



AGS



TRIANGULAR TRADE

Sub-Brand Development for key strategic programs and business unit communication systems

Original branding initiative and incentives were enacted in the Triangular Trade project to create a central identity and theme for the project team to rally around.

The Triangular Trade project is a strategic initiative to open up direct shipping lanes across international borders for global direct ship capability.

:: APPLIED MATERIALS

As the leader in nano-manufacturing technologies, Applied Materials sets the standard for the industry in continuous growth and improvement in technology and process to help their customers produce the highest quality output in a cost effective manner.

Copia Creative has a long standing relationship with Applied Materials, partnering for over 8 years, providing measurable and proven results and setting the standard for organizational communication, strategic consulting, and change management.

PROFILE:

Being the industry leader requires Applied Materials to out-grow and out-perform their competition year after year. Management objectives are set annually that cascade throughout this matrixed organization, and are linked directly to strategic programs which drive the business to succeed.

GOALS:

- Reinforce corporate identity and create and implement branding, tagline, vision, and mission statements for key projects
- Deliver program management best practices: planning, budgeting, driving and monitoring progress
- Develop and design new processes, and promote these changes through print, web, promotional, and PowerPoint business presentations
- Build training materials and support training initiatives through multiple channels and measuring user effectiveness.

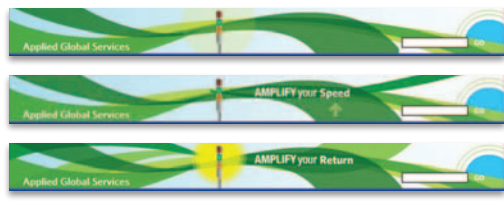
PROCESS AND STRATEGY:

Copia Creative's strategic consulting group works to ensure the business is maximizing potential for long term strategy. Based on the complexity of the organizational change initiatives, new processes, and internal and external marketing and communications, we furnish our clients with dedicated on and off site consultants ranging from strategic consulting to program management to communication specialists.

1: Triangular Trade promotional materials to reinforce the project name, purpose and vision. Distributed globally to the user community at specific intervals in the project to increase awareness and gain user buy-in to utilize this new global direct ship capability.

2: Posters, Banners, T-shirts, and Promotional materials in support of the newly formed Remote Service Operations, a strategic and fundamental change in the way Applied delivers service to their customers.





AGS Intranet Site

Applied's Global Service business unit engaged with Copia Creative to build their intranet website. From the architecture to the design, imagery and color palette we integrated AGS's product-centric content, while seamlessly incorporating a refreshed corporate brand and reflecting the new theme of "Amplify Your Return"

The simplistic and inviting user interface is accented with elements of flash animation, and fully content managed.



STRATEGIC INITIATIVES:

- **Triangular Trade - Global Direct Ship Capability:** Copia Creative's consulting and creative services were critical in the support and implementation of a new global direct ship capability. Our initiatives included incentivizing the client project team, creating visibility of the program with a strong project brand, and consistent communications with identifying the program value. Developing training efforts assisted in change management and end user acceptance.
- **Applied Services Product Re-Brand:** Copia Creative strategically managed a re-brand effort for Applied Materials in the service offerings to change the perception of Applied service and productize new offerings including a series of communications, online video training tools, creative campaigns, and collateral.

- 1: Intranet Web Portal designed and content managed to reach Applied's 3000 customer engineers in the field with key messages of the new Remote Service Operations organization
- 2: Change Management methodology utilized and tailored to large organizational change projects
- 3: Internal Communication templates for awareness and promotion of Applied Spares Warranty process changes to the global community



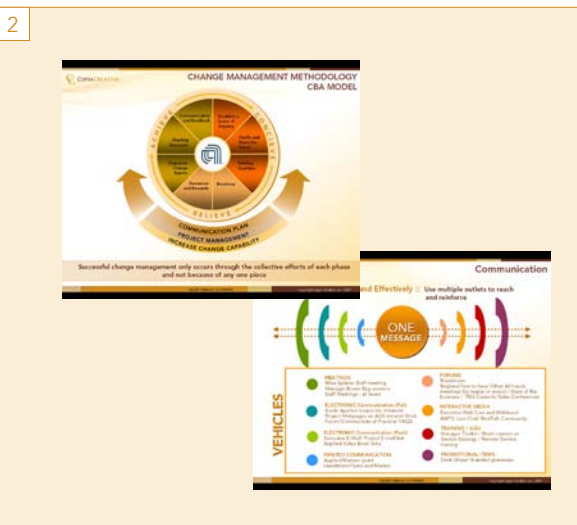
- **SpareParts Warranty – Global Process Architecture and Standardization:** Copia Creative was awarded the project lead in the communications effort to standardize and implement process controls globally. We accepted the challenge of change management, policy and process communication, and ensuring user acceptance and global execution to all seven regions Applied operates within.

