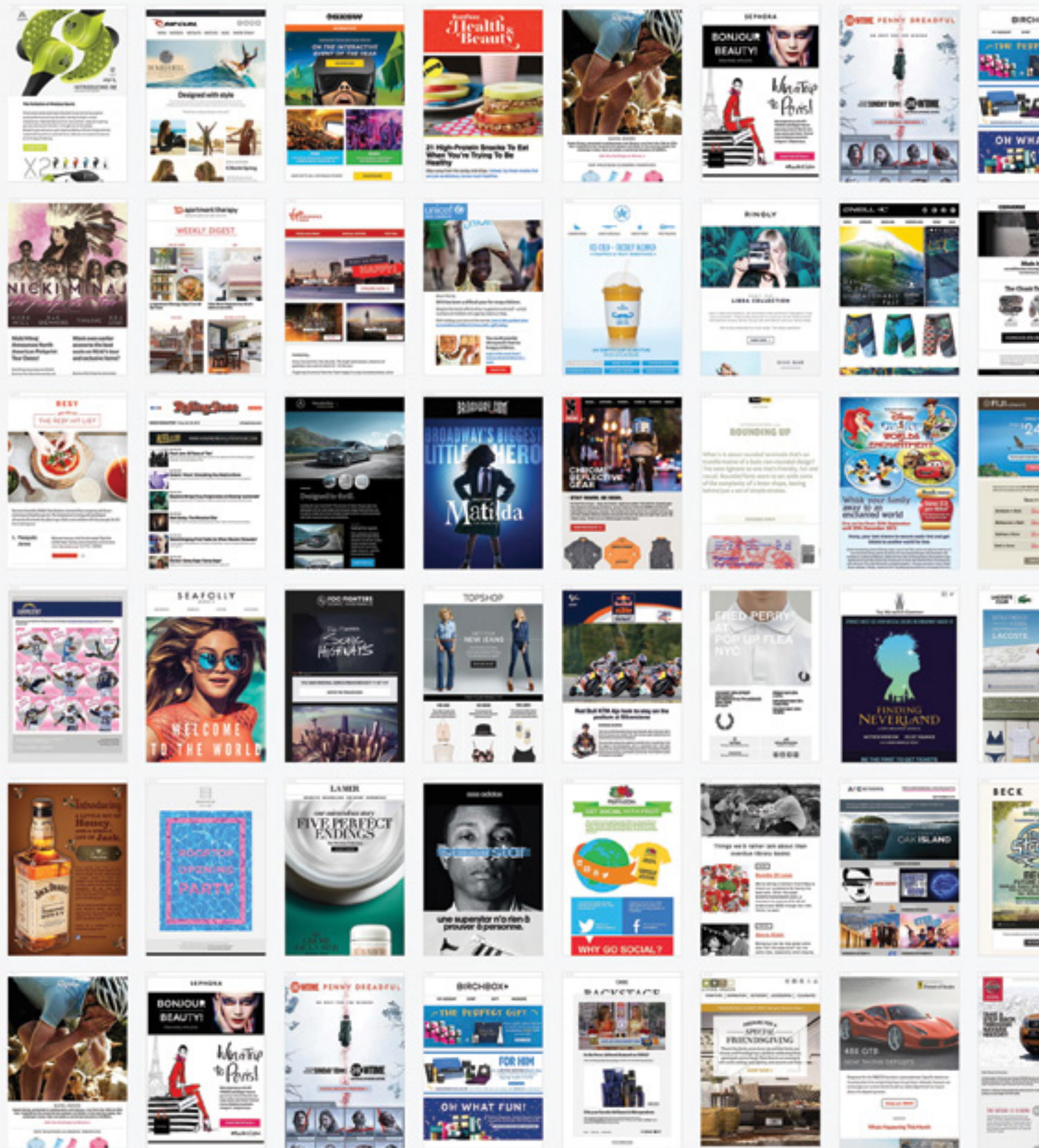


▶ Campaign Monitor

Brand Book



CAMPAIGN MONITOR

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PART 1

What is a Brand?

A brand is the sum-total of interactions a person has with a company's products, people, and communications.

A brand is the sum-total of interactions a person has with a company's products, people, and communications.

— Muhtar Kent, CEO The Coca-Cola Company

PART 1 : WHAT IS A BRAND?

Let's define terms

1

It's how a company presents itself

A brand has great value. It's what people (internal, external, customers, prospects, partners, recruits, press, Wall Street, etc.) think and feel about a company whenever they encounter their brand. A strong brand can be a great reminder of experiences and transactions that were successful.

2

It's what a company says and what it's expected to say

Great brands say the same thing, the same way, repeatedly. They find their key message and say it again, and again. Always and everywhere — starting with awareness, all the way to creating advocates.

3

It's the experience a company delivers

A great brand is experienced. One of the best ways to give them an experience is to let them try the product. And that experience needs to be fantastic. For the best SaaS, Internet and “new” companies, this may be the most important thing.



1. IT'S HOW A COMPANY PRESENTS ITSELF

Target sells the same stuff as Kmart

Think about Target vs. Kmart. They sell many of the same products yet only one has earned the name Target. Only one of these feels great when you shop there. One has a strong brand that showcases quality and value through their advertising, the other simply sells stuff. One makes you proud to shop, the other may embarrass you. That's the power of a strong brand.

Done well, a brand can make people think and feel wonderful things.

2. IT'S WHAT A COMPANY SAYS

McDonald's says the same thing over and over

Value. I'm lovin' it. Tasty fries. I'm lovin' it. Fun. I'm lovin' it. Great brand repeat themselves all the time — reinforcing their promise to their customer. In fact McDonald's has been saying this so consistently that it's difficult not to hear this promise (and the musical sting) when you hear their name: "Ba, da, ba, ba, da! I'm lovin' it!" Well done.



