



ATHORN CLARK  
& PARTNERS



**You have a logo**, tag line, web site and sales support materials. But are these elements defining your brand? And is that brand working its hardest to support your business objectives?

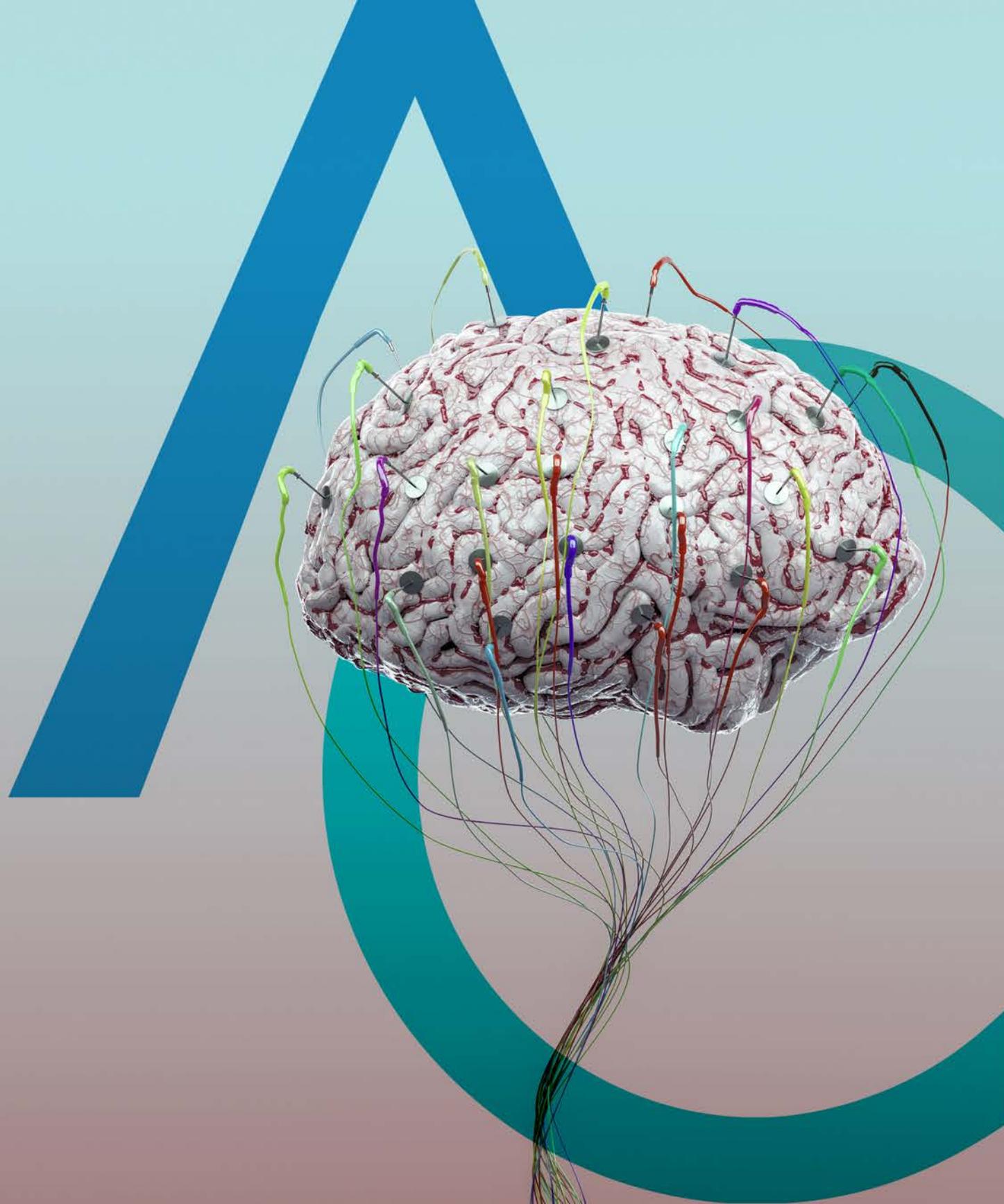
## How to tell if your brand is working as hard as it should:

- Does it align with your corporate business objectives?
- Does it capture what makes your company unique?
- Does it accurately reflect your strategic position in the marketplace?
- Does it express both the value of what you're selling *and* what your customer is buying?
- Does every marketing asset present a consistent brand look feel and desired corporate voice?



