



Making IT PersonalTM Campaign Playbook

Version 2
August 2024

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Making ITP Personal

Campaign Overview

Making IT Personal

1.1

Our Top Differentiators



Expertise

We're your trusted advisors.

We're here for you. Working side by side, we listen to your needs, personalize our guidance and offer exclusive tactics to take your business to the next level.



Simplicity

We help you focus on your business.

Your business requires your full attention. Acting as an extension of your team, we cut through complexity so you can dedicate yourself to higher growth opportunities.



Opportunity

We open doors.

Using our unrivaled market insights, specialized solutions, deep industry relationships and global reach, we help your business flourish.



1.2

Who are we?

Who do we aspire to be?

The 5 Brand Refresh Pillars



Smart

Definition: Intelligent or able to think quickly.

We have decades of specialized expertise.



Innovative

Definition: Using new methods or ideas.

We're passionate about exploring what's next.



Dependable

Definition: Deserving of trust or confidence.

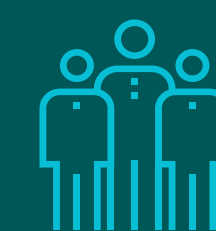
We're transparent, genuine and reliable.



Empathetic

Definition: Having the ability to imagine how someone else feels.

We care for you and the world around us.



Human

Definition: Having the qualities, faults and feelings that people have.

We take you seriously, but we like to have fun, too.

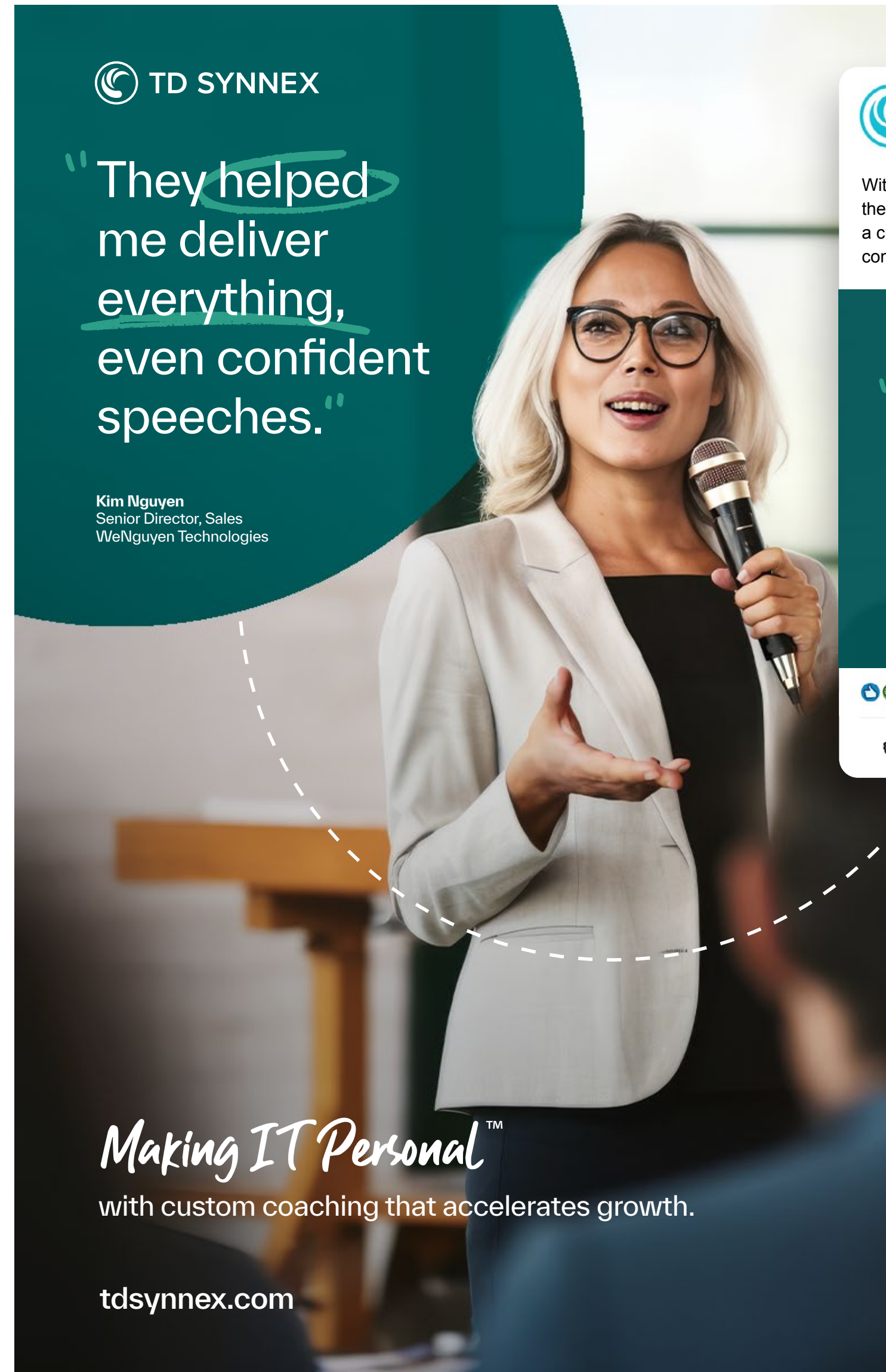
Campaign Creative

Making IT Personal

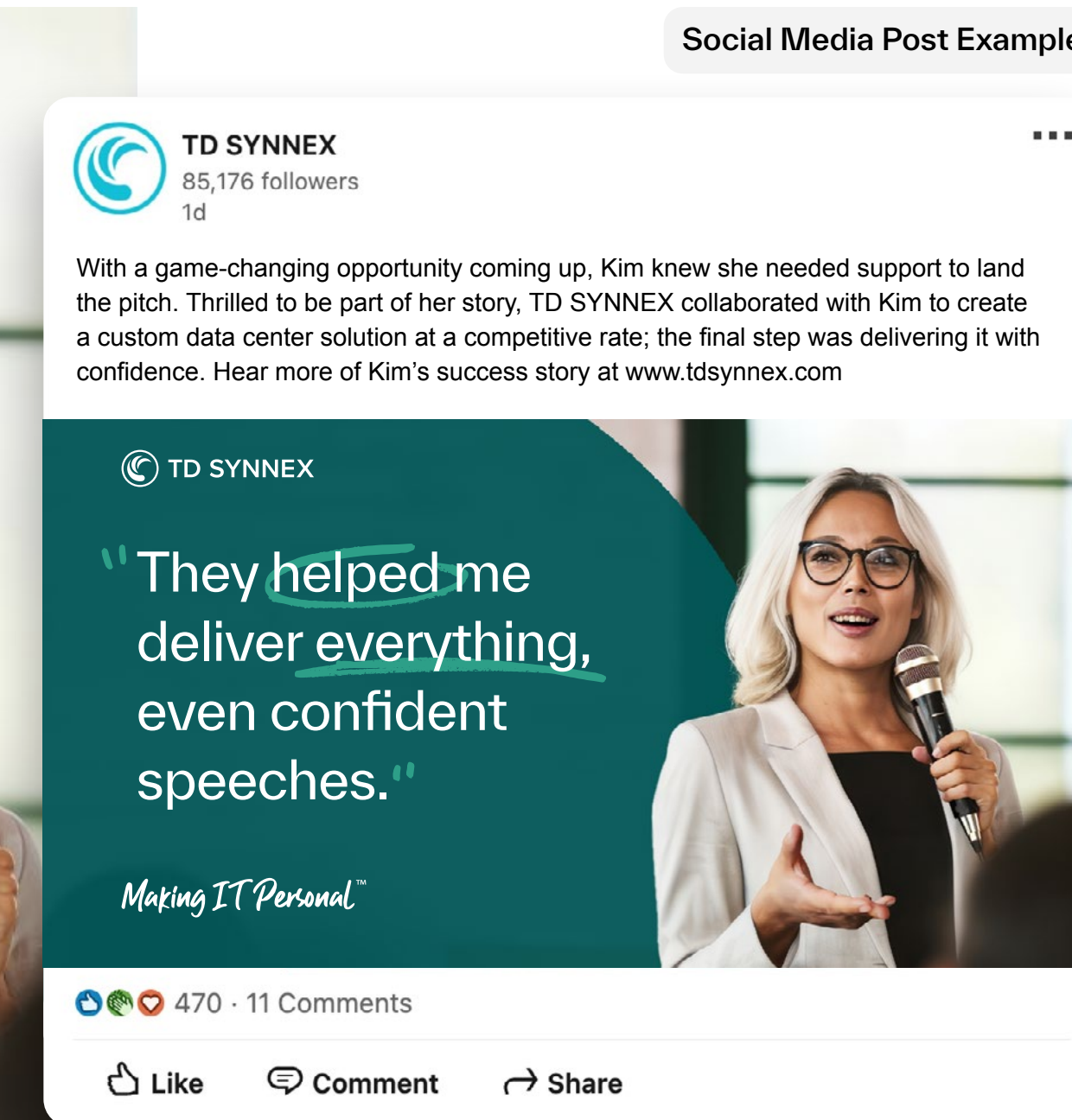
2.0 Core Creative

In this campaign, we get personal. Partners share how our support makes their business more effective so they can enrich their teams, improve their organizations and find better balance. We lift their voices and let them speak for us.

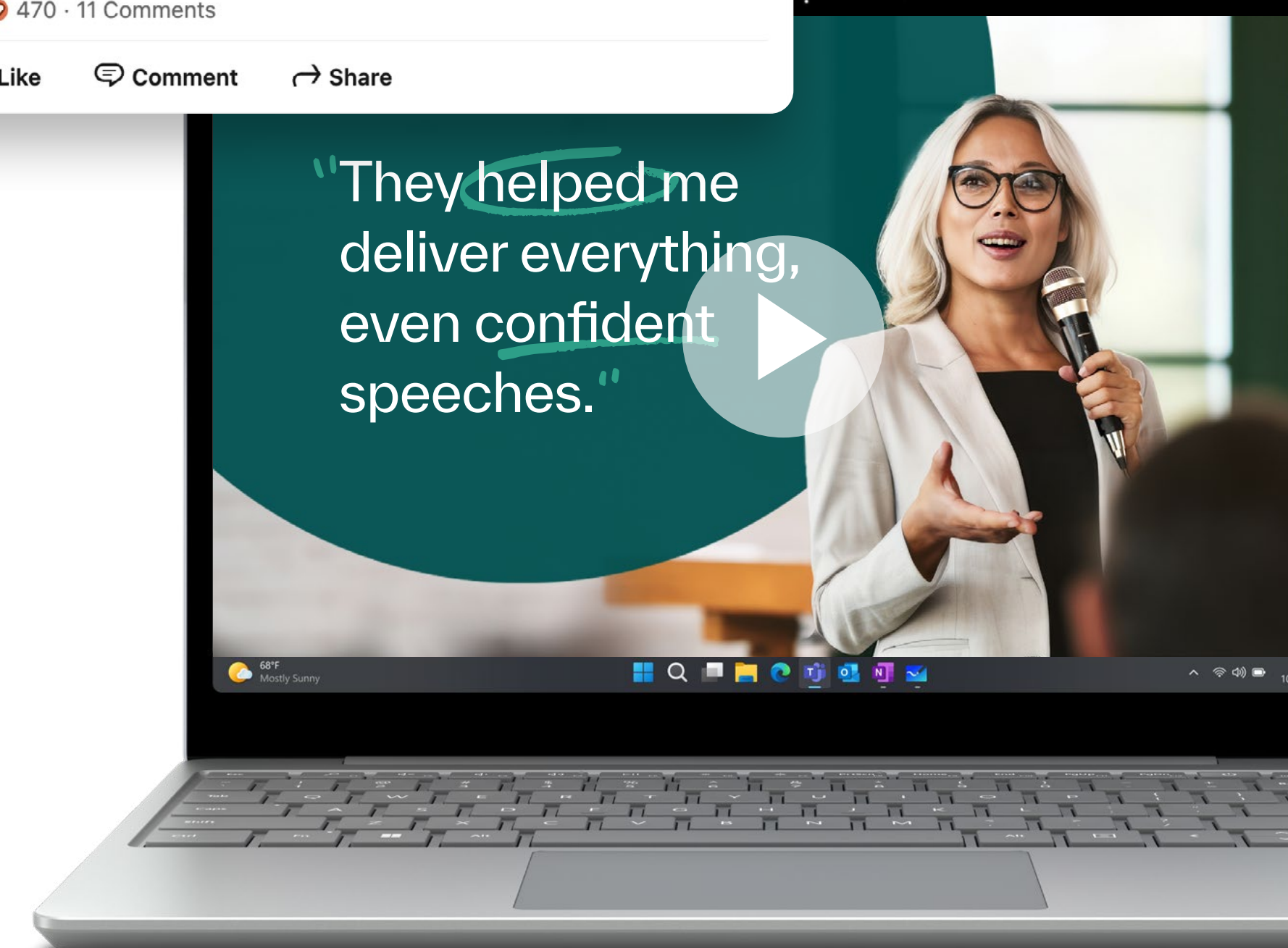
Our partner testimonials, in both video and static formats, capture the genuine human emotions behind each partnership. These compelling quotes and soundbites vividly illustrate our core values and messaging pillars, while creating a meaningful connection with our brand.



