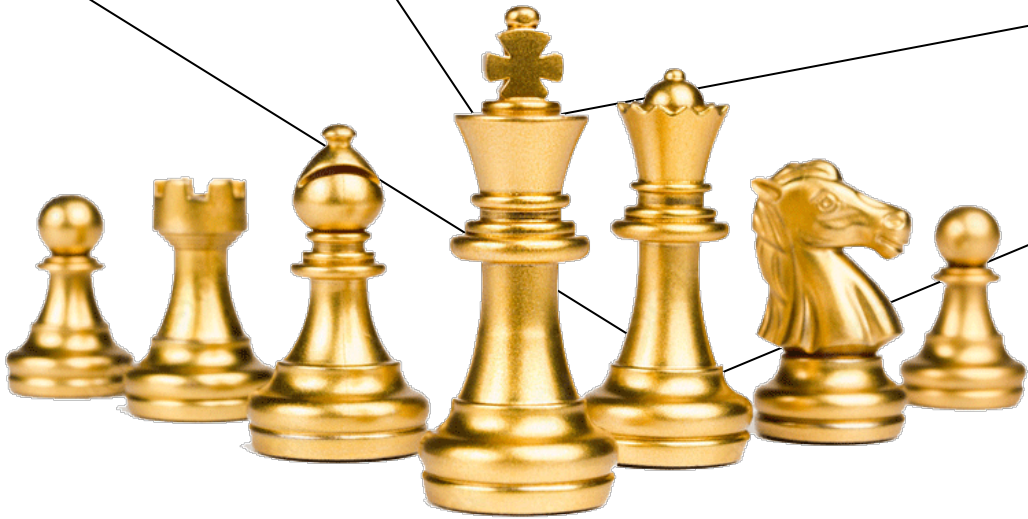


CHECKMATE PRECISION, INC.



AGENDA

Meaning & Mission

Introduction

Primary Goals

Who We Are

Growth

Summary

MEANING & MISSION

With Checkmate Precision, Inc. our Clients get the strongest omni-channel presence with the highest of engagement to the deepest understanding of consumer experience and behavior.

Our success is based on data to push the envelope for new creative opportunities because we understand the intricacies of the marketing pieces on the board.

We win our Client brand tactics because we place the competition in check with no moves to left to play.

INTRODUCTION

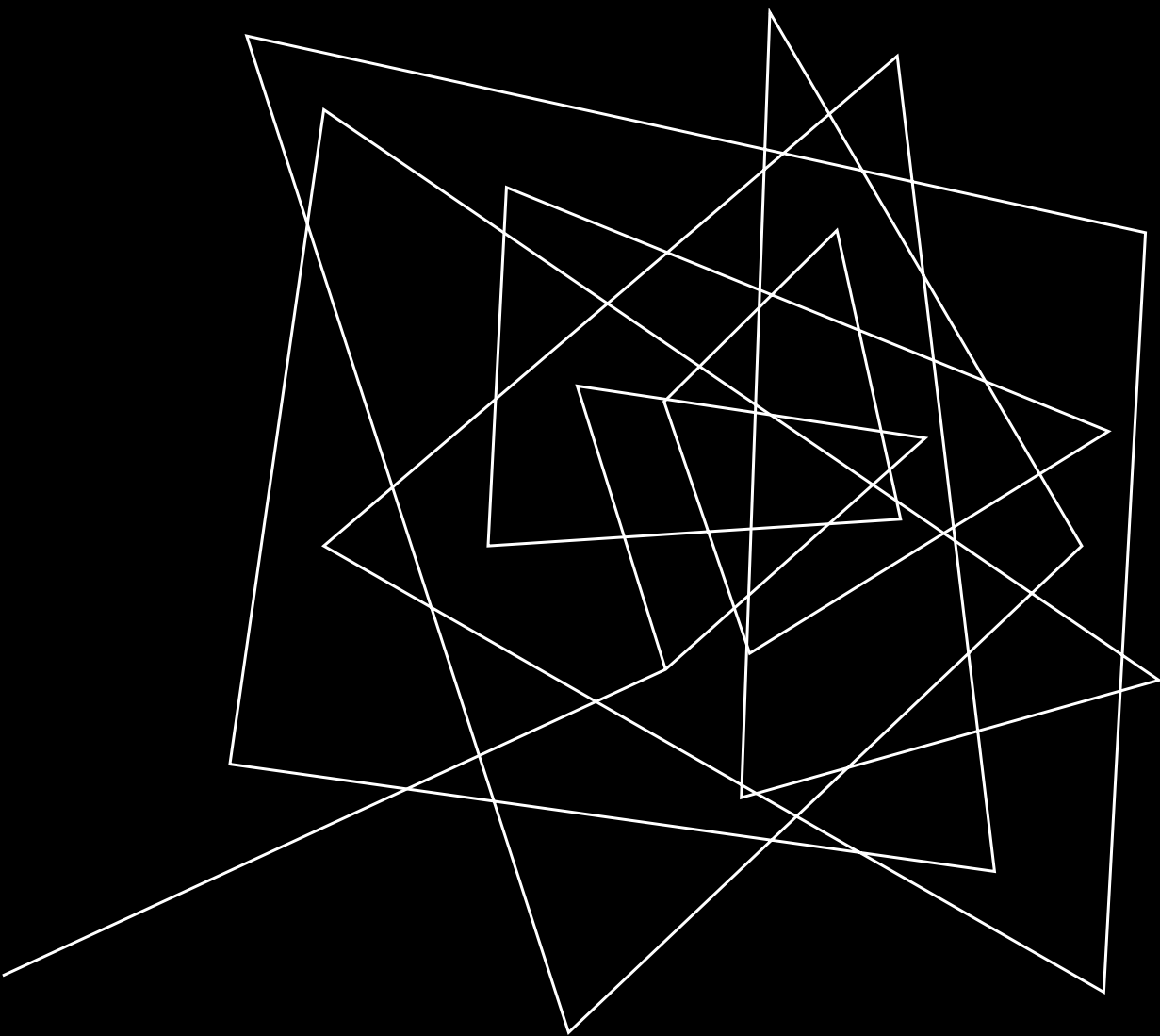
At Checkmate Precision, Inc. we empower organizations and brands to prioritize collaborative thinking to further exposure through optimized viewpoints.

