

# Collateral Plan for Chickasaw Technology Products

July 2, 1998

## Objective

The Chickasaw collateral plan provides a blueprint for the development and production of marketing materials that deliver consistent product messaging in support of the organization's sales cycle. It is our belief that the repetition of consistent marketing messages is essential for the development of product and corporate identity in the market place.

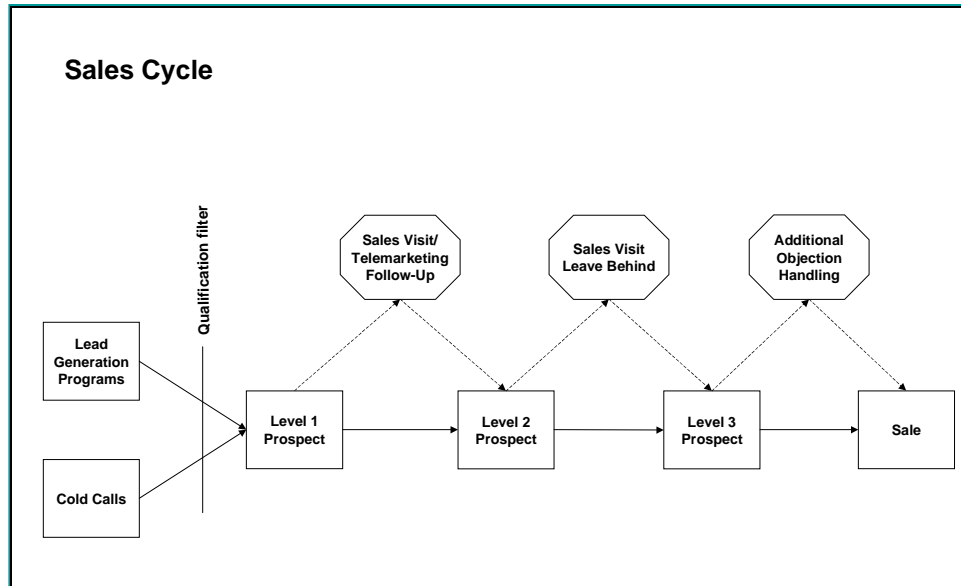
A secondary benefit of the planning process is that the development of a master plan reveals opportunities for savings through:

- Creation of materials that serve multiple purposes
- Deployment of varied production processes and techniques
- More accurate assessment and management of the reprint cycle

For the purposes of this discussion, collateral is defined as those marketing materials created with the primary purpose of fulfilling information needs during the sales cycle rather than generating sales leads, sustaining customer loyalty, educating press and industry analysts, or recruiting prospective employees. Although the preliminary version of this collateral plan is devoted to the production of printed items, it should be noted that audio, video, multimedia, and Internet pieces also can be effective vehicles for message communication.

## Planning Criteria

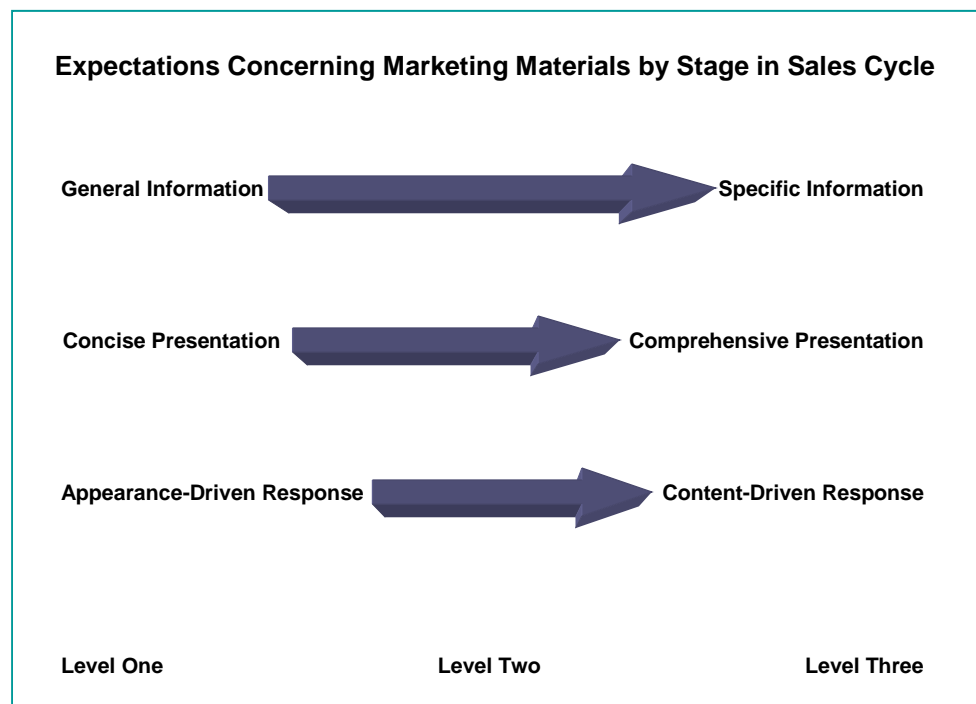
A successful collateral plan maps content and design to audience needs and expectations at each stage in the sales cycle. A standard sales process, used as the basis for the development of this plan, has been illustrated below; however, elements unique to a Chickasaw sale should be noted and incorporated in the final version of this document.