A brand is built through every engagement, from the very first “hello,” to fans who will shout your message from the rooftops

3. IT'S THE EXPERIENCE A COMPANY DELIVERS

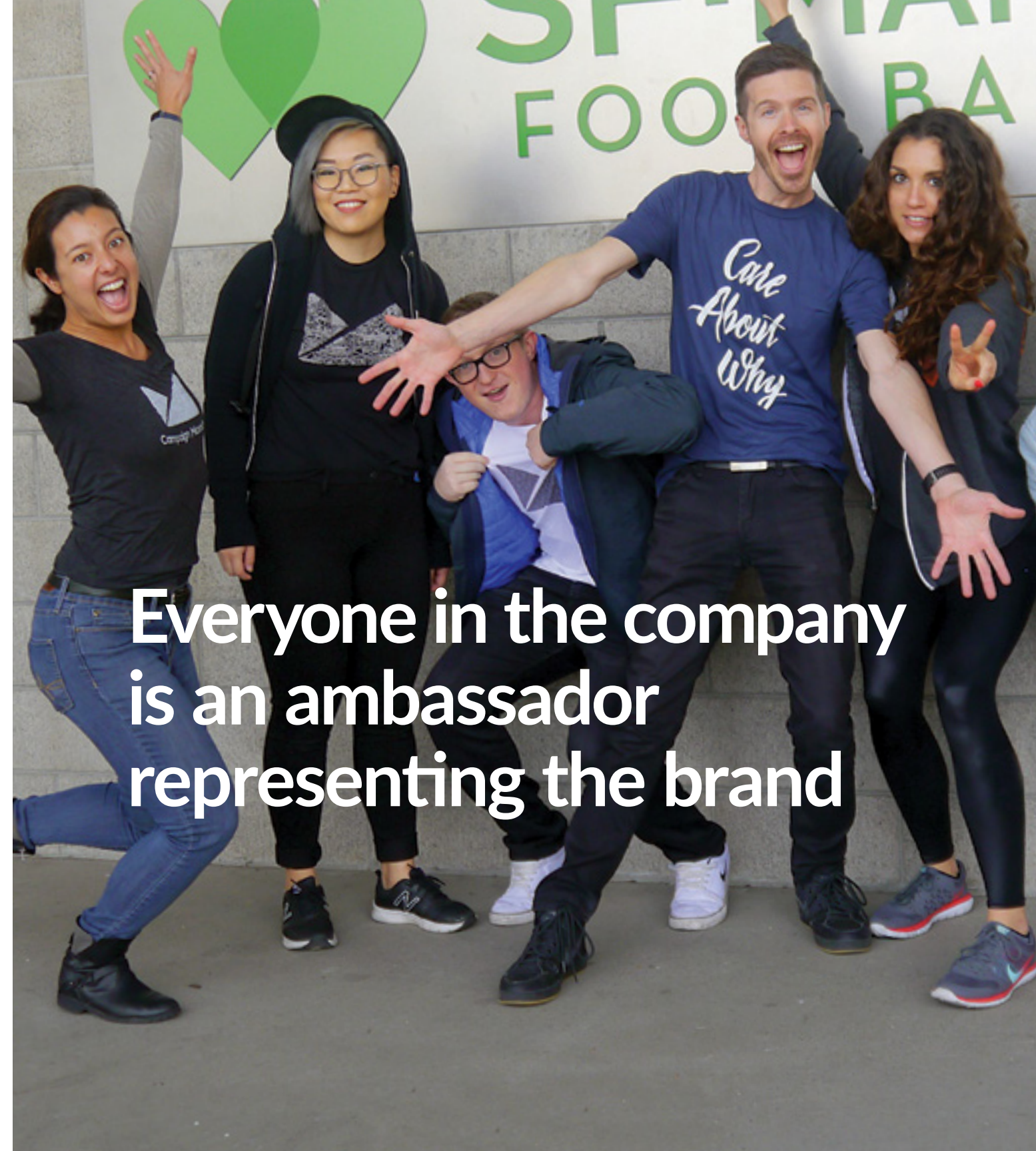
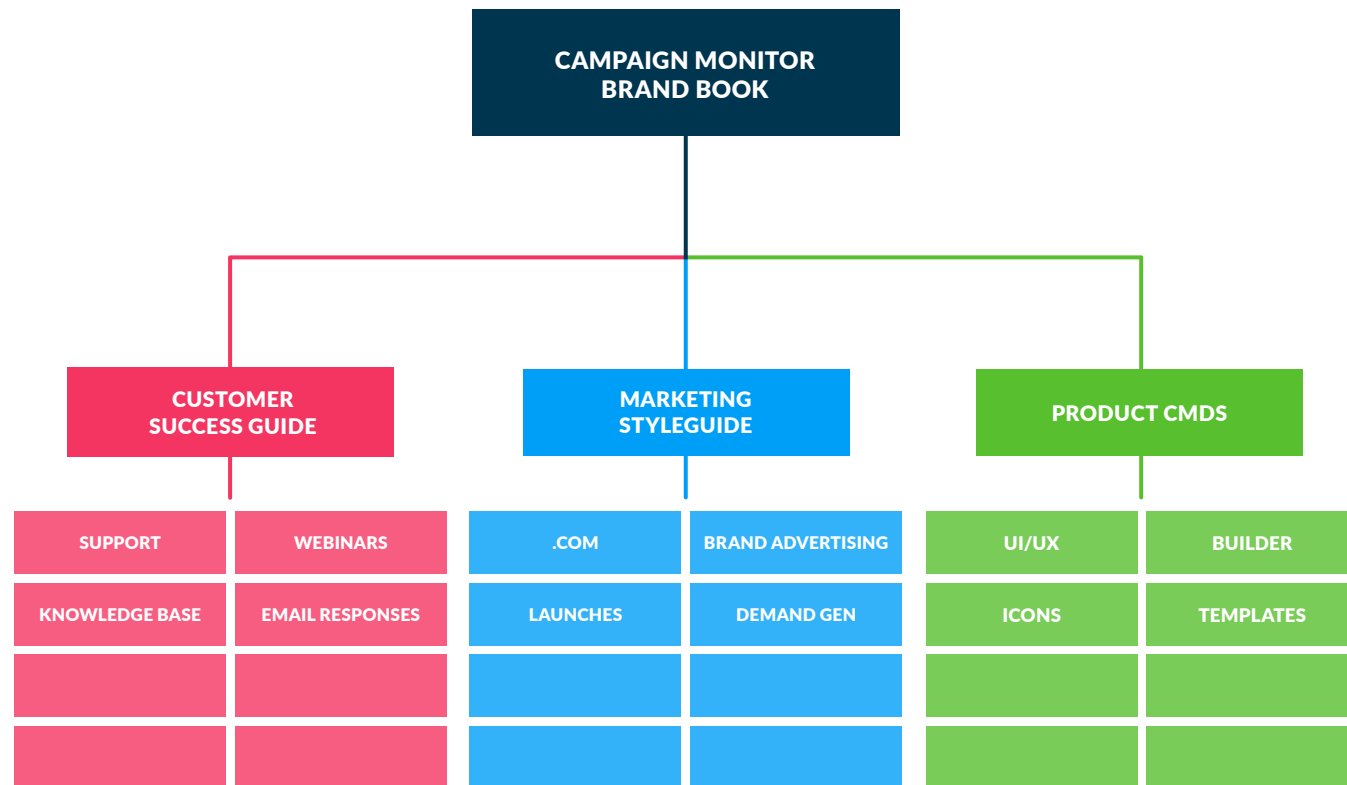
Amazon does almost zero brand advertising

