

# OUR LOOK

Marketing Solutions Group, Inc.

## Brand Standard Quick Reference Guide

### PRIMARY LOGO



### SECONDARY LOGO



### ALTERNATIVE LOGO - Example: Social Media



### Font

Typography gives our messaging a distinct look and feel. Tahoma and Opens Sans are the only two fonts ever to be used for Marketing Solutions Group collateral. Tahoma Bold, as our primary font, should be used in moderation (Example:Headings) Tahoma Regular should be used for almost all other content usage.

LOGO MAIN FONT: **NEXA BOLD** Regular

marketing solutions group  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%&^\*

LOGO SUB FONT: **TAHOMA** Regular and Bold


marketing solutions group  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%&^\*


WEB FONT: **OPEN SANS** Condensed Light, Light, Regular, Semi-Bold, Bold, Extra Bold


CP-ADS  
 MMS  
 SugarCRM  
 ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%&^\*

### Color Palette

The use of bold color helps us express a strong foundation.

 PMS (PANTONE) 185 2X  
 CMYK 12 / 100 / 100 / 3  
 RGB #D11600 R 209 G 22 B 0

 PMS (PANTONE) ###  
 CMYK 19 / 15 / 16 / 0  
 RGB #FFFFFF R 255 G 255 B 255

 PMS (PANTONE) ###  
 CMYK 0 / 0 / 0 / 100  
 RGB #231F20 R 35 G 31 B 32

## Quick Overview

Marketing Solutions Group is the leading provider of database marketing tools that use Internet technology to equip media companies with highly sophisticated database marketing capabilities. Our solutions bring the power of database marketing to all departments of your organization.

### TAGLINES AND BENEFIT STATEMENTS

Ask MSG.

Data-driven solutions for smarter prospecting and more revenue.

Providing the Tools, Knowledge and Guidance to Grow Since 1997

Access Data Your Way. Anytime. Anywhere.

### Clear space

The correct amount of clear space gives our logos maximum impact. Clear space around the Primary and Secondary logos should be at least 0.25"

### Minimum size

To ensure legibility, the logo must be = > than 0.25" in height.



### Messaging

**Data-driven solutions for smarter prospecting**

**Ask MSG.**

Technical Support  
 8:00 AM – 5:00 PM CST  
 866.379.5206 ext. 701  
 support@askmsg.com

First and Last Name  
 Title  
 P 866.379.5206  
 E name@askmsg.com

Marketing Solutions Group  
 3501 French Park Drive, Suite C  
 Edmond, OK 73034  
 AskMSG.com

1. The logo is bold, active and welcoming, and it represents our determined commitment. 2. Create a message that matters. Benefit statements should state what we do and make a call-to-action. 3. The images we choose reflect our enthusiasm and optimism. Select high quality imagery. 4. The brand architecture showcases our products and services in a clear, compelling way.

### Stationary - Business Cards

First and Last Name  
 Title  
 P 866.379.5206  
 E name@askmsg.com

Marketing Solutions Group  
 3501 French Park Drive, Suite C  
 Edmond, OK 73034

Technical Support  
 8:00 AM – 5:00 PM CST  
 866.379.5206 ext. 701  
 support@askmsg.com



# OUR MESSAGING

## Brand Standard Quick Reference Guide

### OVERVIEW MESSAGING

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#### **MSG | Marketing Solutions Group, Inc.**

**Providing the Tools, Knowledge and Guidance to Grow Since 1997.**

Marketing Solutions Group is the leading provider of database marketing tools that use Internet technology to equip media companies with highly sophisticated database marketing capabilities. Our solutions bring the power of database marketing to all departments of your organization.

#### **Access Data Your Way. Anytime. Anywhere.**

Have you requested reports from your IT department and it wasn't what you were looking for? Have you had to use clunky systems that were not flexible? Do you have to rely on Database Departments to process your request? Not any longer.

Marketing Solutions Group is a state-of-the-art supplier of a complete range of marketing solutions that use Internet technology to equip media companies with highly sophisticated data marketing capabilities. Since 1997, our products and services have enabled customers to establish and perfect the most advanced and effective database marketing programs. Today, MSG's products are used by over 150 media companies across North America. Our solutions bring the power of database marketing to all departments of your organization.

#### **Products**

##### **Data-driven solutions for smarter prospecting and more revenue.**

Marketing Solutions Group has a number of products that will help you prospect more efficiently and affordably.

##### **CP-ADS™ Prospecting System**

###### **Business Data Solutions: Prospecting with Real Intelligence**

MSG's flagship product that allows sales reps to access leads in their market. Combined with your accounts receivable data, reps know exactly who a prospect is and their potential.

