

UBER & APRIL SIX

October 29, 2024

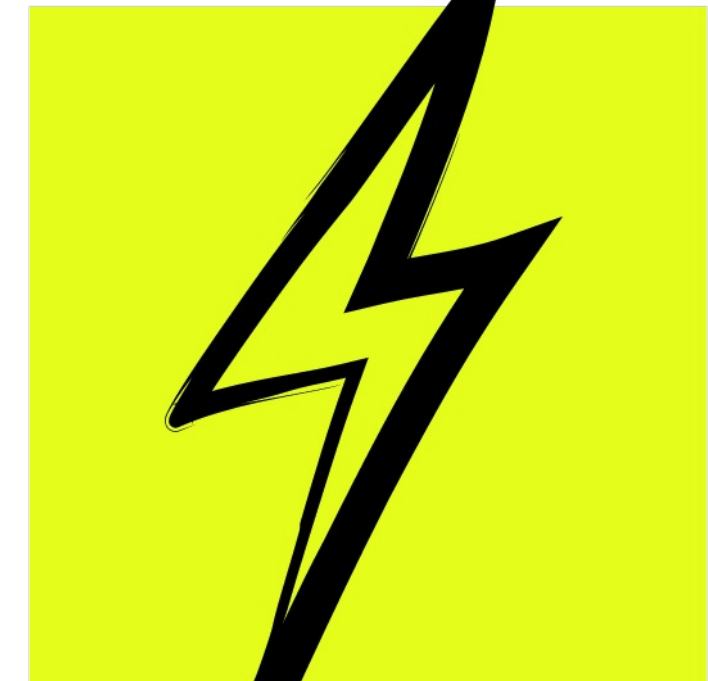
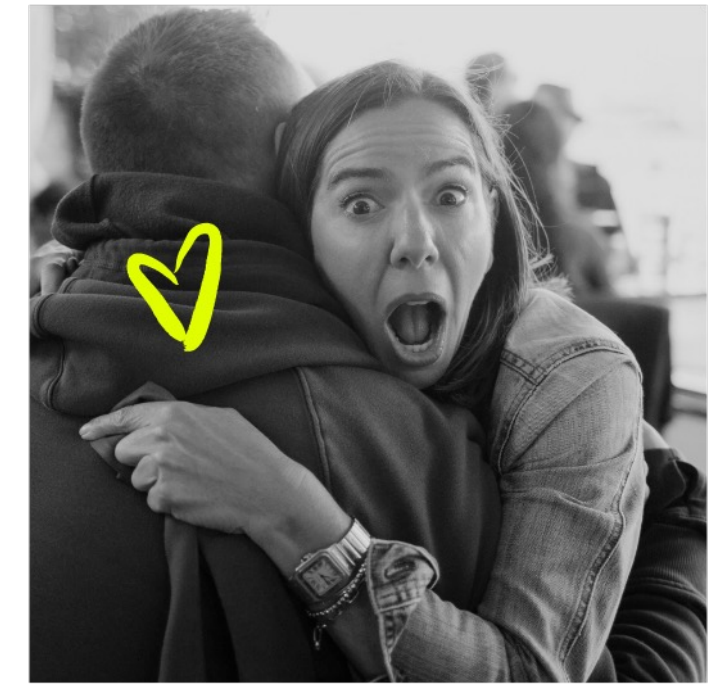
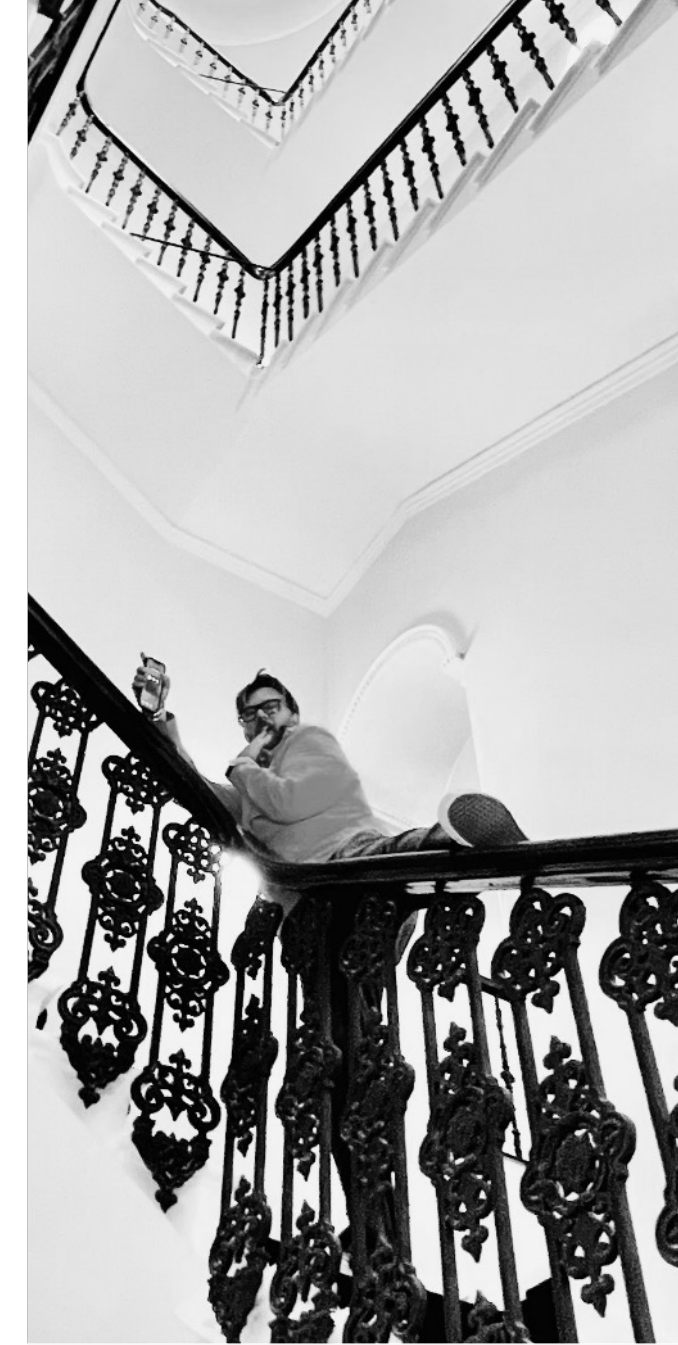
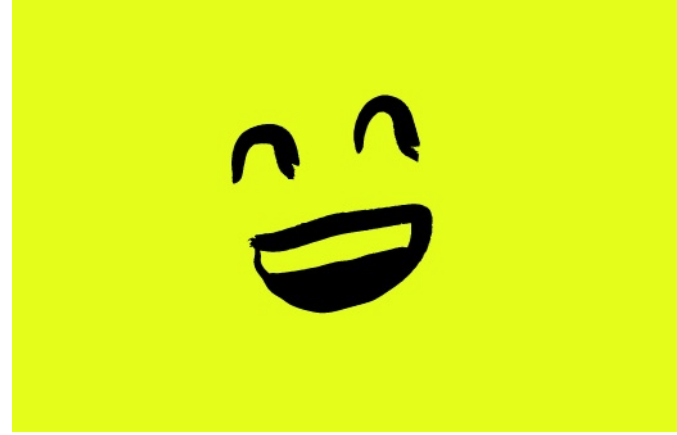
april  + Uber

