



Advancing MACH Alliance's Media Presence in the United States

About the MACH Alliance

Launched in 2020, the MACH Alliance is the only industry body (non-profit) for companies looking to move to composable and MACH technology architectures.

While MACH terminology has gained traction in Europe, particularly within retail and e-commerce sectors, its momentum is now growing across various industries in the US, such as financial services, healthcare, and entertainment.

It's believed that while the principles of MACH are increasingly adopted across the US, awareness of the term 'MACH' and the Alliance itself lags behind. The challenge seems to lie not in advocating for the technology but in popularizing the term and emphasizing the advantages of aligning with it. The Alliance, with many North American members and a board focused on US representation, plans to elevate MACH education and awareness in North America through strategic partnerships with US media and influencers, facilitated by a seasoned PR agency in the US.

Background

The MACH Alliance has achieved a lot in 3.5 years. Its mission is to demonstrate and educate the industry on the benefits of adopting an open, cloud-native, API-first, headless architecture technology ecosystem. The current message house is [available here](#). The Alliance runs a strict and transparent certification program for members who wear their badge of certification proudly. The Alliance announced in December it has surpassed 100 members in 3.5 years including members like AWS, Paypal and Stripe. It also runs an Ambassador program that includes advocates and experts across the



industry from brands including The Kraft Heinz Company, The Very Group, Mars, Danone, Lush and Ipsy, who speak on behalf of the Alliance. All these companies and associated individuals share the MACH Alliance message regularly through various platforms and events.

The Alliance has built a large community of followers over the years and attracted more than 600 delegates to its second annual conference, MACH TWO, held in Amsterdam in June 2023. While the Alliance hasn't run a formal global PR program, we have worked with a US freelancer on news outreach and sourcing opportunities with media, and have some good media contacts primarily in Europe. We did secure media to attend MACH TWO resulting in some outstanding coverage. See our announcements and media coverage here.

We have initiated several big programs to date including the MACH Impact Awards, held annually, and a global annual research survey looking at investment in MACH and benchmarking progress YoY. We also launched Women in MACH, a group dedicated to promoting diversity in the industry, which runs a mentoring program and established the WiM manifesto for companies to sign up to. Another focus in 2024 and beyond will be an education program with courses and certification for individuals. Primarily our communications to date have been focused on LinkedIn.

As an independent body and movement advocating for adoption of MACH, there are a huge number of topics and industry experts we can tap into for opinion and case studies. Please visit the blog for some examples.

The MACH Alliance Organizational Structure

The MACH Alliance Marketing initiatives are globally driven by Amber Bartholomeusz, the Head of Marketing for the Alliance, who reports into the Managing Director Holly Hall. They are supported by an internal team of ten which includes a campaigns manager and content manager. The Alliance also works (and has done so since its

inception) with branding agency, The BaaS Company, specifically Leoni Janssen and Emma Keates on strategic direction, branding and positioning, as well as PR to date.

What we are looking for

- A PR agency with strong US journalist connections and successful experience for PR in eCommerce, Marketing, Retail, Tech and other relevant industries.
- Professional, organized, and complete approach to all activities and proactive approach to working relationships, including content development according to the Alliance's focus and priorities to push the agenda within a defined framework as well as on-demand outreach for exclusive interview opportunities.
- Award-winning, creative ideas for 360° communication campaigns.
- Fresh, out-of-the-box ideas from traditional media to influencers and social media programs.
- Technical expertise for topics from business to technical requests from media.
- Excellent writing skills.
- Strong expertise to support the Alliances team.
- Fast ramp up quickly with results coming in the first 2-3 months.

Objectives

Key objectives for North America in 2024 include:

- Press focus on penetrating Tier 1 media – WSJ, NYT, The Washington Post, BusinessWeek, Bloomberg, Fast Company, Forbes, Fortune, Harvard Business Review, Inc Magazine, Newsweek, US Weekly, Time Magazine, CBS, NBC, ABC, CNBC, CNN, Fox News, etc...
- Lock in a solid journalist base.

- Expand the Alliance presence in eCommerce, Retail, Tech and Marketing topics.
- Drive end-user sign-ups to MACH THREE - this will be held in the US - New York City in June 2024.
- Grow the Alliance's reputation and educate US digital leaders on the benefits of MACH within the Composable trend that is widely embraced.
- Ongoing media relation with broadcast, print, online (publications, bloggers, influencers) media within the following sectors eCommerce, Marketing, Retail, Tech.
- Increase recognition among vendor/enabler/supporter prospect companies.
- Develop & Strengthen brand awareness by reaching more/new audiences, boosting engagement rates and enhancing.
- Increase thought leadership and presence in vertical publications.
- Retain the Alliance's industry leader status.

PR Scope of Work

- Strategic Council
 - On North American PR strategy & execution (incl. wire distribution rec.)
 - On global influencers recommendation & execution
 - On North American PR culture
 - On North American PR requirements
- Developing Journalist Database
- Press Briefings Support and Organization
- Regional Press Releases Localization/Development and Distribution
- Thought Leadership Program

- Byline articles
- Speaking Opportunities for MACH Board Members and Ambassadors
- Opinion letter
- Rapid Responses
- Executive Profiles for MACH Board Members
- Case Study Program
 - Customer/Ambassadors interview
 - Content draft
 - Media pitch
 - Story placement
- Media Monitoring and analysis
 - News scan
 - Identification of new opportunities/contacts

PR KPIs

- Coverage quantity and quality measured by impactful headline, strength of message, tier of publication and relevance of audience.
- Relationships built with US media - as we have key analysts amongst our advocates, we are looking for key journalists similarly.
- Share of voice or increase in awareness of MACH as an industry standard.
- Website traffic through coverage backlinks.
- Influencers mentions versus their following.

- Media attendance and coverage coming out of MACH THREE.

Budget

10 - 15k USD monthly retainer.

Evaluation Process

- Week of Feb 12: Email RFP to selected agencies and NDA reception in return.
- Week of Feb 26: Reception of proposal decks & short-list selection.
- March: Shortlisted agencies presentations. Agency selection. Sign agreement.

Selected agency to begin in April, 2024

Contact Details:

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