Poster Example



Social Media Post Example



Video Example

Visual System

Wordmark

Quote

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Typography

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Making IT Personal

3.0 Overview

Color and line overlays establish a visual hierarchy, unifying the campaign's visual identity. These elements draw the viewer's attention to key messages and visual cues in each story.

We will go over the detailed guidelines on each of the visual elements in the following pages.

- 3.1 Wordmark
- 3.2 Quote
- 3.3 Embellishments
- 3.4 Typography
- 3.5 Colors



Visual System

Wordmark

Quote

Embellishments

Typography

Colors

Making IT Personal

3.1

Wordmark

Making IT Personal™ represents the ongoing relationship between TD SYNEX and our partners. We are dedicated to not only providing solutions and resources but following through to ensure they are used effectively to reach our partner's goals.

Using a handwritten font symbolizes the human and personal elements of this campaign and the work that we do. To maintain its impact, this font should be used sparingly and exclusively for the tagline.

Making IT Personal™

3.1 Wordmark Guidelines

In most cases, the wordmark should be used on a small scale (no larger than the quote text). Avoid using it as a headline; instead, use the wordmark as a signature to add a personal touch.



3.1 Wordmark Misuse

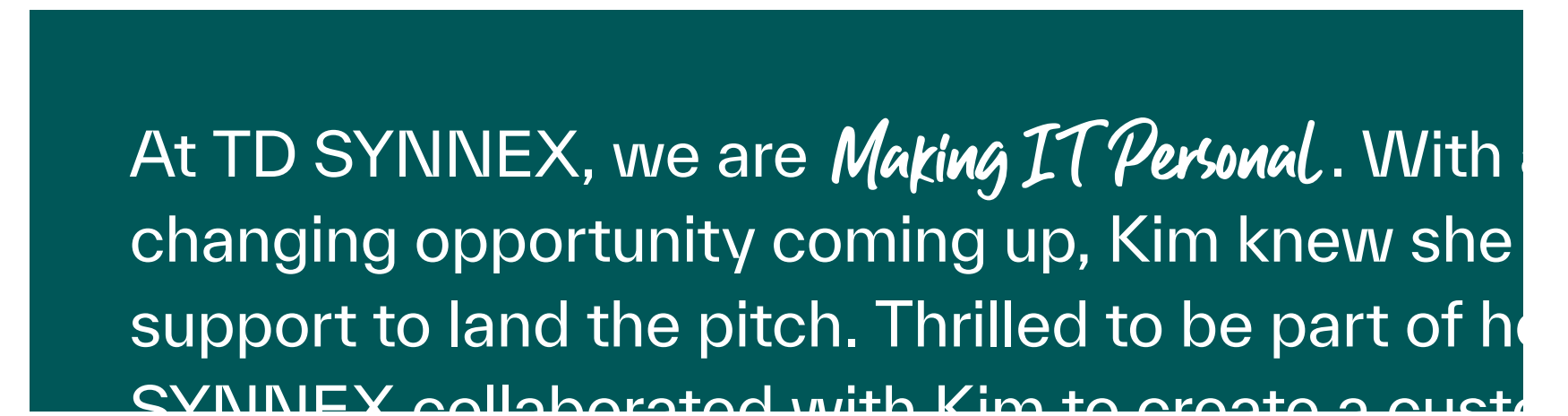
X DO NOT use as a headline

Do not use the wordmark as a headline or large text. This minimizes it's impact.



X DO NOT use inline with text

Do not use the wordmark within body text or quotes. It should be used exclusively as a campaign tagline.



X DO NOT alter

Do not alter the typography, change the color or remove the trademark symbol from the wordmark. The wordmark should be treated as a logo.



X DO NOT use handwritten font

Do not use the wordmark font or any other handwritten font in this campaign, outside of the approved wordmark.



Visual System

Wordmark

Quote

Embellishments

Typography

Colors

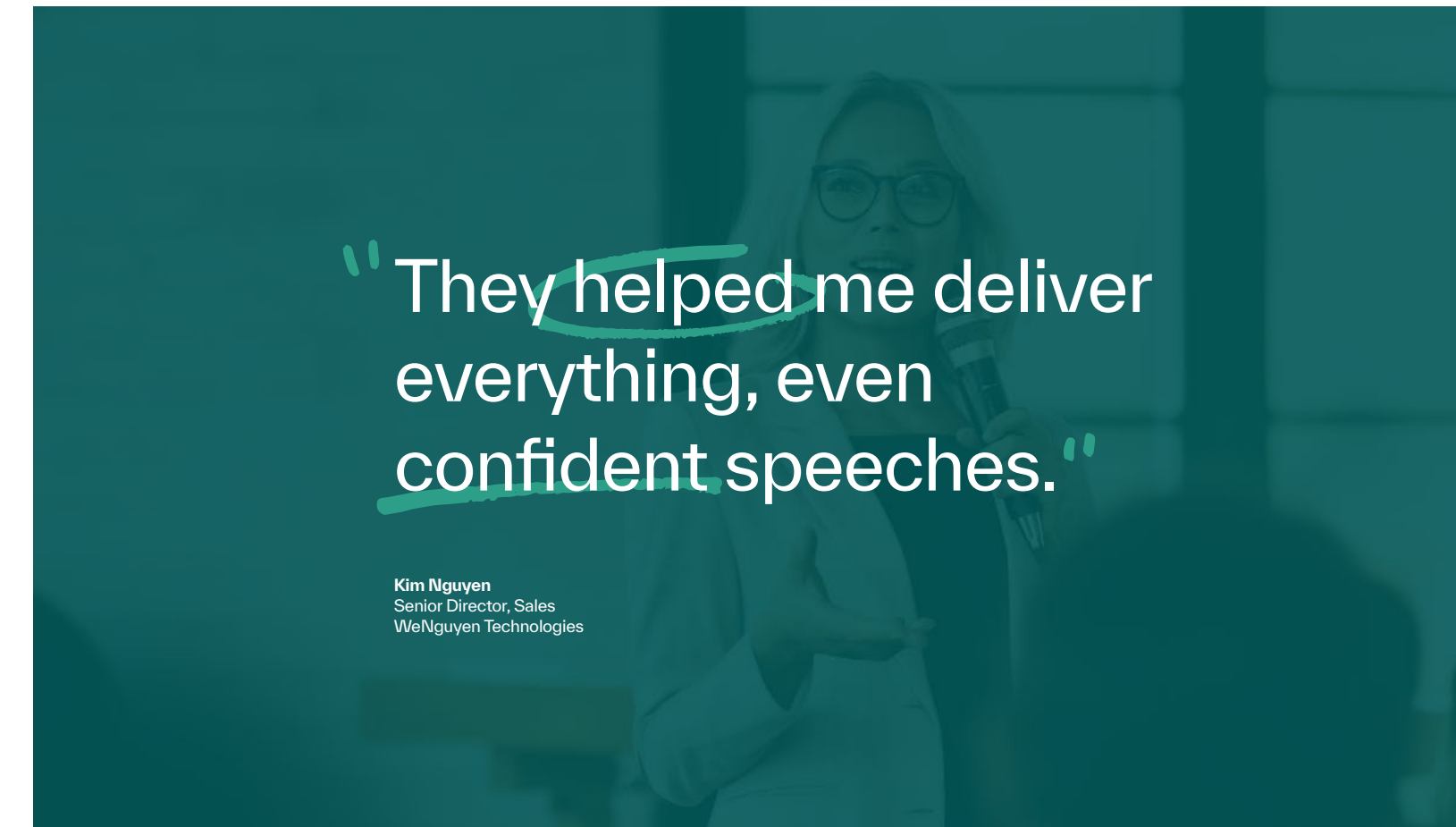
Making IT Personal

3.2 Quote

The quote is the most prominent element of this campaign. As we connect with what matters most to our partners, it stands out as the focal point among other design elements and imagery.



Video Example



Video Example



Social Media Post Example

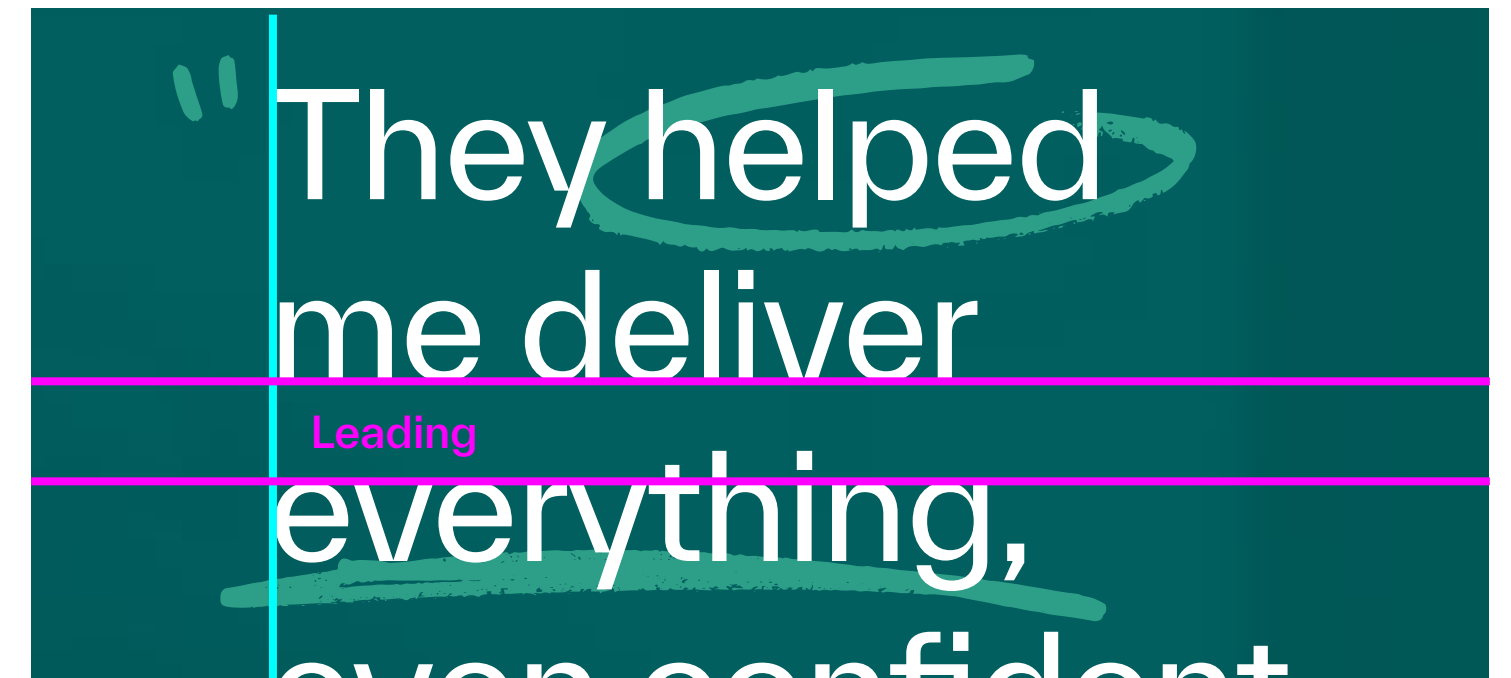


Video Example

3.2 Quote Guidelines

As the central element of this campaign, it's important to maintain consistency when presenting the quote to ensure a cohesive message.

- 1 **Text alignment**
Quote text should be **left-aligned** in most cases.
- 2 **Leading**
Set the leading (the space between lines of text) to **120% of the font size**.
(e.g., if the quote text is 42 pt, the leading should be around 52 pt.)



- 3 **Quotation marks**
Please use the following marks in the beginning (Quotation 1) and the end (Quotation 2) of each quote instead of the text quotation mark.

Quotation 1:



Quotation 2:



- 4 **Attribution**
Place the interviewee's information beneath the quote in most cases. Set this text to be approximately **30% the size of the quote text**.
(e.g., if quote text is 42 pt, then the attribution text should be around 12 pt.)