## **Who we are:**

Athorn Clark &  
Partners, Inc.



A marketing communications, positioning and branding firm focused on developing strategic marketing programs for companies selling complex products and services.

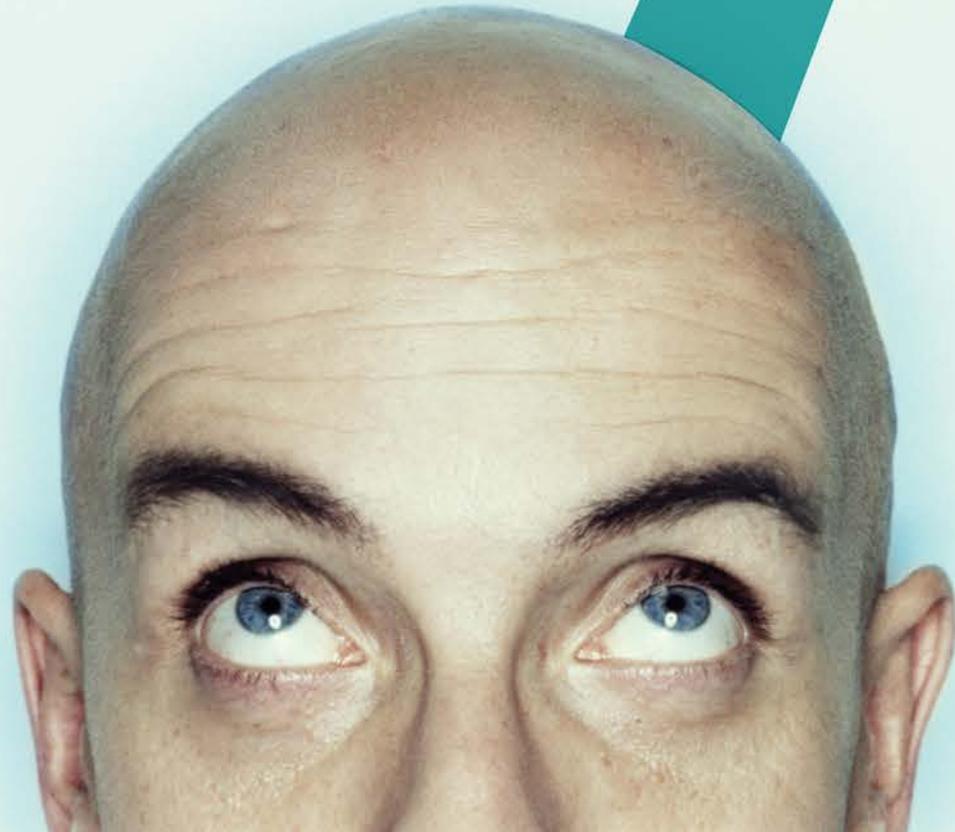
Our expertise is in uncovering the foundational messaging and value proposition of a company that aligns completely with, and supports, the corporate business objectives.

## What we do:

A proven process honed over two decades and summarized in two words: Think. Do.