Our *consumer first mindset* allows us to ideate beyond agile frameworks and focus on the symbiotic relationship between **ENGAGEMENT** and **EXPERIENCE** across omni-channel platforms.

We help businesses grow organically and foster brand loyalty with a hub of creative outlets for a vast range of digital, broadcast, and print campaigns.

Whether the need is to build online presence, optimize Social community, execute marketing strategy to improve consumer engagement, CRM marketing, or analytic deep dive into online behavior for appropriate audiences; Checkmate Precision, Inc. delivers making epic content for all brands.





P

PRIMARY

G

GOALS

FOUNDATION

We have three pillars of strength that we draw from to establish core values with our Clients and their specific marketing goals.

Rhyme

ROI



- Initiate and oversee the overall management strategy to work in tandem with discipline leads to successfully execute for optimal results

Reason

NICHE MARKETS



- Leveraging market research to determine who to target, when, with what message and how by ensuring deliverables are utilized on the appropriate channel for the Media Buy

Rationale

ACCOUNTABILITY



- Defining the content strategy required to bring platform strategy to life: Developing Creative Briefs, Partnering with functional leads to develop the Creative and UX required to activate the channels that inspires the consumer

In order to achieve optimal success, we navigate campaigns from start to finish throughout the entire life cycle.

EXECUTION

1

ANALYTICS

Synergize scalable expectations of audience retention based on online behavior

2

STRATEGY

Build metrics that align with consumer trends and digital activations that push the envelop for the brand using a well-structured User Journey

3

DESIGN

Leveraging an existing style guide or development of a new one that leads with ideas of optimization to create compelling content

4

BUILD

Foster holistically superior methodologies and omni-channel deliverables that speak across Paid, Owned, and Earned media