AGENDA

- Introductions
- April Six capabilities overview
- Our content philosophy & work sample
- Working with April Six
- Q&A



**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



A BIT ABOUT US

- 140-strong
- 24 years in business
- Strategy, creative, account, media, and analytics
- Global footprint US, UK, Singapore, Germany
- Experience in hardware, software and services



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH**



OUR CONTENT PHILOSOPHY

FULL-FUNNEL MARKETING MOTIONS



1

Early journey

**CREATE MOMENTS OF
ENGAGEMENT WITH THE
TOTAL ADDRESSABLE
MARKET**

2

Middle journey

**CAPTURE INTENT—
RICH MOMENTS OF
ACTIVE LEADS**

3

Late journey

**NURTURE AND BUILD
CONSENSUS
THROUGHOUT THE
OPPORTUNITY**

4

Post-purchase

**INSPIRE
CONTINUOUS
ENGAGEMENT AND
RELEVANCE**

FULL-FUNNEL MARKETING MOTIONS REQUIRE A CURATED JOURNEY OF MOMENTS

CONTENT

Fit buyer-stages and
make a lasting impact.

DRIVERS

Highlight challenges
and live with your
audience

DESTINATIONS

Bridge journey-stages,
drive action, and
capture intent

Content Marketing Imperative:

**MARKETING NEEDS A STRATEGIC APPROACH TO
CREATE AND DISTRIBUTE VALUABLE, RELEVANT,
AND BRAND COHERENT CONTENT TO DRIVE
ACTION ACROSS THE BUYER JOURNEY.**

GREAT CONTENT SHARE COMMONALITIES

Fits the Need

Audience driven content must anticipate audience needs, fit their environment, and help users who are increasingly self-directing their education process.

Captures Intent

Engagement generates value by helping brands understand intent and allowing them to create better marketing; but it needs to be an equal value in return.

Has Purpose

Educate, entertain, agitate. All content needs a purpose. The content experience should match the purpose. We can blur the lines, but we should do so purposefully.

