

# **Creative & Marketing Service GMU-1692-21**

*prepared for George Mason University*

*November 30, 2020*



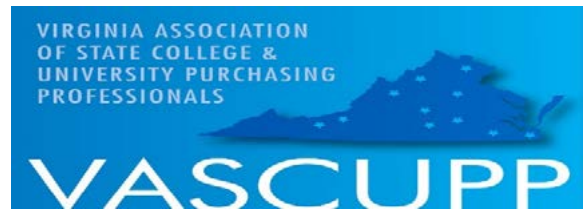
Contrast Creative, Inc.  
2598 Highstone Road  
Cary, NC 27519  
919-469-9151  
[www.contrastcreative.com](http://www.contrastcreative.com)

---

*Primary Contact*  
Kathleen McDonald  
[kmcdonald@contrastcreative.com](mailto:kmcdonald@contrastcreative.com)



Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<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](mailto:erauch@gmu.edu)  
**SECONDARY PROCUREMENT OFFICER:** James F. Russell, Director, [jrussell@gmu.edu](mailto: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.**

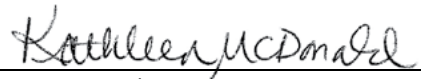
Name and Address of Firm:

Legal Name: Contrast Creative, Inc.

Date: 11/30/2020

DBA: Contrast Creative, Inc.

Address: 2598 Highstone Rd.

By:   
Signature

Cary, NC 27519

FEI/FIN No. 56-208-3327

Name: Kathleen McDonald

Fax No. 919-469-0331

Title: President

Email: kmcdonald@contrastcreative.com

Telephone No. 919-469-9151; 919-219-0588 (cell)

SWaM Certified: Yes: ☒ No: ☐ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 815272

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeree 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](http://www.SBSD.virginia.gov) (Customer Service).

**Offeror Name:** Contrast Creative, Inc.

**Preparer Name:** Kathleen McDonald **Date:** 11/30/2020

**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: 815272 Certification Date: 10/22/2020

**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: \_\_\_\_\_

**Subcontract #3**

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

**Subcontract #4**

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

**Subcontract #5**

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

## QUALIFICATIONS & EXPERIENCE: **Executive Summary**

Contrast Creative is a privately held, award-winning full-service advertising and marketing firm headquartered in Cary, North Carolina. Founded in 1998, Contrast Creative is a certified SWaM firm in Virginia that expertly develops and delivers strategic creative solutions for our university, corporate, and medical clients. These solutions include: branding and strategy, creative design, digital content marketing, interactive media, web design and media production. Our creative campaigns thrive by harnessing the power of all marketing channels: web, television, print and mobile.

Contrast Creative, has a proven track record of driving brand engagement and producing measurable results through the creation of engaging and effective communications. We use the most advanced computer technology for graphic design and animation as well as the most up-to-date camera, lighting and post-production equipment. Our facility includes technically advanced editing suites as well as sound engineered audio and production studios.



After more than 23 years in business, Contrast Creative continues to thrive. This steady growth continues to occur based upon a core philosophy—to provide the best possible client service every day. We approach each new project with fresh ideas, unwavering enthusiasm, unmatched organizational skills and a commitment not only to meet agreed upon deadlines but also to exceed client expectations.



It's this Value Proposition that has earned Contrast Creative ongoing long-term relationships with university, corporate, and government clients. Some Contrast clients include: Duke University and Duke Health, North Carolina State University, BB&T/Truist, NCQA, and UNC Health to name a select few.



Prestigious organizations continue to bestow praise upon our work internationally and nationally. We have won accolades from the Davey Awards, The Association of Marketing and Communication Professionals and Health Care Marketing Report as well as a long list of Addy Awards, Emmy Awards, Telly Awards, Aster Awards, Ava Awards, MarCom Awards, Summit Awards, Hermes Awards, a Southern Education Communications Award and more. But there has been no greater reward than the complete satisfaction of our clients who relish the knowledge, understanding and proven results derived from Contrast created work.