5

LAUNCH

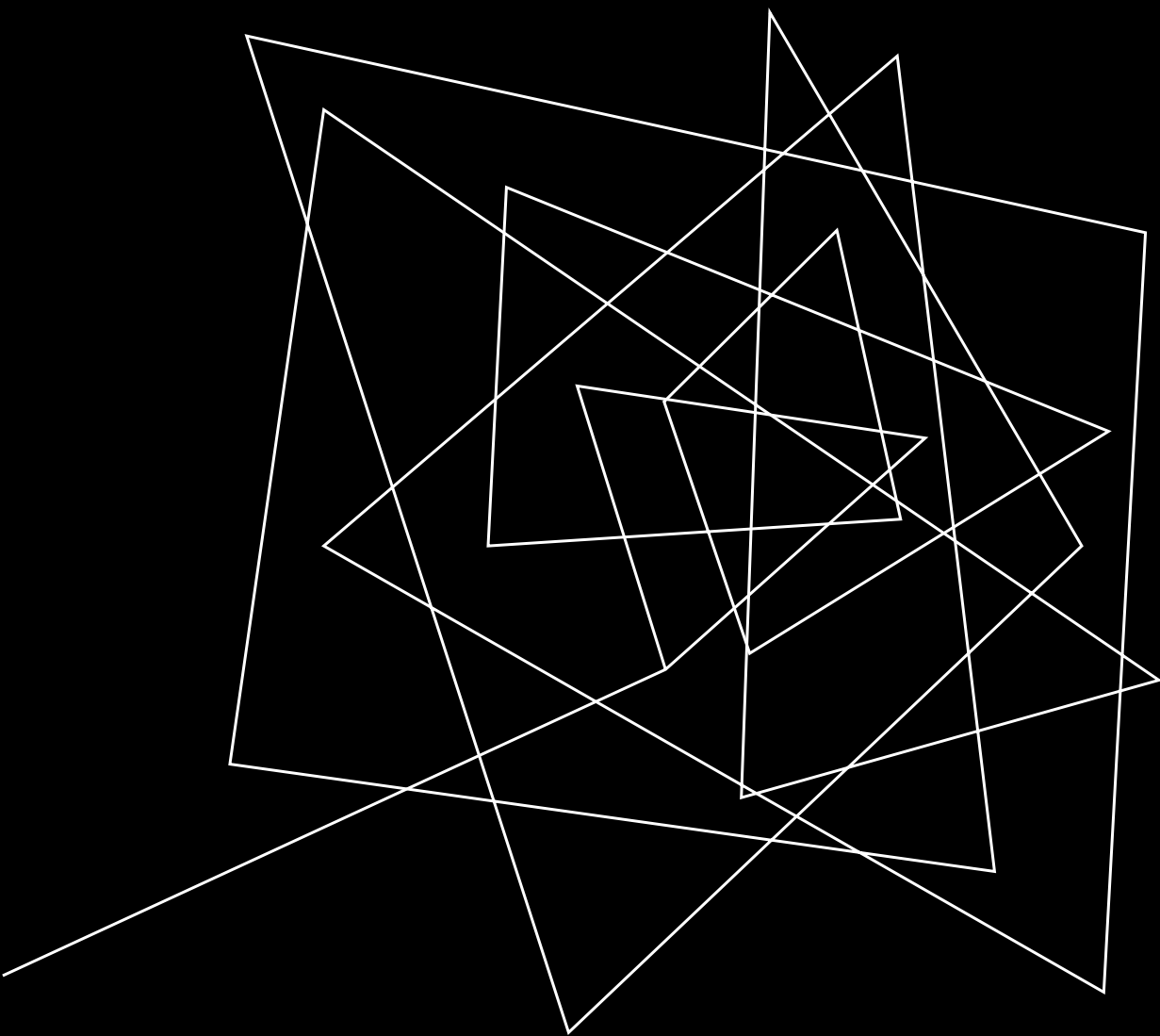
Deploy activation to networks that leads with compelling business objectives for optimal analytic results



“CHALLENGES ARE GIFTS THAT
FORCE US TO SEARCH FOR A NEW
CENTER OF GRAVITY.
DON'T FIGHT THEM.
JUST FIND A NEW WAY TO STAND.

”

Oprah Winfrey



WHO WE ARE

SUPER-POWERS

DATA

Research to define and initiate areas of growth opportunities for the brand compared to competitors

Develop an in-depth User Journey to account for all possible entry points and detail potential fall off rate risks

PSYCHOLOGY

CREATIVE

Lead with new ideas and captivating content that inspires the User to feel valued and essential to the brand

Experience working with complex HIPAA and FDA-regulated issues and an expert grasp of influencer (Patient, Co-Patient, HCP, DTC, and OTC.)