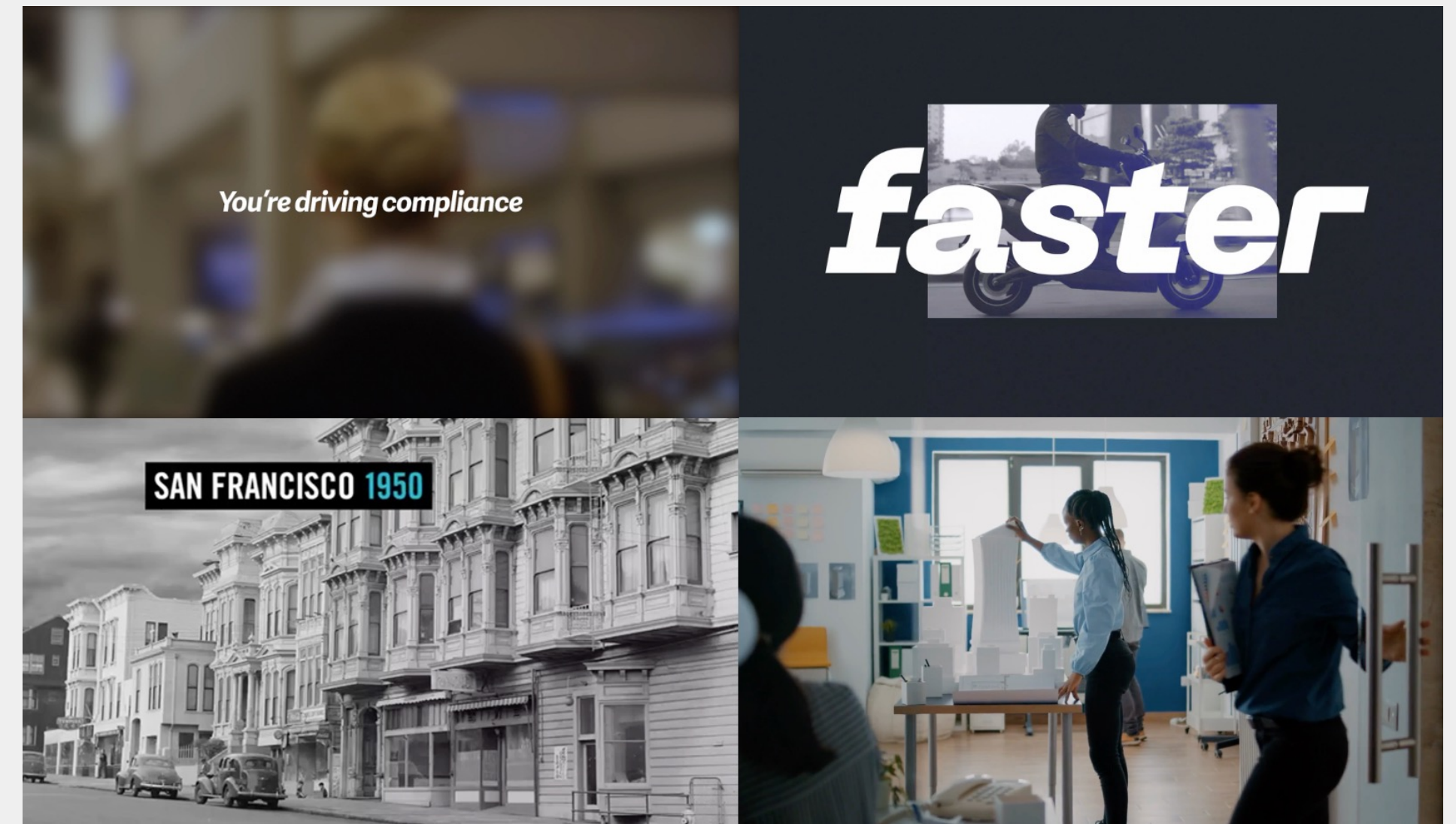
Adds Value

Solve a real problem within the buyer journey, provide hard to find information, document an approach, offer another perspective, or share pertinent news.