We believe Contrast Creative is uniquely poised to undertake the integrated marketing and communication needs of George Mason University. Like GMU, we are a dynamic enterprise committed to quality and excellence. Contrast Creative works with some of the nation's top universities and understands the special requirements and communication needed to succeed in this arena. We have been awarded multi-year preferred vendor contracts with Duke University, North Carolina State University, UNC Charlotte and North Carolina A&T University. But more than this, Contrast Creative also works outside of the higher education landscape. We will bring to the table a breadth and depth that can only be gained by working across a broad consumer-marketing scope. These ideas and knowledge that we have gained in the corporate world (financial, healthcare, non-profit) will enhance our insight and inform our execution GMU's marketing projects.

If chosen as your creative and marketing services partner, Contrast Creative will succeed by applying our media knowledge, data and extensive experience to developing strategies and creative especially crafted to clearly, compellingly, uniquely and boldly convey the GMU brand. Contrast Creative would relish the opportunity to build a successful strategic partnership with GMU. To this end, we respectfully submit our proposal for your kind and thoughtful review.

## QUALIFICATIONS AND EXPERIENCE: Creative Design

The Contrast Creative design team is an accessible, dynamic group with a firm understanding of each brand that we represent. Our progressive team of strategists, writers and designers has experience launching and promoting consumer products, managing corporate and consumer marketing campaigns, developing substantive and meaningful communication programs. Our team stays informed and aware of current trends in marketing and communication and understands the wide and segmented demographic that a university must target and reach to achieve its goals. We acknowledge this with every project and conceptualize, design and develop with the end goal of providing the highest return to our client.

Contrast Creative integrates each client's brand within the print, multimedia, digital and web platforms through many service offerings including:

- Strategic development of integrated print, outdoor, broadcast and Internet branding campaigns
- Creating illustrations and graphic devices such as symbols
- Layout and execution of print pieces ranging from single page mailers, brochures, view books, newsletters, folders, posters, CDs, etc.



- Creating, designing and producing enrollment/direct response campaigns that include advertising, direct mail, landing pages, video, HTML emails, digital media, social media, etc.
- Design and development of media ads and coordination of placement
- Online ad design and development in HTML, Flash and JavaScript



- Design and development of Word, PowerPoint and InDesign templates
- Design and execution of lead evaluation campaign including direct mail, e-mail and PURL landing pages (includes HTML development, variable data printing and database coordination)
- Editorial layout, editing and design for magazine or booklet pieces that can be delivered as printed piece or digitally (eBook or PDF)
- Development and execution of any collateral materials within an established, branded campaign and coordination of delivery with either traditional offset or digital printers



Our goal is to help develop and support our client's brand in the most effective and rewarding methods possible.



## QUALIFICATIONS AND EXPERIENCE: **Web Design & Production**

Contrast Creative's approach to web development and interactive media reveals our strength in research, brand identity and the experience we know that each client wants to have with its audience.

A website's design and architecture dramatically impacts whether a user stays on a site and how they interact with the content. Contrast Creative excels at creating intuitive site designs that guide users through points of segmentation, highlight calls to action and deliver conversions.



Contrast Creative's web design and production team is capable of providing web development consulting services. Our team, which uses the latest industry standard tools, is also adept at designing, creating and programming web templates and applications.

When embarking on a web development and or interactive media project, we aim to create relevant, cohesive and compelling design and content. The goal is to engage visitors (potential employees) and spark conversations. We pay particular attention to layout, navigation and embodiment or the way visitors interact with the site. We aim to enliven websites with customized content—blogs, videos, tweets and connect visitors to our client's Facebook, LinkedIn and Twitter pages where more information about can be cultivated and shared.



In today's online environment, strategic, authentic and properly formatted content is rewarded with better search results, higher page ranks and overall site traffic. Contrast Creative excels at creating and implementing content that makes it easier for your site to be discovered, read and indexed by search engines. We will review existing site content (text, images, titles and headers, icons, videos and image tags) as well as any additional content provided by our client and make recommendations with the goal of driving user engagement. Once approved, Contrast Creative will provide all content in a format that is suitable to add to the website along with any necessary instructions for installation.

We are proud of our team; a group of problem solvers who are continually learning and evolving. We realize that not all website visitors or social media followers are the same: we keep a variety of goals in mind when we develop our plans so that both the user and the business come out winners.