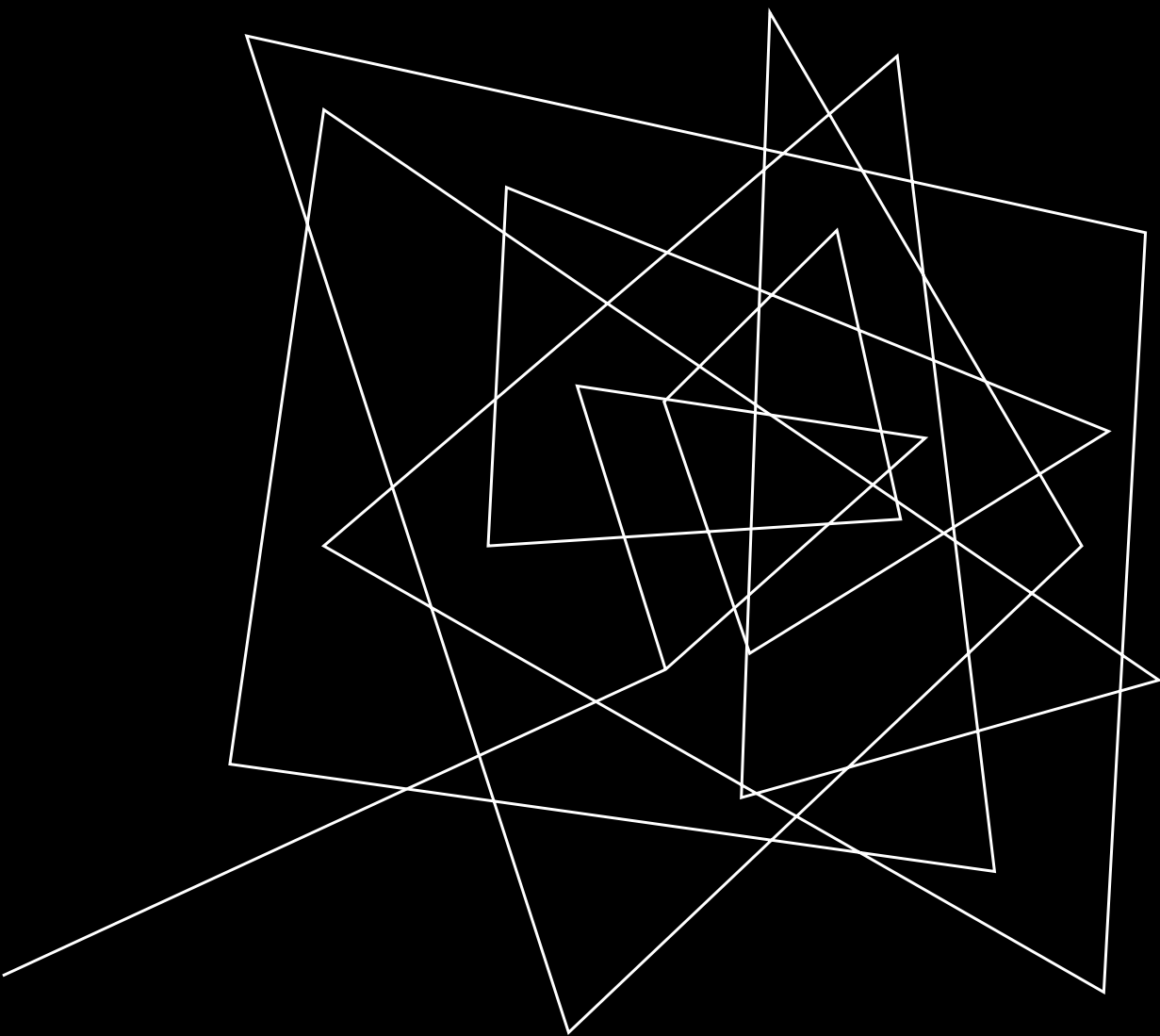
LEGAL

PROOF

Deploy reaching global audiences for Clients and maintain a track record of engagement and experience measurements for proper ROI for advertising efforts

Understanding the importance of digital first is crucial to pushing the envelope with activations but still ensuring to reach across multi generational gaps for maximum ROI success

VALUE



GROWTH

AREAS OF FOCUS

ANALYTIC /

- Ideation of new strategies based on current and upcoming channels for digital traction
- Strategically mapping out the best way of positioning KOLs and negotiating partnerships with vendors or sponsorship endorsements for a strong ROAS and company ROI