AWS WORK SAMPLES

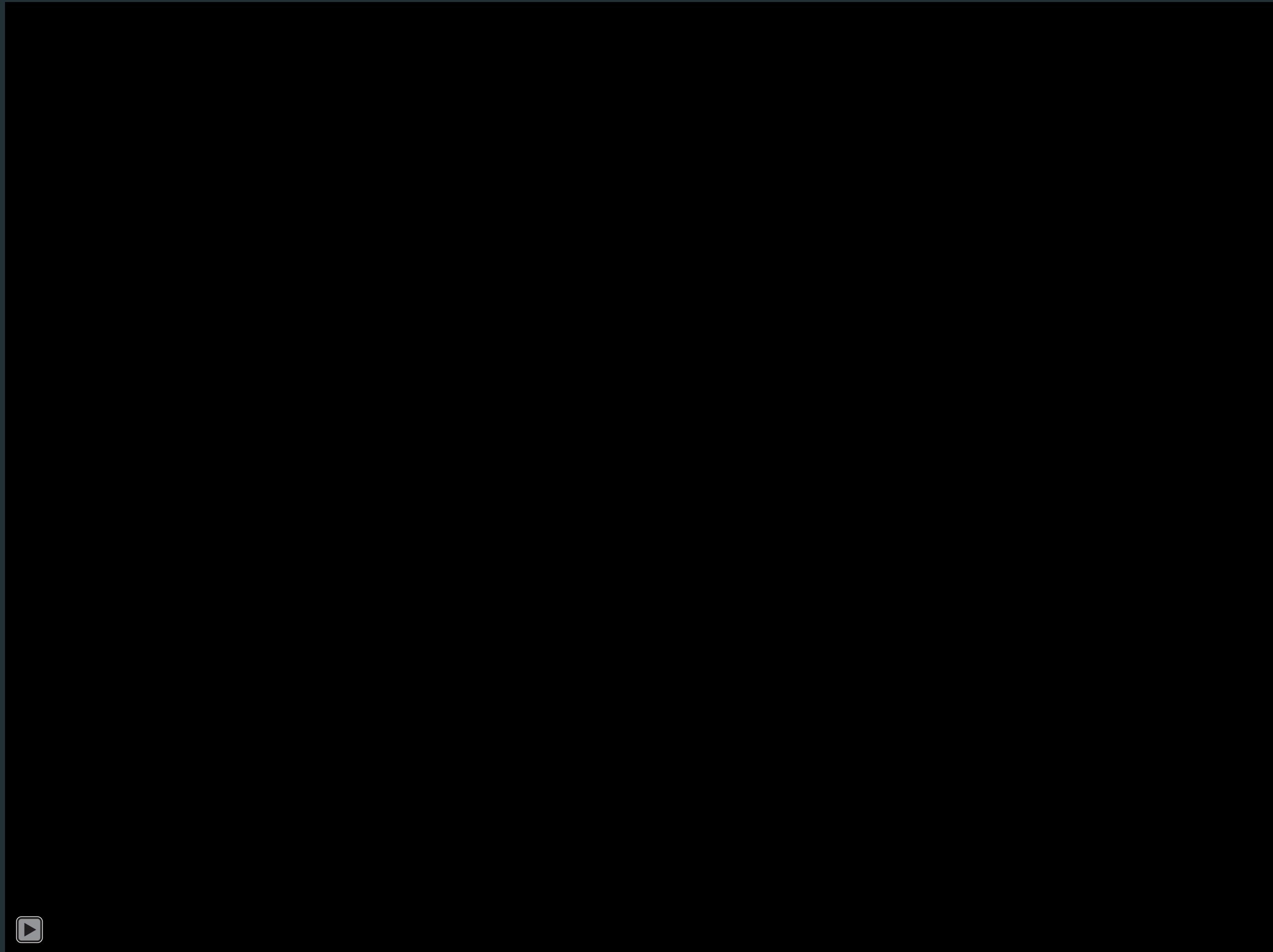
A long-term partnership, at scale



SUMMARY OF B2B CONTENT WORK

A variety of clients and content types

AMAZON W/WEB SERVICES



Play video

MIGRATE TO MODERNIZE

With a multi-level global campaign targeting business and technical decision-makers in unexpected ways, April Six proved how AWS simplifies the journey from legacy technology to the modern cloud.



EARLY JOURNEY

CREATE MOMENTS TO ENGAGE

Why migrate to the cloud

- Making the case for cloud migration
- Migrate to modernize
- Security benefits of the cloud

MIDDLE JOURNEY

CAPTURE INTENT— RICH BEHAVIORS

What to migrate to the cloud

- Migrating applications to the cloud (Windows, SAP, VMware)
- Migrating databases, storage and mainframe
- Modernizing your applications on the AWS Cloud

LATE JOURNEY

NURTURE AND BUILD CONSENSUS

How to Get Started

- Lessons learned from successful migration and modernization customers.
- Managing and operating your applications on the cloud (M&G, CE specific)
- Secure your workloads on AWS
- Proven application migration customer journey (Assess, Mobilize, Migrate & Modernize)





aws

8 Business Drivers That Motivate Cloud Migrations

How AWS helps businesses achieve their goals

MacBook



aws

Business Value on AWS

A low-angle photograph of a modern skyscraper with a glass facade, set against a blue sky with white clouds. The AWS logo is in the top left corner. The text 'Business Value on AWS' is centered in the upper half. Several yellow arrows point upwards and outwards from the building, symbolizing growth and value.