Want someone to love your brand? Create a fantastic product or service experience and let them try it. Amazon's brand exists in their flawless customer experience. Stuff is easy to find, and your order is delivered as quickly as you'd like to your doorstep. Want to buy something on your phone immediately? Amazon lets you, with 1 finger. "I love Amazon", that's what people say. There's even a smile on the box.



PART 1: WHAT IS A BRAND?

Let's get aligned



Everyone in the company is an ambassador representing the brand

PART 2:

Our Brand

2.1 Purpose

2.2 Vision

2.3 Values

2.4 Pillars

PART 2.1 : OUR BRAND

Our Purpose

Purpose is the reason we exist. It should inform and inspire every employee's work.

It should be evident in every brand expression, because it gives our audience a reason to care.

We make marketers heroes of their growing companies

We help small and medium sized business punch above their weight class. Everything we do supports this, by giving them the vision, technology and the expertise to create remarkable email marketing campaigns.

Meet Dan

Dan is a Hero

Dan grows BuzzFeed's website traffic by 20% month over month using email marketing. Not bad Dan, not bad at all. Dan does this by depending on the powerful tools he has discovered at Campaign Monitor.

Keep creating buzz Dan, you're a hero.

Dan Oshinsky
Director of Newsletters, BuzzFeed



Meet Kristen

Kristen is a Hero

At Wonderful Union she sends emails for Nicki Minaj, Kacey Musgraves and The Backstreet Boys. She connects VIP fans with the artists they love. Kristen has a few fans of her own that's for sure. Campaign Monitor helps Kristen pack the house and raise the roof at each and every show.

Rock on Kristen, you're a hero.

Kristen Scheven

Integrated Marketing Manager, Wonderful Union



Meet Joel

Joel is a Hero

The San Diego Chargers need to fill seats to capacity every single game. Joel does this without breaking a sweat. He sells 15,000 season tickets by using Campaign Monitor to talk to his favorite football fans all year long.

Game on Joel, you're a hero.

Joel Price

Manager of New Media, San Diego Chargers



Meet Kailey

Kailey is a Hero

Jaybird make wireless headphones for the active lifestyle. Kailey uses Campaign Monitor to talk to men, women, super-athletes and adventurers. She gets the word out on the latest technology and makes sure the right offer gets to the right person at the right time. Kailey's email program is in great shape.

Keep it strong Kailey, you're a hero.

Kailey Lewis

Marketing Coordinator, Jaybird



Meet Kori

Kori is a Hero

Kori has a huge job. She's the superpower that gets over 100,000 people to SXSW, an incredible music, film, and interactive celebration. She does it by using Campaign Monitor and making sure the right offers are getting to the right people. Right on.

You're killing it Kori, you're a hero.

Kori Mirsberger
Marketing Coordinator, SXSW



Meet James

James is a Hero

James has a passion for surfing and surfers, and it comes through in everything he does. He uses Campaign Monitor to wildly increase sales for Rip Curl, and get the latest product news out to his most important customers. James rips.

Love the passion James, you're a hero.

James Taylor
Global Creative Director, Rip Curl



PART 2.2 - FY17

Our Vision

Our brand vision is essential in communicating where we are headed as a company in FY17. A vision needs to speak to our purpose as well as what we aspire to be in the future.

In other words, vision sets “the north star” and plots the path to get there.

FY17 VISION



The leader in email marketing & automation for growing B2C companies

THE LEADER IN EMAIL MARKETING & AUTOMATION FOR GROWING B2C COMPANIES

There's only one ubiquitous communication platform in the world, and it reaches 99.6 percent of everyone on the Internet. That's four billion people and counting. It's easy to use, well understood, and controlled by no single company. In fact, it's the most widely and frequently used app ever invented. Long live email!