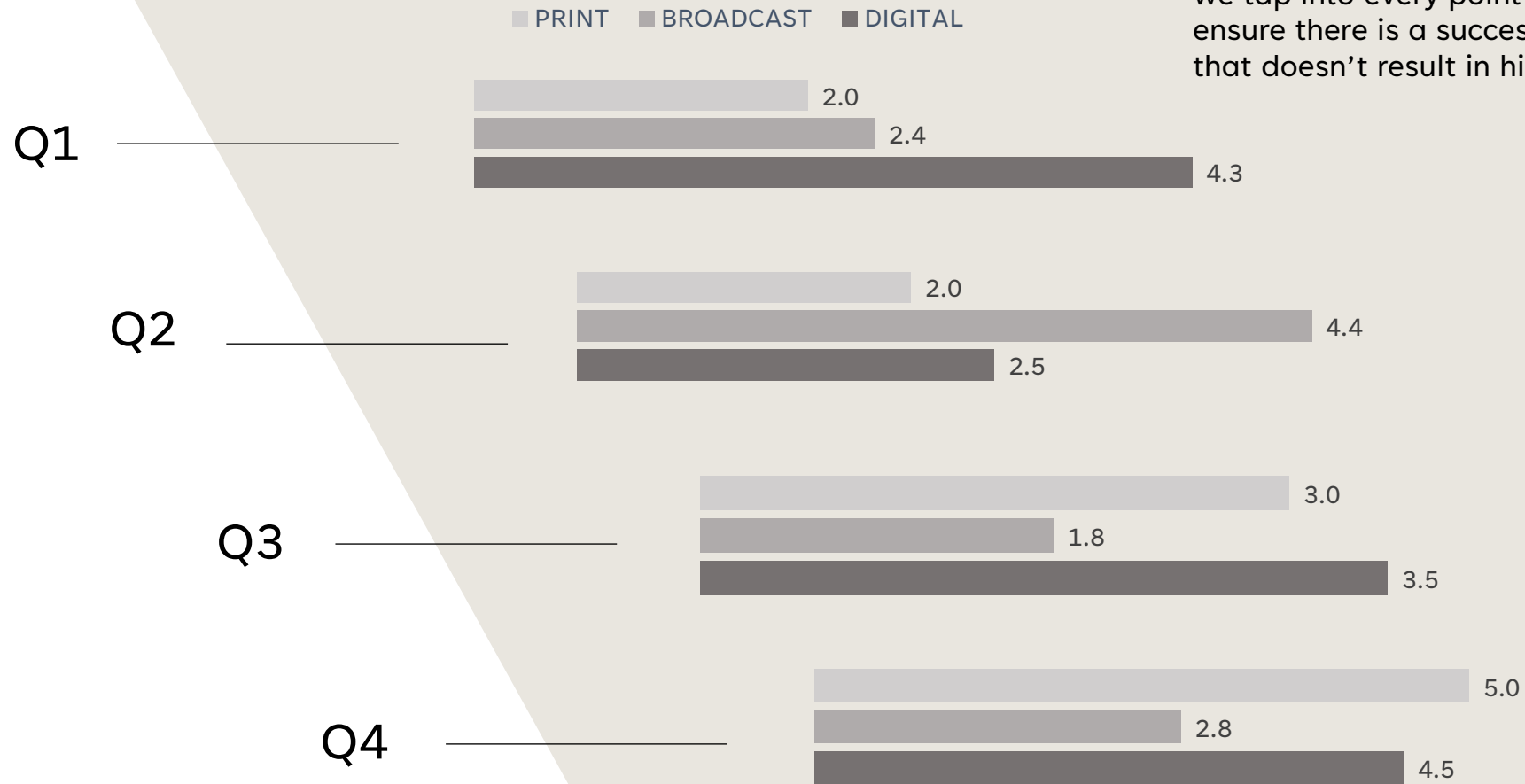
MEASUREMENT /

- Quarterly and monthly planning of digital marketing programs, resulting in continuous improvement on digital strategy KPIs measured against finances, consumer engagement, and retention
- Assessing and solving complex brand challenges and utilizing core competencies including social media, SEO, paid social knowledge, earned social media, project management, and content ideation

	B2B	B2C	PHARMACEUTICAL	ROI
Q1	2.3	1.7	4.5	5.0
Q2	3.2	4.4	5.1	3.0
Q3	2.1	1.7	2.5	2.8
Q4	1.7	2.2	4.5	7.0

'21 – '22 PERFORMANCE

Being omni- channel specialists means we tap into every point a consumer uses to ensure there is a successful User Journey that doesn't result in high drop off rates.