aws

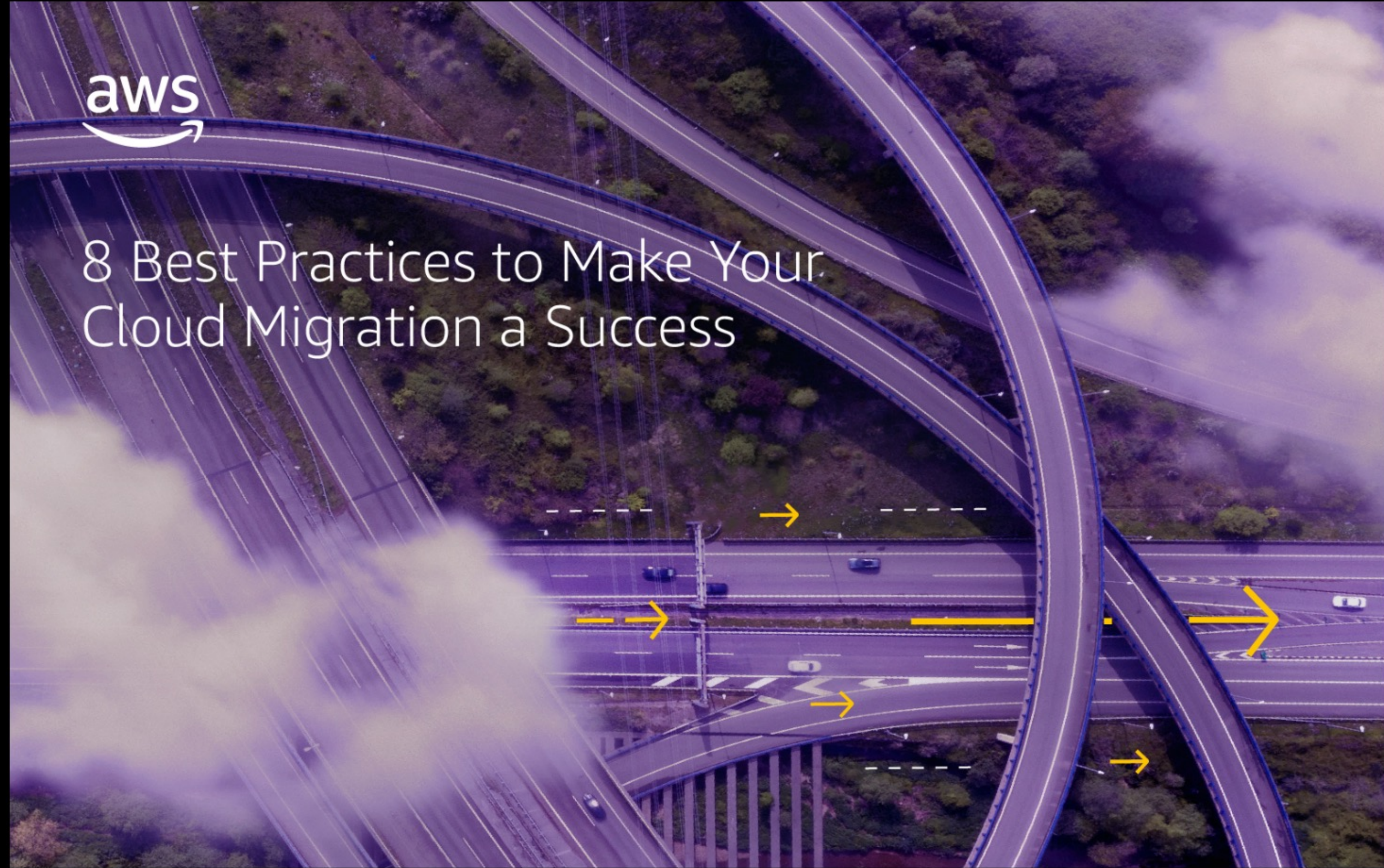
Accelerating your AWS migration

A space-themed graphic featuring the Earth in the center, surrounded by yellow arrows indicating movement and acceleration. The AWS logo is in the top left corner. The text 'Accelerating your AWS migration' is centered in the upper half.

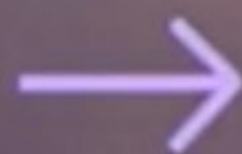
A space-themed graphic featuring several yellow arrows pointing upwards and outwards, symbolizing growth and acceleration. The background is a dark space with some nebulae.



8 Best Practices to Make Your Cloud Migration a Success



Windows workloads
are migrating to AWS



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How you migrate to the cloud matters

ESG tests the best practices for cloud migration




[Get the facts »](#)




Migrate to slash refresh cycles

8 business drivers that motivate cloud migrations.




[Get ready »](#)




Is your company cloud ready?

Test your cloud readiness & get customized recommendations for improving your adoption & migration strategy.




[Start the assessment »](#)



The proven cloud platform for Windows

Switch to 2x better price performance



[Learn more »](#)



Migrate your applications to the AWS cloud

[Join the event](#)



Migrate Windows workloads

Improve app performance and increase reliability


[Learn more »](#)



Migrate to adapt fast


Learn effective AWS migration strategies from two successful CIOs

[Read the eBook »](#)




Migrate to reduce costs by 51%

8 business drivers that motivate cloud migrations.




[Get started »](#)



Get your cloud adoption readiness score

Take the assessment to learn if your business is ready


[Start the assessment »](#)



Best practices equals better migrations

ESG looks at how to optimize your cloud migration

[Get the report »](#)



Streamline your migration to AWS with proven strategies



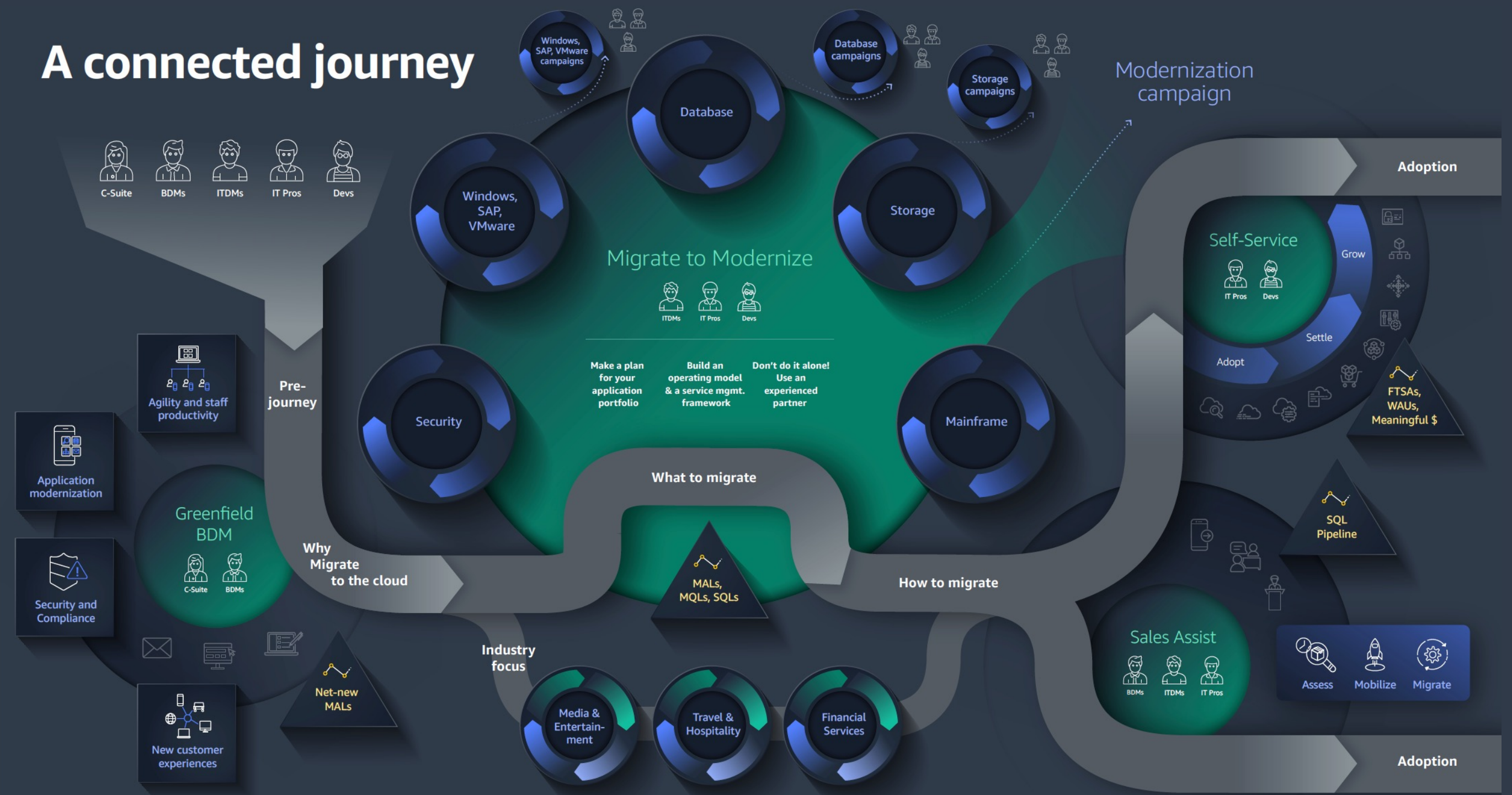
Migrate to AWS to lower TCO & accelerate modernization