Because of its simplicity and pervasiveness, email marketing has become the primary workhorse of every marketing organization in the world. It's a four billion dollar market opportunity and growing. Every year CMOs affirm their email marketing campaigns deliver massive revenue for their company, with every \$1 invested returning \$38 in sales.

But today's consumers expect more than ever. They expect messages crafted precisely for them, highly personalized experiences, and impeccable timing — all designed for whatever device they may hold in their hand. That's why email marketing continues to evolve. Mass email campaigns are becoming highly personalized, targeted, and automated campaigns.

Today's marketers need to welcome customers by name. And wish them happy birthday. And reward them at the precise moment they demonstrate loyalty. And remind them six months after buying a car, it's time for a tune up. Let's help our customers do this easily, intelligently and automatically.

**Because when our customers win and their customers win.
Campaign Monitor wins.**

THE LEADER IN EMAIL MARKETING & AUTOMATION FOR GROWING B2C COMPANIES

The Champ, Numero Uno, The Top Dog



PART 2.2

Our Values

Values are the set of guiding principles that help inform culture and guide decisions. Our values are hanging in every office as a reminder of their importance in everything we do.



Make mum proud

Treat our customers, and each other, with honesty and respect. There are no assholes at Campaign Monitor.

Jules Greiner
Dave Greiner's Mum


Care about why

We're always inquisitive, always striving to understand the problems we are solving.

Create the change you want to see

Have a new idea or a way to make things work better? Do it! It's up to you. Actions always speak louder than words.





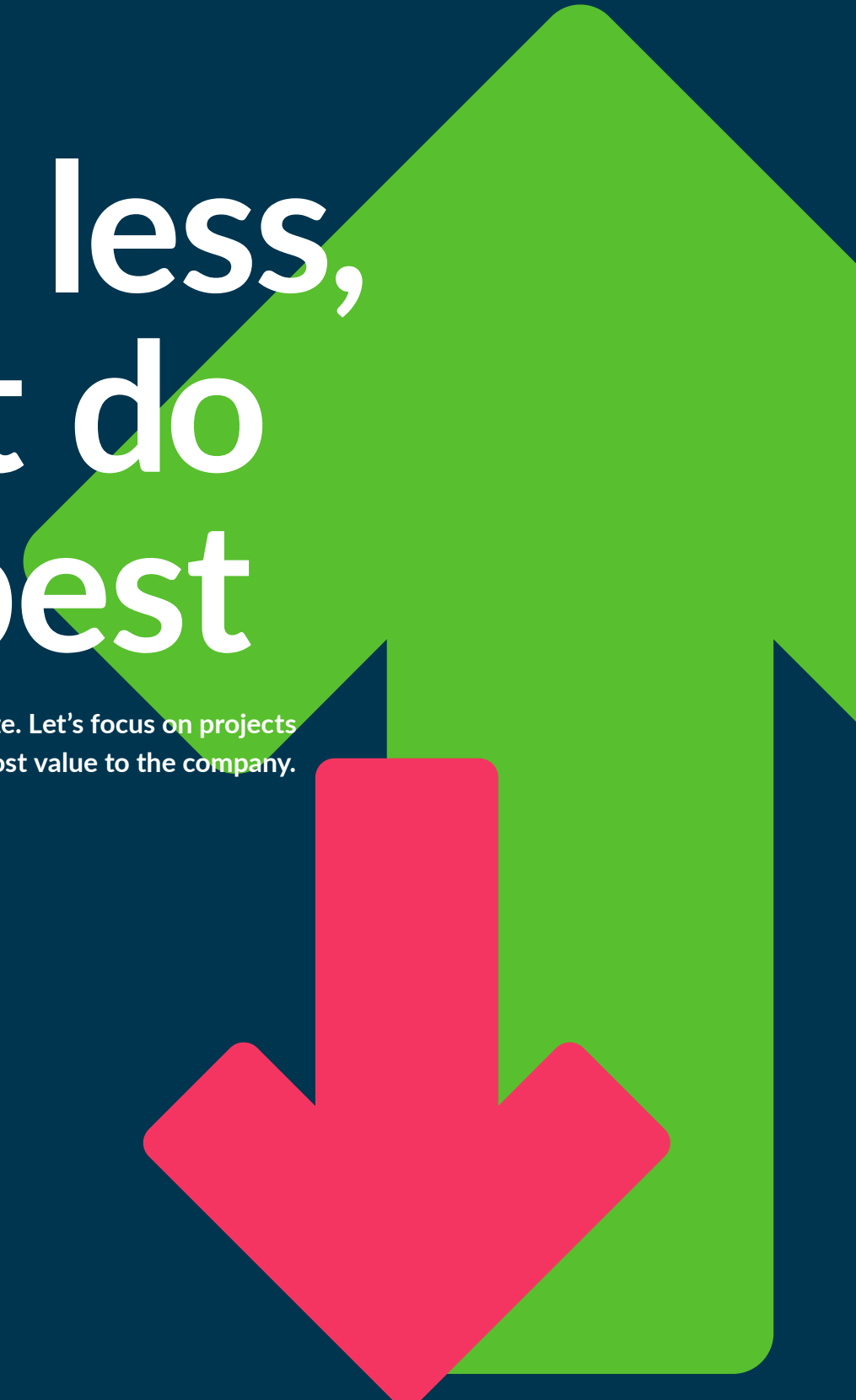
If our
customers
kick ass,
we will too

Help our customers be awesome and
do incredible things, the rest will follow.