The name of the interviewee:

TWK Everett, Bold

The title and the company:

TWK Everett, Regular



3.2

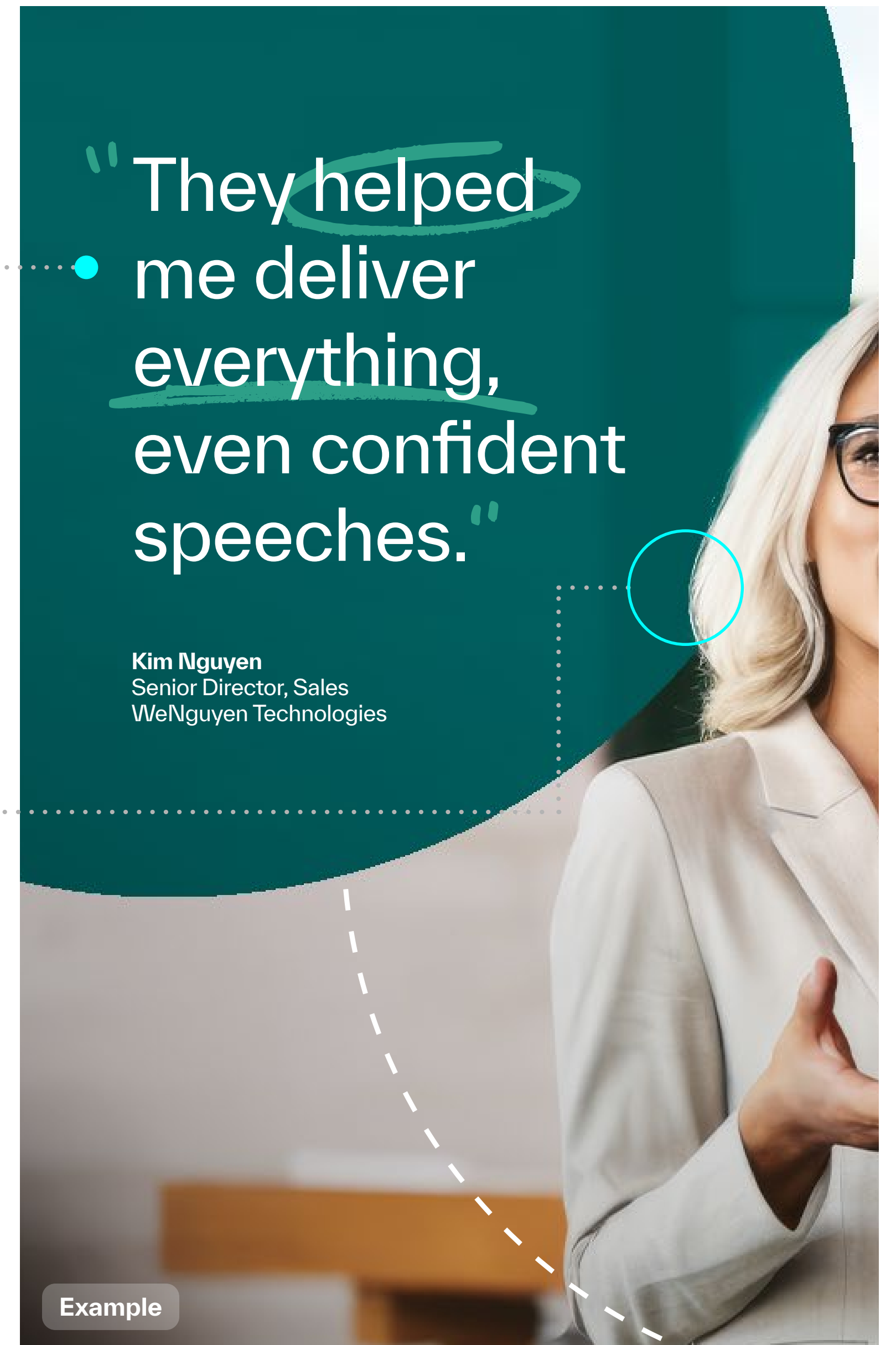
Quote Bubble Guidelines

As the central element of this campaign, it's important to maintain consistency when presenting the quote to ensure a cohesive message.

- 1 Quote bubble**
In most cases, the quote text should be placed on top of the quote bubble, the colored circle that serves as a backdrop.

Set the quote bubble to **95% opacity** to allow a hint of the background image to show through.

- 2 Masked-out figure**
Parts of the masked-out figure can appear above the quote bubble to create a sense of depth and layering.



Visual System

Wordmark

Quote

Embellishments

Typography

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Making IT Personal

3.3 Embellishments

Underlines

Underline 1



Underline 2



Underline 3

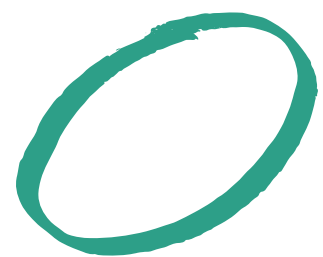


Underline 4



Circles

Circle 1



Circle 2



Circle 3



Circle 4



3.3 Underline Guidelines

Underline 1



Use for words with **1-5 characters**

Example

TD SYNEX helps me focus on what's most important.

Underline 2



Use for words with **5-9 characters**

Example

They helped me deliver everything, even confident speeches.

Underline 3



Use for words with **9-12 characters**

Example

They helped me deliver everything, even confident speeches.

Underline 4



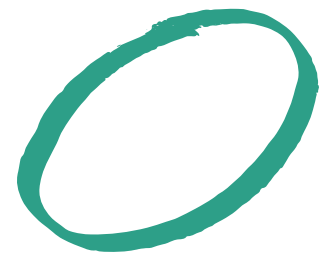
Use for words with **12 or more characters**

Example

TD SYNEX isn't a B2B business. It's a human-to-human business.

3.3 Circle Guideline

Circle 1



Use for words with **1-5 characters**

Circle 2



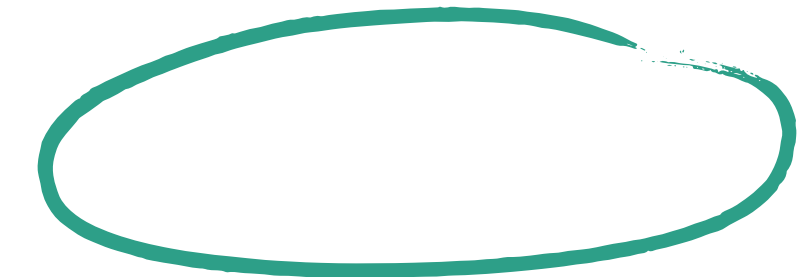
Use for words with **5-7 characters**

Circle 3



Use for words with **5-10 characters**

Circle 4



Use for words with **10 or more characters**

Example

TD SYN**NEX** helps me focus on what's most important.

Example

They helped me deliver everything, even confident speeches.

Example

They helped me deliver everything, even confident speeches.

Example

TD SYN**NEX** isn't a B2B business. It's a human-to-human business.

3.3 Dashed-Line Circles

The circle is derived from the TD SYNEX logo. It has deep foundations in the roots of the organization and is symbolic of unification and community.

Circles can be used in both an open and closed format. In a closed format, they can be used to crop an image or as a holding device. In an open format, they can be used to bring impact to a subject in photography, or as a standalone graphic element.

Dashed-line circles are always Black or White, with equal dash and gap lengths. These lengths are generally 6x the stroke weight, but it can vary depending on the size of the circle.

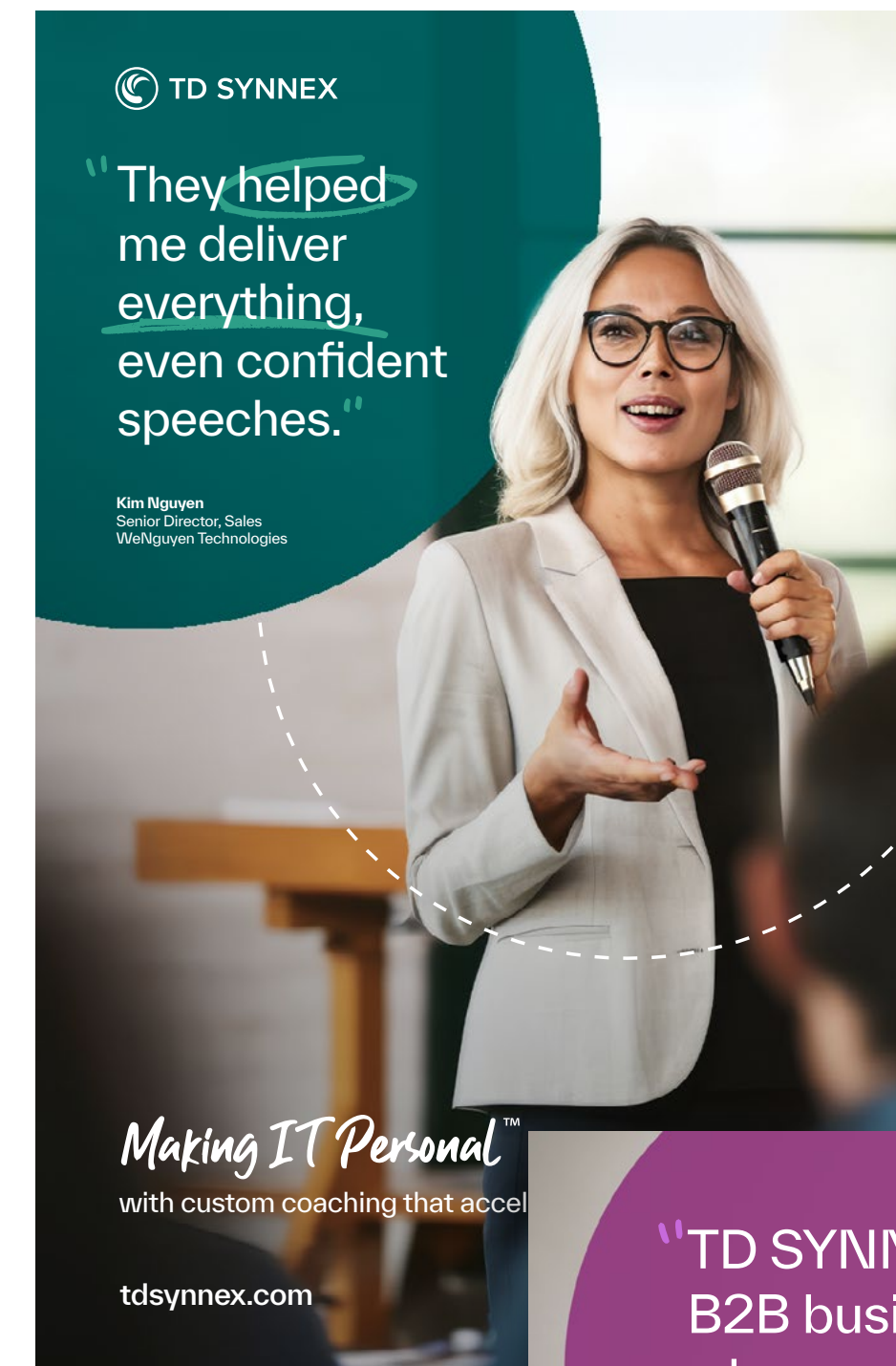
Dashed-Line Circles 1 (Full)



Dashed-Line Circles 2 (Half)



Examples



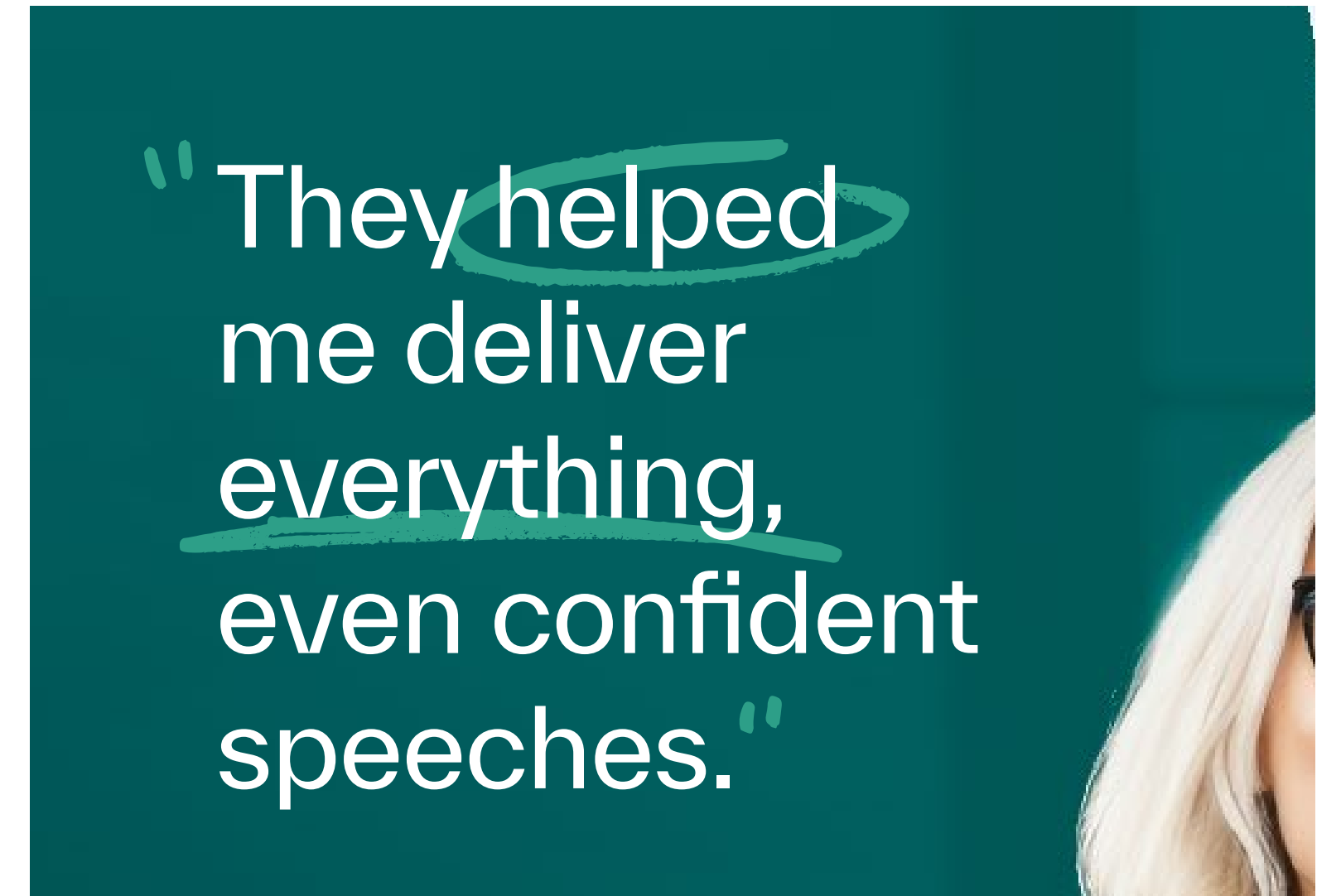
3.3 Embellishments and Keywords Guidelines

1 Use sparingly

Embellishments should be used sparingly to highlight a **few keywords*** in the quote.