##### **MMS™ Consumer System**

###### **Want to know more about the consumers in your market?**

The sister product to CP-ADS™, MMS™ works in the same way but using consumer data rather than business data. MMS™ allows you to target consumers for direct mail, product development and subscription sales.

##### **SugarCRM Powered by CP-ADS™**

###### **Your CRM Solution. With a Kick.**

MSG's latest product combines the powerful prospecting data from the CP-ADS™ system with a world-known, open-sourced CRM tool. Now sales reps have all of their contact information and customer relationship data in one tool.

#### **Other Services**

##### **Data Services**

Marketing Solutions Group has access to hundreds of specific lists through our preferred vendors who will give you the data you need at the best price available. Upload these lists with your CP-ADS™ or MMS™ systems for easy analysis, or purchase the data on its own.

##### **Some popular examples include:**

**New Business** – Business that has a new telephone or utility start in last 30 days but has not been verified by InfoUSA. Gives sales reps the opportunity to add them to their prospecting radar screen.

**Business-Specific Data** — Create special anniversary –driven products by purchasing businesses with a significant anniversary (ie. 5, 10, 15). Also you can purchase "Growing and Shrinking" businesses (businesses that have increased or decreased their employee size by 10% in the last year).

**New Movers** – Those consumers that have moved into (within zip codes, and from out of state) your market. Files are delivered every Friday. Sign up for a 6 or 12 month subscription.

**Consumer Data** – Everything from age, income and presence of children to lifestyle information is available.

**Specialized Lists** – Did you know you can buy a list on just about anything even "Ailments" such as sleeping disorders, allergies and weight problems? Other examples include Political party, Religious affiliation and Education Level.

**NEW Digital Neighborhoods** – Targeted lists of those who would be prime candidates of digital information.

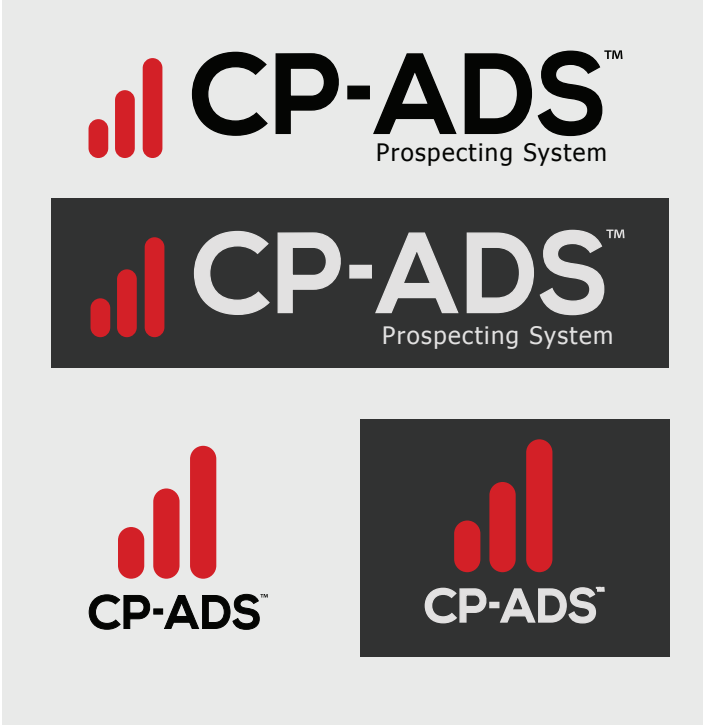
**Telemarketing/Disconnect Lists** – Great for Circulation Departments. Use this information in conjunction with your "do not call" lists.

**Daily Deals** – Launching a daily deal program? You can purchase a list of those with confirmed interest in daily deals-type programs.

**Co-op** – Purchase a list of confirmed dealers with co-op programs available.

**Email Marketing** – Send messages through our third party email provider to be in compliance with email spam rules. MSG can also append the purchased email data information to your current customer file.

<p><b>CP-ADS™</b> Customer Prospecting and Advertising Decision Support</p>	<p><b>MMS™</b> Marketing Management System</p>	<p><b>SugarCRM™</b> Marketing Management System</p>
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CP-ADS™ Prospecting System

CP-ADS™ Prospecting System

CP-ADS™

CP-ADS™



MMS™ Marketing Management System

MMS™ Marketing Management System

MMS™

MMS™



SUGARCRM™

SUGARCRM™




SUGARCRM™

SUGARCRM™




<p>CP-ADS™ MOBILE APP</p>	<p>MMS™ MOBILE APP</p>	<p>SugarCRM™ MOBILE APP</p>
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	PMS (PANTONE) ##### CMYK 0 / 0 / 0 / 100 RGB #231F20 R 35 G 31 B 32
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**TAGLINES AND BENEFIT STATEMENTS**

**CP-ADS™**

Business Data Solutions: Prospecting with **Real** Intelligence  
Instant Access to Business Data  
Prospecting Potential.  
Does your sales team have a strategic process to prospecting?  
Measuring Business Potential.