Some of our capabilities include:

- Web and interactive strategy
- Creating, designing and producing landing pages, mini websites, and other web templates
- Providing site/information architectures, page prototypes and illustrations
- Create, design and program CSS web templates

QUALIFICATIONS AND EXPERIENCE:

## Copywriting, Proofreading and Copy Editing



At Contrast Creative, all copywriting, proofreading and copy editing is handled by our award winning writing team. From technical writing to advertising copy to educational and sales and marketing prose, our team is consistently excels at identifying and meeting objectives. We are strategic storytellers who have spent our careers effectively communicating messages to achieve a desired result.



Contrast Creative offers extensive expertise in the realm of marketing communications to a broad range of clients. From research and development to developing persuasive concept and copy, Contrast Creative delivers measurable results. Our talented writers possess the skills to understand your brand, and develop strategic copy capable of highlighting GMU's mission, vision and values in a compelling and effective manner.



## QUALIFICATIONS AND EXPERIENCE: **Videography and Motion Graphics/Animation**

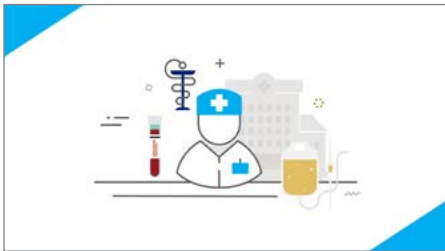
Contrast Creative offers clients high quality strategically and creatively produced media production and motion design services. From concept to final creation, the work our team produces has consistently received industry accolades, but more importantly, delivered measurable results to our clients. As a bonus, Contrast Creative's professional and experienced production and design teams are adept at working in university settings with faculty, students, alumni and supporters.



From single camera productions to large-scale live event programs with multi-camera requirements, Contrast Creative's media team is adaptable to any circumstance.

Our media production services include:

- Branded Advertising Campaigns
- TV and Radio Production
- Copy and Scriptwriting
- Video Production (Employee Recruitment/Engagement Education/etc.)
- Talent Acquisition
- Motion Graphics & Animation
- Post Production Services
- Audio Suite and Sound Engineered Production Studio
- Media Buying [Planning/Negotiation/Ad Placement/Reconciliation]
- Closed Captioning
- Duplication services



## QUALIFICATIONS & EXPERIENCE:

# Key Team Members & Resumes

Contrast Creative team members, who exhibit outstanding customer relation skills throughout the creative process, will work immediately and closely with George Mason University to successfully deliver all requested services. The CC team has superior listening skills and responds professionally to constructive feedback. We will participate as an active working partner, bringing recommendations and knowledge based on careful review of GMU and its business plans.

Our experienced team of professionals will comply with all GMU's brand standards and apply these standards to any creative plan. Contrast Creative will assign consistent key executive staff members to the GMU account, and replace any of those assigned upon the request of the GMU.

**Kathleen McDonald** serves as president and majority owner of Contrast Creative. A marketing professional and master storyteller, she has more than 30 years of experience building healthcare brands and corporate identities for government, corporate and university clients. A nationally published writer, she has spent her career working in advertising, public relations and journalism, which has garnered her an extensive list of industry awards. She served as a producer/reporter for the national PBS medical program Breakthrough, which focused on the world's latest medical research and discoveries. She has worked with organizations across the United States, including Duke University, BB&T/Truist and AHRQ. She develops and leads successful employee engagement programs. McDonald is focused on employee and student recruitment and engagement, the development of diversity and inclusion training programs and employing strategic communication tactics to help organizations deliver exceptional value and service. As a leader, McDonald emphasizes progressive creative approaches, integrity and teamwork.

**Tim Travitz** is Managing Partner at Contrast Creative. Tim brings more than three decades of agency experience to Contrast Creative's clients. A specialist in all aspects of brand development and marketing applications that enhance brand equity and increase revenues for clients, Tim's focus is on delivering the best possible individualized client solutions. Tim's visual eye, as an experienced award-winning Director of Photography, infuses every project we undertake with a unique vibrancy and creative soul. His masterful creative direction and leadership is evident in all Contrast Creative productions. Tim excels at creating, managing, implementing and delivering a consistent, high-quality product that not only meets clients' objectives but exceeds expectations.