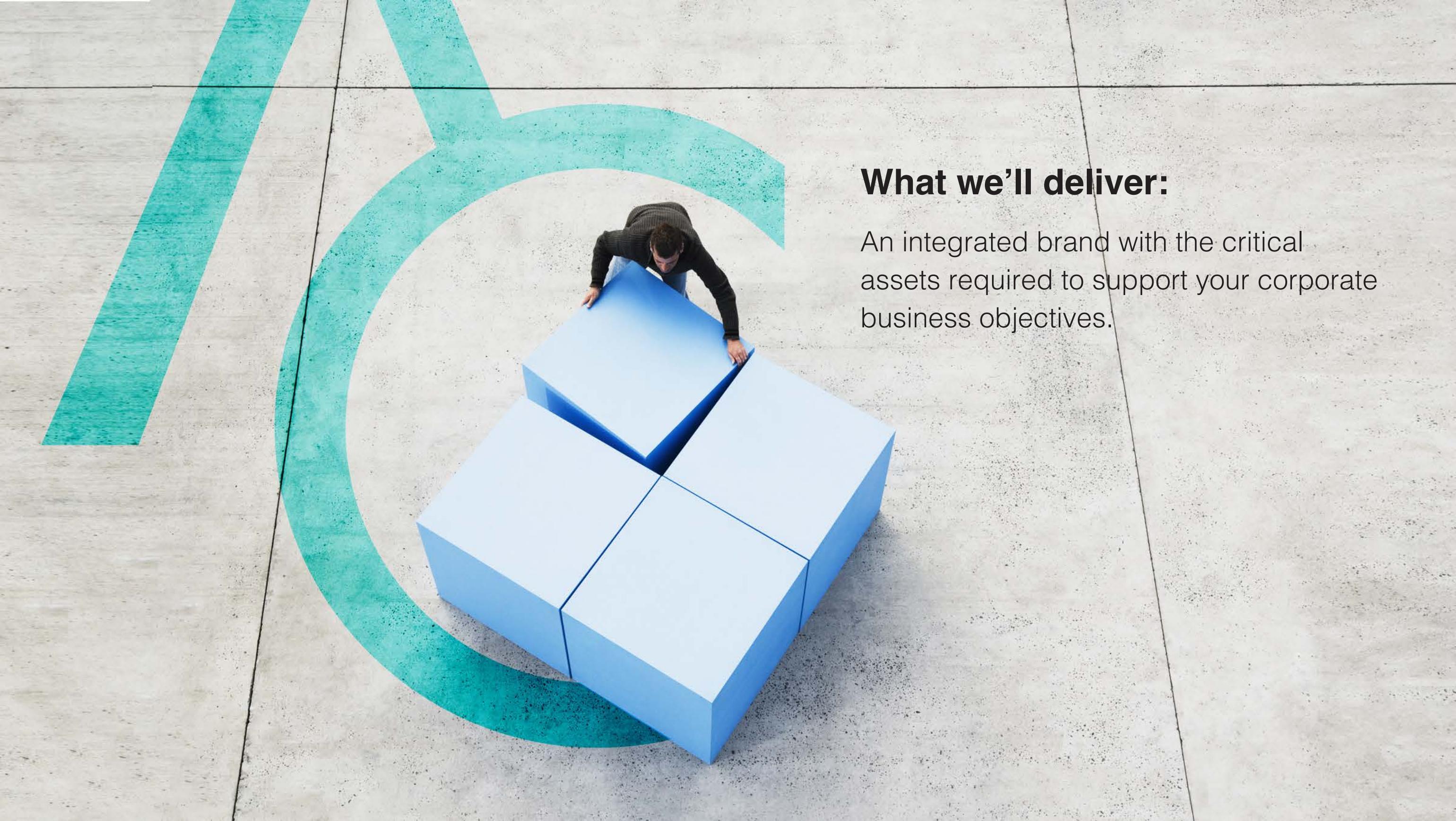
It's important to note that the process is linear. We first learn and gather as much information about you, your solution, your industry and your customers.

And then, leveraging that insight, we develop a unique and holistic messaging platform and associated assets, that can be immediately deployed into the marketplace.



