BRAND STRATEGY

STRONG BRANDS ARE ABOUT STRONG IDEAS.

A company's brand is its most valuable asset. And, in today's crowded marketing environments, a strong brand is more important than ever. Strong brands are about strong ideas. The Proofpoint brand strategy is the definition and expression of what makes us special — the language and ideas that make what we offer unique, relevant, and compelling to customers.

THE PROOFPOINT MASTER BRAND

Our brand strategy defines how the Proofpoint corporate brand coexists with other brands. The primary goal of the brand strategy is to support our business strategy. Based on our mission, we have developed a strategy that leverages our distinct position and strives to build equity for our corporate brand. Rather than focusing on individual products with shorter life cycles, we are branding the bigger idea — the Proofpoint master brand.

Proofpoint has adopted a master brand strategy in which the corporate brand is the primary brand for all company products and services. In pursuing this strategy, we use the awareness of the Proofpoint brand across all market segments to create a unified impression of the brand and build equity. This singular presence will help us rise above the clutter and better use our resources. It also allows us greater flexibility within our product lines. As technologies evolve and change, our customers will come to depend on the Proofpoint brand for what they need, not just an individual product.

For this branding approach to succeed, we must consistently apply the strategy and strictly adhere to the brand architecture that follows.

BRAND ARCHITECTURE

Our master brand strategy enables us to build a “branded house” rather than a “house of brands.” To solidify this, we have established a brand architecture that will drive our future naming and branding efforts.

NAME USAGE AND LEGAL ATTRIBUTES

When product names appear in copy or other areas in collateral material, the first appearance should always include the full product name and all trademarks. The first use on each page in headlines, copy, and callouts would say Proofpoint Email Protection. Later references can simply say Email Protection. Even if the name has already appeared with the trademarks in the headline, you must also use the full name and trademarks in the first appearance in copy. Not only does this reinforce our master brand strategy, it also ensures we effectively protect our trademarks.

NAMING CONVENTIONS

We want to create consistency in the type of names we use. This is to ensure that we develop a family of names that feel like they "belong" together and that all drive value to the Proofpoint master brand. To this end, we use the following consistent naming conventions:

- Names should give customers an immediate understanding of the product or its end benefit.
- Names should incorporate simple, common, easily accessible words that quickly communicate the benefit.
- Use generic descriptors whenever possible.
- With product line extensions, try to use the original name and incorporate a version/model number.
- Do not use version labels or numbers. For example, do not use "spring release" or "version 3.5."

ACQUISITIONS

To support our master brand strategy, we have developed a process for brand migrations as we acquire companies. For most acquired products, Proofpoint will immediately become the associated master brand. For products where this will create confusion or detract from the Proofpoint brand position, we will consider maintaining an independent brand; however, this requires a strong business case and approval
by the CEO.

In the event that the acquired company's existing corporate brand has a strong market reputation, is highly visible, or has strong customer loyalty and associations, management will consider transitioning this to a new family brand. Otherwise, this brand will go away and the products will be assumed under the Proofpoint name.
The following outlines a suggested / transition timeline:

UPON ACQUISITION COMPLETION:

- All new marketing materials, employee communications, presentations, news releases, and other promotional materials will adhere to the Proofpoint identity system and brand architecture.
- The plan for updating product names has been distributed to all employees.

WITHIN 30 DAYS:

- Customers and partners are notified of product name changes.
- Posting of product name change plans on external websites.

WITHIN 90 DAYS:

- All trade show properties incorporate the new Proofpoint product names.
- Websites use the updated product names.
- Existing product collateral transitioned to the new product name.