[Learn More](#)



LEADING WITH CONTENT

- 5 Original eBooks/guides
- 6 Digital experiences
- 1 Evaluator tool
- 57 Social banners
- 22 Site merch banners
- 16 Emails
- 1 Campaign microsite
- 1 First-call PowerPoint template



SUMMARY OF RELEVANT EXPERIENCE & EXPERTISE

You're driving compliance

faster

Telling stories
(with targeted video)

SAN FRANCISCO 1950



AWS thought leadership

The Intelligent Era:
Better Data, Better Energy

Building a category (by sharing expertise)

How ENGIE leverages AWS Data and Analytics to go carbon-neutral

aws
presents
Journey to the Cloud

The Paris Agreement was ratified in 2016, and since then, hundreds of companies committed to the ambitious sustainability targets. Among them were some of the globe's largest and most influential organizations, including Amazon, which co-founded the [Climate Pledge](#) in 2019. The Climate Pledge is a commitment from Amazon to be net-zero carbon across its business by 2040 - a decade ahead of the Paris agreement. As part of that commitment, Amazon also aims to power its operations with 100% renewable energy by 2025.

ENGIE, one of the world's largest energy and utility companies with more than 170,000 employees also wanted to reduce their and their customers' carbon footprint through becoming more data-driven. Data-driven organizations strive to base their strategic business decisions on the evidence provided by data. They also come to treat data as an asset they can use both to improve customer interactions and to increase efficiency. In other words, they analyze data to inform decision-making and use data to serve their customers. ENGIE needed to find a provider with the right expertise and technological acumen to help them meet their goals; they wanted to leverage technology to raise people's awareness of the need to reduce energy consumption, through intelligently controlling heating and cooling in smart buildings, and through lowering operational costs of wind farms, solar farms, and hydroelectric dams. The global energy giant found a common ally in Amazon through its cloud computing business, Amazon Web Services (AWS).

AWS is the world's most widely adopted cloud platform with 175 featured services that handle everything from storage to machine learning and data analysis. For companies like ENGIE that are looking

I QA DESIGNS SO HARD,
YOU CAN HEAR THE PIXELS
BEGGING FOR MERCY.

#NONHUMBLEBRAG



Build dynamic teams for your
next #NonHumbleBrag >

gigster



Motivating buyers (by activating brands)

KNOW IT ALL

BY THE NUMBERS





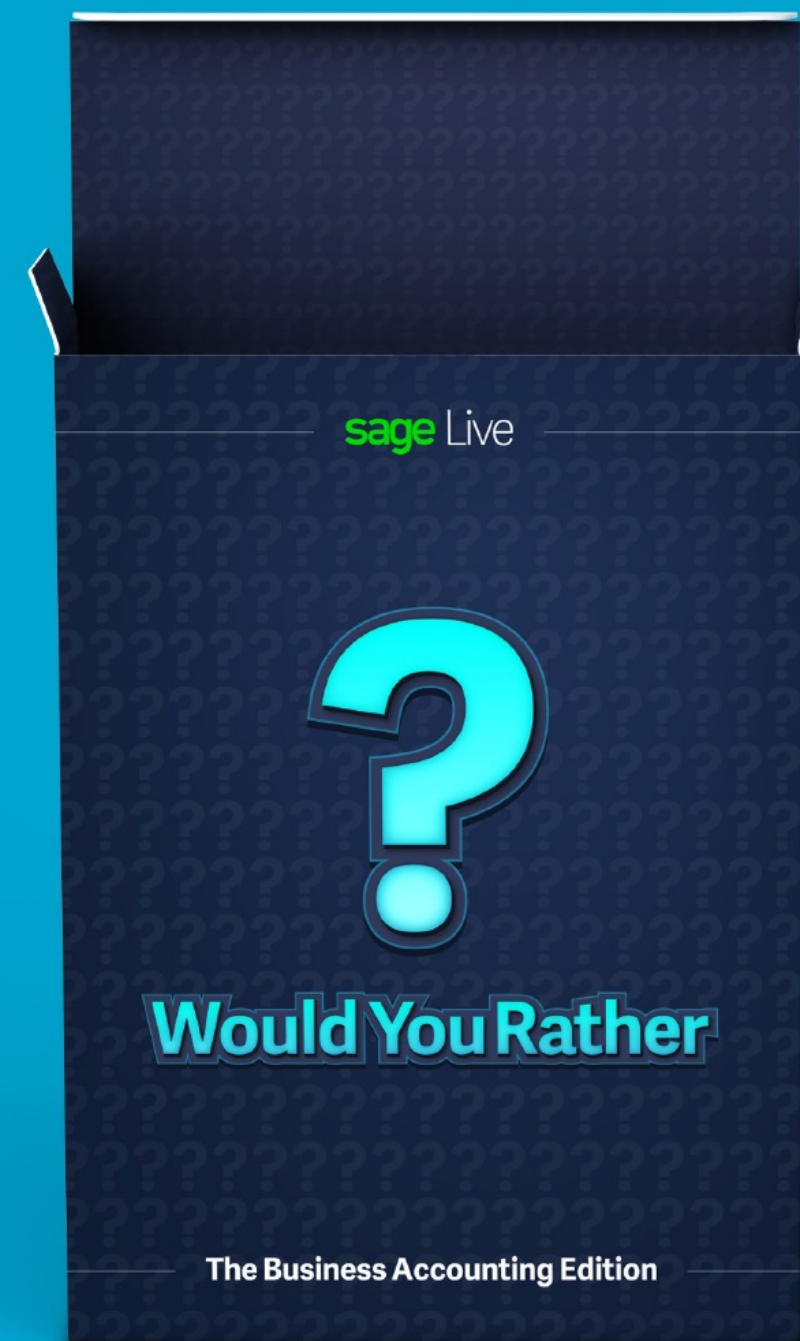
WHAT'S YOUR ENTREPRENEURIAL SPIRIT ANIMAL?