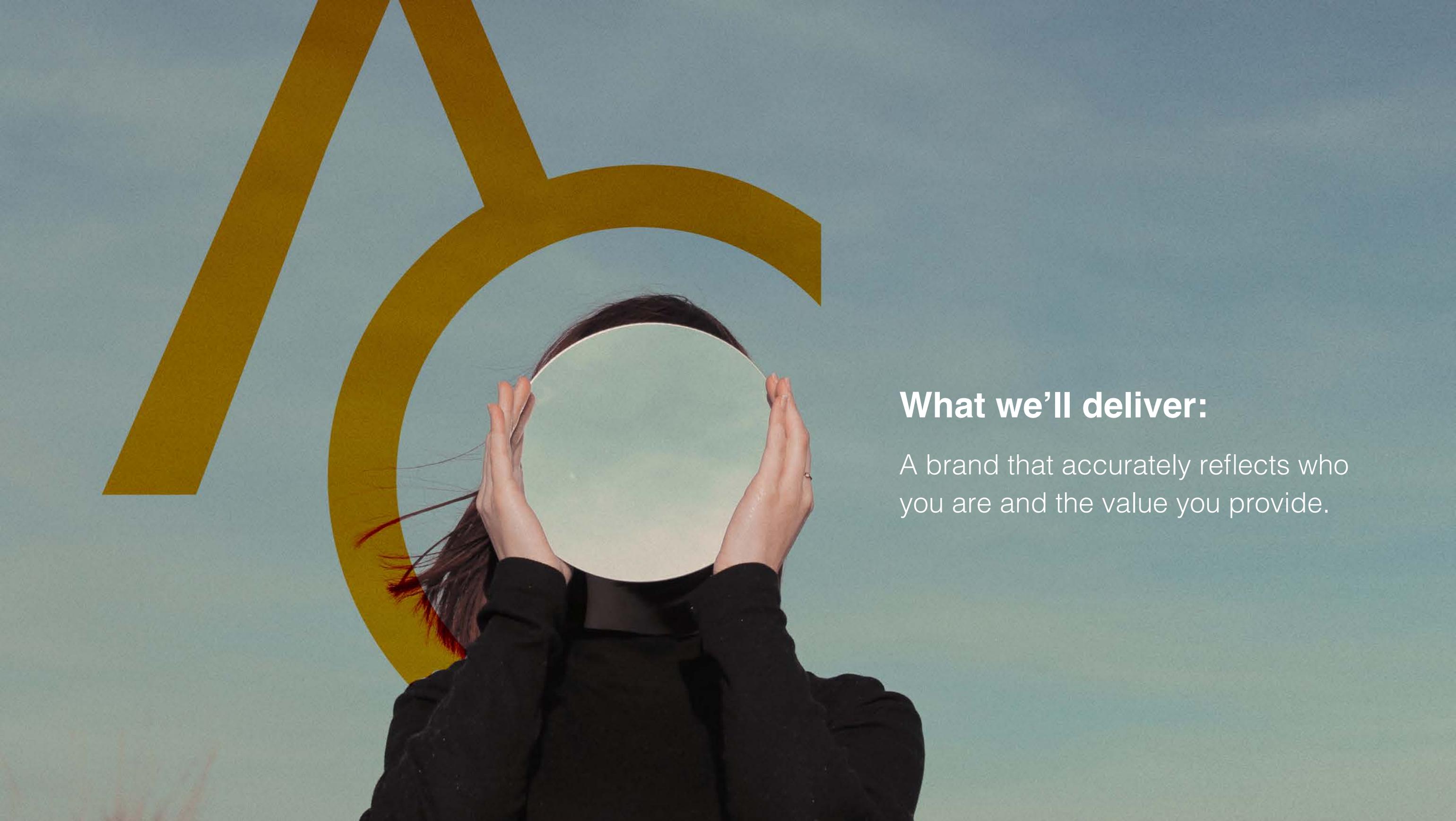
## How we do it.





## **What we'll deliver:**

An integrated brand with the critical assets required to support your corporate business objectives.

A person with dark hair, wearing a black long-sleeved top, is seen from the back, holding a circular, light-colored object (possibly a mirror or a disc) in front of their face. The background is a solid teal color. A large, stylized yellow graphic element, resembling a combination of a triangle and a semi-circle, is positioned behind the person. The overall composition is clean and modern.