**TAGLINES AND BENEFIT STATEMENTS**

**MMS™**

Want to know more about the consumers in your market?  
Target Consumers  
A Warehouse For Your Consumer Data  
Subscriber Acquisition and Retention  
Look no further than MMS™

**TAGLINES AND BENEFIT STATEMENTS**

**SugarCRM™**

Your CRM Solution. With a Kick.  
Instant Access to Business Data  
Your Customer Data in One Tool  
Your Customer Relationship Management Solution  
Make Your Sales Goals

**Font**  
Typography gives our messaging a distinct look and feel. Tahoma and Opens Sans are the only two fonts ever to be used for Marketing Solutions Group collateral. Tahoma Bold, as our primary font, should be used in moderation (Example:Headings) Tahoma Regular should be used for almost all other content usage.

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0123456789!@#% ^&\*

LOGO SUB FONT: **TAHOMA** Regular and **Bold**

marketing solutions group

ABCDEFGHIJKLMN OP  
QRSTUVWXYZ  
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0123456789!@#% ^&\*

WEB FONT: **OPEN SANS** Condensed Light, Light, Regular, Semi-Bold, Bold, Extra Bold

CP-ADS  
MMS  
SugarCRM

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marketing solutions group

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CP-ADS  
MMS  
SugarCRM

ABCDEFGHIJKLMN OP  
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0123456789!@#% ^&\*

**CP-ADS™**

Customer Prospecting and Advertising Decision Support

**MMS™**

Marketing Management System

**SugarCRM™**

Marketing Management System



**CP-ADS™**

10.135



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**MMS™**

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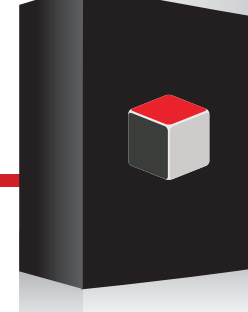



**SUGARCRM®**

10.135



10.134



**MESSAGING AND BRAND ARCHITECTURE**

**CP-ADS™ | Customer Prospecting and Advertising Decision Support**

**Does your sales team have a strategic process to prospecting?**

MSG's flagship product that allows sales reps to access leads in their market. Combined with your accounts receivable data, reps know exactly who a prospect is and their potential. Learn more about the power of CP-ADS™

**Business Data Solutions: Prospecting with Real Intelligence**

Are your reps being as efficient as possible calling on leads with the most potential?

CP-ADS™, our flagship product, is a quick and easy tool that gives your team real prospect intelligence. It uniquely joins a newspaper's advertising billing information with commercially purchased business data specific to your market into one searchable database. The ability to join these two disparate systems provides unique prospecting and querying tools that are unlike others, designed specifically for the media industry.

In addition to the business and advertising data, you have the ability to add other database information such as market survey data or competitive media information. Any information base that contains a business name and an address can be added to the database.

Today more than 150 media companies utilize CP-ADS™ to learn more about existing customers and prospect for new customers.

- Measuring business potential.
- Analyzing return on investment for individual products and sales programs.
- Employing sales resources where the most dollars can be found.
- Providing sales managers and representatives quick and easy data access.
- Realigning sales territories based upon business potential.
- Offering multiple levels of access throughout the newspaper.

**MESSAGING AND BRAND ARCHITECTURE**

**MMS™ | Marketing Management System**

**Want to know more about the consumers in your market?**

The sister product to CP-ADS™, MMS™ works in the same way but using consumer data rather than business data. MMS™ allows you to target consumers for direct mail, product development and subscription sales. Learn more about your market with MMS™

Want to know more about the consumers in your market? Their interests? Want to develop products, subscription offers and new revenue streams from advertisers? **Look no further than MMS™.**

MMS™ is a tool that offers media companies the ability to easily query consumer data appended with demographic data. The database is built by combining the newspaper's subscriber data with consumer demographic data to provide a database filled with a wealth of subscriber and non-subscriber demographic information. Other data can be added to MMS™ and we encourage users to use MMS™ as a warehouse for all disparate consumer data.

