



FICTION^{TRIBE}

Axis Communications
Partner Cross/Up-Sell Campaign Support

Statement of Work

5.29.26

This Statement of Work (“SOW”) is entered into between **Axis Communications** and **Fiction Tribe, Inc.** (“Service Provider”) on 5.29.26.

All the terms of the Agreement are incorporated into this SOW by reference. In the event of any conflict between the terms of this SOW and the Agreement, the terms of the Agreement shall prevail, unless SOW expressly amends any section of the Agreement.

Terms of this SOW

The scope of services under this SOW shall commence from 5.29.26, and shall continue for 45 days (“Initial Term”), unless terminated earlier as per terms of the Agreement. This SOW may be renewed for such additional terms as mutually agreed between the parties. Initial Term and Renewal Term shall be collectively referred to as “Statement of Work Term”.

Scope of Service

Fiction Tribe will provide Partner Cross/Up-Sell Campaign Support to Axis Communications by collaborating with key stakeholders to develop a three-series email drip campaign, a Partner-facing 1-pager, and a customer-facing PPT deck (up to 10 slides).

The goal of this campaign is to drive awareness and adoption of three Axis Communications product pairings among Partners—and to arm those Partners with marketing materials to engage their customers.

Deliverables

- Email Drip Campaign
 - Fiction Tribe will write copy for a series of three drip emails for Axis Communications to use to raise awareness of, and engagement with, this Cross/Up-Sell Campaign among Axis Communications Partners
 - Fiction Tribe will provide an image recommendation for Axis Communications to use as the masthead for the three emails (Axis Communications will send these emails out via Pardot)
- 1-Pager Asset
 - Fiction Tribe will create a 1-Page Asset (PDF) that highlights the product pairings for Partners and the specific cross-sell/up-sell opportunities

- This asset will leverage Axis-provided content and showcase the value to both the Partner and their customers
- FT will deliver two versions of the final asset:
 - (1) In the Axis brand only
 - (2) In the Axis brand, but include a customizable area for a Partner logo to be added
- Customer-Facing PPT Deck (Up to 10 Slides)
 - Fiction Tribe will develop a PPT deck leveraging the current Axis PPT template design
 - Fiction Tribe will provide copywriting & design for up to ten (10) slides
 - FT will deliver two versions of the final asset:
 - (1) In the Axis brand only
 - (2) In the Axis brand, but include a customizable area for a Partner logo to be added

Rounds of Review

Axis Communications will have two (2) rounds of review of each asset with the third delivery being final. Any additional rounds of review will require a Change Order.

Axis Communications Responsibilities

For this project, Axis Communications will provide Fiction Tribe with:

1. Access to Axis Communications SMEs if any discovery sessions are necessary
2. All relevant product pairing information, content assets, and reference materials to inform the 1-pager asset as well as the PPT deck
3. A link to the Partner Cross/Up-Sell Landing Page (and/or copy and design assets if Landing Page is not yet live)
4. Access to Axis Communications Brand Library (Stock + Guidelines)

Fiction Tribe Responsibilities

1. Leverage the Axis Brand to develop these assets
2. Incorporate R1 input/feedback from Axis Communications across deliverables
3. Deliver the 1-Pager in PDF format
4. Deliver the Email Copy in Word format + Masthead Image in JPG format
5. Deliver the Customer Deck in PPT format

Keys to Successful Collaboration

Fiction Tribe is prepared to lead all project management tasks associated with the delivery areas outlined above. Doing so will allow Axis Communications to focus their efforts on providing direction, reviewing Fiction Tribe's work, and consolidating feedback for revisions.

Budget

Total: \$11,000

Acceptance and Change Requests

Fiction Tribe is responsible for the preparation of deliverables as identified by the project estimate provided. Project estimates will be presented to Axis Communications for approval. Acceptance of the deliverables will be indicated by the signature of Axis Communications on either 1) this SOW or 2) by email notification. Note: no work will begin without formal acceptance of the projects' scope and cost.

All changes to Fiction Tribe's services including, without limitation, any revisions to this SOW, a Deliverable, the specifications, or any request by Axis Communications to incorporate into a Deliverable, or to make a Deliverable operate in conjunction with or be compatible with, any third party technology, application, operating system, or other software (or any different version or release of any of the foregoing) which is not identified in this SOW, or to correct or update an assumption contained in this SOW which is inaccurate or has become inaccurate (each, a "Change Request"), shall be documented in a Change Request detailing the changes and the effects on the budget and project plan, and approved by Fiction Tribe and Axis Communications.

Conflict Resolution

If Axis Communications wants to cancel the project at any point, Fiction Tribe will bill Axis Communications for all work completed at that time.

- Location of the Service: 350 SE Mill Street | Portland OR 97214
- Service Provider Obligation: Not Applicable
- Delay Penalty: Not Applicable
- Additional Warranty: Not Applicable
- Fees: \$11,000
- Other Terms: N/A

Payment Terms

Fiction Tribe will invoice 100% of the total budget upon SOW approval. Payment Terms are Net 45 days.

Fiction Tribe	Axis Communications
Signature: 	Signature: _____
Name: Michael Caplan	Name: Laura Brower
Title: Co-Found/COO	Title: Partner Marketing Manager
Date: May 29, 2026	Date: May 7, 2026