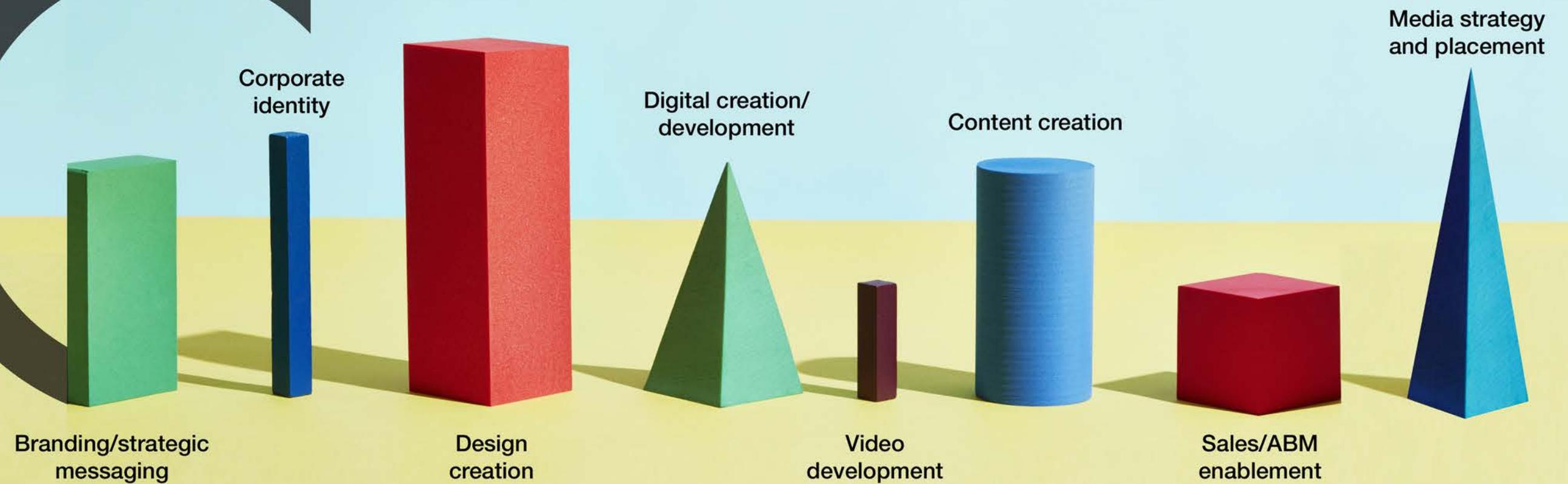
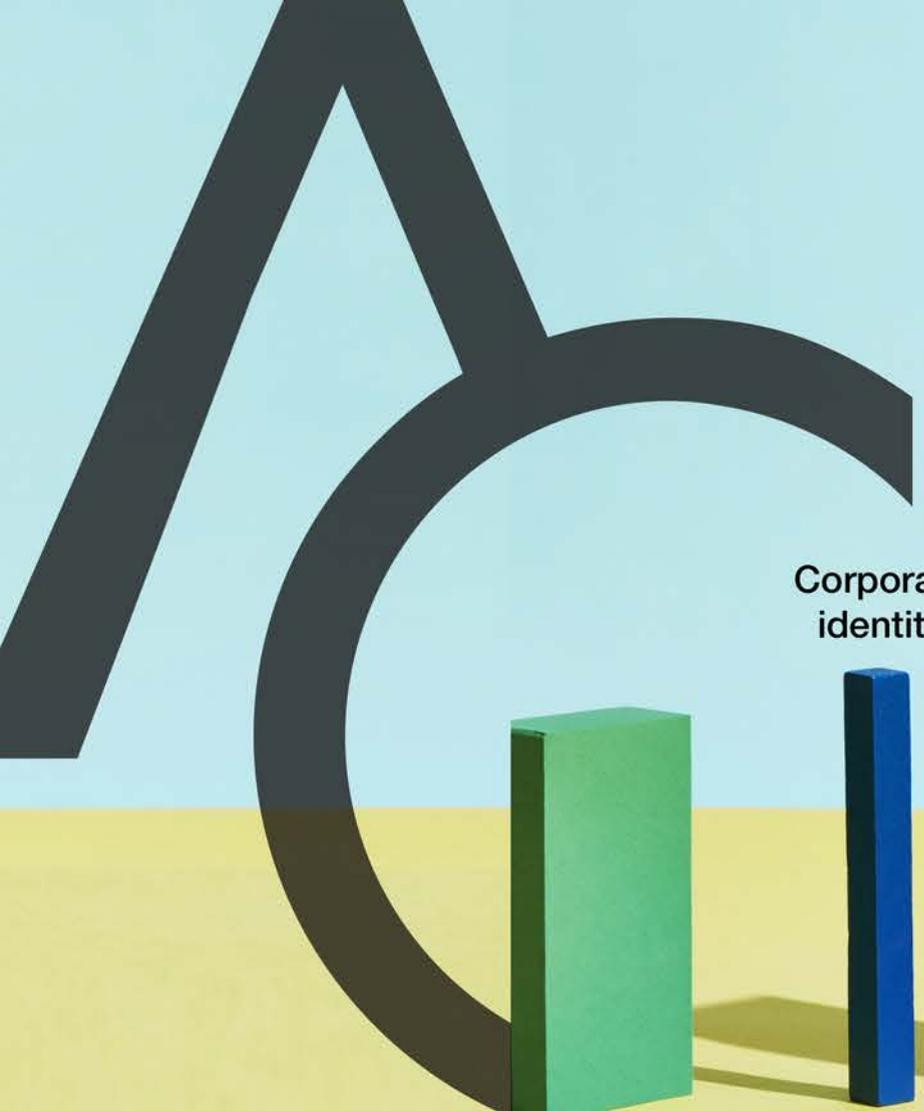
## What we'll deliver:

A brand that accurately reflects who you are and the value you provide.