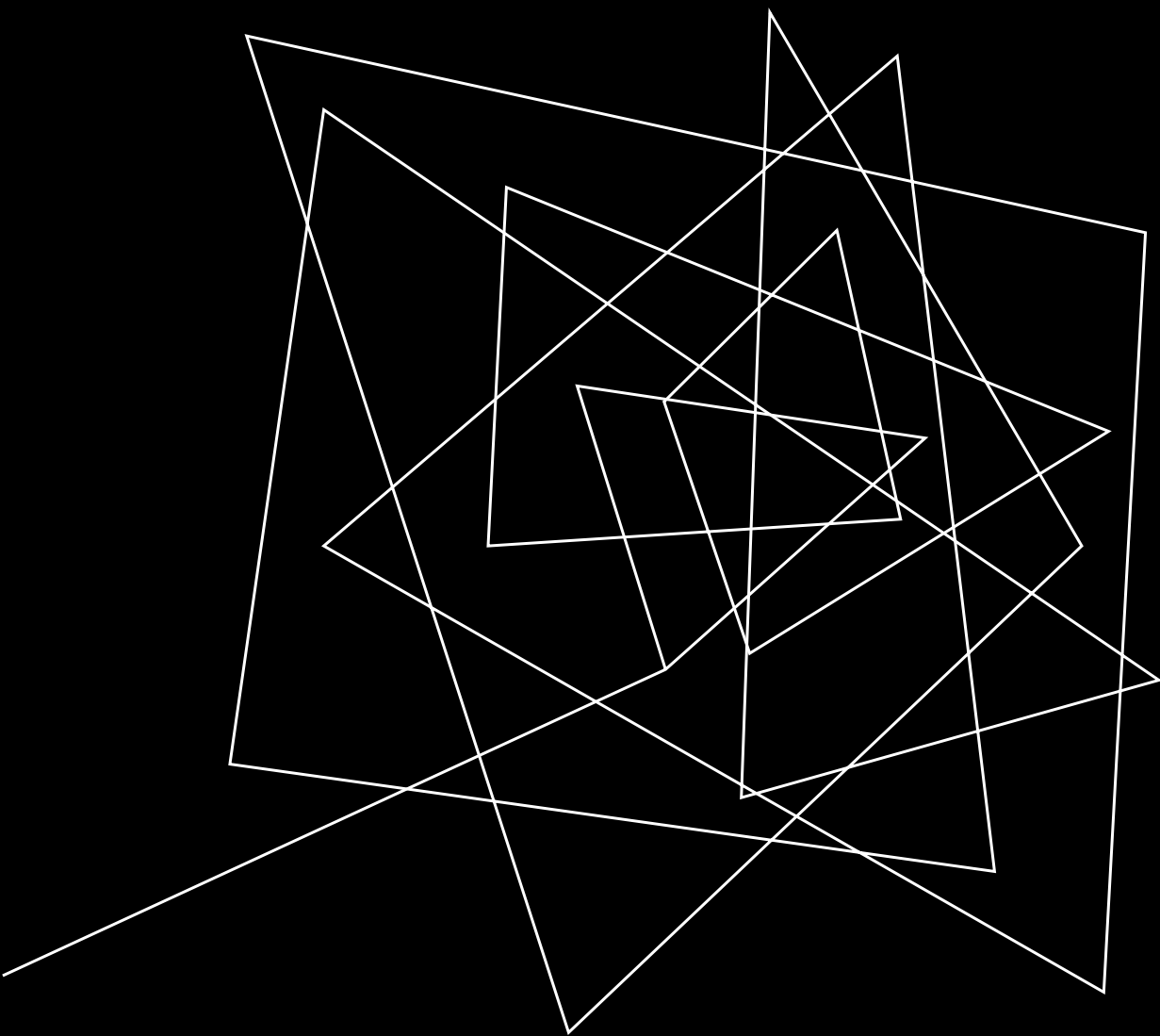


CREATIVE :

BRAND DEVELOPMENT | LOGO DESIGN | BROADCAST | DIRECT MAIL | EMAIL | WEBSITES | DIGITAL BANNERS | SCREEN TAKEOVERS | PHOTOGRAPHY | PRINT | CRM | iOOH

MARKETING:

STRATEGY | MARKETING ANALYSIS | STAGE DIRECTION | SOCIAL MEDIA ENHANCEMENT | ENTERTAINMENT | CROSS PROMOTION UPGRADES



P

ORTFOLIO

BRANDS

We develop winning strategies and creative content to keep ahead of the competition and capitalize on low-hanging fruit to identify ballpark value while initiating high level interactive approaches to optimize corporate/brand strategy and voice.



B2B & B2C

American Express | Dell | Kimberly Clark | Land Rover | Jaguar |
Mercedes Benz | Chevrolet | Citi Bank | IBM | Microsoft | Delta |
AMAG Technology | KPMG | Toyota | Fitch Ratings | CBS Network |
Dior | Marvel Comics | DMF Lighting | Olay | Johnnie Walker and
more..

Pharmaceutical / Health & Wellness

Afrezza | Skyla | Mirena | Essure | Sanofi |
Abilify | Novo Nordisk | Novartis | Chantix |
Humira | Duopa | Linzess | Pomalyst |
Rituxan | Brisdelle | Minivelle | Keryx |
Celgene and more..

PORTFOLIO

DIGITAS american express [blue card]

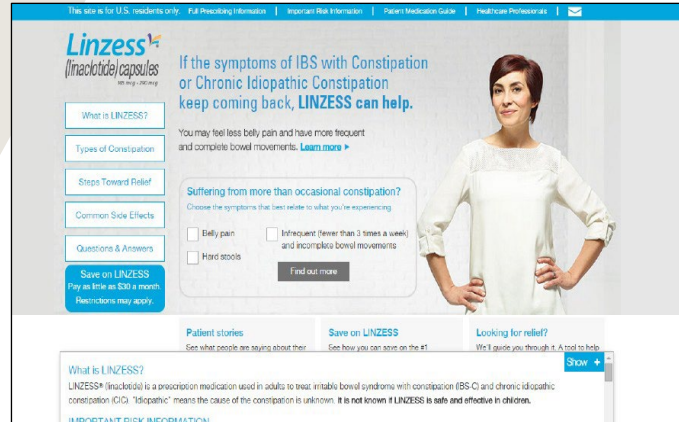


BIG FUEL CHEVROLET sonic "stunt" Commercial



2025

DIGITAS Health LINZESS [Brand Launch]



Y&R: WUNDERMAN Kimberly-Clark pull-ups 'potty Dance'