Kristen Scheven
Integrated Marketing Manager
Wonderful Union

Do less,
but do
it best

Ruthlessly prioritize. Let's focus on projects
that deliver the most value to the company.



PART 2.3

Our Pillars

This is what the brand stands on. These are created to challenge everything we do. If these brand attributes aren't present in every decision we make, it's probably a bad decision.

Spirited

Inventive

Simple

Empowering

Professional

Spirited

What is spirited? Spirited is fun, enthusiastic, opinionated and ready to rock. Spirited passionately leads the charge and makes sure others are joined in every step of the way. Spirited goes a step further. Spirited proclaims Hell Yes! Can-do! And she shouts it every chance she gets.



Inventive

Inventive is in our DNA. Creative solutions to complex problems are a must. From product, marketing and customer success issues, we always need to be inventive. We need to figure out ways to do things better. It's just what inventive does. Inventive breeds creativity, innovation and sparks the imagination. That sounds like us for sure.



Simple

Everything we do is designed to be simple. How we speak, our product experience, tutorials, onboarding, and 24/7 support, it all needs to be elegantly simple. But behind the scenes we know that simple can be incredibly hard. We strive, in all we do, to deliver an exceptional product in a form that's easy to use.



Empowering

We create incredibly powerful tools that help our customers get to the next level. Tools to help them be downright heroic. The best part is they can be used by anyone. Use them and a whole new world opens up. A world of confidence. A world that enables people to completely transform their business. Pretty empowering, huh?



Professional

Professional is a winner. Professional is trusted, smart and accomplished. It is who our customers need by their side when it's time to build the business, create relationships, make the sale. Professional, focused expertise. Trained at the practice of winning.



PART 3

Our Brand Positioning

3.1 Company Positioning

3.2 Target Audience

PART 3.1

Company Positioning

This defines our company and strategy. It aims to give our brand a distinctly unique position, relative to competing brands, in the mind of the customer.

FOR

Marketers at growing B2C companies

THAT WANT

To increase sales and grow their business

OUR PRODUCT

Campaign Monitor

IS AN

Email marketing and automation tool

THAT ALLOWS

Anyone to create highly personalized and targeted email marketing campaigns with drag-and-drop simplicity

UNLIKE

Mailchimp

WE DELIVER

Professional grade email marketing tools for serious businesses who demand high quality products and world class, 24/7 support

AND UNLIKE

Salesforce (Exact Target) Marketing Cloud

WE DELIVER

DIY tools that can be used to deliver successful email marketing and automation campaigns without complex training and huge budgets