**Daniel McRae** leads Contrast Creative’s digital design team. With a decade of experience in the graphic design field and an inherent passion for analytics, Daniel thrives in the modern marketing environment that requires a strategic approach to maximize ROI. He has created solutions for the healthcare, higher education and corporate sectors ranging from web sites, online display marketing, motion graphics to traditional brand support. Daniel has also worked previously with agencies that primarily provided design services for numerous learning institutions and universities.



Contrast Creative’s creative team is largely all in-house. We also maintain long-standing relationships with top freelance talent in a full range of creative and marketing disciplines. This enables us to respond nimbly and effectively to any client need. Whether in-house staff or a contractor, our goal is to work with talented individuals who fit into our workplace culture successfully. We are team players, motivated problem-solvers, innovative, and success driven. Equal in importance is a team of individuals who love what they do, who relish interacting with people, and who approach our work with zest and positive energy.

**Contrast Creative Team**

Team Roles

- Marketing Strategists
- Social Media Analysts
- Digital Content Producers
- Graphic Designers
- Digital Editors
- Copywriters
- Production Specialists
- Photographers

Team Culture and Qualities

- Agile
- Imaginative
- Collaborative
- Respectful
- Flexible
- Obstacle Movers
- Driven to Succeed
- Storytellers

## QUALIFICATIONS & EXPERIENCE: RESUMÉ

# Kathleen McDonald

### PROFESSIONAL EXPERIENCE

#### Present

##### **Contrast Creative**

President

*Leader and creative director of full-service communications company.*

#### Past

##### **Breakthrough**

##### **Durham, North Carolina**

National Segment Producer/Reporter

*Produce and report medical and research news stories for weekly, national PBS television program.*

##### **McDonald Communications**

##### **Durham, North Carolina**

President

*Public Relations for educational and corporate clients.*

##### **The UNC Center for Public Television**

##### **Research Triangle Park, North Carolina**

Producer/Reporter

*Produce and Report in-depth weekly magazine features for NC's PBS network.*

##### **WITF-TV**

##### **Harrisburg, Pennsylvania**

Producer/Reporter

*General assignment reporter and producer for weekly public affairs program.*

##### **WIP-Radio**

##### **Philadelphia, Pennsylvania**

Producer/Writer

*Contributed to news and feature programs.*

#### Education

Temple University, BA, Communications, Journalism

## QUALIFICATIONS & EXPERIENCE: RESUMÉ

# Tim Travitz

### PROFESSIONAL EXPERIENCE

#### Present

##### **Contrast Creative**

Managing Partner

*Leader of full-service communications company.*

#### Past

##### **Take One Productions**

###### **Cary, North Carolina**

Director/Photographer/Editor

*Directed and Photographed corporate videos, political media, college recruitment films, TV commercials, and educational programs.*

##### **Travitz Productions**

###### **Raleigh, North Carolina**

Photographer/Gaffer

*Self-employed videographer providing photography and gaffing services for commercials, corporate marketing and training programs.*

##### **WITF-TV**

###### **Harrisburg, Pennsylvania**

Technical Director/Audio Technician/Photographer

*Provided an array of production services for a PBS station.*

##### **WHTM-TV**

###### **Harrisburg, Pennsylvania**

Videographer/Audio Technician/Editor

*Provides an array of production services for an ABC affiliate.*

##### **Tel Ra Productions**

###### **Philadelphia, Pennsylvania**

Assistant Editor

*Film processing coordinator, dailies sound sync, negative conforming and cutting of professional and collegiate sports highlight films.*

#### Education

Temple University, BA, Radio, Television and Film



## QUALIFICATIONS & EXPERIENCE: RESUMÉ

# Daniel McRae

### PROFESSIONAL EXPERIENCE

#### Present

##### **Contrast Creative**

Director of Digital Strategy & Design

*Lead the concept and development of motion graphics, print, and web that build and strengthen brands.*

#### Past

##### **Eye Integrated Communications**

**Greenville, NC**

Art Director

*Managed identity and brand recognition design and websites for pharmaceutical clients.*

##### **Mission House Creative**

**Raleigh, NC**

Graphic Designer

*Created identity and brand recognition design and websites for educational, pharmaceutical and financial clients. Deliverables included magazines, brochures, email campaigns, online ads and other collateral materials that supported the client's brand.*