Use only one or two embellishments per quote, with a maximum of three for longer quotes.

***Keywords** highlight the primary message. When selecting keywords, ensure they reflect how we demonstrate one or more of our five brand refresh pillars.



2 Positioning

Embellishments should always go **underneath** the quote text.



3.3 Embellishments Misuse

X DO NOT alter

Do not alter or skew any embellishments. Do not change the color of the embellishments to the colors outside of branded color palette.



X DO NOT overuse circles

Do not use circles **more than once** per quote. Underlines can be used multiple times for longer quotes.



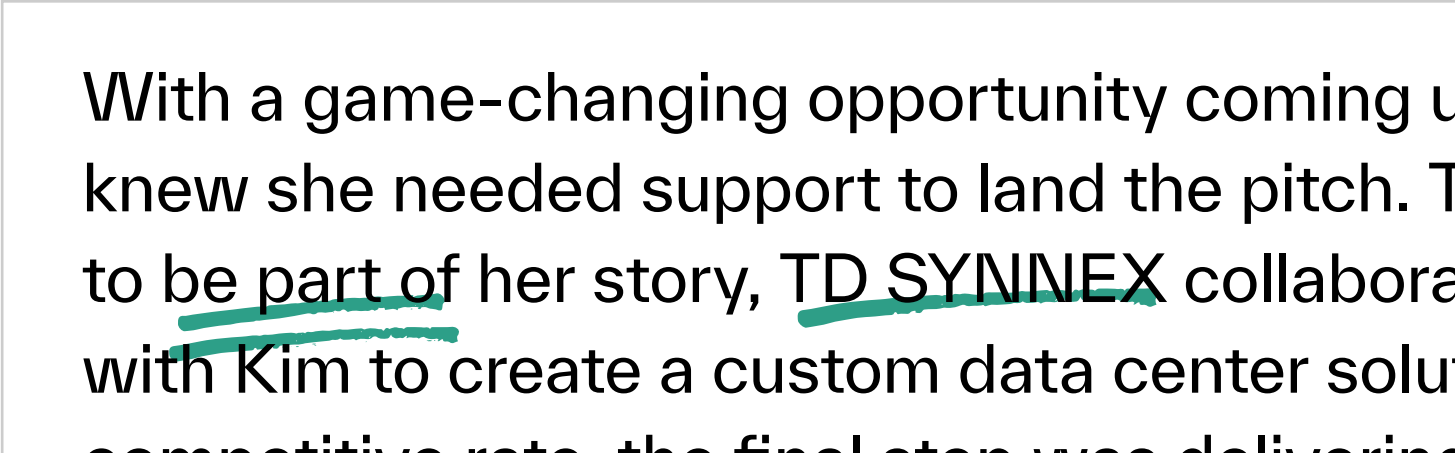
X DO NOT repeat

Do not use the **same style** embellishments in a quote.



X DO NOT use outside of quote

Do not use the embellishments anywhere **outside of the quote**.



Visual System

Wordmark

Quote

Embellishments

Typography

Colors

Making IT Personal

3.4

Primary Headline Typeface

TWK Everett is a sans-serif grotesk font that complements our logotype well. Timeless, yet with distinctive cuts that make it feel modern and edgy, it represents our passion for fueling our partners' innovation.

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890
!@#\$%^&*()?"

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890
!@#\$%^&*()?"

AaBb123
Everett

3.4 Typography System

Our design system is driven by our bold and impactful typography. When there's sufficient space and few other elements, we use large display typography.

TD SYNnex logo

Quote

TWK Everett, Regular

Attribution

The name of the Interviewee:

TWK Everett, Bold

The title and the company:

TWK Everett, Regular

Wordmark

Supporting text

TWK Everett, Regular

CTA

TWK Everett, Medium



Visual System

Wordmark

Quote

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Making IT Personal

3.5 Campaign Color Palette

Our primary color palette features deep, rich hues that symbolize the meaningful relationships we cultivate with our partners. Brighter accent colors are used to add variety and highlight important points.

Primary Colors

Teal

C100 M0 Y33 K43
HEX#005758

Navy

C91 M75 Y32 K45
HEX#1D3152

Plum

C51 M83 Y52 K45
HEX#5A2D3F

Purple

C48 M91 Y18 K2
HEX#923A7F

Citron

C46 M33 Y100 K9
HEX#908C13

Accent Colors

Green

C78 M16 Y56 K1
HEX#2D9F88

Steel Blue

C100 M0 Y33 K43
HEX#1F728B

Purple

C48 M91 Y18 K2
HEX#923A7F

Orchid

C33 M65 Y0 K0
HEX#C76ADB

Chartreuse

C25 M1 Y100 K0
HEX#CCD814

3.5 Teal Palette

Teal (Primary)

Can be used for:

- Primary or large portion of background
- Quote bubble (background)

Green (Accent)

Should ONLY be used sparingly for:

- Embellishments (underlines and circles)
- Quotation marks

Primary Color

Teal

C100 M0 Y33 K43
HEX#005758

Accent Color

Green

C78 M16 Y56 K1
HEX#2D9F88



Example

3.5 Navy Palette

Navy (Primary)

Can be used for:

- Primary or large portion of background
- Quote bubble (background)

Steel Blue (Accent)

Should ONLY be used sparingly for:

- Embellishments (underlines and circles)
- Quotation marks

Primary Color

Navy

C91 M75 Y32 K45
HEX#1D3152

Accent Color

Steel Blue

C100 M0 Y33 K43
HEX#1F728B



Example

3.5 Plum Palette

Plum (Primary)

Can be used for:

- Primary or large portion of background
- Quote bubble (background)

Purple (Accent)

Should ONLY be used sparingly for:

- Embellishments (underlines and circles)
- Quotation marks

Primary Color

Plum

C51 M83 Y52 K45
HEX#5A2D3F

Accent Color

Purple

C48 M91 Y18 K2
HEX#923A7F



Example

3.5 Purple Palette

Purple (Primary)

Can be used for:

- Primary or large portion of background
- Quote bubble (background)

Orchid (Accent)

Should ONLY be used sparingly for:

- Embellishments (underlines and circles)
- Quotation marks

Primary Color

Purple

C48 M91 Y18 K2
HEX#923A7F

Accent Color

Orchid

C33 M65 Y0 K0
HEX#C76ADB



Example

3.5 Citron Palette

Citron (Primary)

Can be used for:

- Primary or large portion of background
- Quote bubble (background)

Chartreuse (Accent)

Should ONLY be used sparingly for:

- Embellishments (underlines and circles)
- Quotation marks

Primary Color

Citron

C46 M33 Y100 K9
HEX#908C13

Accent Color

Chartreuse

C25 M1 Y100 K0
HEX#CCD814



Example

Creative Production

Making IT Personal

4.1

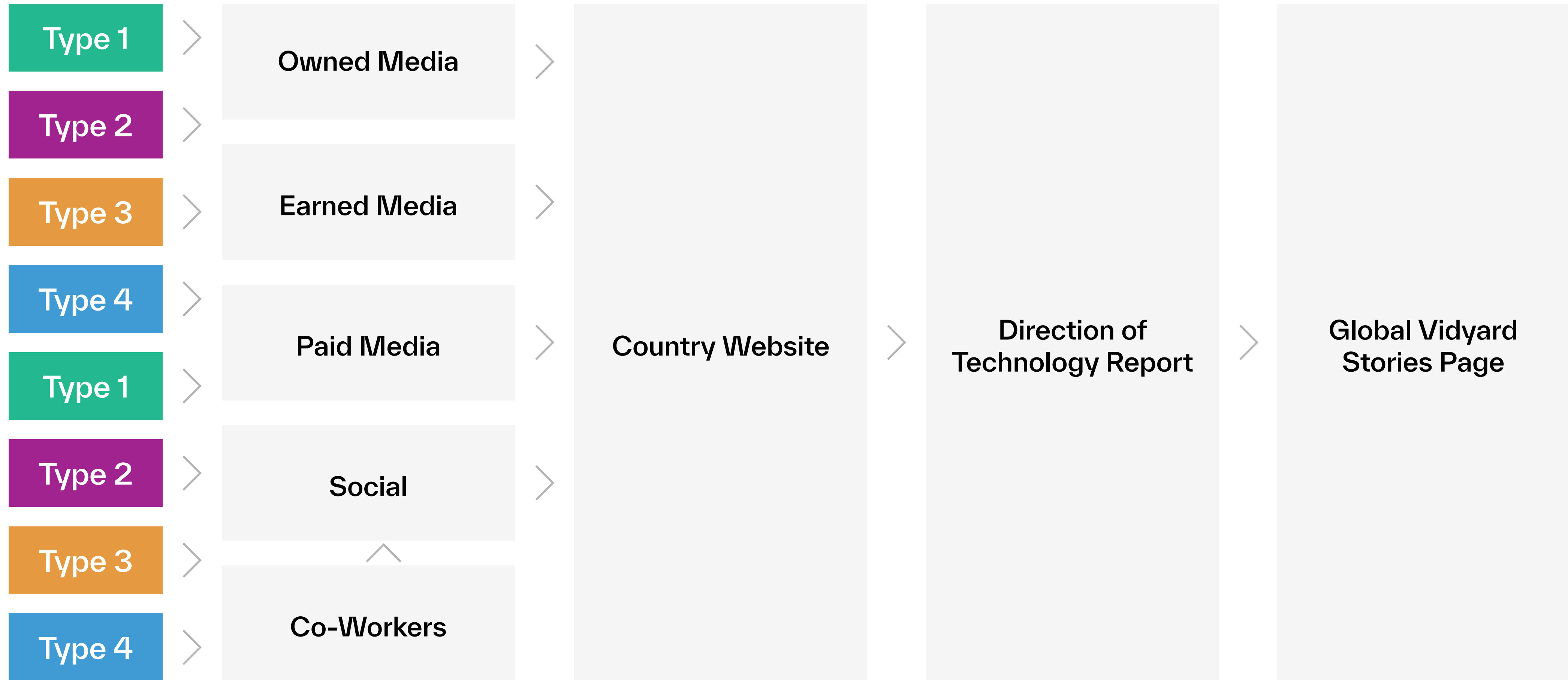
Production Logic

Testimonials and stories will be captured with a pre-determined asset mix or content package based on four types.

The type assigned to each story, based on our Story Evaluation Matrix, will help determine the marketing spend, the partner time commitment, and our campaign planning for content and production footprint needed.

Type 1	On location, full video production
Type 2	Simplified studio production
Type 3	Virtual recording
Type 4	Words and pictures

4.2 Storytelling Journey



4.3

Must-Have Story Questions

At a minimum, ask these questions to capture the foundational elements of a partner's story. Follow-up topics are designed to guide the interviewee to touch on our campaign pillars and/or differentiators while sharing their experience with TD SYNEX.

Q Tell us about your organization.

- What service/products does it provide?
- Who are its customers?
- What is its mission?

Q Why did you choose TD SYNEX?**Q Tell us a little about what they did.**

- What solution did they provide?
- What benefits did they deliver?

Follow-up Topics**Q How did TD SYNEX help you.**

- Fuel innovation?
- Make things easier?
- Add additional expertise?
- Expand your business?

Q Tell us a fun story about how someone at TD SYNEX delighted you.

4.4

Story Evaluation Matrix

An evaluation matrix — based on the key criteria and goals of the campaign — will aid in determining a partner’s story strength and the application of a “tier” or type within the tiering structure.

Evaluation Criteria

- 1 Customer Market Segment**
Is this customer segment a business priority in the region?
- 2 Testimonial Area/Segment**
Is this a segment that is a business priority?
- 3 Stability and Consistency**
Is the customer in good standing with TD SYNEX?
- 4 Internal Approval**
Does the speaker have approval from key internal stakeholders?
- 5 Diversity**
Spokesperson
- 6 On-Camera Quality**
How is the customer on camera, are they experienced or need guidance?
Have they worked with TD SYNEX?
- 7 Country Location**
Is this country a priority in your region?
- 8 Potential for Vendor Funding**
Is the testimonial about a specific vendor?
- 9 Co-Worker Inclusion**
Is there a co-worker that can be included?

4.5

Testimonial Approaches and Requirements

This structured framework ensures that testimonials resonate with and reach an audience that can connect with their message. Depending on the context, a unique approach and corresponding requirements should be applied.

