



MARKETING SUPPORT FOR INVESTMENT AND M&A

SCORR SPECIALIZES IN PROVIDING SUPPORT TO COMPANIES THROUGHOUT THEIR LIFE CYCLE – from seed round through Series C and beyond. Related to M&A, there are preparations before deal activity begins (whether you are buying or selling) and transaction due diligence and execution, concluding with finalization and integration. There is a marketing strategy for each of these phases. Whether a company is seeking or making investments, acquiring or being acquired, a well-executed brand adds monetary value and helps unify merged/acquired companies.

COMPANY POSITIONING AND VISIBILITY IS ESSENTIAL AT ALL STAGES OF THE M&A PROCESS

CRITICAL SUCCESS FACTORS INCLUDE:

- › Clear and concise value proposition
- › Relevant, genuine, and impactful brand message
- › Perceived value and expertise of your leadership team
- › Understanding of how/why your clients value your organization

FROM INVESTIGATION TO INTEGRATION

SCORR provides a suite of services supporting acquisition diligence, leveraging value at closing, and implementing critical components that lead to success in integration. SCORR has managed more than 30 instances of industry M&A and delivers expertise in navigating complex transactions and decisions throughout this process.

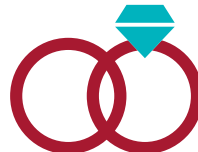
STAGES OF COMMUNICATION



Due Diligence



Intent > Close (Acquisition)



Total Integration



Naming/Branding

KEY STAKEHOLDERS

Employees of both companies • Current and potential clients • Vendors • Media • Investors



MARKETING SUPPORT FOR INVESTMENT AND M&A



PRE-TRANSACTION

Diligence Services

MARKET INTELLIGENCE

- › Market states and trends
- › Competitor marketing analysis
- › Competitor share-of-voice (SOV) analysis

CLIENT INTELLIGENCE

- › Qualitative voice of customer reach
- › Client satisfaction phone surveys
- › Potential client phone surveys
- › Lost opportunity phone surveys

QUANTITATIVE INTELLIGENCE

- › Brand awareness/perception online surveys
- › Go-to-market opportunity/market share

DILIGENCE SUPPORT

- › ROI assessment of internal marketing team(s)
- › Review of current assets (e.g., website, content, external communications, social media, trade show properties)
- › Review of marketing spend and current commitments (e.g., marketing plan, media plan, trade show plan)
- › Naming assessment and hierarchy

It is critical to begin the process of integration pre-close. You have to hit the ground running so your communication (internally and externally) orients toward the strategic direction you intend.

Merger or Acquisition (Pre-Close)

Strategy Meeting: Meeting with key stakeholders of company and the acquisition target company to discuss current position, desired position, goals/objectives, challenges, offerings, etc., of all entities. We partner with our network of strategic advisors and industry experts to support such integration planning and execution.

ASSISTANCE WITH PRE-CLOSE EXECUTIVE MANAGEMENT MEETING

- › Communication plan
 - FAQs
 - Press release
- › Communication matrix/tracker
 - Communication with key stakeholders
 - Key client calls and BD contact plan
 - Client emails
 - Internal notifications
- › Integration strategy and plan
 - Identity/naming and naming hierarchy
 - Integration options and timeline
- › Branding
 - Integration options and timeline



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MID-TRANSACTION:

Merger or Acquisition (Close)

STRATEGY MEETING: Evaluate with key stakeholders of company and the acquisition target company to discuss current position, desired position, goals/objectives, integration strategy/plan, challenges, offerings, etc., of all entities.

INTEGRATION STRATEGY AND PLAN:

- › Identity/naming and naming hierarchy
 - Integration options and timeline
- › Branding
 - Integration options and timeline

EXTERNAL COMMUNICATIONS: Items listed here represent a comprehensive communication approach. Each event is evaluated, and appropriate tactics are applied to each situation.

- › Communication plan
 - FAQs
 - Press release
- › Communication matrix/tracker
 - Communication with key stakeholders
 - Key client calls and BD contact plan
 - Client emails
 - Internal notifications
- › Benefits messaging platform
- › Press release
- › Investor relations talking points
- › Press kit
 - Press release (same press release as listed above)
 - Media FAQ (approximately 10 questions, one page)
 - About Us/boilerplate (utilizing existing materials)
 - Leadership overview (one page)
- › Editorial pitching
- › Email to current and potential clients

› BD tools:

- Call script
- Training session
- PPT update
- Info sheet
- › Website updates
- › CEO/executive video
- › Social media skins and posts (estimate of three to six posts and graphics for all social media outlets based on the press release)
- › LinkedIn promoted posts via LinkedIn campaign
- › Vendor email

INTERNAL COMMUNICATIONS:

- › Key leadership communication email and intranet post
- › Employee communication email
- › CEO PPT
- › Town hall prep
- › Gift
- › Employee FAQ (update based on media FAQ)
- › Employee social media guidelines (one page)
- › Company profile boilerplate update for employee LinkedIn accounts



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POST-TRANSACTION

Post-M&A and Integration Application

TRANSITION PERIOD ITEMS

- › Internal acquisition updates, regular email series
- › CRMs/marketing automation/systems support and integration
- › Transition plans and execution for websites
- › Website design, copy, and hosting (merging or linking existing sites)
- › Social media planning (merging of accounts, etc.)
- › Marketing collateral reskinning or makeover
- › Review and merge all marketing (trade show, media, campaigns, and subscriptions)

PLATFORM/VISUAL (1.0)

BRAND AND STRATEGY (SCORR CORE OR STARTER PACKAGE) (2.0) OR STARTER PACKAGE

- › Logo and business tools (business cards, letterhead, etc.)
- › Branding and messaging
- › Internal and external launch plan
- › Annual marketing plan and execution
- › Execution of all new materials
 - Website
 - Collateral materials review and updates
 - Ad development
 - New employee headshots and executive profiles
 - Employee vision guide (mission, vision, values)

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide.