##### **Eye Integrated Communications**

**Greenville, NC**

Graphic Designer

*Created identity and brand recognition design and websites.*

#### Education

East Carolina University, BFA, Graphic Design

## METHODOLOGY:

# Approach & Strategy

### Approach

Contrast Creative is proposing to support George Mason University in these categories:

- A. Creative design
- B. Web design and production
- C. Copywriting, Proofreading, and Copy editing
- D. Videography and Motion Graphics / Animation

#### **A. CREATIVE DESIGN**

Contrast Creative will 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. At the basic level, Contrast Creative will create, design, and produce print, outdoor, broadcast and Internet branding campaigns; create, design, and produce enrollment/direct response campaigns that could include advertising, direct mail, landing pages, video and HTML emails, digital media, social media, etc.; create, design, and produce collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, CDs, etc. and create illustrations and graphic devices such as symbols.

#### **B. WEB DESIGN AND PRODUCTION**

Contrast Creative will 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, XML, JavaScript Ajax, etc., that meets Section 508 compliance. At the basic level, Contrast Creative will create, design, and produce landing pages, mini websites and other web templates; provide proposed site/information architectures, page prototypes, and illustrations; create, design, and produce web applications; create, design, and programming CSS web templates, blog skins, etc. and incorporating such Web 2.0 technologies into web sites as animation, full-motion graphics, databases, calendars, blogs, web site analytics, form managers, polls/surveys, CRMs, social media, mobile media, eCommerce, etc.

### **C. COPYWRITING, PROOFREADING AND COPY EDITING**

Contrast Creative will ensure copywriting is completed in a style that the department finds consistent with the established creative direction as well as other extant materials. At the basic level, Contrast Creative will provide different types of copy such as technical copywriting, advertising copywriting, sales/marketing copywriting, scriptwriting, and informational copywriting; write, edit, and proof all copy before presenting to department for approval.

### **D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION**

Contrast Creative will 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. At the basic level, Contrast Creative will produce short topic videos for use at events or posting on YouTube, department web sites, social media sites, etc. that incorporate music, full-motion graphics, and animation; produce short full-motion graphic or animated videos for use as e-holiday cards, e-greeting cards, or e-solicitations; and videotape, edit, and deliver video files of speeches, panels, conferences, interviews, etc.

The video production process occurs in three distinct phases: Pre-production, production, and post-production. Contrast Creative will begin with Pre-production.

At the start of Pre-production, we will devise a well-organized and detailed production schedule to act as our roadmap to successful project completion. Next, we will gather information to inform the design and video creation. We will pre-interview on-camera speakers and schedule the video production.

The next phase is the actual Production. The video team will shoot on-camera interviews as described above. Contrast Creative is quite adept and experienced in working professionally with University faculty, students, alumni and community members in a wide variety of settings. We are adept at video production and pay special attention to location and lighting.

The last phase is Post Production. A Contrast Creative copywriter will create a video script matching the project's goals and submit it for review, edits and eventual approval. Next, Contrast Creative's editing team will rely on the approved script to expertly weave together the on-camera interviews, content and imagery with motion graphic textual design elements. All will be combined with an uplifting library music score to create an engaging informative video. The GMU team will review the offline edit and make comments and suggestions (in two rounds of review) that we will then incorporate into the final edited videos.

The finished videos will be presented in GMU requested formats for easy download at the successful completion of the project.

## Strategies

Contrast Creative is adept at managing projects from concept to creation. Once the initial project meeting is complete and the assigned project objectives are communicated and understood, the Contrast Creative teams will proceed into skilled action. For example, if the project assigned is a video production, our team conducts research, develops approved concepts, schedules interviews and corresponding B-Roll shoots, writes scripts (and submits for client approval), edits the videos (with client review and approval) and successfully completes the production. Our clients choose their level of involvement in a given production. We have worked with many of our clients for more than a decade. They continue to put their trust in our proven production process that delivers them their creative vision on time and on budget.

### Quality Checks

Contrast Creative thrives on communication. It is vital to the success of any endeavor. Contrast Creative will be in contact with GMU personnel through all phases of project execution, meeting as needed in person, by phone, by email and online.