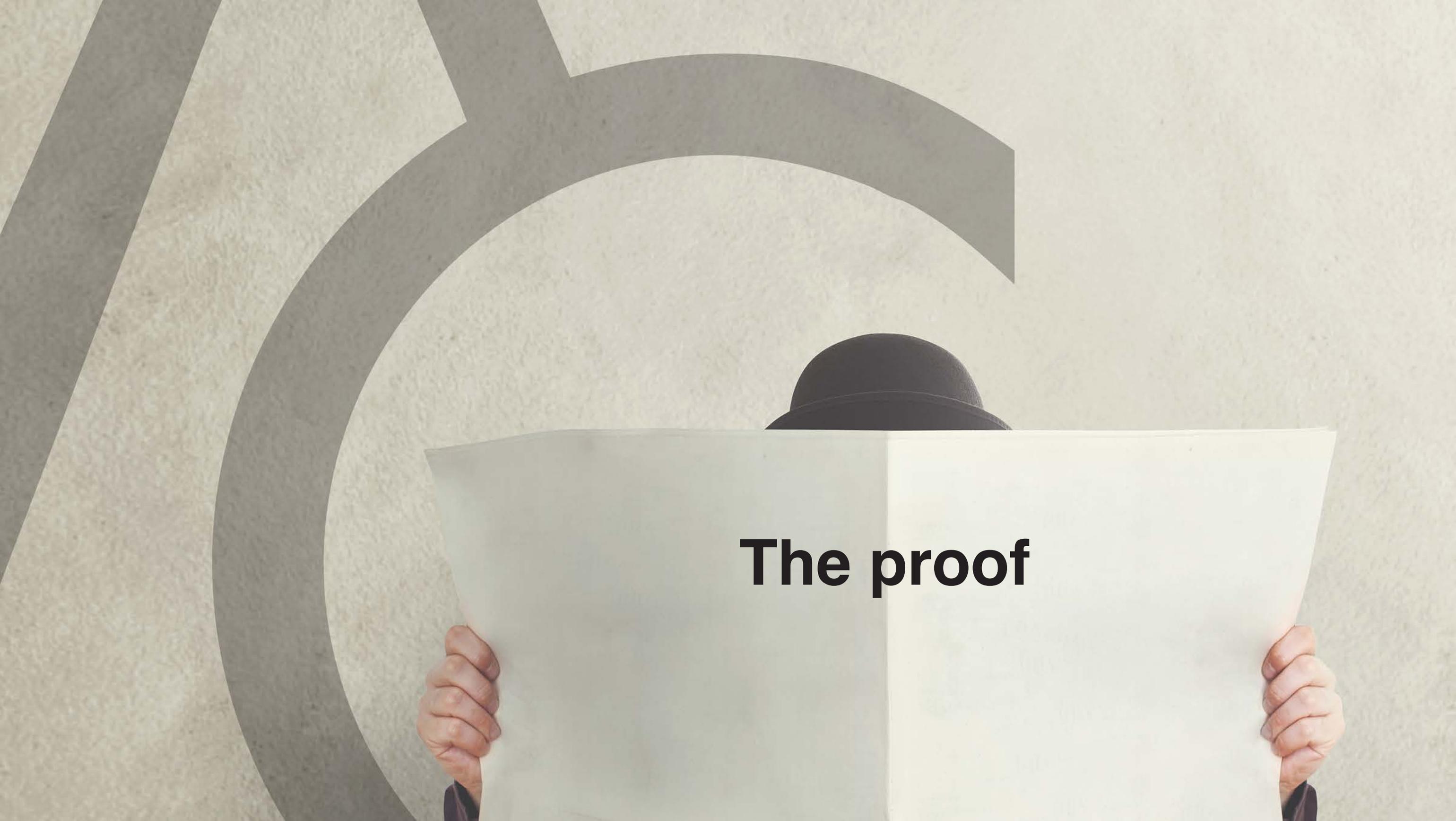
**What we'll deliver:**

A turn-key solution  
you can control.





**The services we deliver**

A person wearing a dark hat is holding a large white sheet of paper in front of a wall. The wall features a large, stylized grey circular graphic. The text "The proof" is centered on the white paper.