The resulting database is used in almost every department of the newspaper:

- Audience – Subscriber Acquisition and Retention using targeted direct mail, telemarketing and crewing.
- Retail Advertising – Profiling advertiser customer list to retain and up-sale existing customers and acquire new advertising customers.
- Classified Transient – Profiling classified transient advertisers and measuring market share of the classified transient products.
- Solo Direct Mail – Offering Solo direct mail services using the household specific demographic data in the database. MSG also offers a turn-key solo direct mail program to help launch new direct mail efforts.
- News – Measure audience penetration by demographics by adding readership surveys to the database. Learn more about subscribers using the demographic data appended to all subscribers.
- Digital – Identify likely households for online readership. Profile online readers by adding Internet readership data to the database.





# OUR PRODUCTS

## Brand Standard Quick Reference Guide

### MESSAGING AND BRAND ARCHITECTURE

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#### **SugarCRM Powered by CP-ADS™ | Customer Relationship Management Your CRM Solution. With a Kick.**

MSG's latest product combines the powerful prospecting data from the CP-ADS™ system with a world-known, open-sourced CRM tool.

##### **Your Customer Data in One Tool**

Now sales reps have all of their contact information and customer relationship data in one tool. Learn more about the CRM tool with a kick, SugarCRM.

No more scribbled napkins or sticky notes with account information strewn across your desk. Now your prospect and account information neatly sits in one centralized, easy-to-use system accessible anywhere.

##### **Your Customer Relationship Management Solution**

SugarCRM powered by CP-ADS™ is an open-source Customer Relationship Management (CRM) solution used by over 80,000 companies across the world. MSG has taken the proven SugarCRM solution and enhanced it for media companies. In addition to standard CRM functionality like sales pipeline tracking, centralized communication among all contacts and leads and campaign management, MSG has enhanced SugarCRM with the powerful demographic and A/R data found in our flagship product CP-ADS™.

##### **Enhancements include:**

- Leads pulled for campaigns using the CP-ADS™ easy-to-use list generator can be loaded in to SugarCRM.
- Sales reps and managers can be notified by email that new targets have been identified for specific campaigns.
- Leads and Accounts are assigned to reps based on newspaper business rules.
- SugarSnitch automatically sends emails to sales reps and managers to notify of aging leads and potential churn accounts.

##### **Why You Need CRM**

- Make your sales goals -- CRM provides for better targeting and more efficient sales and opportunity assessment to consistently meet your sales objectives and goals. Using the business intelligence in SugarCRM powered by CP-ADS and focusing sales time on businesses most likely to buy will produce higher sales results and more money for you. Time invested in building a knowledge base of information about your clients will produce a high rate of return.
- Client Info in One Place - CRM easily shares customer information in a team environment providing a holistic view of all customer interaction. Communication (Calls, Meetings, Needs Analysis, Revenue History, Opportunities, and Proposals) is in one place – no more looking for information in a file cabinet, sticky note or planner. If you are on vacation and another person is handling your territory, the information is easy to access.
- More Time to Sell - SugarCRM reduces weekly or daily status meetings leaving you more time in the field selling.  
\*If you are entering all activities in SugarCRM; management can easily access this information.
- Keep Track of Your Sales and Goals - By keeping your Sales Pipeline updated you instantly know where you are to goal when you login to SugarCRM. Beyond knowing what you've sold, you know if you have enough in the pipeline to meet goals. For example, if your goal for June is \$20,000 and you have only \$10,000 in your prospecting pipeline for June – you are not in a position to meet your goal. A standard rule of thumb is to have 3-4 times your goal in open opportunities to meet your closed won goal. The pipeline makes the sales process more scientific.
- Instant Access to Business Data - In SugarCRM powered by CP-ADS you can work directly from a CP-ADS Lead List without having to toggle back and forth between multiple systems or programs. If you use the 'remove duplicates' feature when importing leads, you know you are only pulling leads someone else is not already working on for a specific campaign. \*My Sites contains other Portals you can access without leaving SugarCRM – Examples include Ad Mall, Kantar Media etc.
- Access CRM Anywhere - SugarCRM powered by CP-ADS is a web based tool, you can access from your iPad, home computer, or office giving you the ability to modify Opportunities or Activities any time of day keeping your Pipeline and Calendar updated – even while you are on the road.
- Sales Call Reporting On the Fly. In addition to the benefit of eliminating call sheets, our CRM tool allows you to access call history. By entering activity in SugarCRM, you can quickly show you are making your calls. Knowing exactly how much sales pressure you are exerting (calls, meetings and opportunities) is powerful knowledge and has been proven to increase revenue and shorten sales cycles.