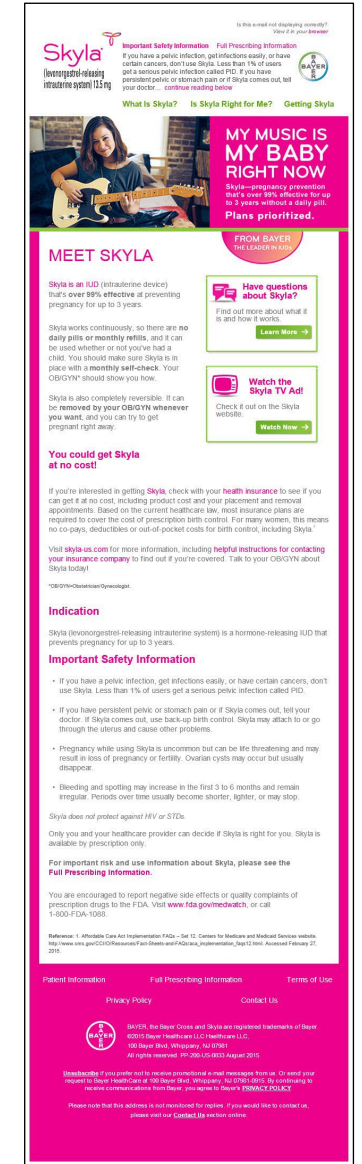


CHECKMATE PRECISION, INC

SPARK 44 jaguar [spring sales event]



GREY HEALTHCARE skylar [brand launch]



PORTFOLIO

Y&R: WUNDERMAN

land rover[range rover Launch]



CBS [CSTV] COLLEGE SPORTS

CBS COLLEGE SPORTS NETWORK



CONDE NAST

Miss dior [cherie] [print ad]



GREY HEALTHCARE

KYLEENA [BRAND LAUNCH]



CHECKMATE PRECISION, INC

Y&R: WUNDERMAN

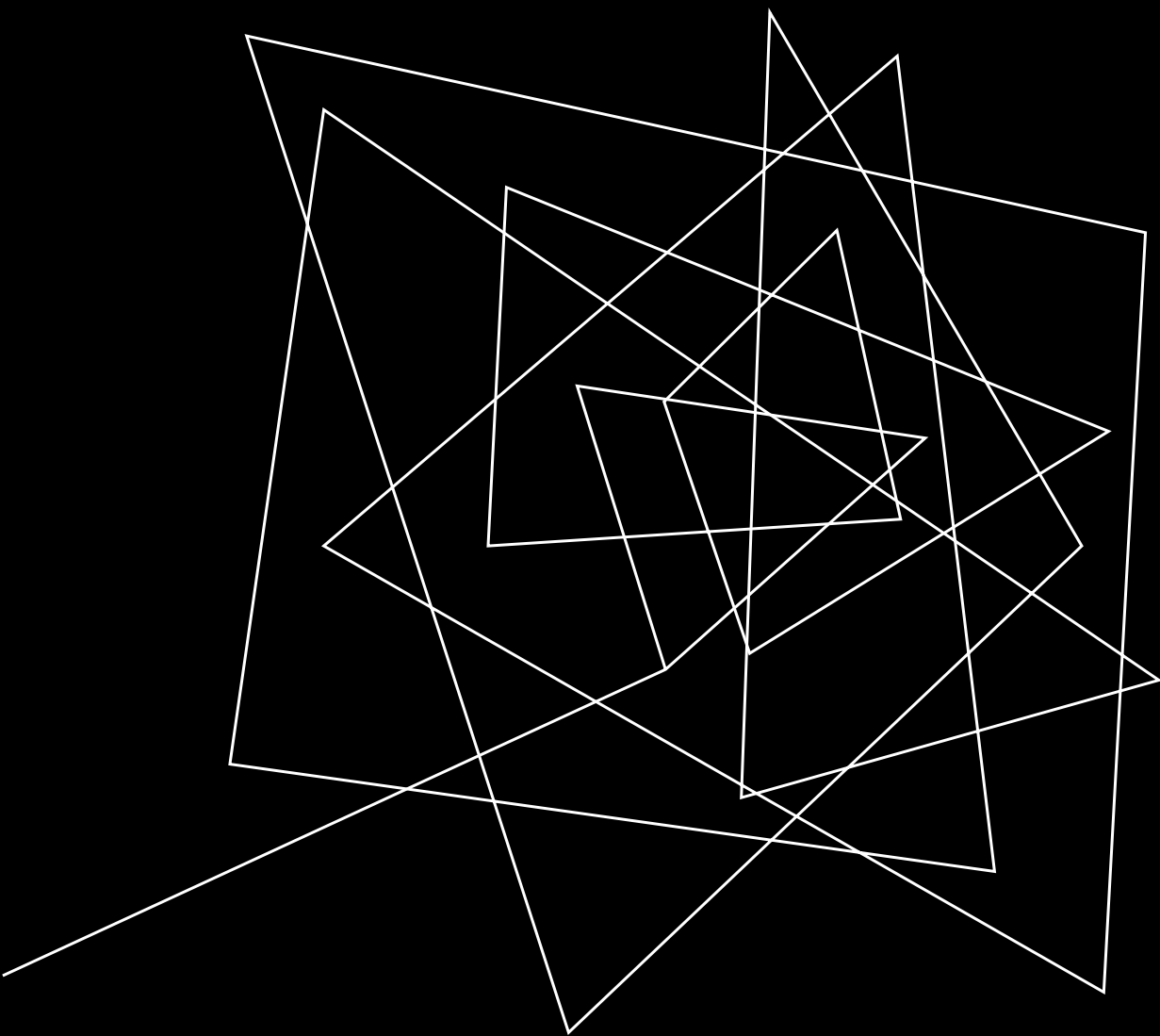
dell ["work beautifully" campaign]