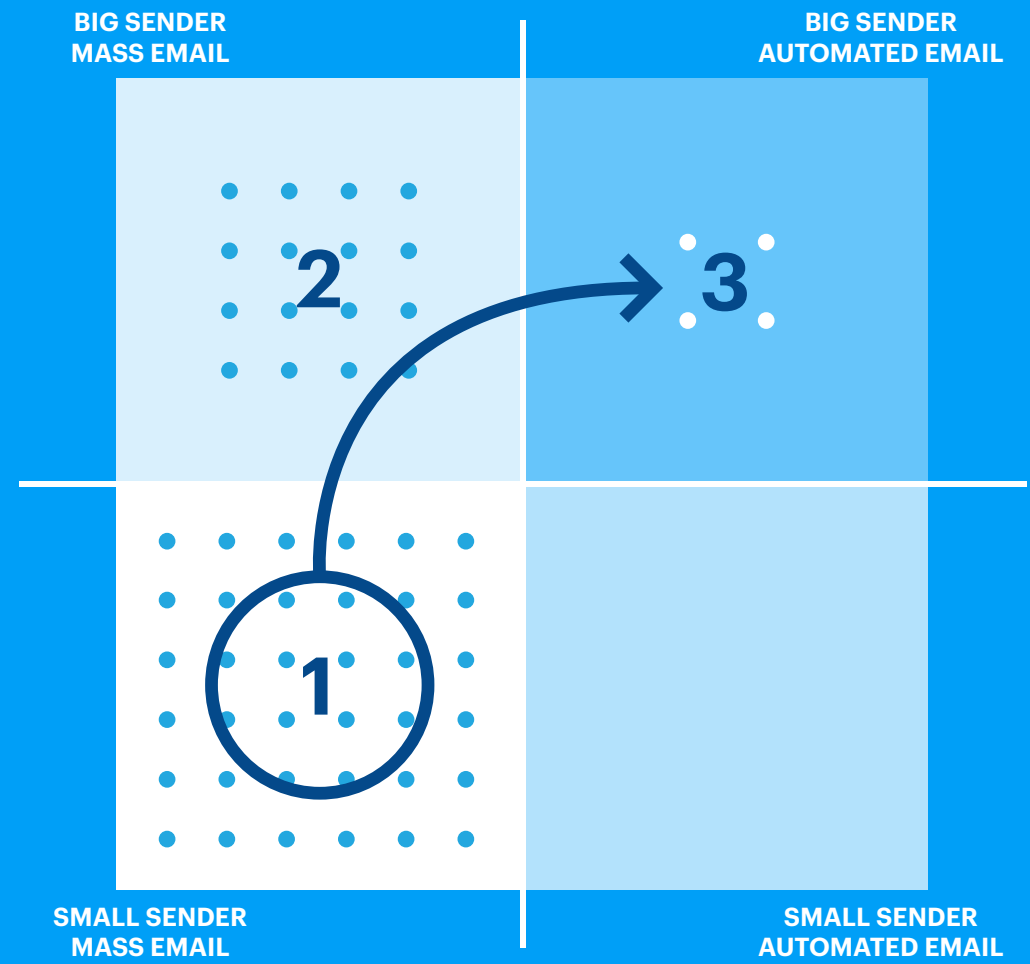
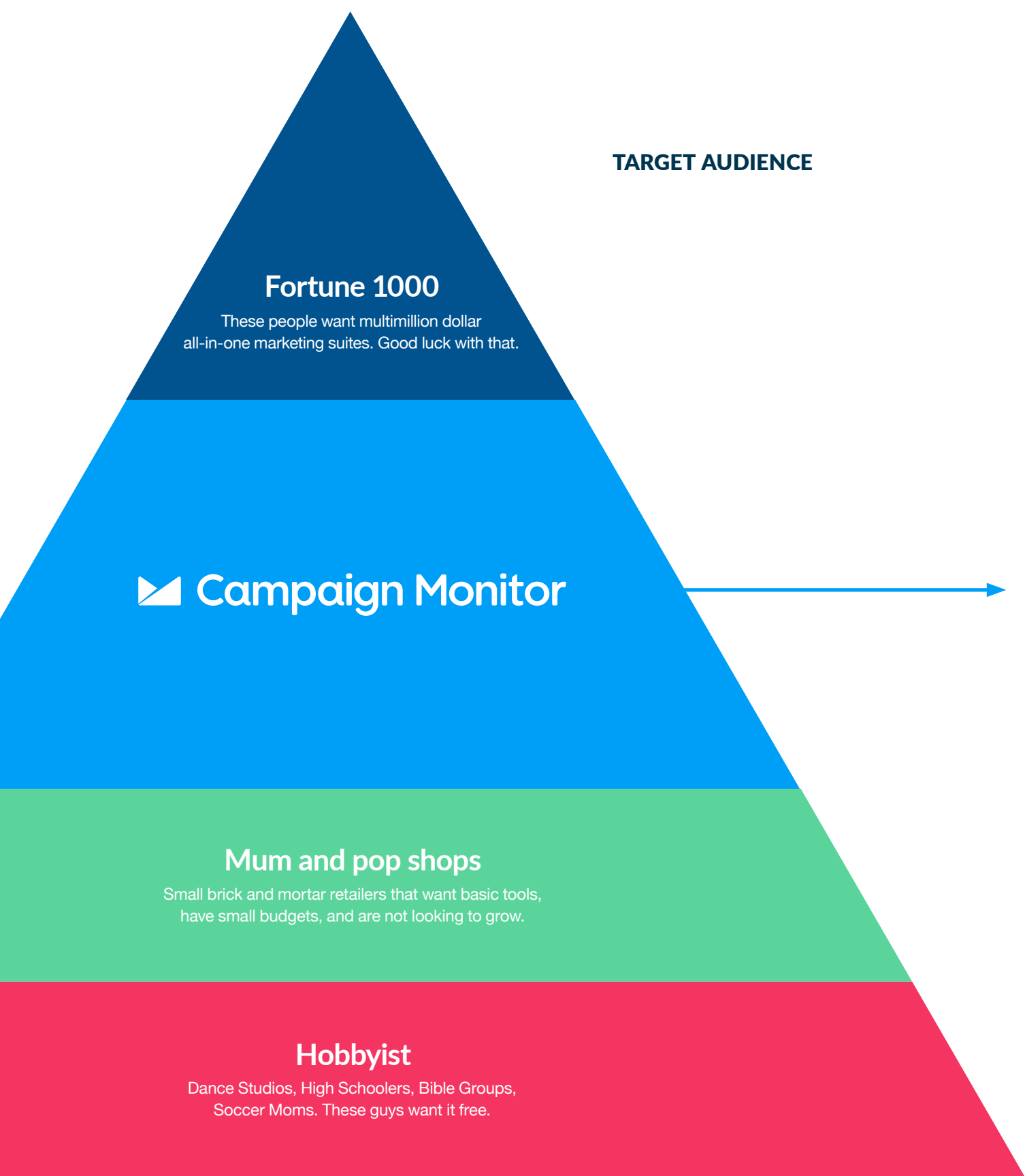
PART 3.2

Target Audience

A clearly defined audience is the difference between success and failure. Identify and target your audience and they'll beat a path to your door.

TARGET AUDIENCE

Marketers
at
growing
B2C
companies



1 This is where high value customers begin. We love when they send to more than 10K email subscribers per month. This is a great customer to have because as they succeed they are headed to quadrant 2.



2 These guys are MONEY. Sales loves to close this customer. They're email marketers sending to MORE subscribers per month. They are also deeply ingrained with our services and thirsty for more. Great! We can help.



3 Ahh... our future quadrant. These guys are sending tons of mass email and using automation. This is where we'll take quadrant 1 and 2 customers. That means even more emails will be sent by our favorite customers—and we love that. The future looks pretty sweet, right?





Joel Price,
Manager of New Media
San Diego Chargers



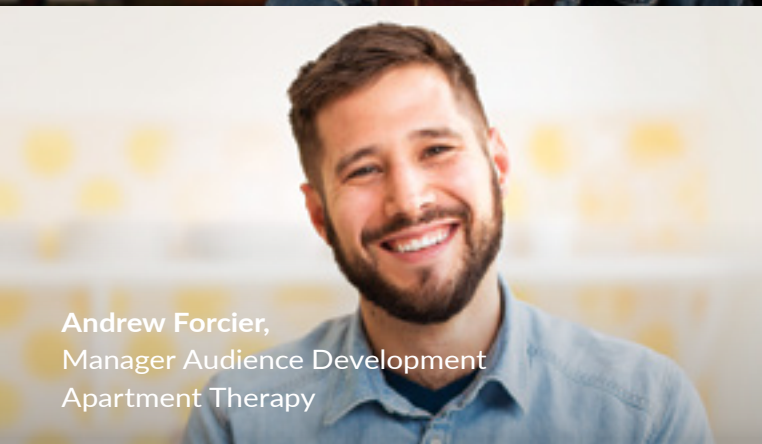
James Taylor,
Global Creative Director
Rip Curl



