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<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu

SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. All questions must be submitted in writing. Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Eddy Communications

Date: December 8, 2020

DBA: Eddy Alexander

Address: 611 S Jefferson Street, Suite G

By: 
Signature

Roanoke, VA 24011

Name: Jennifer Eddy

FEI/FIN No. 45-2797764

Title: President and CEO

Fax No. 540-613-1483

Email: J.eddy@eddyalexander.com

Telephone No. 540-404-8152

SWaM Certified: Yes: X No: _____ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 715305

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Eddy Alexander

Preparer Name: Jennifer Eddy **Date:** 12/8/2020

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: WOSB190080 Certification Date: December 17, 2019

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

1.c. **Payment Preference**

Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account.

Eddy Alexander

GROWTH  STRATEGY

PROPOSAL RESPONSE TO BID #GMU-1692-21

GEORGE MASON UNIVERSITY REQUEST FOR PROPOSALS
FOR CREATIVE & MARKETING SERVICES

DUE DATE

DECEMBER 09, 2020

DUE TIME

2:00 P.M. EDT

SIGNATORY: JENNIFER EDDY, PRESIDENT

AUTHORIZED SIGNATURE



SUBMITTING FIRM

EDDY ALEXANDER

611 S. JEFFERSON STREET SUITE G
ROANOKE, VIRGINIA 24011

540-404-8152



Dear Ms. Rauch and Mr. Russell,

Thank you for the opportunity to bid on George Mason University's RFP #GMU-1692-21. I am delighted to present our creative and marketing services proposal for your review. Our agency is submitting the following bid which covers each of the five categories detailed in your RFP: creative design, web design ad production, copywriting, proofreading, and copyediting, videography and motion graphics/animation and graphic design for the College of Visual & Performing Arts (CVPA).

Our team of marketing professionals understand first-hand the value of having a strong partner at the ready to support the multitude of creative needs inside of a university. We support top-tier university brands with graphic design and creative executions that unify brand voice and expression. We understand campuses are big places with lots of individuals working to move a brand forward. Each client within George Mason University will have different budget and targeting perimeters and we will stand ready to support accordingly.

Our team has established a reputation of success with the type of work you have outlined in your RFP.

We offer proven methodologies, specific to our experience supporting higher education clients. This allows us to consistently deliver high quality creative services in support of larger strategic objectives.

Our goal is to exceed expectations while delivering stories that lift your brand, experiences that engage and thrill your target populations, and visual components that clearly communicate your mission.

Eddy Alexander offers an elite team of proven high achievers. We are ready and excited by the opportunity to partner with George Mason University. As our proposal and references will attest, we are fully prepared to meet 100% of your graphic design service requirements, and we can do it as a SWAM certified woman-owned microbusiness and nationally certified woman-owned, small business partner (WBENC).

Thank you in advance for your consideration.

A handwritten signature in blue ink, appearing to read "JEddy", with a long horizontal flourish extending to the right.

Jennifer Eddy
President and CEO
Eddy Alexander

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SECTION TWO

Qualifications and Experience

Describe your experience, qualifications and success in providing the services described in the Statement of Needs



Executive Summary

As the commonwealth's largest producer of tech talent and one of the nation's tier 1 research universities, George Mason is charging forward as a brand on the move. We are inspired by the change you are creating through critical programs like TEACHERTrack and The Business for a Better World Center. We are equally inspired by the vision you've set forth to make higher education not only accessible to more students than ever before, but to offer an experience that is equitable regardless of circumstance and personal to help all students reach their fullest potential. As you welcome a new president and continue pushing towards your ambitions, we understand the important role of an extended creative and design team. We are living

in an uncertain world. Design needs to build trust and confidence and it needs to engage across new boundaries. Digital creative must be accessible and inclusive so that it can reach audiences no matter what technologies or bandwidth they may be relying on at home. And you need a creative team that continuously innovates to provide solutions that meet the ever-changing dynamics of our time. We are a partner that can meet 100% of these needs. Eddy Alexander is prepared to meet 100% of GMU's creative marketing requirements, and we look forward to the opportunity to partner with Mason to create impactful designs that reflect the spirit of the Patriots.

2.a. Describe your experience in providing similar services described in the Statement of Needs.

Meet Eddy Alexander

Eddy Alexander is a full-service marketing and growth strategy consulting firm with extensive experience in marketing, brand management, graphic design, project management, and multimedia production. The Eddy Alexander team takes great pride in building and maintaining visual portfolios to support each client's unique strategic objectives and operational and contextual considerations.

With experience supporting top-tier universities and global Fortune 500 firms alike, Eddy Alexander understands that consistent, high-quality creative services are an indispensable component on the quest to increase organizational prestige, demonstrate broad credibility, and unify a community around central themes, key messages, and core institutional values.

The strategic implementation of George Mason University's visual identity and brand requires that each school, department, research group, and sports team share a common unified face to the public.

Eddy Alexander is ready to partner with GMU and embrace the brand standards, apply them with artistic and professional integrity, and to proactively serve as ambassadors of your brand across the University and beyond.



Over the past nine years, Eddy Alexander strategists have developed proprietary methodologies and operational protocols that help each client leverage cross-disciplinary best practices to marry their stakeholders' strategic vision with the authentic messaging and promotion strategies required to make their brands thrive.

The proposed team from our agency has delivered successful creative and marketing strategies for some of the nation's most successful higher education institutions, and our work has been honored at the highest levels (American Marketing Association, American Advertising Federation, Public Relations Society of America, the Association of Marketing and Communication Professionals, and more). Eddy Alexander is prepared to meet 100% of George Mason University's stated creative and marketing services needs. We are offering you a strategic partner agency with comprehensive marketing and communication capabilities. We offer unparalleled service and innovative thinking. We push innovative brand maturation for our clients.

We are a smaller agency, with a team of dedicated professionals committed to thinking “out of the box.” Our firm’s creative and marketing strategy professionals bring extensive communication, design, and cross-platform execution expertise to every project with a client-centric customer service model that allows for the flexibility to adjust work plans to meet a variety of client work styles, communication standard, and schedule preferences.

Eddy Alexander’s proven capabilities include:

Marketing strategy and consultation

Creative direction

Design and production

- Digital
- Print
- Outdoor
- Advertising design
- Broadcast and Internet branding campaigns

Illustration and infographics

Project management

Website design & production

- Content management system integration (CMS)
- Web templates, landing pages, and website creation
- Web applications
- Website user experience (UX) study

ADA compliance

Multimedia

- Videography and photography
- Motion graphics
- Animation

The proposed project team has worked with:



SECTION 2.b.