A key way to ensure quality is through the use of Basecamp, a cloud based project management tool. Project members can share conversations, documents, artwork and timelines to name a few. Basecamp integrates easily with email for reminders and invitations to review. It is easily accessible via the Internet and can be used from a Mac, PC, phone or tablet. This easy to use tool makes it possible to connect all users towards a common goal and allows projects to be done on time, on budget and on point.

All of this shared open communication will positively impact the quality of each video produced. Specific to the creation of each video, quality check points are incorporated every step of the way, which will give GMU team members multiple points to contribute information and verify project messaging and quality.

If the assigned project is a video production, for example, quality checks would occur as follows:

- Project origination: GMU team members will be able to contribute their ideas, goals and support materials for the multiple portals.
- Project outline and schedule: GMU team members will be given adequate time to review and comment on the creative concept and timeline presented by Contrast Creative.
- Production: GMU team members are invited and encouraged to attend all production days, including virtually.
- Scripting: Once on-camera interviews are video recorded and transcribed designated GMU team members will be given opportunity to comment on messaging and visuals.
- Post Production: Designated GMU reviewers will be given two rounds of review for each video before a final master is created. These reviews of the edited video are generally fine tuning and polishing because of the communicative quality process as described in this section.

## **Software**

Contrast Creative only uses industry leading and industry standard software. No off brands or shareware are tolerated. Reliability, quality and the ability to collaborate with the client are all critical factors in this selection.

- Microsoft Office Suite will be used for all documents and project organization. Word, Excel and PowerPoint. We chose this package because they are the industry leader.
- Adobe PDF files will be utilized as well.
- Editing will be performed using either Adobe Premiere Pro Creative Cloud or Avid Media Composer. These are the industry standard. We maintain a current support contract with both firms for maximum efficiency and technical support.
- Graphics and animation will be created in Adobe Creative Suite CC. This includes the industry standards of Photoshop, Illustrator and InDesign. Animation will be completed utilizing Adobe After Effects again the industry standard. All existing GMU artwork and graphic files will integrate seamlessly with this package. No logo or piece of artwork will need to be re-created.
- Basecamp is our preferred project management tool. It runs on the cloud on secure servers. It is intuitive and reliable. Basecamp's at home on Safari (Mac, iPhone/iPad), Chrome (Mac, PC, iPhone/iPad, Android), Firefox (Mac, PC), and IE 9+ (PC, Surface). Basecamp also integrates effortlessly with email.

We are able to save design and artwork files in the latest version of Adobe Creative Cloud, but also realize that not everyone keeps their software as current as we do, so we are able to save backwards compatible files when requested.

## **Contrast Creative Equipment**

Contrast Creative owns a 7,500 square foot contemporary production facility that houses offices, conference space, a tape library, audio suite, multiple HD edit suites, and a sound-proof production studio that features a lighting grid, cyclorama wall, makeup and wardrobe room, and kitchenette.

Our professional equipment is constantly being updated and is owned outright by Contrast Creative devoid of loans. We only purchase name brand industry leading equipment that have regularly published firmware updates. We service our equipment at regular intervals to ensure our clients receive superior image quality, consistency and reliability.

From capturing dramatic aerial footage to intricate close-up images, Contrast has the right tools at our fingertips to tell GMU's compelling stories.

## **Addressing Challenges**

COVID-19 is certainly the challenge we all face today. It has changed our way of life and impacted the way we live and communicate with each other.

Communication is more important than ever. Your staff, students, alumni and supporters need to stay connected. Contrast Creative is poised to offer critical support to you and your team. By using the latest technology, we can capture and deliver GMU's story in-person or remotely. We can incorporate interviews, motion graphics, and live content and then produce videos or even broadcast material to your designated audience everywhere with an internet connection.

In the era of COVID-19, Contrast Creative has exercised innovation and agility when it comes to video production. We have identified and implemented several (non-contact) video production solutions, which makes it possible for professional communication to continue seamlessly. In our sanitized on-site studio, we are now able to run all production equipment from a separate control room. This allows talent to enter, record, and exit without coming into contact with a single crew member.