**The proof**



Symend's unique approach of combining behavioral science and advanced analytics brings a totally new approach to the debt recovery market. Symend called upon AC&P to develop a new brand strategy that not only captured and uniquely communicated this disruptive new approach but immediately positioned Symend to scale up their sales efforts and to help secure a new round of funding.



He couldn't care less about  
behavioral science, data analytics and AI.  
He simply needs a few months to

**get back on  
his feet.**

**SYMEND**   
The science of engagement™



Faced with unparalleled transformational changes in the communications industry, this traditional test and measurement vendor to the telecom industry needed to rethink its go-to-market strategy. Spirent called upon AC&P to relaunch the company as both a corporate brand and a branded concept.

AC&P realized Spirent could no longer be a one-off, low-margin, 'test box' seller; rather, the company would be positioned as a higher-value strategic solutions provider assuring the performance of their clients' products and services. Spirent is now no longer seen as a 'product' company, but rather as the 'assurance' company.

The  
**PROMISE**

OF NO-WAIT DOWNLOADS.

You made a promise to your customers  
that your network will always delight.  
Let **Spirent** assure that you keep it.

 **spirent**  
Promise. Assured.

The logo for CENX features the lowercase letters 'cenx' in a clean, sans-serif font. The 'x' is stylized with a white arrowhead pointing to the right, integrated into its right vertical stroke.

CHANGE YOUR VIEW  
OF THE NETWORK

CENX, a network assurance company, called upon AC&P to develop highly differentiated brand positioning focused on the proprietary “single view” network technology platform that clearly distinguished Cenx from its competitors. Based on the clarity of this messaging, CENX not only saw an uptick in sales engagements but was shortly thereafter acquired by a major global network and telecommunications company.

## CHANGE YOUR VIEW OF THE NETWORK.

CENX puts all of your important network data into a single pane. Our solution ingests all of an operator's physical and virtual infrastructure data continuously, and transforms it into a comprehensive, trusted, real-time model of network and service topology.

Operators are able to react rapidly to problems and, moreover, to anticipate potential issues, manage performance, and identify new opportunities. CENX fundamentally changes the way service providers view the network.



**cenx**

CHANGE YOUR VIEW  
OF THE NETWORK



Ericsson, one of the world's leading providers of Information and Communication Technology to service providers, has identified the North American region as critical to their continued growth. AC&P has been charged with building informed awareness of Ericsson as the global leader in both the development and deployment of 5G as well as providing support for their Industry 4.0 and IoT business development initiatives.



5G IS  
COMING,  
READY  
OR NOT.

Choose ready.



The KEMET logo is displayed in a bold, italicized, white sans-serif font. The letters are closely spaced and have a slight slant to the right, giving it a dynamic and modern appearance.

Kemet approached AC&P with the need to create an investor relations-focused strategic positioning that linked the continued success of the company to the explosive growth in the transformational 5G, IoT, AI, VR markets. KEMET was long saddled with the perception that this global player in the electronic components industry was in essence a cyclical business.

AC&P provided the breakout message and corporate presentation that put to bed this outdated perception and emphasized the sustained market opportunity arising from the ‘electrification of everything’.



Built into  
**smart**  
factories

***KEMET***  
*Built into tomorrow*

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KEMET's sensors are  
the eyes and ears of  
**Smart Factories.**

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As a world leader in test and measurement, Keysight Technologies assures that their customers' products operate at peak performance. Alongside their technology, the company was launching a portfolio of services that go far beyond traditional customer support. How could they overcome preconceptions about service in the industry to communicate how transformational this elevated level of service truly is?

ACP helped the client define the compelling value proposition and build a fresh message roadmap, including creative campaign assets, that sets Keysight Services apart from the competition.

**SERVICE  
IS NOW**

- ▶ Agile
- ▶ Proactive
- ▶ **Strategic**
- ▶ Intelligent
- ▶ Connected

Today's complex testing environment calls for a fresh approach to the service experience.

Keysight Services elevates service into a deep partnership that hands our customers a competitive advantage and helps them thrive no matter what is thrown at them.



*Keysight. Reengineering service.*

SERVICE IS NOW

- Agile
- Proactive
- ▶ **Strategic**
- Intelligent
- Connected

Did you know?

We reengineered the service experience to amplify your in-house competencies. So you deliver better results, **consistently**.