Team Experience

We know you have lots of options for your higher education marketing and creative service needs. When working with Eddy Alexander, we want you to be assured each member of our team possess the knowledge and skills to take your project to the next level. Besides a talented team of designers, creative strategists, writers, photographers, videographers and production managers, our team is led by seasoned brand strategists who are also steeped in the higher education industry.

Our firm's president and chief strategist, Jennifer Eddy, is a sought-after and highly influential strategic communicator, experienced in lead generation, channel management, thought leader promotion, and brand marketing. She has driven successful strategies for Virginia Tech, John Hopkins University, Google, and more.

Dr. Emily Kirsch, Eddy Alexander's higher education expert has nearly 15 years of experience developing marketing and communications campaigns for higher education institutions. She is an expert communicator with a keen understanding of the cultural dynamics in highly-matrixed organizations.

We hope this is just the start of getting to know one another better. Enclosed are the resumes of our key account personnel for the scope defined in your RFP.

JENNIFER

President and Chief Marketing Strategist

Jennifer is an international award-winning marketing strategist, Forbes contributor, and frequent industry speaker specialized in marketing, growth strategy and reputation management.

has managed reseller channels, product and service campaigns, lead generation initiatives, and brand hierarchies for a long list of globally-recognized brands including 3M, Accenture, Adobe, Asus, Autodesk, BearingPoint, Deloitte, Genpact, Google, IronKey, Oracle, Quest Software, Red Hat, Johns Hopkins, Virginia Tech, and many more.

After serving as a marketing executive for a series of Big 4 global consulting and technology firms, established Eddy Alexander to marry their interests in business and community advancement.

holds a bachelor's degree from JMU School of Media Arts and Design, a Graduate Consulting Certificate from Yale School of Management, and a Digital Leadership Certificate from Dartmouth College. She is nationally certified in Reputation and Crisis Management through the Public Relations Society of America.

Dartmouth College

Digital Leadership Certificate

2019

RELEVANT CERTIFICATIONS**Reputation Management, PRSA**

June 2017

Crisis Communication, PRSA

February 2009

Google Analytics, Google, Inc.

2011

Google Adwords and Video, Google, Inc.

2014

Google Fundamentals, Search, Display, Mobile, and Shopping, Google, Inc.

2016

US Small Business Administration Scale Up America Instructor

2016

EDUCATION**James Madison University**

B.S. in media arts and design

2000-2004

Yale University School of Management

Graduate Leadership Consulting Certificate

2009



SEAN [REDACTED]

[REDACTED]

[REDACTED] is the [REDACTED] for Eddy Alexander. In 2011, [REDACTED] established Eddy Alexander to offer world-class analytics-based marketing and growth strategy to clients across the public-private spectrum.

In addition to ensuring the ongoing efficiency of Eddy Alexander's staff and operational resources, [REDACTED] leads the production of a wide variety of multimedia deliverables for Eddy Alexander clients. A trained and highly accomplished audio engineer, he personally built and runs Eddy Alexander's in-house production studio (Oration Recording) and oversees the implementation of all graphic animation, audio, video, and web design projects.

[REDACTED] is a 2008 George Mason University graduate. He holds a Bachelor of Science in Anthropology and a Recording Arts Certificate from Citrus College.

WORK EXPERIENCE

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

EDUCATION

George Mason University

B.S. in Anthropology and Psychology

2006-2008

Citrus College

Recording Arts Technology Certificate



██████████ leads Eddy Alexander’s content marketing, public relations, and digital advertising efforts, delivering targeted strategic campaigns, detailed reports, and campaign analysis with thorough conversion tracking and brand awareness statistics that guide clients from planning through optimization for the best return possible on their investments.

██████████ has worked with a diverse group of local, national, and international clients including 3M, Pixelworks, Genpact, Virginia Tech, and Johns Hopkins University.

██████████ also co-led the 2018 team awarded the prestigious Silver Anvil Award for Public Relations from the Public Relations Society of America.

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EDUCATION

University of Central Florida

B.A. in Advertising and Public Relations
Minor in World Comparative Studies

2008-2011

RELEVANT CERTIFICATIONS

Social Marketing Certification, Hootsuite

July 2017

Google Adwords Fundamentals, Search, Display, Video, Mobile, Shopping

May 2016



██████████ brings nearly 15 years of marketing, strategy, and community promotion experience to her work with Eddy Alexander. A senior relationship manager with both place-based marketing and higher education industry expertise, she is responsible for campaign management, program operations, and client relationship coordination.

██████████ is an expert communicator with a keen understanding of cultural dynamics in highly-matrixed organizations. ██████████ uses her expertise to guide clients in strategic, data informed decision making. Her proven interpersonal community leadership experience and her broad industry expertise make her a dynamic problem solver, an experienced researcher, a valuable client advocate, and an organized and reliable asset on any high performance team.

██████████ earned a Ph.D in Organizational Leadership, Policy, and Development, Leadership for International and Intercultural Education from the University of Minnesota – Twin Cities in May 2020 and holds a masters in International Education from SIT Graduate Institute and a bachelors in International Studies - Chinese Studies from Humboldt State University.

WORK EXPERIENCE



EDUCATION

University of Minnesota-Twin Cities

Ph.D in Organizational Leadership, Policy, and Development - Leadership for International and Intercultural Education program

2020

SIT Graduate Institute

M.A. in International Education

2014

Humboldt State University

B.A. in International Studies - Chinese Studies

2007



[REDACTED]

[REDACTED] serves as senior public relations manager for Eddy Alexander, and is an accredited public relations professional. During her 30-plus year career, she has led public relations, media relations, and content development for private and nonprofit organizations including NASA's Kennedy Space Center Visitor Complex/Delaware North, Central Florida Zoo & Botanical Gardens, Cape Leisure Corporation, the Orlando Regional Chamber of Commerce, and the Fulbright 75 anniversary for IIE and the US Department of State,. Farmer specializes in creating and implementing successful public relations plans, writing public relations materials, maintaining media relations, organizing media events, and formulating content.