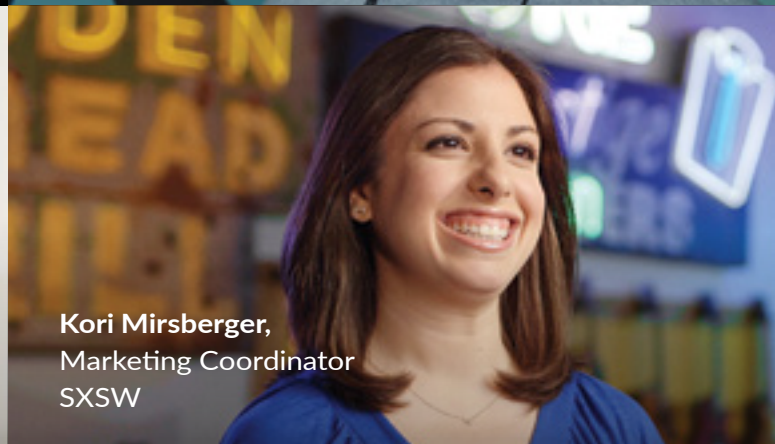
Kristen Scheven,
Integrated Marketing Manager
Wonderful Union



Rene Oehlerking,
CMO
Jaybird



Andrew Forcier,
Manager Audience Development
Apartment Therapy



Kori Mirsberger,
Marketing Coordinator
SXSW



Dan Oshinsky,
Director of Newsletters
BuzzFeed



Ashley Anderson,
Director of Audience Development
Apartment Therapy

TARGET AUDIENCE

This is what our customers look like

- They wear many marketing hats in the marketing department of a growing company.
- They are focused on delivering results.
- They want to succeed personally, and professionally.
- They want to look good to the boss.
- They want to be proud of the stuff they send out.
- They want to grow their business.

PART 4

Our Brand Guidelines

4.1 Our Colors

4.2 Our Typography

4.3 Our Logo

4.4 Our Tone and Voice

PART 4.1:

Our Colors

Campaign Monitor's color palette is an important representation of our personality.

Our primary color is Campaign Monitor Blue. This should be used for online, and offline communications, and is a core element to help consistency and to reinforce our brand.

Our other primary colors complement CM Blue. They are Dark, Navy, and Green. Dark and Navy should be used for headings and pull-out features. Green should be used for buttons.

Our secondary color palette helps reinforce our personality. These colors allows us to be spirited, inventive, human and inviting. They give us flexibility and provide a clearer experience to our audience. These colors should be used sparingly.

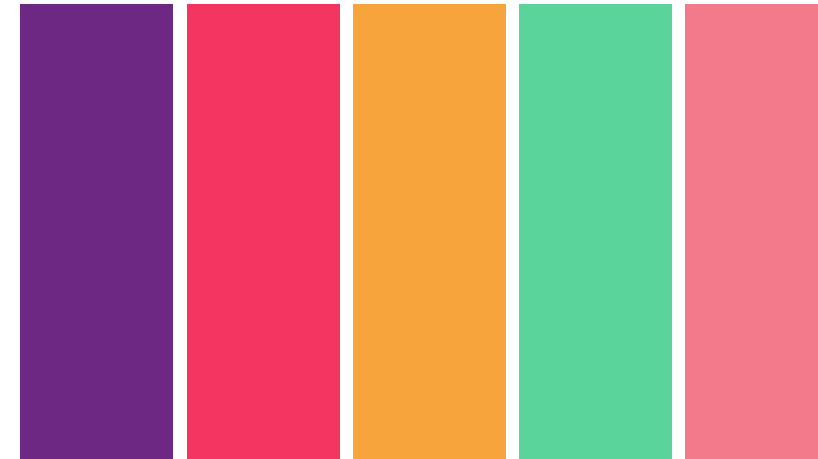
Our Neutral colors are Dark, Mid and Light gray.

Primary



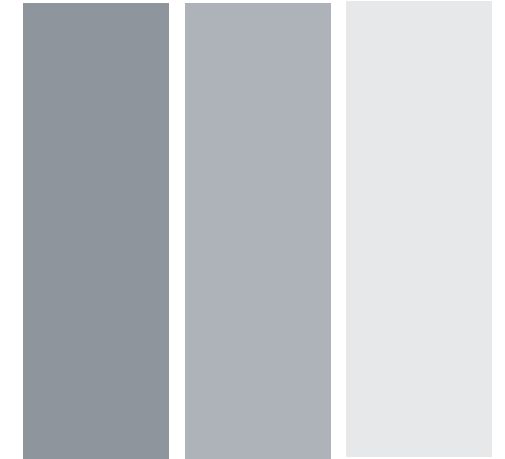
CM Blue	CM Green	CM Dark	CM Navy
HEX: #009FF7	HEX: #58BF2E	HEX: #00354F	HEX: #00538F
CMYK: 95-26-0-0	CMYK: 60-0-100-0	CMYK: 100-57-12-66	CMYK: 100-43-0-30
PANTONE C: 2194	PANTONE C: 368	PANTONE C: 540	PANTONE C: 7691

Secondary



CM Purple	CM Red	CM Orange	CM Teal	CM Pink
HEX: #6D2884	HEX: #F53F61	HEX: #F7A43D	HEX: #5BD49C	HEX: #FF8F9C
CMYK: 83-99-0-2	CMYK: 0-97-50-0	CMYK: 0-35-100-0	CMYK: 88-0-48-0	CMYK: 0-69-29-0
PANTONE C: 2607	PANTONE C: 1925	PANTONE C: 2010	PANTONE C: 3534	PANTONE C: 708

Neutral



Dark	Mid	Light
HEX: #8E959C	HEX: #ADB3B9	HEX: #E7E8EA
CMYK: 20-11-12-32	CMYK: 14-9-9-23	CMYK: 4-2-4-8
PANTONE C: Cool Grey 8	PANTONE C: Cool Grey 5	PANTONE C: Cool Grey 1

PART 4.2:

Our Typography

Primary typeface

Our primary typeface is Lato. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness, Lato is professional but friendly.