RESULTS:

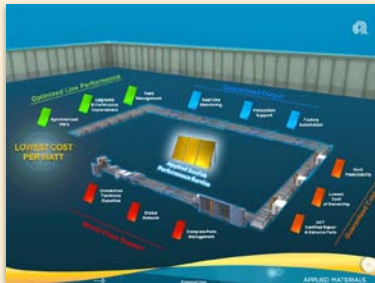
Through faster lead times and responsiveness to urgent customer orders, the implementation of the Triangular Trade capability increased customer satisfaction by over 17% and created a cost savings of over \$700K per year in warehouse and transportation costs by utilizing this direct ship capability.

Through the successful implementation of the new Spares warranty process controls, Applied Materials reduced their annual run rate from \$14M to \$6M (a 58% reduction). Copia Creative's efforts in communication and consulting ensured the consistency and standards were adhered to and measurable, leading to an increased focus and visibility on the Spare Parts quality, as well as maximizing the company's opportunity to recover and refurbish warranty parts.

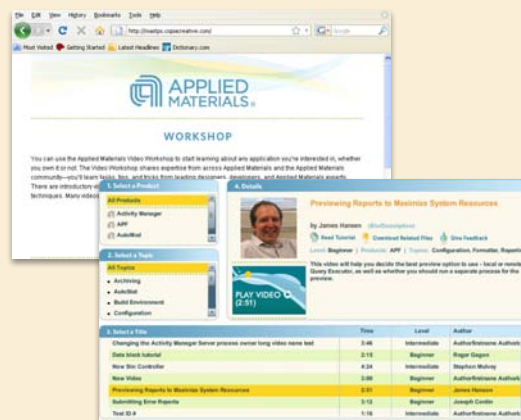
Since Copia Creative began engagement with Applied Materials in 2002, Copia Creative has been consistently recognized as a key contributor to the success of strategic programs at the company's internal awards and recognition events.



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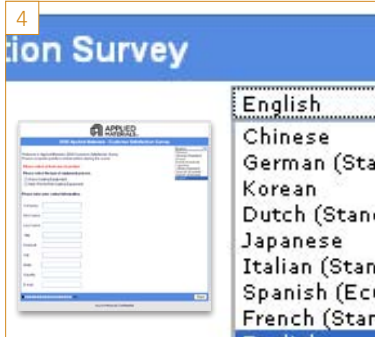


- 1: SunFab PowerPoint Presentation and Graphic Development
- 2: MAS TPS Application - video provided in English, Korean, Chinese, Japanese, and Spanish
- 3: RSO DVD Label and Letterhead Design
- 4: Customer Satisfaction Survey in multiple languages
- 5: RSO Movie - 3 min. Multimedia Presentation communicating ExpertConnect and benefits.

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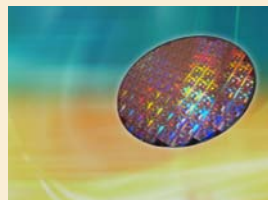


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RSO - Internal Presentation



RSO Expert Connect - External Presentation



GLOBAL REACH AND CHANGE MANAGEMENT COMMUNICATIONS:

As Copia Creative and Applied Materials continue to partner, it is our role to creatively reach audiences and align with Applied's position at the forefront of the industry with innovative technologies and alternative energies. Our current role has expanded into new business units within the organization:

Applied Global Services - Product Launch and Adoption

Copia Creative managed the launch and marketing of a new service capability to remotely service and troubleshoot equipment. We began with internal alignment to adopt and embrace the new technology with an understanding of the value. We approached this challenge with a compelling multimedia presentation to model industry best practices, tell the story, and communicate the tangible effect of this impact. Our successful global initiative reached an international audience with tremendous buy-in. Following, we focused externally to engage clients with a sensory experience designed to drive behaviors and raise interest. Our initiatives yielded high response and continue to evolve in the global marketplace.

Applied Global Service - Solar

Applied Materials partnered with Copia Creative in the newest undertaking, the solar market. From the green field to the fab, Applied is becoming the resource leader and Copia Creative is communicating the messages in this new green focused market through high impact multimedia and communication portals to deliver complex information visually and effectively.

Manufacturing Automation Solutions (MAS)

Offering total support for Applied Materials products, MAS software products generate 8000+ support calls annually with over 80% of these calls classified as "how-to" customer requests. MAS and Copia Creative identified a need for an online, multi-language technical support capability to reduce call volume and increase customer satisfaction with a user-friendly, interactive, and multi-language customer online support center. The results were impactful, reducing the number of calls to MAS TPS by 20%, increasing overall customer satisfaction with MAS software products, improving support methodologies, and developing a robust library of content assets for product support.

Copia Creative's role included architecting, design and development of the user experience, integrating multi-language capability and content, with full cycle development and launch of the application.