WORK EXPERIENCE

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

RELEVANT CERTIFICATIONS

Accredited in Public Relations (APR), Florida Public Relations Association (FPRA) 1992

Certified Public Relations Counselor (CPRC), Florida Public Relations Association (FPRA), 2010

Content Marketing Certificate Program, Certificate of Completion, Association of National Advertisers (ANA) 2020

Hospitality Manager: Leadership Course, American Hotel & Lodging Educational Institute 2020

EDUCATION

University of Central Florida

B.S. in Business Administration: Marketing & Economics (double major)
Minor in Entrepreneurship

A.A., Seminole State College

PROFESSIONAL AWARDS

Public Relations Professional of the Year
Space Coast Chapter, FPRA 2007

Space Coast Addy Award: Gold for Always Exploring magazine design 2016

FPRA Golden Image Award, Video News Release and Online Audience Engagement 2015

NASA Group Achievement Awards: Apollo 1 Ad Astra Tribute 2018, Forever Remembered

Project Team 2015, Atlantis Orbiter Home March 2014 and Looking Behind the Scenes, August 2012

NASA Certificate of Recognition, 30th anniversary of the Space Shuttle Program event 2010

10 FPRA Image Awards: Space Coast Chapter, Orlando Chapter and State level for PR

Programs, events, website and crisis management plan

Visit Florida, Flagler Award 2008, Public Relations Program, Shuttle Launch Experience

Hospitality Sales & Marketing Association International,

Silver Adrian Award, KSCVC Shuttle

Launch Experience Public Relations Campaign 2008

Media Kit, Distinguished Winner and Public Relations Campaign, Distinguished Winner



[REDACTED]

[REDACTED]

[REDACTED] oversees production for all client deliverables and events. With a focus on experiential programming, Chernault engages stakeholders and encourages them to participate fully in the evolution of each organization's brand.

[REDACTED] oversees the development of websites, ad campaigns, events, and promotional experiences. Having been a part of successful campaigns with Absolut, Intel, Johns Hopkins University, Virginia Tech, and Virginia's New River Valley, she is highly skilled at creating long-lasting, strategic engagement.

EDUCATION

Radford University

B.S. in Business Administration: Marketing & Economics (double major)
Minor in Entrepreneurship

2013-2017

RELEVANT CERTIFICATIONS

Google Adwords

2017

Customer Service

National Retail Federation

2013



██████████ is a graphic artist who specializes in design extension and brand management. She seeks to deliver clean, cohesive, and memorable designs that capture a brand's essence and communicates clear, consistent messages at scale. Her experience crosses digital, printed, and experiential design. Through persuasive visuals, ██████████ has developed motivating digital marketing campaigns and successful rebrand launches. She pairs professional photography and freehanded designs to supplement and enhance the viewer's visual experience.

WORK EXPERIENCE

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

EDUCATION

Liberty University

B.S. in Interdisciplinary Studies: Graphic Design and Business

2016-2020



Prior to joining Eddy Alexander, [REDACTED] spent the last seven years working as a high-end event manager and business developer in the events and experiential marketing industry. [REDACTED] proven industry relationships and extensive knowledge of production logistics and marketing performance management has helped her to delight clients from coast to coast. Endonino has worked with world-class clients such as Disney, University of California Irvine, Soka University, [REDACTED] Center, The Claremont Colleges, and multiple Destination Management Companies managing the execution of flawless campaigns that deliver real, measurable, and meaningful results. Endonino earned her bachelor's degree in hospitality management with a business minor from [REDACTED] University.

WORK EXPERIENCE

Age Group	Percentage
18-29	80%
30-49	78%
50-64	75%
65+	65%
18-29	60%
30-49	55%
50-64	50%
65+	45%
18-29	40%
30-49	35%
50-64	30%

EDUCATION

James Madison University
B.S. Hospitality Management
Minor in Business
2010-2014



██████████

██████████

██████████ is an experienced web developer with more than 5 years of experience in WordPress, Joomla, and Drupal. He also works with eCommerce platforms like Magento, OpenCart, WooCommerce, Shopify, and PrestaShop; and MVCs like Laravel, Yii, Zend, Symfony, Codeigniter and Phalcon. He is an expert in HTML, CSS, Photoshop, and Bootstrap and has an exceptional creative eye. He manages API development, web services integration and development, plugin integration and development, theme development, migration, and gmap integration for Eddy Alexander's digital clients.

WORK EXPERIENCE

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██████████

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██████████

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██
██████████

EDUCATION

Gujarat Technological University
2008-2012



[REDACTED]

[REDACTED]

[REDACTED] is an award-winning, published photographer/videographer and musician whose work has been used to raise awareness for clients from Comcast to the Children's Miracle Network. Having built his brand from scratch, [REDACTED] hardworking skills push him to capture the best moments in the best frames. He's won multiple awards and has surpassed client's expectations at Virginia Tech, The Museum of the American Revolution in Philadelphia, PBS and many corporations around the state.

WORK EXPERIENCE

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

EDUCATION

Roanoke College

B.S. in Social Sciences

RELEVANT EXPERIENCE

Virginia Tech "Claim Your Role"

2018

Onward New River Valley "A Natural Fit"

2017

Roanoke Valley Broadband Authority Events

2015-Present

SECTION THREE

Specific Plan (Methodology)

Explain your specific plans for providing the proposed services outlines in the Statement of Needs.

Eddy Alexander has deep expertise across the creative marketing services spectrum. In the pages that follow, we are pleased to share our specific approaches and methodologies for the achieving the services outlined in the RFP.

Overall Methodology and project approach:

A. Creative Design

B. Web Design and Production

C. Copywriting, Proofreading and Copy Editing

D. Videography and Motion Graphics/Animation



[REDACTED]

[REDACTED]

[REDACTED]

I

[REDACTED]

I

[REDACTED]

I

[REDACTED]

I

[REDACTED]

I

[REDACTED]

Creative Design

3.a. Contractor shall make substantive and meaningful recommendations for the creative direction and development of materials based on creative briefs, supplied by department. Creative direction must ensure production of materials are consistent with Mason’s marketing strategy, brand identity, communications platform, and meets its quality standards.

Our in-house creative and production team provide a suite of services from concepting to material design and production.



Concepting and Creative Strategy

We’re experienced in coming up with creative concepts and overarching “Big Idea’s” that capture interest, inspire action and generate real business results. As always, we start by listening to you, our client, to understand your business and communications objectives, as well as any brand requirements. We then conduct extensive research to get a deep understanding of the target audience, the competitive landscape and the relevant market dynamics. We use these inputs to develop a strong point of view on where your brand has an opportunity to breakthrough and we deliver concepts that generate [REDACTED]. Our process is iterative and relies on a continuous feedback loop to ensure we are in lock step with you and any evolving requirements.