Equipped with a new logo and identity system, Elevate Textiles came to AC&P with the immediate need to simply define and communicate the strategic value of its new business model.



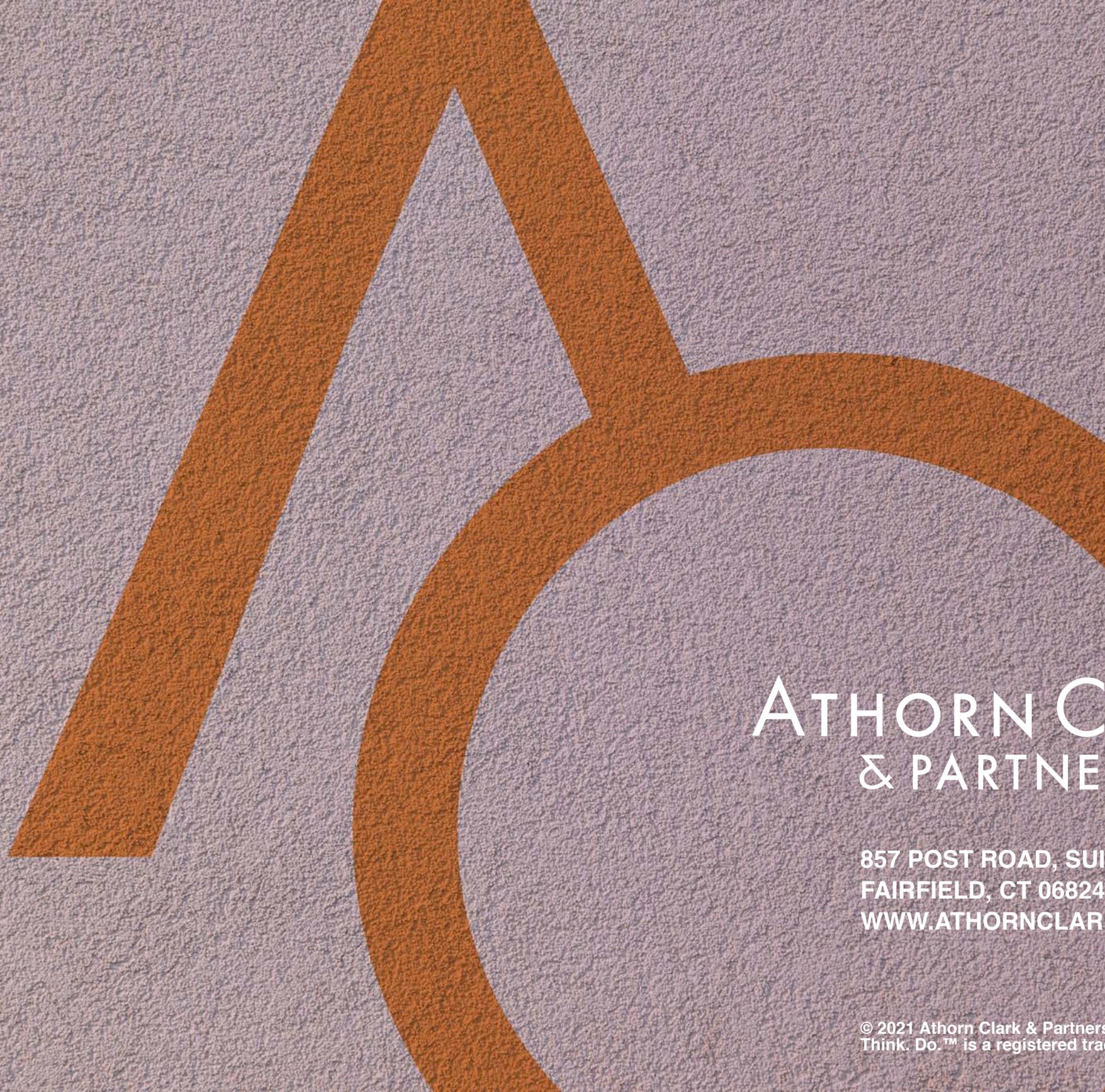
Elevate brings turnkey solutions to the global textile industry by combining four distinct textile companies under one 'branded' platform, thereby redefining the traditional buying process among textile manufacturers. Their first critical audience was the 15,000 global employees, on six continents, who needed to embody the new business model.

# We are Elevate Textiles™



# Portfolio





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