Additionally, we've developed a proven plan to ship consumer grade gear, manage the gear set-up with talent and through a unique technology platform remotely direct and capture on-camera interviews using a subject's (seven or later) iPhone device. This HD quality video will be sent directly to the cloud. Next, we edit this remotely captured video and enhance it with motion text, B-Roll, imagery and music to create a professional video production. For GMU, we are proposing a possible combination of both video production safe standards production options as outlined above.

In April of 2020, the Contrast Creative team successfully reimaged the NCQA's national Quality Talks conference. We shifted the annual in-person event to a vibrant virtual experience. Contrast Creative developed a plan to deliver professional equipment to speakers' homes across the USA, led online training sessions to help speakers set up their new in-home studios, and identified and implemented a unique remote recording technology that allowed speakers to record their talks with real-time direction. The high-quality recordings were captured using cloud technology and then edited together and enhanced with video, animation, and motion design. These segments were featured in a live show featuring hosts, compelling Q&A sessions and real-time polling. The 2020 Quality Talks were an incredible success delivering 67.5% more attendees in years prior and maintaining nearly a \$500K in sponsorships, which are key to NCQA's financial support.

In August of 2020, Contrast Creative successfully transformed North Carolina State University's in-person New Student Convocation event into an engaging virtual experience. The Contrast Creative team produced all elements of the program, including creative direction, design, copywriting and video production elements.

These examples demonstrate our determination to overcome challenges presented to all of us during the pandemic with creativity, agility and teamwork.

# Creative Experience (Samples)

## NCQA

NCQA is a private, nonprofit organization dedicated to improving health care quality. NCQA accredits and certifies a wide range of health care organizations. Quality Talks is a series of stirring, succinct talks by current and emerging health care leaders with ideas about how to improve American health care. Quality Talks began in 2015 as part of NCQA's 25th Anniversary and was so successful that NCQA made it an annual event.



[NCQA | Quality Talks Virtual Conference](#)



[NCQA | Dr. David Nash](#)



[NCQA | Jennifer Schneider](#)



[NCQA | Dr. Joia Creer-Perry](#)

Originally scheduled for April 28, 2020 in Washington, DC, the event organizers debated what to do next under new social distancing rules. Cancel? Postpone? As innovative as the ideas shared at its Quality Talks, NCQA opted for option three—Reimagine. And Contrast Creative helped them do it. In a span of mere weeks, our agile teams merged and forged a new path forward

Contrast Creative devised a plan to ship professional equipment to speaker's homes across the USA, led online training sessions to help speakers set up their new in-home studios, and identified and implemented a unique remote recording technology that allowed speakers to record their talks with real-time direction. The high-quality recordings were captured using cloud technology and then edited together and enhanced with video, animation and graphics.

These engaging Quality Talks were featured within the NCQA's online live streaming event that featured hosts, live Q & A with Quality Talk speakers, real-time polling and other vibrant features that made the event a great success.

By rising to the challenges posed by COVID-19 and offering a viable remote production solution, Contrast Creative helped NCQA create a dynamic and timely 2020 Quality Talks conference resulting in brand retention, a 67.5% attendance increase and retention of nearly \$500,000 in vital sponsorship dollars

***"Fascinating innovative online conference!"***

Peter Yellowlees, MD, Chief Wellness Officer, UC Davis Health

***"Truly a world class online event."***

Jake Mazanke, Manager, Corporate Communications, Livongo



***"I've been participating in many webinars and conferences in the past month, and this was very well-produced and presented."***

David Foster, VP of Data Insights, Healthwise

***"Outstanding work by one of the very best teams in the business!"***

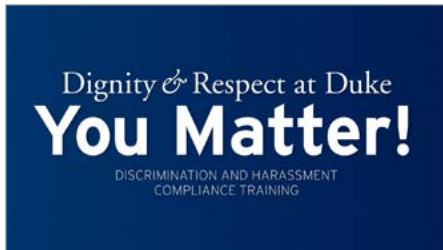
David B. Nash, MD, MBA, Dean Emeritus, Jefferson College of Population Health

## Duke University

Since our inception, Contrast Creative has partnered with higher education clients, including North Carolina State University, the University of North Carolina UNC Wilmington, UNC Charlotte, George Washington University and North Carolina A&T to name a few. Our longest standing partnership is with Duke University where we have built a strong reputation for our leadership, creativity, communicative partnerships and commitment to meet agreed upon budgets.