Creative Production

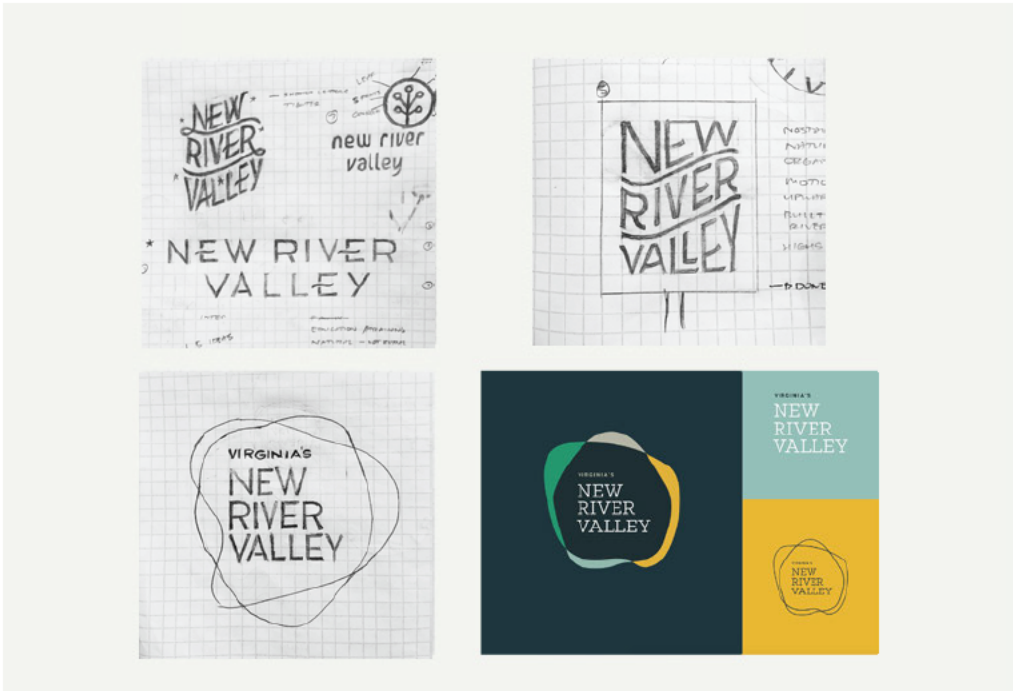
Our design and creative team conceptualizes, designs, and oversees the production of a wide array of brand-compliant collateral for print and digital distribution, including:

- | | | | |
|---------------------|------------------------------|-----------------------|----------------------|
| • Brochures | • Website imagery | • Interactive surveys | • Folders |
| • Advertisements | • Trade show booths | • 360-degree tours | • E-advertisements |
| • Periodicals | • Indoor and outdoor signage | • CD’s | • Animations |
| • Promotional items | • Digital whitepapers | • Flyers | • Infographics |
| • Postcards | • E-books | • Booklets | • Digital media kits |
| • Posters | | • Newsletters | • And more |

We know how to leverage special production techniques to build affordable end products that impress. We know when these techniques make sound business sense and when measurable ROI just won’t be achievable, and we advise our clients proactively to conserve resources where needed. We are comfortable providing production-ready files, or we can leverage existing relationships with a number of pre-vetted print houses, permanent and temporary display manufacturers, and promotional item (giveaway) distributors to manage the full production process for clients who prefer a turnkey solution.

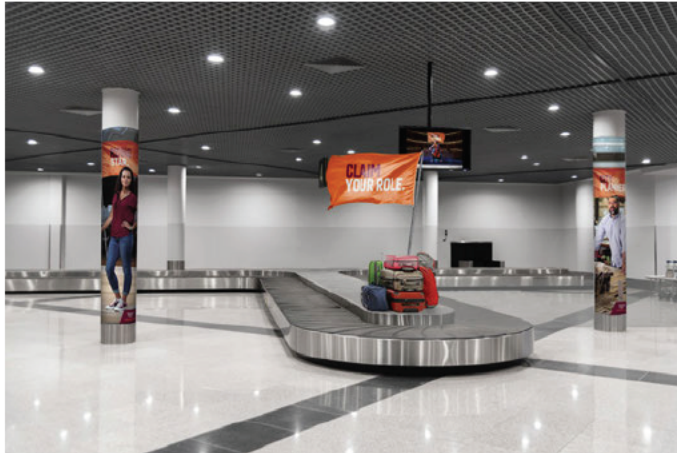
Illustration

All Eddy Alexander illustrations are created for digital or print reproduction. Our team employs a variety of artistic styles (including but not limited to: [redacted]) Our creative team develops detailed, high-resolution digital and vector- based illustrations using Adobe Illustrator in conjunction with Adobe Photoshop. These technical tools allow for our advanced practitioners and skilled artisans to translate traditionally hand drawn creations into a digital format. Additionally, we can provide [redacted] upon request.



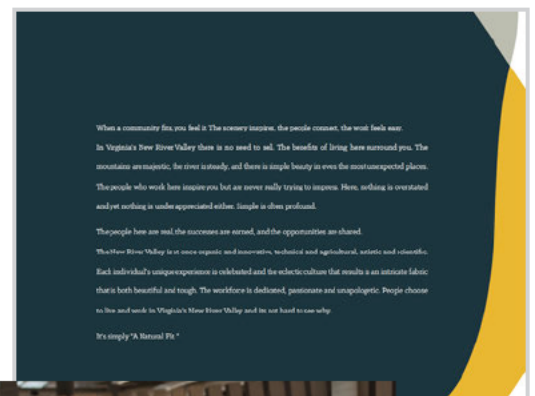
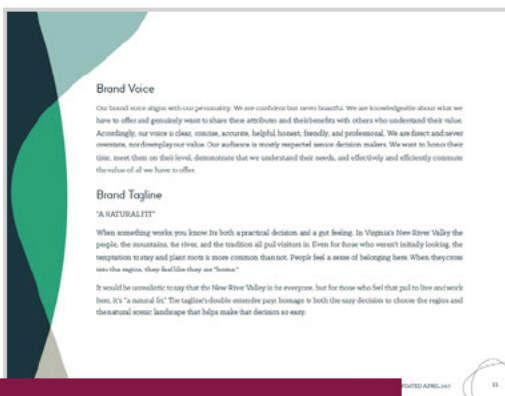
Experience Design

Experience design is key to establishing school spirit and brand continuity through large scale projects and one-off individual tablecloth and banner displays. Campuses are full of blank and graphically confused spaces that offer untapped brand potential. Eddy Alexander creates environmental designs which ignite engagement as well as inform and direct. Our unique approach to your campus brand and signage needs will create uniform process, allow efficiencies for key installations, and create a record of brand process which will include attention to signage treatment and environmental installments



Templates and Presentations

We create presentations and branded templates that are fully inclusive, containing everything from basic slides to detailed charts and graphs, and everything in between. We will ensure that GMU presenters and representatives have the tools necessary to create great presentations easily from streamlined templates that reduce the strain of preparing last minute materials across PowerPoint, Prezi, Google Slides, and Keynote platforms. In addition to presentations, other materials such as brochures, case studies, reports, advertisements, and more can be templated and stored for ease of internal use in the format and platform of your choice.