Essentially, a prospect goes through three stages when making a buying decision.

- Level One: Do I want this kind of product?
- Level Two: What features differentiate one supplier's product from another's?
- Level Three: Can my preferred supplier overcome my objections?

As the prospect progresses through the three interest levels, his priorities concerning communications shift, as illustrated below:

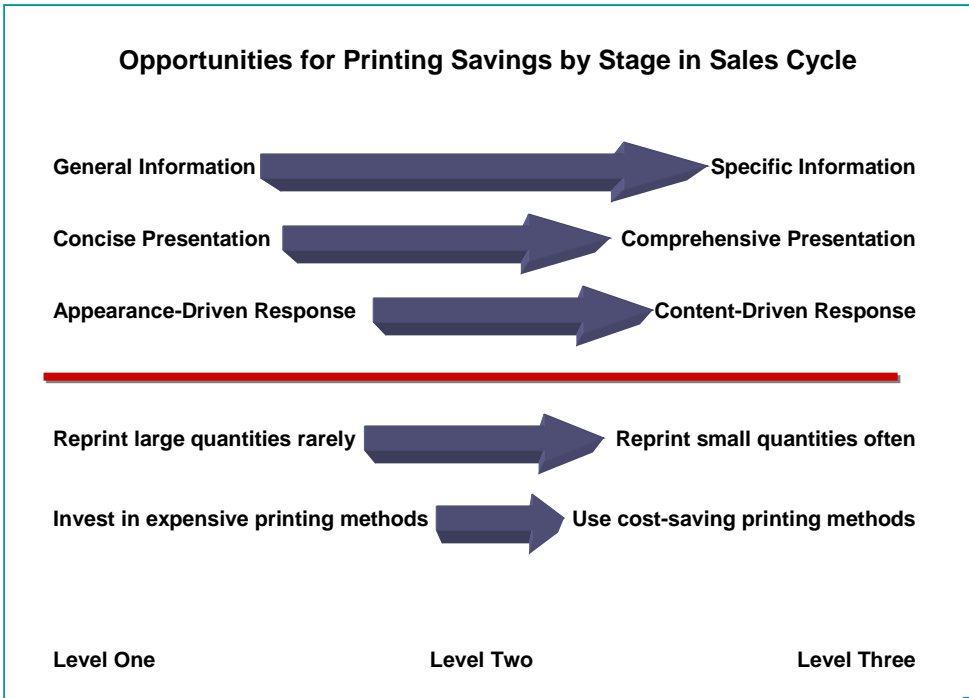


In order to leverage the investment of time and money required by the collateral development process, a secondary consideration when designing the plan is that each piece serve multiple functions. To that end, a use matrix will be created as part of the planning process.

## Tactical Considerations

### Obtaining Maximum Value from Printing Dollars

As noted above, audience expectations concerning both the production values and content specificity of a collateral piece vary based on the timing of its use in the sales cycle. This change in expectations offers an opportunity to reduce overall printing costs through shrewd selection of production options as well as manipulation of the reprint cycle.



Establishing guidelines that ensure consistency in messaging, graphic design and writing style across like pieces will result in a unified image and eliminate the need to redo items that don't "fit."

Content will be based on future product development plans (we recommend targeting where the product will be in three to four months) rather than the existing product to further lengthen the life cycle of each piece.

## Plan Elements

We propose that the following collateral materials be created for Chickasaw:

Used When	Item	Positioning	Content	Production
Level 1	Overview Brochure	Integrated Offering	Vision Workflow Diagram Product Information Hardware Diagram Installation Stages Company Boilerplate	4/c glossy trifold made up of three 8-1/2 x 11 pages
1	Company Backgrounder	Parent Stability	Parent History Relationship between Parent and Subsidiary	Word processing document on letterhead
1	Vision White Paper	Imagine What This Technology Could Do for You	Operations Issues Improved by CTP Products	Word processing document on letterhead
Level 2	Product Datasheets	The Functionality You Need	Features/Benefits Screen Captures Application Hardware Specs	4/c glossy single 8-1/2 x 11 page per product
2	Hardware Reseller List	We Deliver a Complete Solution	High level list of hardware offerings	2/c glossy single 8-1/2 x 11 page
Level 3	Technical Overview	Easy to Install, Easy to Maintain	Installation & Maintenance Features, Architecture, CTP Support	Word processing document bound in cover
3	Technical Overview Cover	N/A	Same as folder design	See below
3	Customer Profile	A Proven Solution	Technology in Action; Operations Improvements	2/c glossy single 8-1/2 x 11 page (mimic look and feel of article reprint)
3	Hardware Product Sheets	N/A	N/A	Obtain from hardware vendors
All	Folder	N/A	Update tag line when changed; eliminate product list and building photograph	Consider 2/c design; improve weight of stock
All	Mailing Envelope		Update tag line when changed	2/c
Misc.	BRCs	Generic: For use with direct mail		Role into another print job for savings
Misc.	Invitations	Generic: For use promoting trade shows and seminars		Role into another print job for savings Note: Must be able to run through laser printer

## Staffing and Timelines

Please see the attached project plan for details.

## Evaluation

Collateral will be reviewed at multiple points in the development cycle by a team comprised of representatives from the management, sales, and product management organizations to ensure that content is in synch with sales needs and product development plans as well as overall corporate strategy.

## Budget

The budget for this plan is under development.