors listed in paragraph 7a above cause delay in the provision of the Service, the Supplier will use all reasonable endeavours to provide the Services as soon as practicable
- 8a No failure, delay or indulgence on any part of the Supplier in exercising any power or right conferred hereunder shall operate as a waiver of such power or right
- b Further, no single or partial exercise of any such power or right shall preclude any further or other exercise thereof or the exercise of any other such power or right hereunder
- c This Contract may not be amended or varied save in writing signed by the parties or their duly authorised officers
- d Where the Contract Letter specifies that the Buyer may use any premises, land or facilities of the Supplier such use is permitted strictly on the basis of a licence from the Supplier and the Supplier does not grant any exclusive right to use any such premises, land or facility. No tenancy is created by this contract.



- e Save where expressly stated otherwise in the Contract Letter, this Contract does not allow the Buyer to use or exploit any intellectual property rights of the Supplier and all such rights will remain with the Supplier. Without limitation, "intellectual property rights" include copyright, patents, design rights, trade and service marks, know-how, confidential information and all applications for registration of any such rights where applicable

- 9a Any notice required or permitted to be given by either party to the other under these Conditions shall be in writing addressed to the other party at its address as indicated overleaf or such other address as may at the relevant time have been notified pursuant to this provision to the party giving notice

- b Except in the case of fraud or deliberate misrepresentation by the Supplier, the Supplier will have no liability (whether under this Contract or otherwise) in respect of any oral or written statements made prior to this Contact, save to the extent that such statements are expressly set out in this Contract, and the parties agree that this Contract sets out their entire agreement relating to the subject matter

- c This agreement and all matters relative to it shall be governed by English Law and the parties submit to the non-exclusive jurisdiction of the English Courts in relation to it