3.b. REVIEW PROCESS DESCRIPTION

Eddy Alexander understands the importance of feedback. Below is a summary of how our content and creative development process works. Please note our preference for active client involvement. We believe with you supporting and guiding our efforts through agile and continuous feedback, we can provide comprehensive and effective turn-key programs that deliver both the customization and consistency necessary to meet the high standards expected for public sector stewardship.

1 CONCEPTING

After researching current best practices, trends, and effective strategies in project relevant design, our creative team



2 CONTENT CREATION

Our design team takes drafted concepts and client feedback and executes more formal iterations in Adobe InDesign, Illustrator, or Photoshop as dictated by project parameters.

3 REVIEW

The created graphics and illustrations are then further evaluated for



review includes multiple marketing specialists and client representatives to ensure a that all project specifications are met.

4 REVISIONS

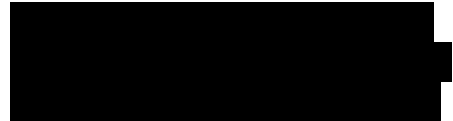
The design team applies the necessary revisions to each design as planned.

5 SECONDARY REVIEW

Secondary review involves the design team and the Chief Strategist who together look for



6 SECONDARY REVISIONS

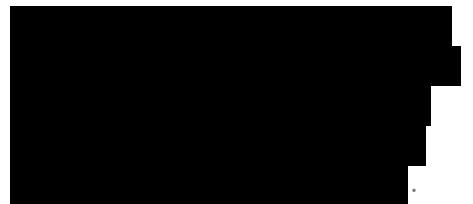


sent to client for final acceptance.

7 CLIENT REVIEW



8 PRODUCTION PREP



Web Design and Production



3.a. Contractor shall provide web development consulting services as well as the ability to design, create and program web templates and applications using the latest industry standard tools and following or exceeding best practices for the chosen medium and industry. The final product may include programming in various industry standard web languages such as CSS, HTML, XHTML, Javascript, Ajax, etc., the meets Section 508 compliance.

We understand web design and creation is about more than pretty pages. Our web development team offers comprehensive services including web design, graphic design, content creation, analytic tracking, advanced digital advertising campaign support, multimedia production services (app design, video, podcasting, 3-D tours, etc.), UI/UX strategy, A/B testing, editorial services, coding services, and search engine optimization. These services are delivered by professionals with deep technical capabilities rooted in proven application of HTML, CSS, PHP, SQL, C#, Objective-C, Python, IOS, Ruby/ Rails, LINQ, and jQuery languages and techniques. We pay special attention to [REDACTED]. We also bring a specific expertise in higher education and know the importance of carefully applying brand guidelines across every project.

Our digital team understands that sometimes a temporary website or stand-alone landing page is



And, we'll work diligently to ensure strict adherence to security and quality standards.



Eddy Alexander has built websites for clients using a wide variety of WordPress design templates, including popular and proven themes structures such as [REDACTED]

We're a seasoned team of digital and web experts who will analyze and apply data to ensure GMU's website investments are embraced by their target audiences and drive the specific actions each stakeholder seeks.



See www.jhucochlearcenter.org



See www.vacrossroads.com



See <https://www.tamuxec.com/>

Phase One:

- [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

Phase Two:

- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

Phase Three:

- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

Phase Four:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

3.a. Contractor shall ensure that copywriting is completed in a style that the department finds consistent with the established Creative Direction as well as other extant materials.

Regardless of format, your communications must be timely, memorable, effective, and on-brand. Our professional editorial team is made up of clear communicators, grammar sticklers, and passionate professionals who care deeply about the subject matters that they are discussing and the different formats used to share strategic messages.

Many of our editorial team members [REDACTED] high quality final product. Our editorial team is adept at writing for a wide variety of venues and audience types. We begin by [REDACTED]

George Mason University Scope Covered

- Technical copywriting
- Advertising copywriting
- Sales/marketing copywriting
- Scriptwriting
- Informational copywriting

Our agency understands that a key piece of effective storytelling is defining and directing your messaging. Eddy Alexander uses the proven [REDACTED]

This Message House approach to storytelling enables a [REDACTED]

of communicators and marketing professionals to embrace the campaign messaging as a point of unity and an actionable resource to help amplify your advertising, design, and public relations impact.

In addition to helping you create impactful messaging and engaging storytelling, our team leverages [REDACTED]

3.b. Our [REDACTED] Methodology

As a full-service marketing communications firm, Eddy Alexander leverages the combined best practices of both the marketing and public relations trades. We have developed custom methods that take advantage

Of this cross-disciplinary skill intersection to help clients improve [REDACTED]

[REDACTED] In developing content for GMU, we will use our proprietary [REDACTED] methodology to ensure that we are crafting targeted strategic messages and recommending how to drive those messages into the market in iterative and compounding ways to build rapid credibility, notoriety, synergy, and measurable progress against your stated business objectives.

Videography and Motion Graphics/Animation



3.a. Contractor shall use property supplied by department unless otherwise specified in the brief. If non-Mason property is used, they must be royalty-free. Property selected and presented must not misrepresent Mason and should not be easily recognized as commercial property. Any anticipated expense in this category must be included in all estimates.

With video consumption trends being what they are, we understand that your university will require extensive support in multimedia production. Our experienced team is capable of producing high-quality professional content suitable for a wide variety of applications and use-cases. We offer services covering motion graphics, full PSA production, recapture and editing of existing media, photography services, sound mixing, and audio production.

Our production team works seamlessly with our [REDACTED] Eddy Alexander carefully selects specific equipment to capture the raw footage required for your desired results. In addition to shots outlined by the script, we will develop [REDACTED]

[REDACTED] These assets may be leveraged in final videos and future projects alike. As will all of our creative efforts, any shots, along with all multimedia assets produced for you, [REDACTED].

Our team is also able [REDACTED] [REDACTED] [REDACTED]. We stand ready to guide you toward success in a fully managed workflow.



Following the creation of advertising concepts at Virginia Tech, our team realized they required immediate asset assistance and quickly built out a new photo library to support their brand vision and to take our concepts from reality into print and digital executions. Our team organized a comprehensive campus-wide photo shoot, hired models, managed release requirements, and also provided tagging, library set-up, and image editing.

More on our editing and production process:

We use

For video work, our editors leverage top-of-the-line industry programs

3.b. Our content development process for video production and multimedia is consistent with what we shared in the creative services section on page 29.



Virginia's New River Valley

George Mason University Scope Covered

- Short topic videos
- Short full-motion graphic videos
- Short full-motion animated videos
- Video recording
- Video editing

SECTION FOUR

Creative Samples

Provide samples for all sections of the Statement of Needs for which you are submitting a proposal.