Area	Approach	Requirements
Global Stories	<ul style="list-style-type: none"> • Outstanding production video • Multilingual • Linked to other media • Global social & PR support 	<ul style="list-style-type: none"> ✓ Internationally relevant ✓ Strong story linked to values ✓ Key business area (& vendor) ✓ Link to events
Regional Stories	<ul style="list-style-type: none"> • Appropriate media • Multilingual in region • Linked to other media • Social & PR support • Made available via DAM to all 	<ul style="list-style-type: none"> ✓ Internationally relevant ✓ Strong story linked to values ✓ Key business area (& vendor) ✓ Templates & approval process
Local Stories	<ul style="list-style-type: none"> • Appropriate media • Local support & PR support • Made available via DAM to all 	<ul style="list-style-type: none"> ✓ Strong story linked to values ✓ Key business area (& vendor) ✓ Templates & approval process
Guerrilla Stories	<ul style="list-style-type: none"> • Ad hoc & quirky • Made available via DAM to all 	<ul style="list-style-type: none"> ✓ Ideas, templates & approval process

Video Interviews

Type 1

Type 2

Type 3

Type 4

Making IT Personal

Video Interviews

Type 1

Type 2

Type 3

Type 4

Making IT Personal

Production Overview

Type 1 is for hero partner stories that are given full marketing spend and production budget based on the evaluation matrix. These productions are onsite to capture the storytellers' everyday life, providing an authentic and immersive glimpse into their personal and professional journeys. These include the TD SYNEX co-worker associated with the story.

Creative execution includes:

- Single day video interview shoot with 2-3 cameras at a partner location
- Lifestyle B-roll capture on location
- Lifestyle photoshoot for print, paid and organic executions

Sample tactics:

- Video feature in the Direction of Technology (DoT) Report
- Website feature derived from video interview with embedded video, photo and written content
- Social media posts and articles
- Vidyard story page



Sample Frame

Approach

Portrait-style compositions in warm, well-lit environments highlight the people who are at the heart of all we do. Their expressions and on-camera demeanor are confident, relaxed, and engaging to the viewer.

Setup

All interviews will utilize a standard, two-camera setup to capture candid, portrait-style conversations in well-lit, natural environments.

- Subjects are shot in natural, evenly lit environments.
- A camera is a head-on-portrait that creates connection with the viewer.
- B camera is at a 45-90 degree profile.
- Lifestyle B-roll of interviewees “in action” will be gathered when possible, to give the interviews life and give context to the stories being told.



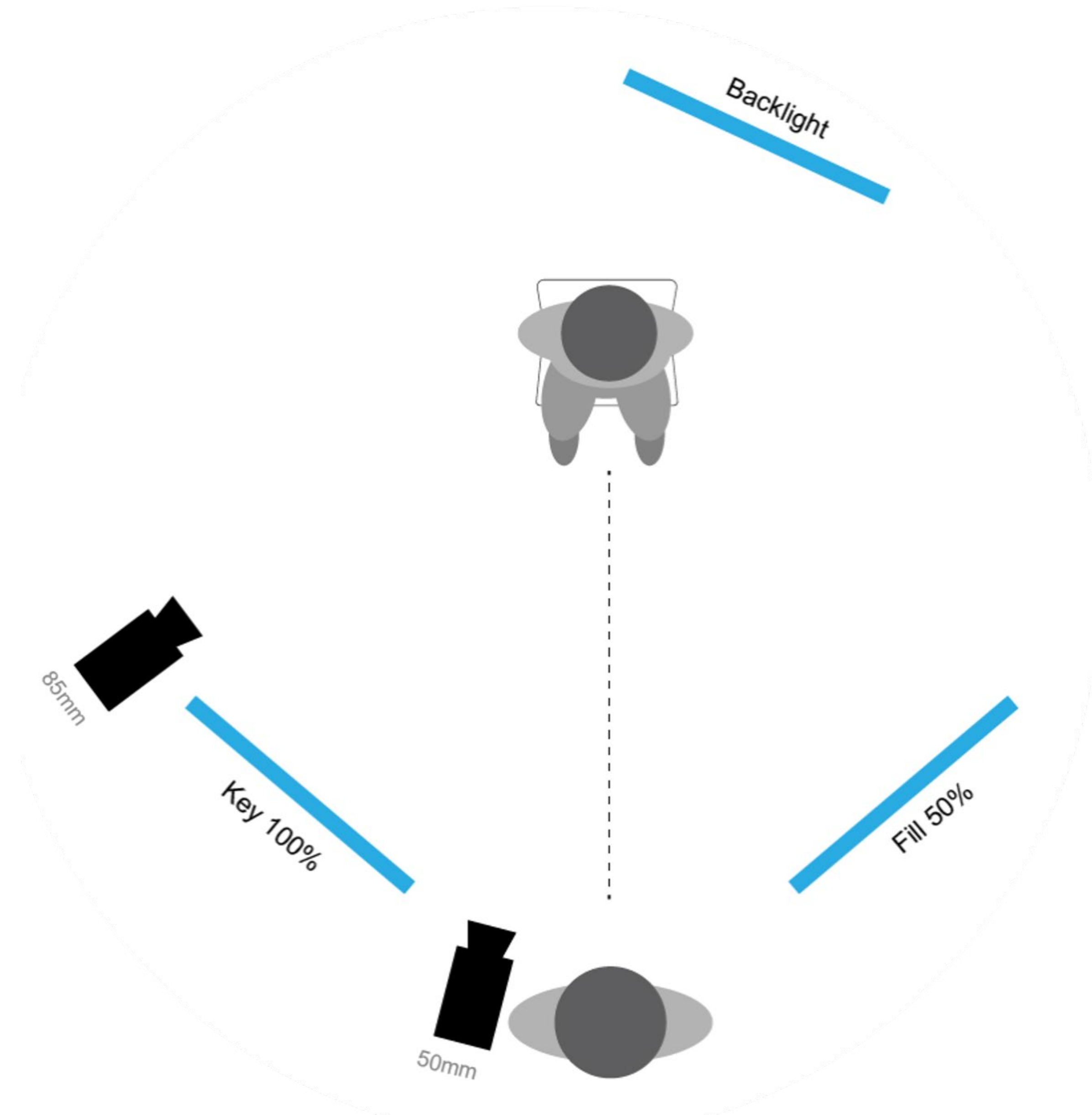
Sample Frame

Camera Setup and Gear

- (2) Cameras (Sony A7S*, FS7**)
- (2) Atomos
- Arri Light Kit + Skypanel
- (2) Monitors, batteries, tripod, etc.
- Prime Lenses
- Audio Package: boom and (2) lav mics
- Grip Gear and lags, all necessary cables, connectors
- DIT Laptop, reader, media cart

***SONY A7S III**
XAVC S-I 4:2:2 10bit 3840x2160 UHD 23.98fps
S-Log
240 Mbps data rate 1 hour = ~108GB

****SONY FS7**
XAVC-I 4:2:2 10bit Class 300 3840x2160 UHD
23.98fps
S-Log
FS7- 332 Mbps data rate 1 hour = ~150GB
FS7 II- 311 Mbps data rate 1 hour = ~140GB



A – cam

- 1 Medium, center framed, with eyeline directed slightly off camera.
- 2 Shallow depth-of-field, ears fall out of focus. This will also help keep the background non-descript.
- 3 Eyelines follow vertical rule of thirds.
- 4 No soft box. We want distance between the key light and diffusion with a large diffusion source that “wraps” the light nicely and gives a natural/organic look.
- 5 Soft, gradual fill/shadow. Not too front heavy – very subtle top light or none at all depending on environment, keep it natural.
- 6 Subject should be seated in a relaxed and natural position. They can cross legs if they like, whatever is comfortable for them. Keep it authentic.



Sample Frame

B – cam

- 1 Close-up.
- 2 45-90 degree angle, skewed more side than front.
- 3 Shoot the fill/shadow side, as always. Left or right side is fine as long as that's where the shadow is.
- 4 Can utilize slider/tracks to create smooth left to right movement.
- 5 Soft, gradual fill/shadow. Not too front heavy – very subtle top light or none at all depending on environment, keep it natural.
- 6 Subject should be seated in a relaxed and natural position. They can cross legs if they like, whatever is comfortable for them. Keep it authentic.



Sample Frame

Location

Video interviews should feel warm, bright, and capture partners in their natural environments, whether in the office, at home, or on location. We will seek to find a broad range of settings, from clean, modern offices to “lived-in” spaces, representing the diverse personalities and stories of our partners.

For interview locations we will look for rooms/areas with minimal foot traffic and sound complications like elevators. Windows should be avoided.



Lifestyle B-roll and Photography

In each story, we'll seek to capture human moments of each partner in their environments. These moments should feel candid, action-oriented, and capture the spirit and uniqueness of each partner at home, in office or anywhere in between.

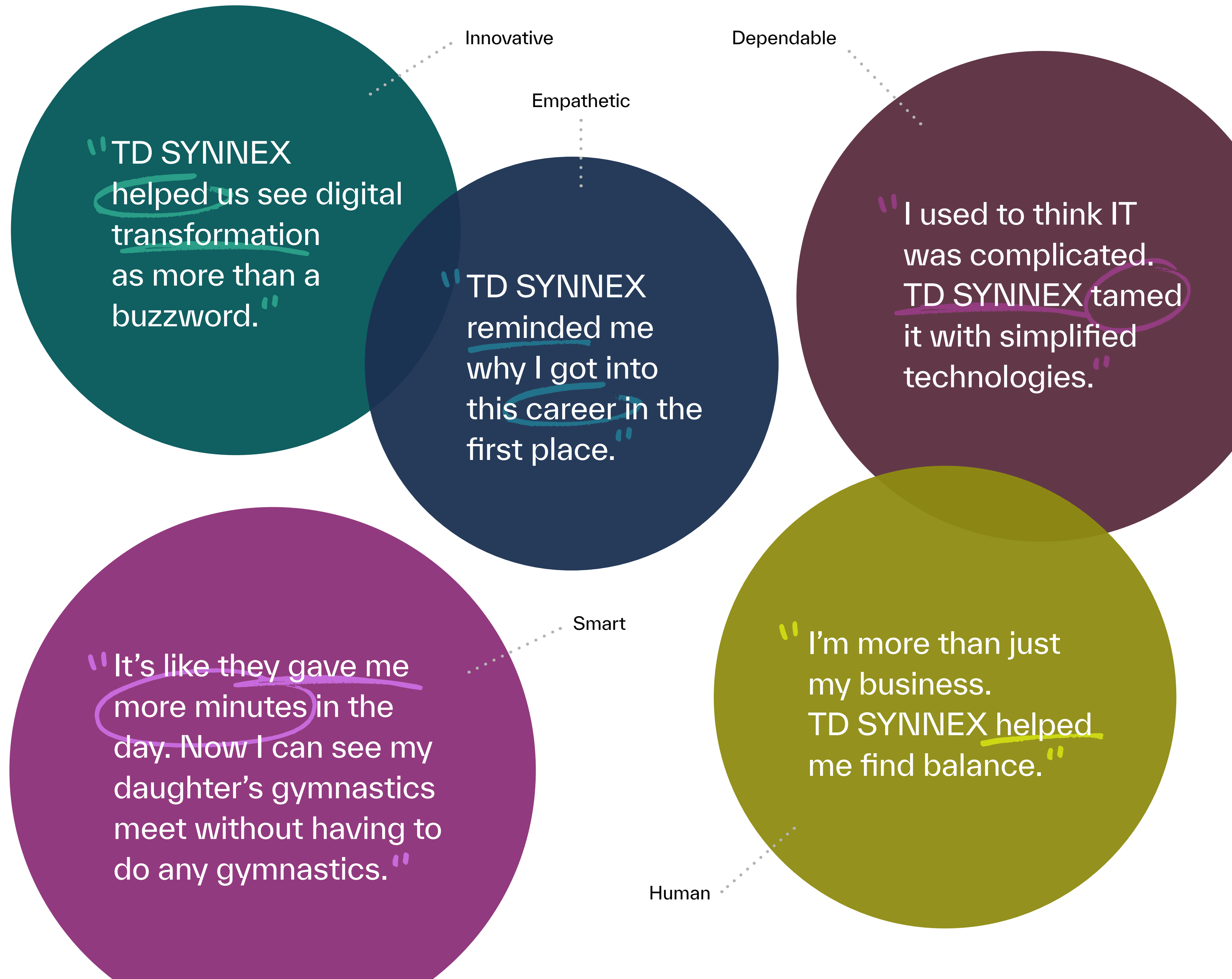


Let Them Speak for Us

We're capturing real stories of how TD SYNEX has improved the lives of partners, co-workers, vendor representatives and even those outside of the IT ecosystem:

- How we helped an MSP grow and optimize their business, family and personal ambitions.
- How a co-worker received the support they needed during a temporary life change or life-threatening condition.
- How a single mom was able to bridge the digital divide to pursue a promotion or degree.

We focus on innovation and simplified technology to make IT sing. In this campaign, we get personal and show why we're not just in the B2B business, we're in the business of making humans more effective so they can improve their organizations and find better balance. Being able to hear and see the stories from our partners allows our audience to connect with human stories driven by incredible technology.



Interview Guide

In each story, we'll seek to capture human moments of each partner in their environments. These moments should feel candid, action-oriented, and capture the spirit and uniqueness of each partner at home, in office or anywhere in between.

For that reason we will use guides rather than scripts. These interview guides will be built based on the pre-interview with the partner and customized to their story. We will share these in advance but ask them not to prepare their answers.

Set-up

- Please tell us your name and role.
- Tell us a little about yourself outside of work.
- What brought you to this position? Tell us your road here.
- What do you love about your job?
- What are the challenges?
- How do those challenges affect you—in terms of your work and personally?