Taking risks. Turning ideas into action. Balancing innovation and commercial success. When you're at the helm, you have to find an approach that works best for you. Are you a sly negotiator? A daring master of the sales pitch? Or the calculated, introspective type? Take this quiz to discover your business spirit animal.

[Start >](#)

Creating experiences

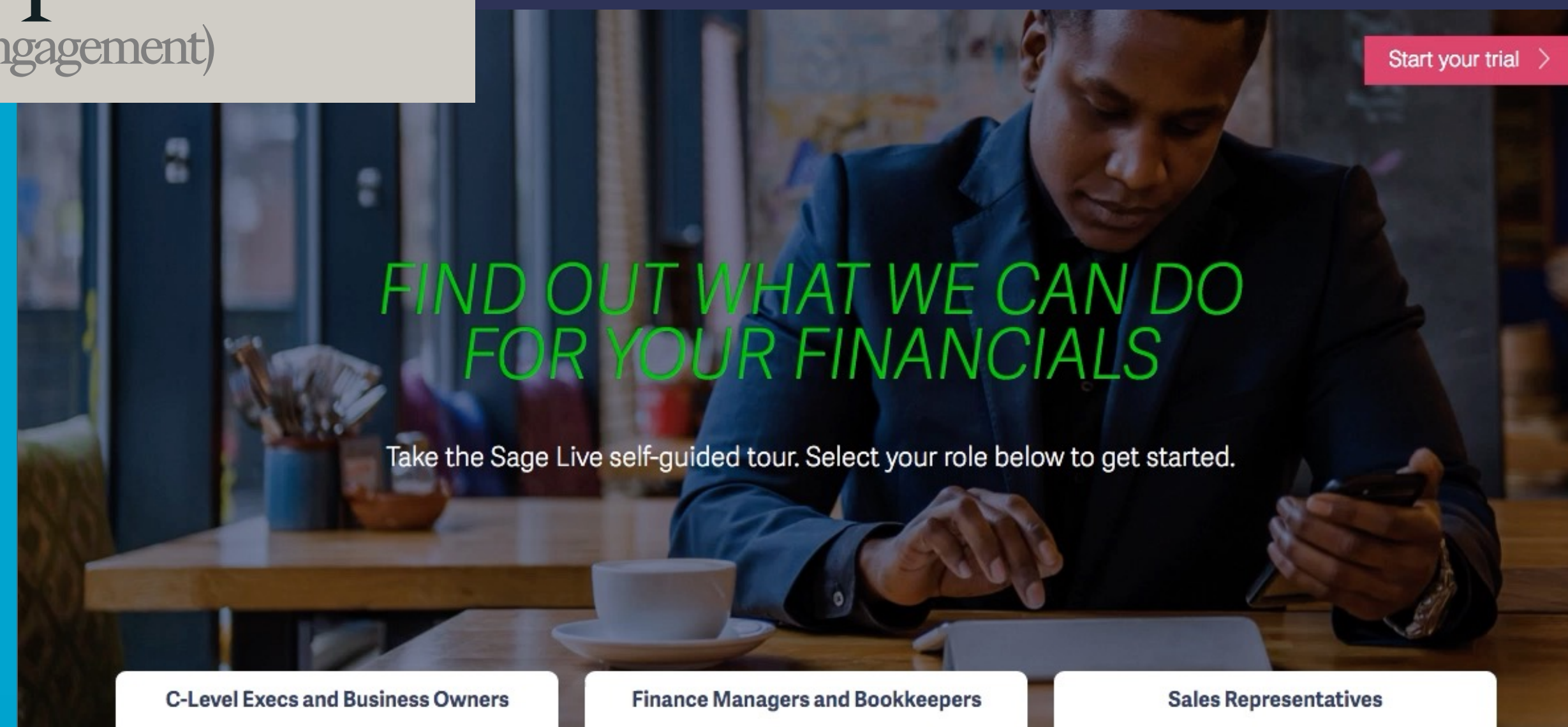
(for deeper engagement)



Would You Rather: The Business Accounting Edition

When you own a business, your day is consumed by questions that need answers. The constant ritual of weighing options and making quick decisions. So today we invite you to experience a new spin on a timeless classic: Would You Rather—The Business Accounting Edition

[Give it a try >](#)



[Start your trial >](#)

FIND OUT WHAT WE CAN DO FOR YOUR FINANCIALS

Take the Sage Live self-guided tour. Select your role below to get started.