Our experienced team of higher education marketing professionals have proven success supporting the complex requirements of universities nationwide. The Eddy Alexander team thinks beyond the expected and leverages proven, award-winning marketing skills for client advantage. We push the limits of what is possible for higher education brands, and as a result, we deliver measurable, meaningful impact.

	CREATIVE DESIGN	DIGITAL ADVERTISING	WEB DESIGN AND PRODUCTION	COPYWRITING, PROOFREADING AND COPYEDITING	VIDEOGRAPHY	PHOTOGRAPHY	MOTION GRAPHICS/ ANIMATION
Texas A&M			X	X			
Virginia Tech	X	X			X	X	X
Johns Hopkins	X	X	X	X			
ARIC	X			X			
Virginia's Crossroads	X	X	X		X	X	X



Texas A&M Center for Executive Development

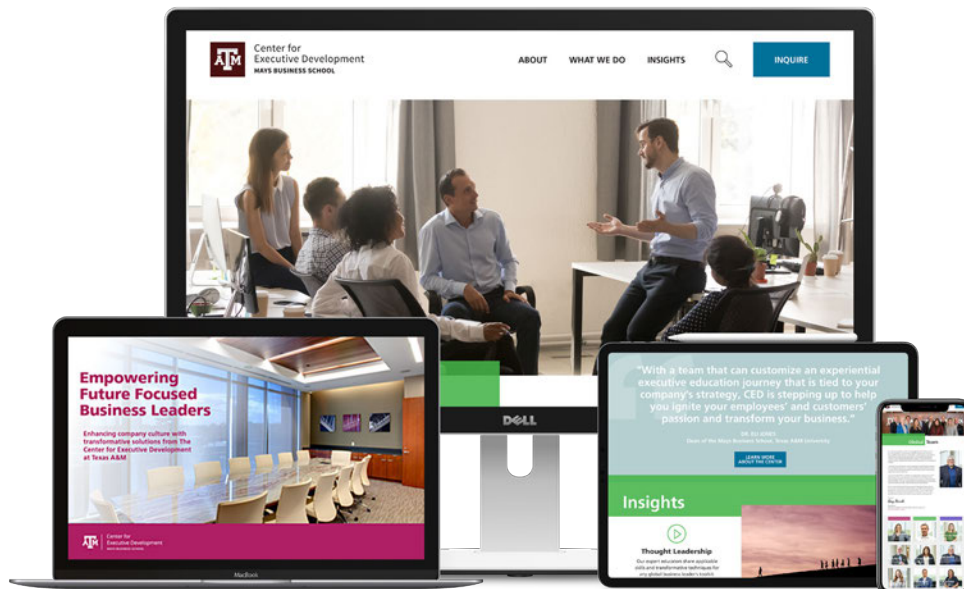


Overview

In order to compete for a broader set of business clients across more diversified industries, the Center for Executive Development at Texas A&M Mays Business School partnered with Eddy Alexander to develop a new more commercially competitive brand identity system. The new website page views are up 70% from the old site in the previous year, pages per session are up 70% since launch, average session duration increased by 1:20 and bounce rate decreased by over 10%, average page load time decreased from 6.34 seconds to 2.23 seconds, and the client saw an increase in service page views in the week following website launch

Services

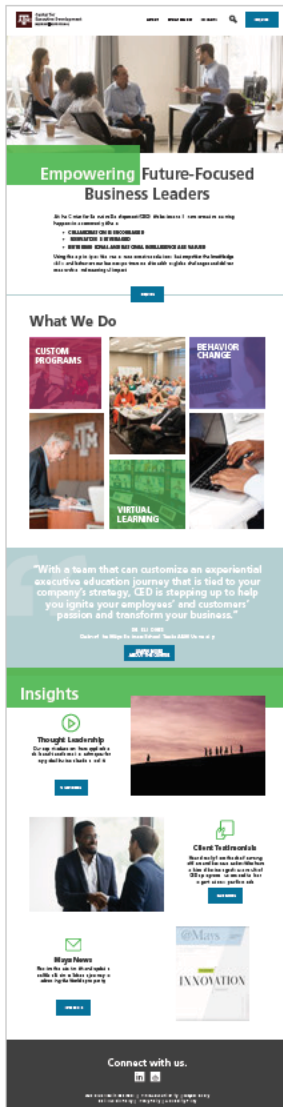
- Market research and analysis
- Identity system development
- Strategic messaging and positioning
- Website design & development
- Branded template development
- Stakeholder management
- Search engine optimization



See <https://www.tamuxec.com/>

About the Texas A&M

The Center for Executive Development at Texas A&M serves organizations and individuals in multiple capacities, including custom programs for organizations and open enrollment programs for individuals. The CED is committed to developing leaders that serve with excellence, not simply education.



“Eddy Alexander is a true partner to Mays Business School at Texas A&M. Their leadership has offered professional and collaborative services to enhance the brand of the Center for Executive Development while integrating a multitude of priorities from our matrixed organization. It is a joy to work with the individuals that represent Eddy Alexander.”

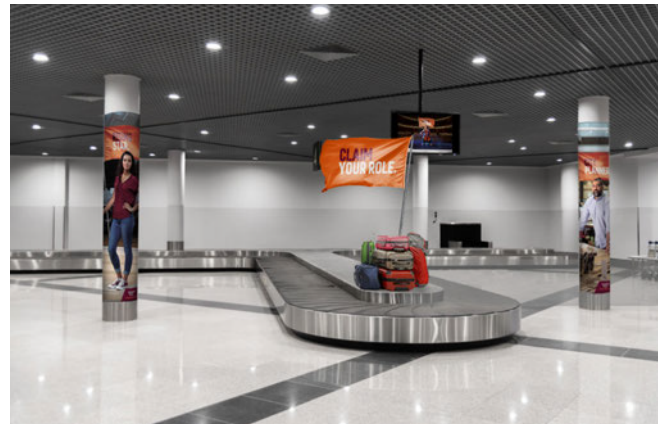
Blake Parrish,
Director of Marketing, Texas A&M Mays Business School
Texas A&M Center for Executive Development

Overview

After a high-profile university rebrand, Virginia Tech's office of university relations trusted Eddy Alexander to develop and execute a creative marketing campaign that would introduce the new platform, justify the re-brand and unify critical audiences. Eddy Alexander recommended a creative direction that literally translated the meaning of "Claim Your Role" into a "planting of the flag" visual to communicate "pride and ownership" while featuring "real people" to demonstrate the University's friendly and welcoming culture. Print, digital, and broadcast ads as well as larger than life, out-of-home installations all leveraged custom photography and authentic real-life career role and personality types. Upon launch, we partnered with the University's social media team to document the school's mascot on a trip to Washington DC further generating excitement online. The campaign resulted in placements in *Wired Magazine* and *US News and World Report*. The Union Station takeover provided context for the \$1B innovation campus announcement with Amazon that would become world-wide news just after launch, and closer to home, students and alumni refocused on what it meant to be a Hokie.