Lato is a Google font and is available in Google docs.

Use Lato online for headers, block quotes and highlighted copy. Offline use Lato for all copy.



Secondary typeface

Our secondary typeface is Helvetica Neue.

This should only be used for body copy at small sizes. Helvetica Neue is a web safe font. Use this font if you are unable to use Lato, or need a fall back font for web.



PART 4.3:

Our logo

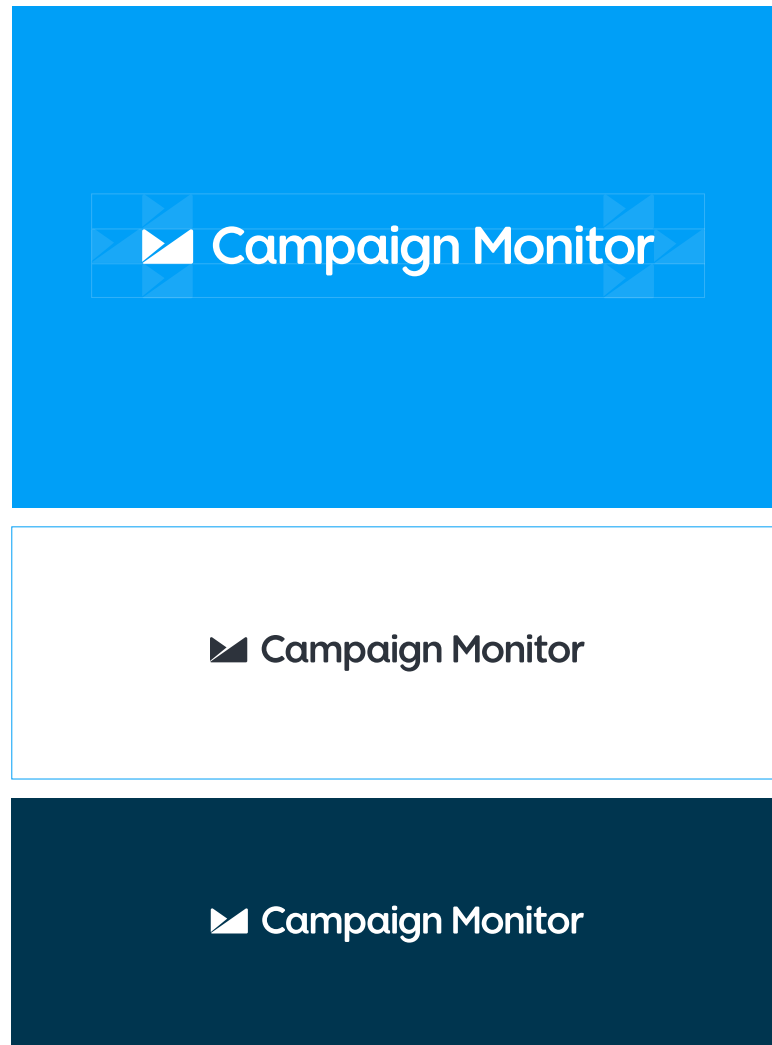
Primary logo

Our logo is our most valuable asset. Consistent use of the Campaign Monitor logo is essential in creating a united brand identity.

It is made up of a custom-designed font (wordmark) that has been carefully spaced and it should not be recreated using a typeface.

The preferred way to use our logo is white over a CM blue background.

An envelope is the international symbol for email. Our envelope should always remain the same color as our wordmark.



Incorrect logo usage



Don't stretch the logo disproportionately



Don't alter the logo colors



Don't rotate the logo



Don't alter the spacing or size of the logo



Don't use the logo over a distracting background



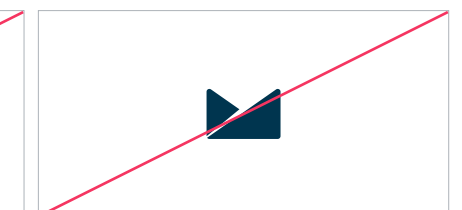
Don't add effects (glows, shadows, etc.) to the logo



Don't re-create the logo with a different typeface or add language



Don't rearrange the components of the logo



Don't isolate the envelope

PART 4.3:

Our logo

Square logo

Our square logo should only be used on it's own when space is limited. Always use our full primary logo if the space is available.

Conferences and event sponsorship are great example of where this logo could be used.



Our envelope

The Campaign Monitor logo is made up of the wordmark and the Campaign Monitor symbol. This symbol is called our 'Envelope'.

Our Envelope should only be used on it's own when space is limited. Always use our full primary logo when space is available.

Always accompany the Envelope with our company name Campaign Monitor.



How the envelope should be used

PART 4.4:

Our Tone and Voice

Our audience is youthful, intelligent, and tech savvy, and we like speaking to them in their own language. The ideal tone is easygoing, informal, spirited, yet clear.

We can still be educational, but we'll express it in a conversational, clever and human way. We can be smart. We can be playful. We can be strong. We can coach and inspire. We're always ready to help. It's how partners and collaborators talk to each other. As people, with personalities, connecting.

Simple,
professional
and spirited.
That's us.



We are
the brand!