Company

- Tell us about your company/organization. What's your mission?
- Tell us about your customers? What is your promise to them?
- What next steps are you trying to take? What is the future of your company?

TD SYNnex

- What were your first impressions of TD SYNnex? Why did you choose TD SYNnex?
- What convinced you that the TD SYNnex plan was the way to go?
- Tell us a little about what they did: what was the solution, the gameplan?
- How did TD SYNnex make things easier for you in your role? What did they do for your customers, your company?
- Can you talk to us about an instance where TD SYNnex went the extra mile?
- TD SYNnex tries to help partners refresh their business, their role, etc.? Were there paradigm-shifting moments for you?

- Innovation is a word that a lot of businesses use. Can you give us any concrete examples of how TD SYNnex helped you truly innovate?
- What has that innovation meant for you?
- TD SYNnex tries to see the human side of their partners, treating them as people, not just a client. Have you experienced this? Tell us about it.
- What technologies did TD SYNnex recommend? What did those technologies do for your business?
- Talk about your IT environment before and after TD SYNnex. How has it changed?
- TD SYNnex tries to implement simplified technologies. Have you witnessed this in person and can you tell us about it?

Conclusions

- Tell us about your personal outlook and your business outlook after working with TD SYNnex. What does the future hold?
- If you could describe TD SYNnex in one word, what would it be? One sentence?
- What would you say to someone considering TD SYNnex?
- What's your one big thing about working with TD SYNnex? What did you experience or receive that has become indispensable?

Video Interviews

Type 1

Type 2

Type 3

Type 4

Making IT Personal

Production Overview

A medium-tiered approach to a partner story, captured in an office, studio or at an event. These set-ups are one camera and require a video producer. If a co-worker is referred to, they will be included.

Creative execution includes:

- Half day video interview shoot with 2 cameras in a studio/office environment
- Professional headshot captured day of the shoot

Sample tactics:

- Video feature in the DoT Report
- Website feature derived from video interview with embedded video, photo and written content
- Social media posts and articles
- Vidyard story page



Sample Frame

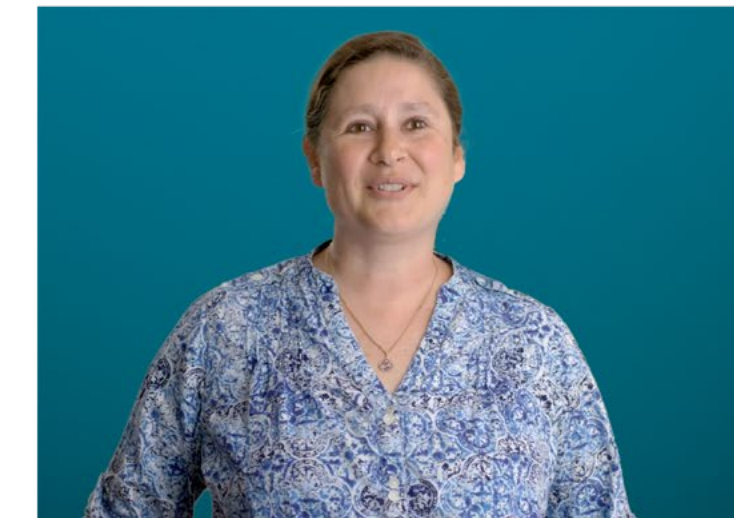
Approach

Portrait-style video interviews shot on-location at industry events throughout the year. The production footprint is streamlined for flexibility and repeatability on-location, while still ensuring a high-quality, polished final product.

Setup

All interviews will utilize a standard, two-camera setup to capture candid, portrait-style interviews against an evenly lit, seamless color background.

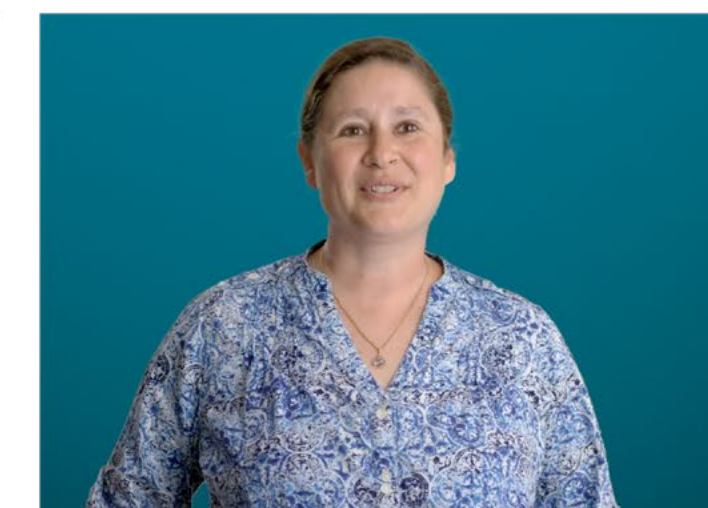
- Subjects are shot in an evenly lit, studio environment.
- A camera is a head-on-portrait with an offset eyeline for the interviewee.
- B camera is at a 45-65 degree profile.
- Seamless backgrounds will align as closely as possible to predetermined Primary and Secondary brand palette (Teal, Stone, Steel Blue).



Sample Frames

A – cam

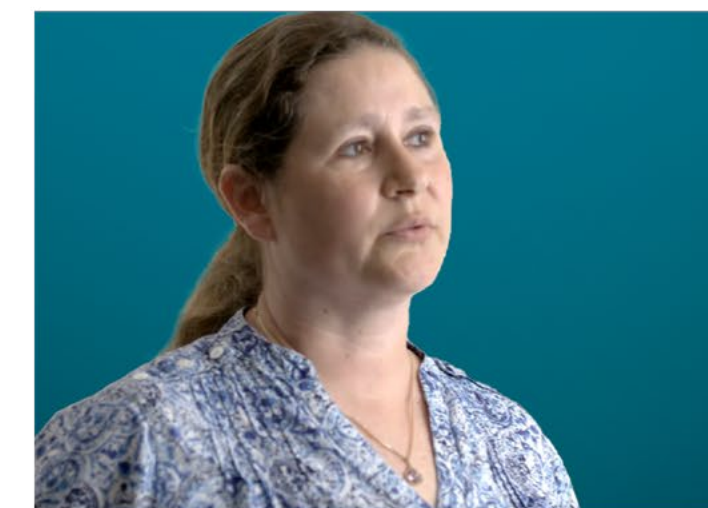
- 1 Camera positioned 10-15 degrees off-center (see production footprint diagram).
- 2 Frame in, close-to-head-on portrait.
- 3 Eyelines follow vertical rule of thirds.
- 4 Soft, gradual fill/shadow. Not too front-heavy – very subtle top light.
- 5 Subject will be standing in a relaxed and natural pose.
- 6 Subject should be centered in the frame.



Sample Frames

B – cam

- 1 Close-up.
- 2 Camera positioned 65-75 degrees from interviewee on the fill side of interviewee.
- 3 Soft, gradual fill/shadow. Not too front-heavy – very subtle top light or none at all depending on environment, keep it natural.
- 4 Subject should be centered in the frame.



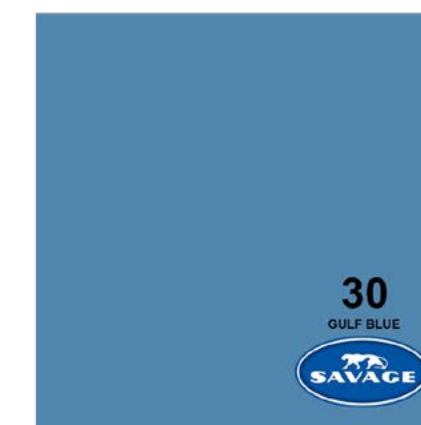
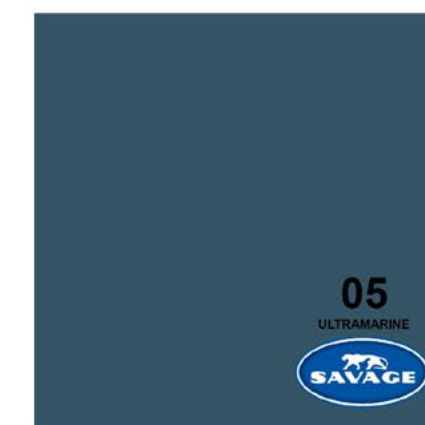
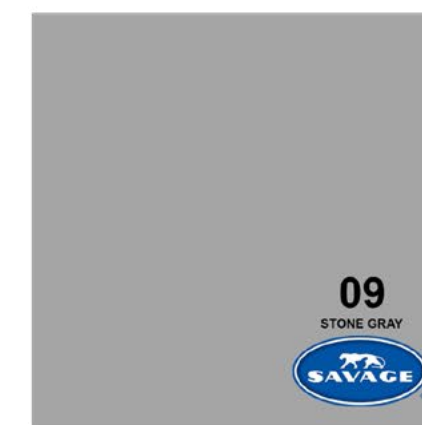
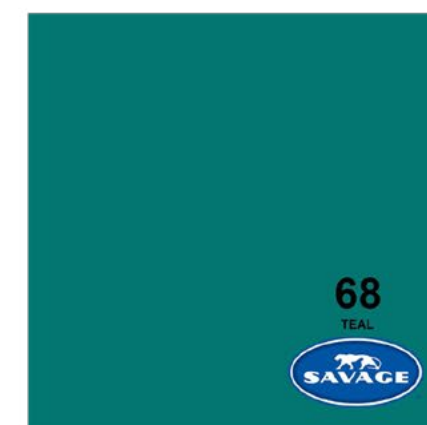
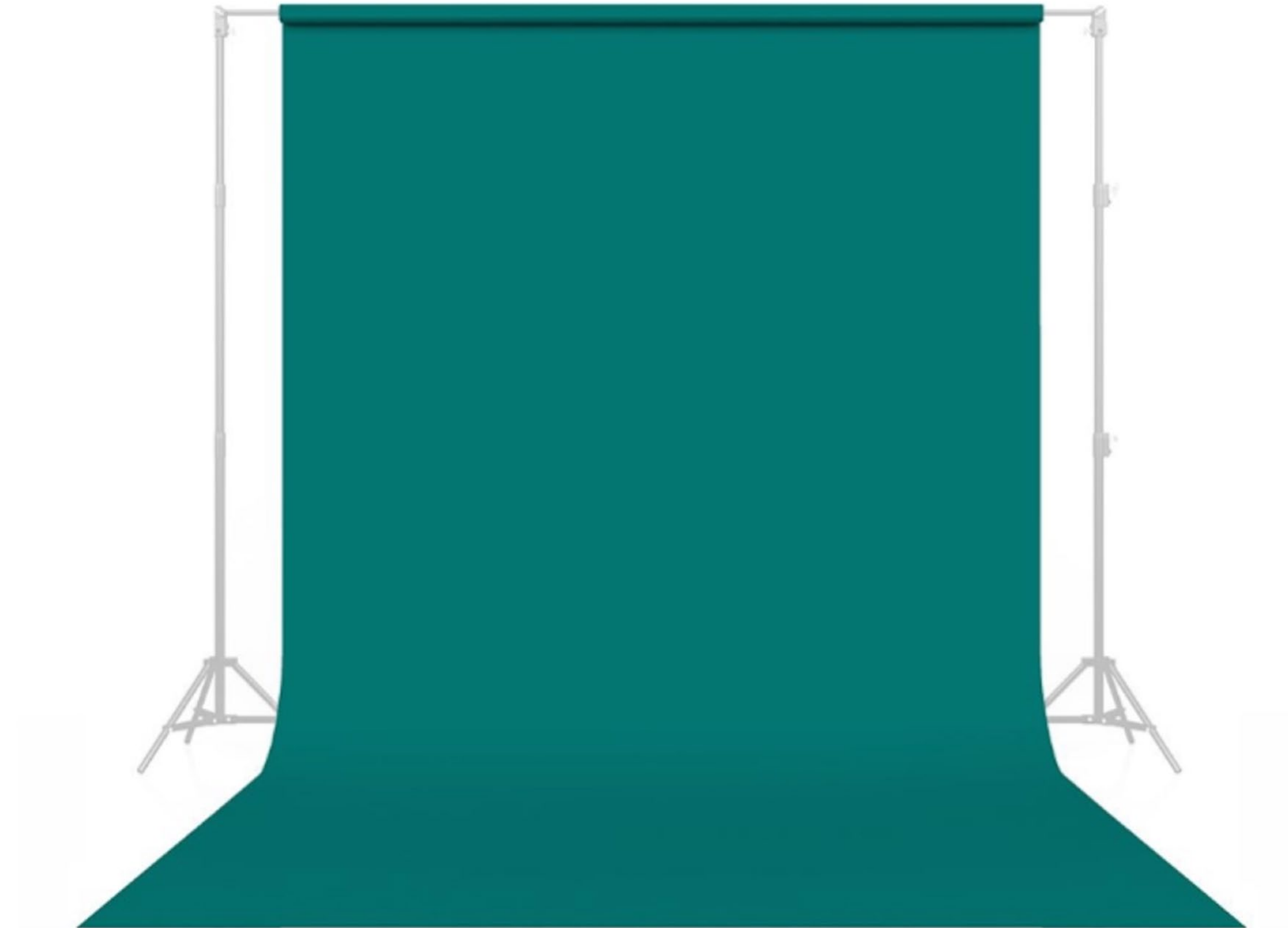
Sample Frames

Backdrop

Aim to align the backdrop color to the primary Teal from the brand book, size (86" x 36').