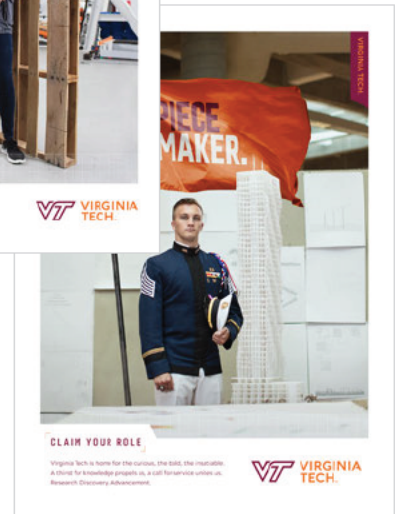
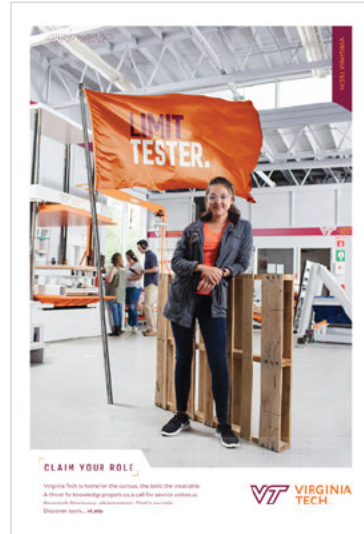
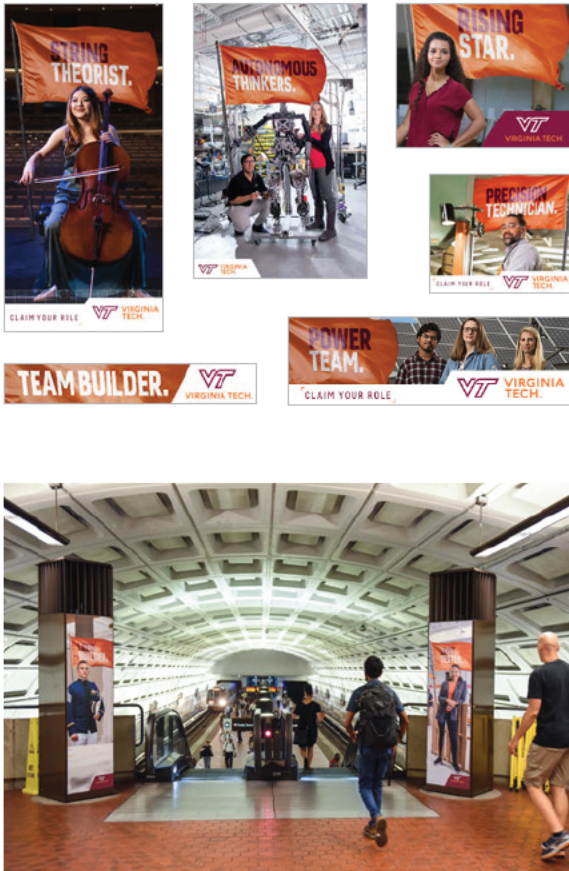
Services

- Marketing strategy
- Editorial services
- Photography
- Print, digital, out-of-home, and large-format advertising
- Brand management
- Social media stunt support
- Media evaluation and analysis
- Graphic design
- Copywriting
- Marketing/business planning
- Reputation management



About Virginia Tech

Virginia Tech is a public University in the state of Virginia, located in Blacksburg. It consists of nine colleges and graduate schools and offers 110 bachelor's degree programs and 170 master's degree programs. It is ranked 43rd in University research in the United States and is the largest state University in Virginia.



“There were so many complex factors in our production—we had internal and external stakeholders, models, wardrobe, makeup, more than 24 diverse locations, and less than three days to make it all come together. The stakes were high, and the Eddy Alexander team showed up prepared, organized, and ready to make it all happen. This was perhaps the most efficient and effective creative production process we’ve ever seen run on Virginia Tech’s campus.”

Brad Soucy,
Director of Design and Digital Strategy, Virginia Tech

Overview

After the Cochlear Company finalized their generous gift to Johns Hopkins University, Dr. Frank Lin set to work establishing the new Cochlear Center for Hearing and Public Health. He called on Eddy Alexander to help him develop a brand for the center that recognized the generous gift but also demonstrated the required independence critical to the center's academic integrity. Eddy Alexander worked with Dr. Lin and the marketing staff of both the School of Public Health and the university at large to develop a new comprehensive communications system and public relations plan that fully aligned with the goals of each stakeholder community.

Services

- Message development
- Launch strategy
- Public relations
- Website design (Drupal)
- Technical writing
- Project management
- Brand compliance
- Cross-departmental collaboration
- Photo library development

WWW.JHUCOCHLEARCENTER.ORG/



About the Cochlear Center

The Johns Hopkins Cochlear Center for Hearing and Public Health is training a new generation of clinicians and researchers. These researchers study the impact that hearing loss in older adults has on public health, and develop and implement related public health strategies and solutions.



See <https://www.jhucochlearcenter.org/>

“The site looks great! I truly appreciate all the incredibly hard work that you and your teams have put into this process over the last few months.”

Frank Lin, M.D. Ph.D.,
Director, Cochlear Center for Hearing & Public Health

Overview

In celebration of thirty years of successful research, the Atherosclerosis Risk in Communities study cohort of four University field centers (Johns Hopkins University, University of Minnesota, Wakefield University and University of Mississippi) and one university field center (University of North Carolina) partnered with Eddy Alexander to refresh it's brand identity and engage with study participants in a celebratory direct mail piece that aimed to encourage continued participation from aging study members and their caregivers.

Services

- Technical writing
- Proofreading
- Copyediting
- Logo refresh
- Website design
- Direct mail
- Promotional item coordination
- Brand compliance
- Multi-stakeholder collaboration



About the ARIC Study

The Atherosclerosis Risk Communities Study (ARIC), sponsored by the National Heart, Lung, and Blood Institute (NHLBI) is a prospective epidemiological study conducted in four U.S. communities. ARIC is designed to investigate the causes of atherosclerosis and its clinical outcomes, and variation in cardiovascular risk factors, medical care, and disease by race, gender, location, and date.