- C-Level Execs and Business Owners**
 When decisions are made, you have the final word. That's why you need a full view of your business.
- Finance Managers and Bookkeepers**
 You're the numbers person. You don't have time for anything but a system that can serve your every need.
- Sales Representatives**
 You spend a lot of your life on the road. You need an accounting platform that travels with you.



RAISE A GLASS TO ONE PLATFORM FOR ALL THINGS ABM.

If you're using multiple point solutions to manage your Account-Based Marketing (ABM) strategy, get ready to raise a glass. The Demandbase ABM Platform provides everything you need to target accounts, initiate programs and track performance in one unified platform. Instead of navigating a hodgepodge of solutions, a single, simplified interface lets you:

- Identify companies showing strong buying signals and interest in your offerings.
- Deliver targeted advertising, personalized web experiences and actionable sales intelligence.
- Measure your ABM initiatives across the funnel with one consistent data set.

When you add it all up, the Demandbase ABM Platform gives you single-console control over all things ABM. Now you can demand action across the funnel. Demandbase team member «FIRST LAST» will be reaching out to discuss how you can revolutionize all of your ABM activities with the Demandbase ABM Platform. Until then, enjoy the bubbly!

DEMANDBASE.COM

DEMANDBASE #DemandAction

Breaking big
(in out-of-home & direct mail)

Speak to an expert to see your FMS migration from a different perspective

Dive into your FMS journey

Eric Nerland
Intapp COO
908-910-1111
Eric.Nerland@intapp.com

intapp



Réalisez des **produits** qui comptent.

productboard | Réinventer la gestion des produits

productboard.com

led media

products
Make ~~projects~~ that matter.

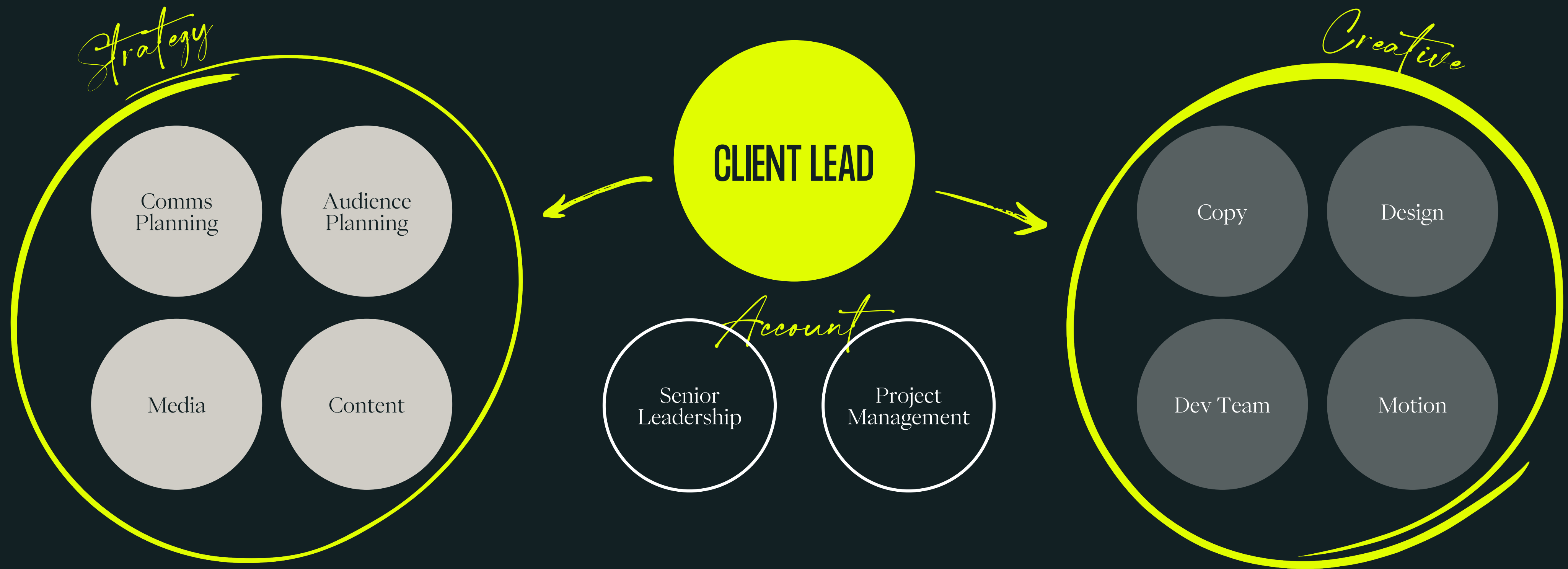
productboard | Rethink product management

Clear Channel

Rethink **product** your **project** management software.

productboard
Make what matters

WORKING WITH APRIL SIX



Your Client Lead serves as a conductor and conduit, orchestrating and connecting all projects and resources.

Strategy

Farris Holliday
Strategy Director



Trent Talbert
Head of Strategy, Growth &
Innovation



CLIENT LEAD

Brandon Arredondo
Associate Account Director

Creative

Tom Lucente
Head of Copy & Content



Grant Hutchinson
Creative Director, Content



Catherine Lennon
ACD, Content Strategist



Erik Ulvestad
Head of Design & Digital



Trevor Eiler
Associate Creative Director,
Design & Motion



Account

Melissa Koonce
Head of Client Service



Carly DeLude
Account Manager



Q&A



YOU

THANK