Other potential color options could include Stone, Navy, or Steel Blue.

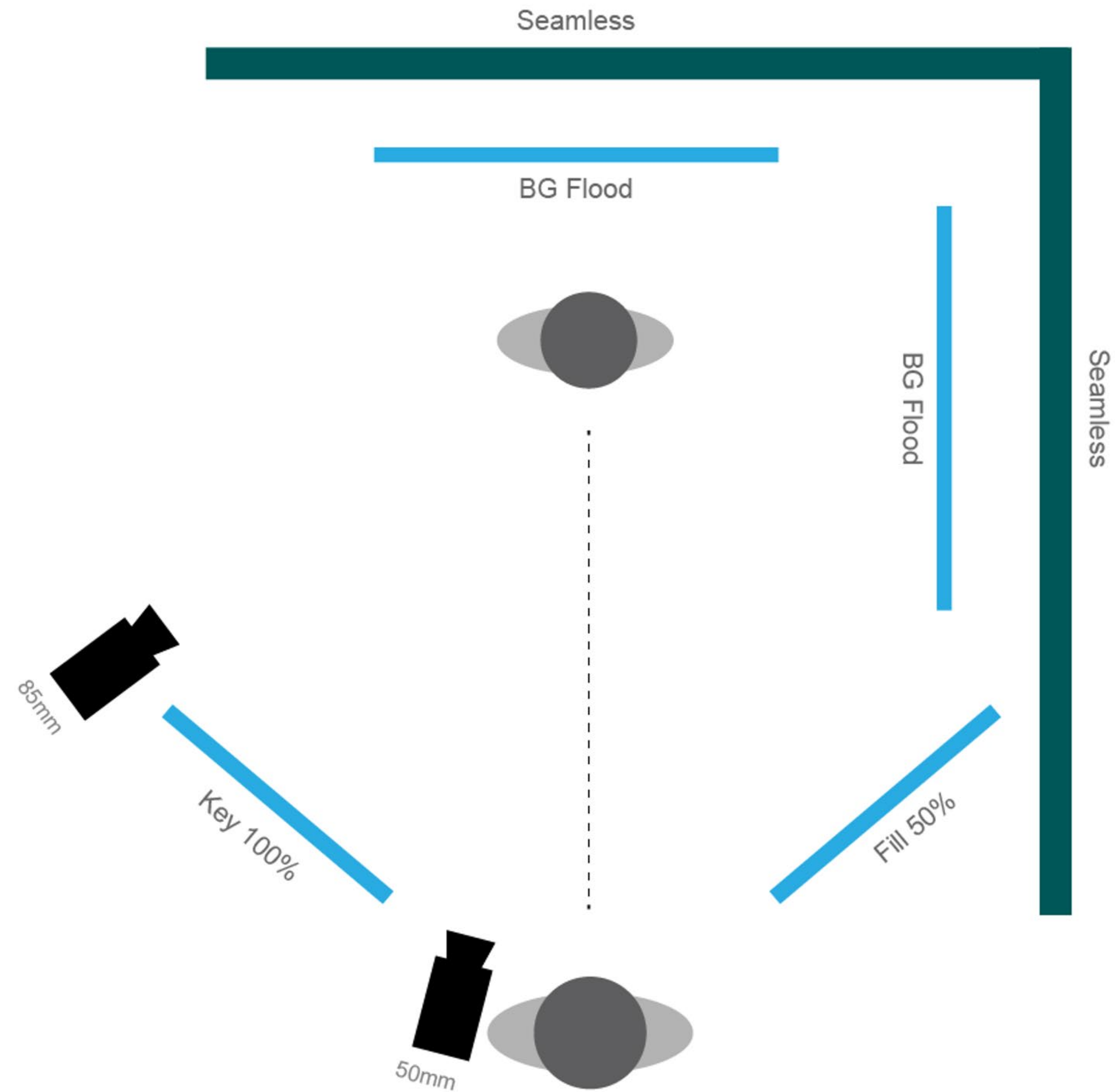
Different productions should select different backdrop colors so there is variation in the final videos.



Camera Setup and Gear

- (2) Cameras (Sony A7S, FS7 or Venice preferred)
- (2) Atomos
- Arri Light Kit
- (2) Monitors, batteries, tripod, etc.
- Prime Lenses
- Audio Package: boom and (2) lav mics
- Grip Gear and lags, Seamless and c-stands, all necessary cables, connectors
- DIT Laptop, reader, media cart

Minimum room size for this setup is 25' x 20' and should not have windows or any foot traffic.



Interview Guide

In each story, we'll seek to capture human moments of each partner in their environments. These moments should feel candid, action oriented, and capture the spirit and uniqueness of each partner at home, in office or anywhere in between.

For that reason we will use guides rather than scripts. These interview guides will be built based on the pre-interview with the partner and customized to their story. We will share these in advance but ask them not to prepare their answers.

Set-up

- Please tell us your name.
- What's your role?
- What are the challenges you face?

Company

- Tell us about your company/organization. What's your mission?
- Tell us about your customers. What is your promise to them?
- What next steps are you trying to take? What is the future of your company?

TD SYNnex

- When did you first start working with TD SYNnex? How did that relationship begin?
- What solution did TD SYNnex create for you?
- Talk about the technology you implemented. How has it improved your customer's IT environment and business?
- How has the solution helped you address or alleviate some of the challenges you had before?
- What does simplified technology mean to you? What could it help you do?
- What simplified technology has TD SYNnex recommended?
- How has TD SYNnex simplified your job and your environment?
- What do you need to innovate in your business and industry? How has TD SYNnex helped you do that?
- What can you do now that you couldn't do before TD SYNnex?

Conclusions

- Tell us about your personal outlook and your business outlook after working with TD SYNnex. What does the future hold?
- If you could describe TD SYNnex in one word, what would it be? One sentence?

Video Interviews

Type 1

Type 2

Type 3

Type 4

Making IT Personal

Production Overview

A low-budget option for capturing partner stories. TD SYNEX will provide an “at-home” lighting kit for storytellers so that they can record their testimonials remotely. If possible, a conversation between a TD SYNEX co-worker and the storyteller could be impactful.

Creative execution includes:

- One hour virtual interview session through Riverside
- Use of existing professional/LinkedIn headshot

Sample tactics:

- Social media posts and articles
- Vidyard story page



Sample Frame

Approach

A 100% virtual approach to capturing high-quality partner interviews through Riverside.fm. Partners will be sent a production kit ahead of time with webcam, ring light, and mic to ensure consistent quality across all videos.

Composition

Traditional virtual interview composition. A short pre-production meeting will be scheduled 1-2 days before the interview to walk through and test equipment setup, lighting, space preparation, and wardrobe.



Equipment Kit

Consistent image and audio quality is crucial to making a compelling and cohesive series. We recommend delivering an equipment kit to each interviewee to ensure consistent video and audio capture.

- Ring light
- Camera with condenser mic

Note: Equipment does NOT need to be returned.

Recording Software

Riverside.fm is the preferred capture software.



Participation

1 Remote Prep Session

Participation in one remote prep session (30-60 minutes) via video conference. This will give you time to meet the team and test your equipment. We assist with any technical troubleshooting and to answer questions about the recording process.

2 Remote Recording Session

Participation in one remote recording session (60-90 minutes) via video conference.

This will be similar to any video conference, and we will ask you questions while recording the video/audio.

Prerequisite Questions

Ahead of the prep session and recording session calls, please answer the following questions so we can maximize our time:

- What type of laptop will you be using (Mac or PC)?
- Do you have a quiet place to record with that has good natural lighting in front of or beside you?
- Have you installed the recording platform Riverside.fm?

What do I wear?

Treat this as you would an in-person meeting with your audience.

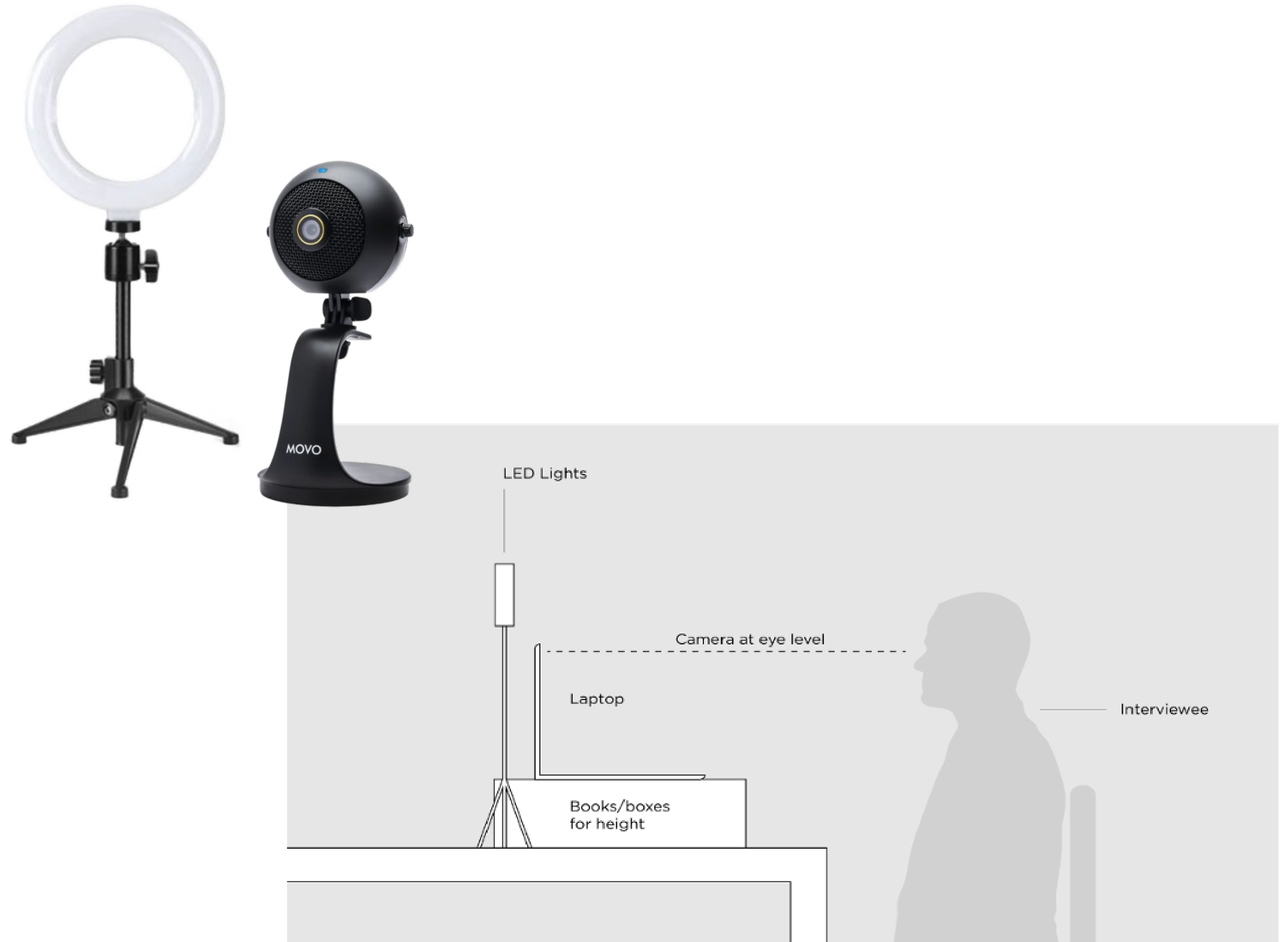
- ✓ **DO:** Dress the part, comb your hair, silence your phone. The basics.
- ✓ **DO:** If you need to wear glasses, make sure they are clean and smudge free to avoid glare.
- ✓ **DO:** When choosing wardrobe, remember that blues, grays, and pastels tend to look great on camera.
- ✗ **DO NOT:** Wear all black or all white or busy/tight patterns.

Equipment Provided

You will receive a tabletop LED ring light and a webcam/mic combo that can be freestanding or clamped on your monitor or laptop. If possible, please have these assembled ahead of the prep call so we can assist with any technical issues or adjustments.

Equipment Setup

The image shown here approximates where you should set up your laptop, camera/mic and supplemental lighting to get the best framing. You may need a few books or a box to elevate your laptop to get your eyeline nearer to the camera.



Tips

Tips to ensure a great on-camera delivery

- 1 Keep your eyes at the $\frac{2}{3}$ level of your frame and ensure your camera angle is as close to eye-level as possible. This ensures you are placing your eyes in the golden ratio, which has been shown to improve connectedness to your listeners.
- 2 If you speak with your hands, make sure they are at least partially in frame. This avoids the perception that you are squirming in your chair.
- 3 Slow down your speaking and thinking. Modulate and enunciate. Do not be afraid of pausing, when needed.
- 4 Maintain eye contact with the camera. If you're using them, place your notes or speaking points directly under the camera.