KPMG

KPMG [PRINT AD]





SUMMARY

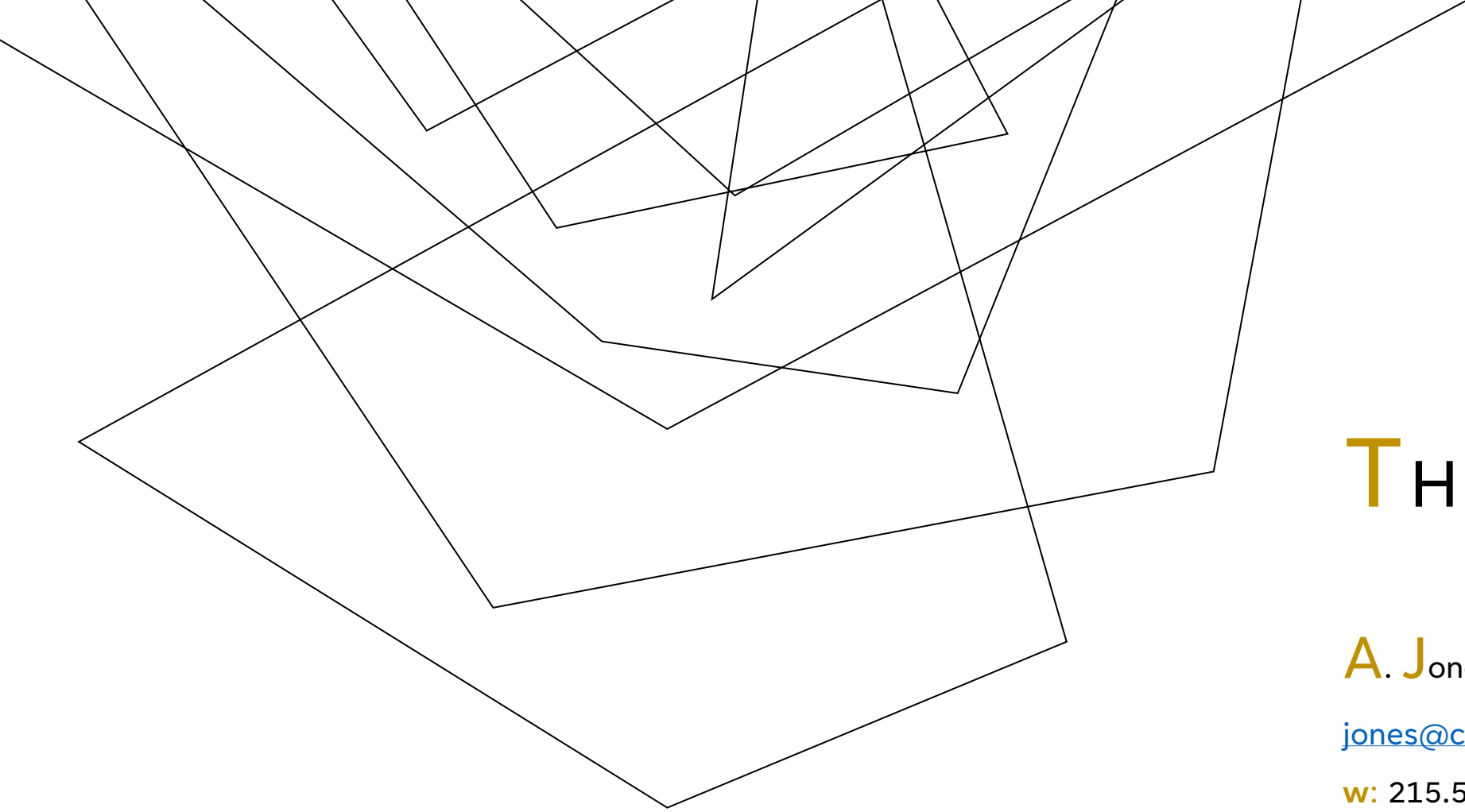


SUMMARY

Checkmate Precision, Inc. has been successful working across Paid, Owned, and Earned media and developing sophisticated User Journey (UX/UI) and captivating marketing content based on data of consumer behavior towards the brand.

We believe in giving one million percent and leave no stone unturned to get to the truth of engagement and experience for all audiences. –

We speak truth to brands with data and innovative digital power.



THANK YOU

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