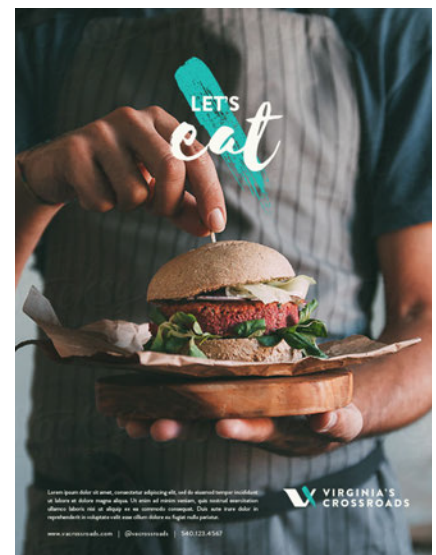
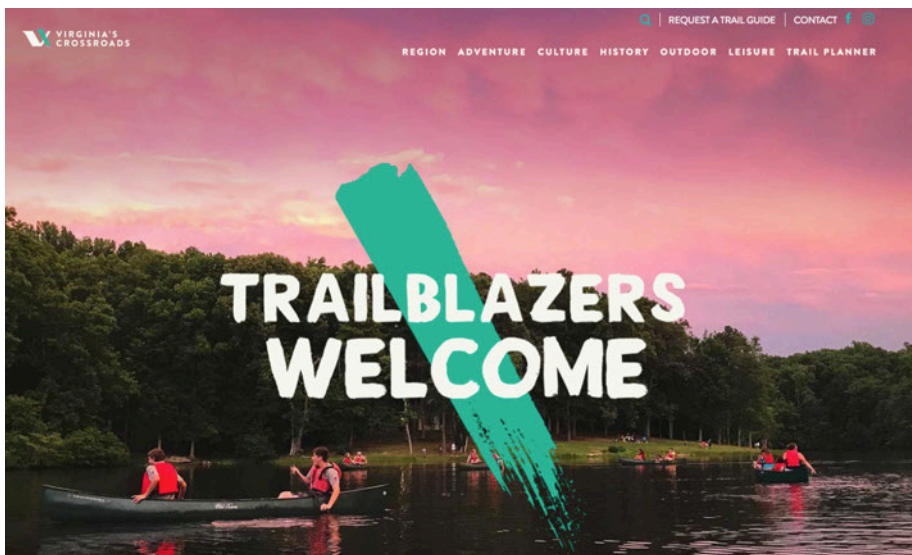
Overview

After a highly competitive bid process, Eddy Alexander was selected out of twenty-one firms to rebrand “Virginia’s Retreat” to something that highlighted a great diversity of offerings and appealed to a younger, more culturally diverse, and experiential-focused traveler.

Eddy Alexander created a new regional name, asset categorization system, and visual identity.

Services

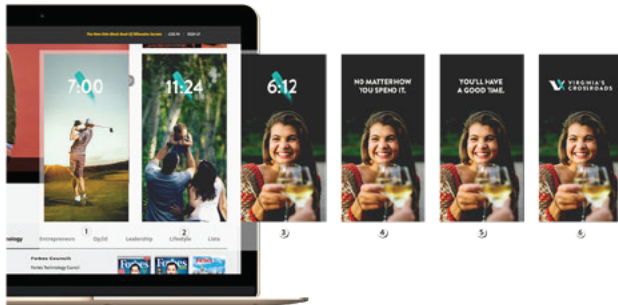
- Research analysis
- Rebranding
- Design template development
- Brand expression and guidelines
- Multi-stakeholder engagement
- Graphic design



About Virginia's Crossroads

Virginia's Crossroads represents one of the oldest regional tourism consortiums in the Commonwealth of Virginia encompassing an eleven county and one city region of Virginia made up of three percent of the state's total population.

See <https://vacrossroads.com/>



“Eddy Alexander stands out head and shoulders above the other organizations I have worked with. They listened and delivered — when they presented solutions to us, we knew they ‘got it.’”

Magi Van Eps,
Tourism Coordinator, Prince Edward County

SECTION FIVE

References

No fewer than three that demonstrates the Offerers, qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which as been described herein.

[REDACTED]

Chief Learning Officer & Assistant Dean of Executive Education

Texas A&M University

[REDACTED]

[REDACTED]

Length of Service: 2019-Ongoing



[REDACTED]

Former client: Director of Marketing at Virginia Tech

Assistant Vice President of Marketing

University of Florida

[REDACTED]

[REDACTED]

Length of Service: 2017-2020



[REDACTED]

Assistant Professor, Departments of Epidemiology

Johns Hopkins University Bloomberg School of Public Health

Johns Hopkins School of Medicine

[REDACTED]

[REDACTED]

Length of Service: 2018-Ongoing



SECTION SIX

Cost of Services

Our agency hourly rates are provided below. Please note that formal pricing on projects are subject to an in-take project call in which our clients are asked to detail scope requirements and deadline expectations. Costs for services will be invoiced according to contract terms and a signed corresponding statement of work.

Role		Rate
Strategy Services		
Senior Strategist	Hourly	\$250.00
Strategist	Hourly	\$200.00
Campaign Manager	Hourly	\$150.00
Marketing Coordinator	Hourly	\$100.00
Design Services		
Art Direction	Hourly	\$150.00
Graphic Designer	Hourly	\$125.00
Editorial Services		
Technical Writer	Hourly	\$150.00
Editorial Specialist	Hourly	\$135.00
Copywriter/Copyeditor	Hourly	\$125.00
Production		
Production Lead	Hourly	\$150.00
Production Assistant	Hourly	\$122.00
Multimedia Producer	Hourly	\$115.00
Web Development		
IT Developer	Hourly	\$200.00
Senior Web Developer	Hourly	\$150.00
Junior Web Developer	Hourly	\$80.00
UX/UI Developer	Hourly	\$145.00
Digital Analyst	Hourly	\$125.00
Additional Support		
Media Coordinator	Hourly	\$100.00
Market Research Specialist	Hourly	\$100.00
Administrative Project Support	Hourly	\$68.00
Expenses		
	We charge 50% time for travel.	
Travel Costs	Standard federal per diem is charged for all food, lodging and mileage.	
Technology Fee	Monthly	\$ 600.00

* The above prices reflect the time of our inhouse Eddy Alexander team. If the project warrants, we can procure the services of a third party (photographer, videographer, etc.). In that instance, Eddy Alexander would provide a written quote, which would include a 15% pass through fee, for client approval.

**All pricing is subject to an automatic annual increase of 3%

Terms and Conditions

While Eddy Alexander is not immediately opposed to any of the terms and conditions outlined in the University's sample contract, there are a few items listed in the terms and conditions provided that, should we be selected as a preferred vendor partner, we would hope to discuss in a little more depth to ensure mutual understanding and agreement. These include:

- U – Force Majour
- X – Indemnification
- BB – Intellectual Property
- DD – Publicity





EDDYALEXANDER.COM

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ROANOKE, VIRGINIA 24011

540-404-8152