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Video Interviews

Type 1

Type 2

Type 3

Type 4

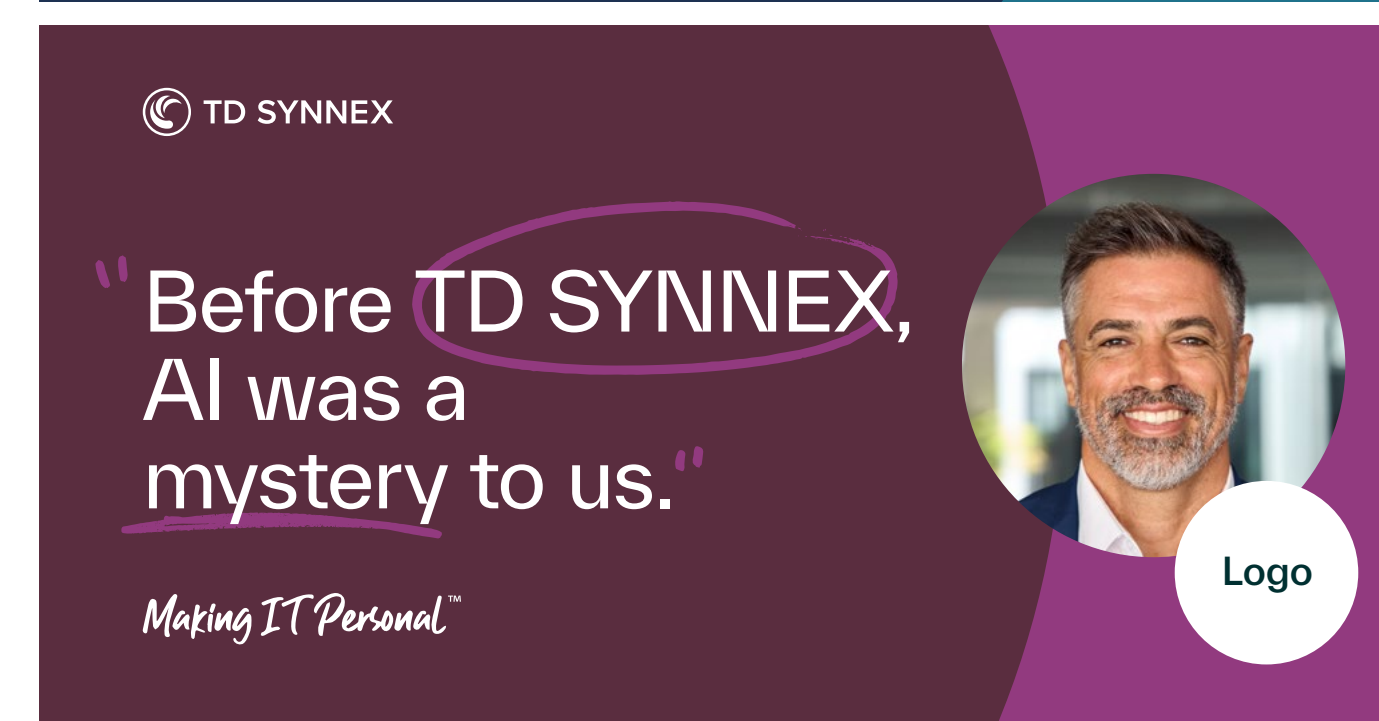
Making IT Personal

Production Overview

The Type 4 testimonial is a written testimonial that captures the authentic experiences and insights of our customers. Unlike video testimonials, these are crafted as written narratives, providing a detailed and personal account of the customer's journey and their interaction with TD SYNEX.

What is a Type 4 Testimonial?

A Type 4 testimonial is a written piece, approximately 350 words in length, that includes a headshot of the speaker, the logo of the customer's company and any other visual(s) relevant to how TD SYNEX made IT personal for the customer. These testimonials are designed to convey the customer's story in a compelling and relatable manner, highlighting the benefits and impact of working with TD SYNEX.



Social Media Post Examples

Approach

1 Interview Process

Conduct interviews with customers to gather the necessary information. Since no equipment kit is required, these interviews can be conducted via phone, video call, or email. Video calls using Microsoft Teams are most recommended to allow for transcription of the conversation. Care should be taken to ensure the interviewee is comfortable and has ample time to share their story.

2 Content Creation

The testimonials should be crafted using the interview guide to ensure consistency in the questions asked and the themes explored. The focus should be on capturing the customer's unique experiences, challenges, and the solutions provided to help make IT personal.

3 Writing the Testimonial

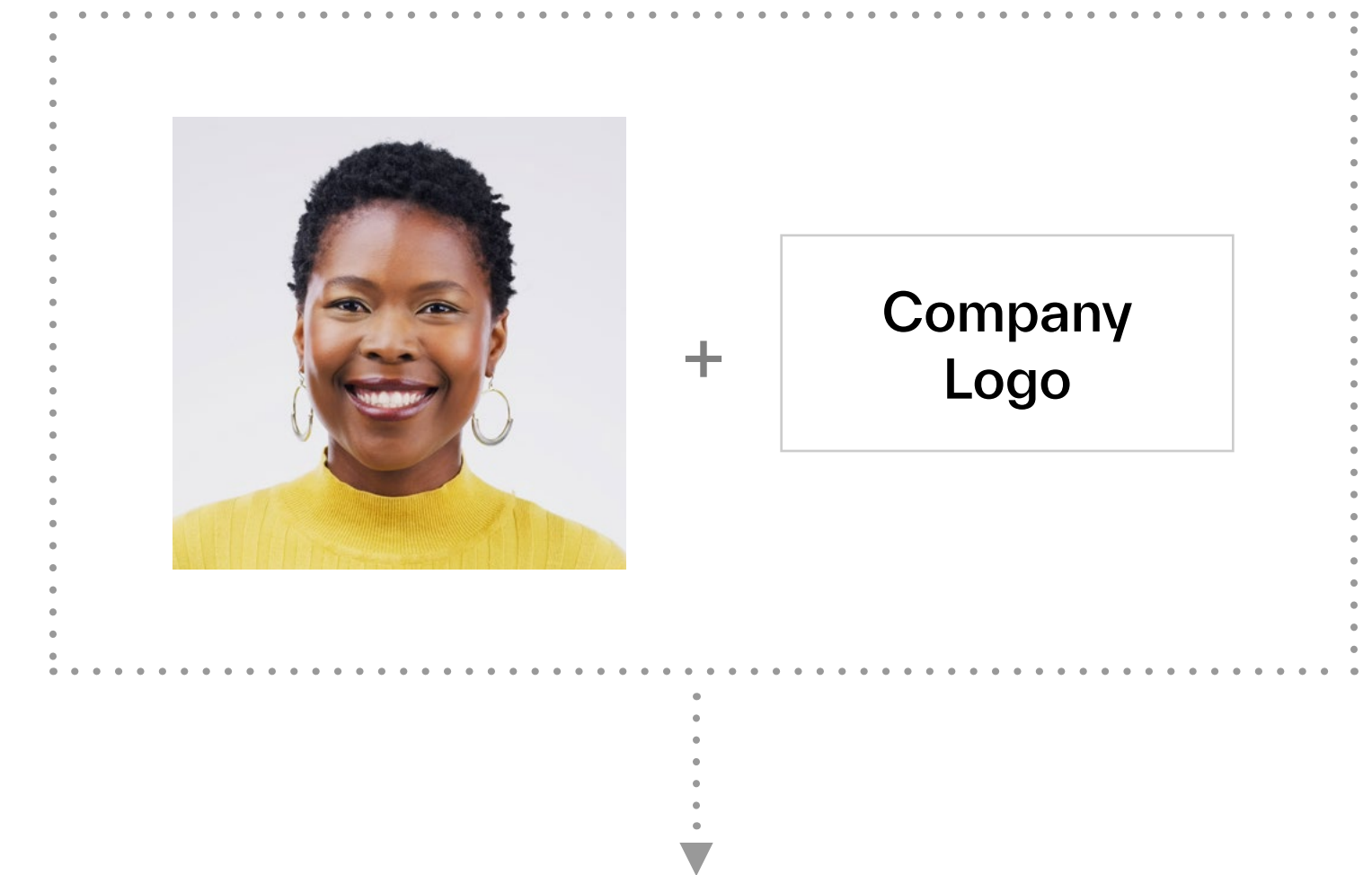
After the interview, draft the testimonial in a narrative format. Aim for a length of around 350 words, ensuring that the story is engaging and easy to read. Include direct quotes from the customer to add authenticity and credibility.

4 Visual Elements

Each testimonial should be accompanied by a high-quality headshot of the speaker and the logo of the customer's company. These visual elements help to personalize the testimonial and provide a face to the story.

5 Review and Approval

Once the testimonial is written, share it with the customer for review and approval. Make any necessary revisions based on their feedback to ensure accuracy and satisfaction.



Social Media Post Example

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Photography

Making IT Personal

6.0 Photography

Photography is crucial to build connections with our partner stories on a human level and creating moments that resonate with the viewer.

Throughout this campaign we will capture these moments through professional portrait and lifestyle photography that illustrates the uniqueness of each individual partnership.

Approach

Professional photoshoots will capture each Tier 1 story using consistent compositions, lighting, and style to solidify a cohesive and recognizable look. Visuals will feature partners on location or in studio environment to bring their story to life.



Motion Design

Making IT Personal

7.0 Motion Design

Motion is a foundational aspect of our brand's visual identity, infusing our content with vibrance and engagement while enhancing focus and clarity.

Our motion identity will seamlessly integrate across diverse channels and platforms, maintaining a consistent approach and style throughout.

Approach

We are currently building a library of motion elements and working files to use across all digital and video assets that will include:

- Hand drawn elements
- Handwritten tagline
- Intro/outro
- Lower Thirds
- Fullscreen quotes and overlays
- Audio-only motion graphics package
- Paid and organic social package



Video Examples

Workflow

Making IT Personal

8.1 Workflow at a Glance

Story Preparation

Initial review of story background by discussing engagement with TD SYNEX representatives and reviewing any current story documentation. Research and identify “physical” story elements by understanding detailed physical locations and aspects of the story. i.e., Locations, process, end customers, B-roll opportunities.

Centerline to reach out to storyteller and setup “Pre-Interview” by video conference to understand personality, comfort level and enthusiasm and to unearth additional story details in preparation for crafting a customer interview guide and beginning pre-production. (1 hour)

1 Week

Pre-Production

Draft initial interview guide and story components based on pre-interview(s), to include recommended storytellers and locations.

Conduct Location Scout (if possible) in person or via client location contact photos. (1 hour)

Create shot list, filming schedules and secure all other production needs (i.e., security details, special “props” or rental items).

Finalize Production Book to include all previously created documentation: shot lists/crew & equipment list, detailed shooting schedule, detailed shoot logistics, location scout summary/photos, contact information.

Present final story details (interview guide) and production book to storytellers for review and walk through any final questions. (30 minutes)

2 – 3 Weeks

Production

Day before production: On location pre-production meeting and scout to meet face to face with all story participants including TD SYNEX, conduct any final planning and location walk-through. (1 hour)

Day-of-Production on site crew typically includes the following roles

- Producer
- Director
- Director of Photography
- Assistant Camera
- Grip/Gaffer
- Audio Engineer
- DIT (Data Management)

*Crew and Equipment varies per the story and location.

(8 to 10 hours)

Produce duplicate of all footage – one hard drive with all footage will be held with the crew, one hard drive will travel with Centerline to be ingested and to have all interview footage transcribed.

1 Week

Post-production

Full transcription of all interviews and verbal content for review by TD SYNEX and Centerline team.

“Paper Edit” creation or Content Cut creation of hero asset (main video deliverable) for review by internal team.

Full Edit to include all B-roll, application of editing treatment and graphics package, as well as sound design (music + SFX).

Derivative Asset Creation including any additional video edits, social assets, stills packages and/B-roll package.

*These assets will have been mapped prior to production, but once production is complete they may need to change slightly based on what was captured.

4 – 6 Weeks

8.2

What to Expect

Demonstrate leadership
in your field.

We've already identified your story as remarkable among your peers.
By sharing it, we not only show how you and your company have excelled, but how your leadership makes that happen.

Create excitement
within your
organization.

Showcase your accomplishments and amplify the success of your partnership with TD SYNEX.

Grow your network.

Reach hundreds of thousands of peers, industry leaders, and IT channel partners wherever TD SYNEX shares your story, including our website and social media channels.

Spotlight
your innovation.

Tell the story of your success in implementing innovative solutions through your partnership with TD SYNEX, and show how they drive real personal and business results.

8.3

Preparing for Your Close-Up

Pre-Interview

We will spend time together by phone to gain an understanding of your story with TD SYNEX and learn how you and your team speak to the work & partnership you've embarked on. These conversations allow us to create an "interview guide" that serves as our guide during the video interview. The conversation will also help us determine what other aspects of your story we want to capture as B-roll.

Production / Day of Filming

We will design a production schedule – including timing and locations in partnership with you – normally filming over the course of 1 day. During this day, we will capture interviews as well as footage around all relevant locations.

You can expect a crew of 6 to 8 along with our cinema-grade equipment. We will send along much more detailed information about a week prior to filming.

Post-Production

Once filming is complete we immediately begin the process of pulling the story together using the interview(s) to craft the narrative. Once the narrative is in place we move quickly into applying the supporting footage to add color to the story being told, as well motion graphics and an original music composition.

We will review as a team and apply any feedback, gaining approval from all prior to publishing.



Making IT Personal™

Questions? Contact us.

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