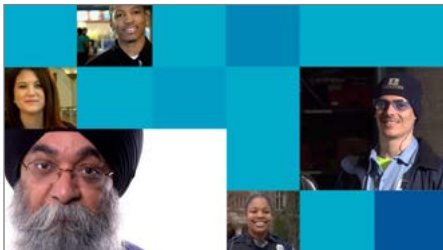
For more than two decades, we have produced clear and compelling award winning campaigns, education programs and strategic custom content capable of motivating and inspiring target audiences--faculty and staff, students, alumni and the community--which is vital in today's communication environment. Following are some project examples that reflect the quality and excellence of our work.

### Diversity and Inclusion Education Programs



[Duke University | Discrimination and Harassment Compliance Training](#)

The Duke University Office for Institutional Equity continues to partner with Contrast Creative to create Diversity and Inclusion training materials that are critical in fostering and nurturing a diverse, dynamic and inclusive community for all Duke University and Duke University Health System employees. These materials ensure search committees are vigilant during key stages of employment search processes and promote a climate where employee candidates and staff feel equally valued, respected and included, while understanding their unique role and responsibility in making that happen in their treatment of others.



[Duke University | Diversity Video](#)

Released in 2019 and updated in 2020, the Discrimination and Harassment training series is required learning for all Duke employees. The response has been overwhelmingly positive.

***"I just completed the new Discrimination/Harassment training, and wanted to say how exceptionally well it is done. I thought the video was absolutely superb, both in presenting a wide range of realistic scenarios, providing clear explanations, and showing a very inclusive community. I'm very grateful you are doing this!"***

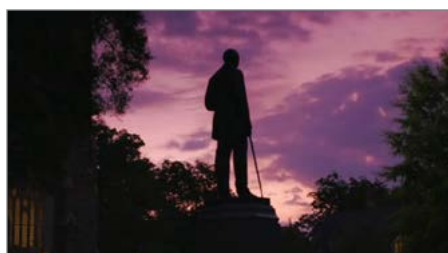
Georg Vanberg  
Professor and Chair, Dept. of Political Science  
Duke University

***"It is difficult to get faculty to appreciate a training requirement! Very well done!"***

Sally Kornbluth  
Provost  
Duke University

*“Over my many years as the vice president at Duke University and Duke Health, with responsibility for diversity and inclusion, I was fortunate to work with Contrast Creative. They executed a number of major projects. For example, in collaboration with me and my staff, they designed and filmed an outstanding video on diversity & inclusion at Duke. They interviewed and filmed numerous leaders and staff across the institution to deliver a highly engaging video that has been seen by over 15,000 employees and is on the web site of departments across the campus and health system. Perhaps an even more challenging project was to fashion discrimination and sexual harassment prevention training videos that aligned with the values and complaint handling procedures of Duke, while complying with federal regulations. The final product was separate campus and health system videos that have been viewed by over 30,000 employees! I consider it to be one of the best videos of its type that I have seen over the 50 years of my professional career. Kathleen McDonald and her staff at Contrast Creative are knowledgeable, creative and highly flexible. They are always my ‘go to company’ for high level marketing, communication and video creation.”*

Benjamin D. Reese, Jr., Psy.D  
former Vice President & Chief Diversity Officer  
for Duke University/Duke Health System



[Duke University | President Price Vision](#)



[Duke University | How to Network](#)



[Duke University | How to Network Brochure](#)

## Duke Alumni & Student Engagement

The Duke University Office of Alumni Affairs is on a continuous quest to elevate alumni engagement at Duke. Since 2015, the Alumni team has partnered with Contrast Creative on a number video and graphic design projects designed to increase the number of alumni actively engaged, reduce gaps in engagement rates and deepen the engagement of alumni. A stand out project among these features Duke University President Vincent Price laying out his strategic vision for the years ahead. Additionally, Contrast Creative assisted in the development of a custom animated videos and corresponding print pieces designed to introduce the concept of Forever Duke and the Duke Alumni Network, and then to educate students on how to launch a successful networking experience.

## Duke's Master of Management in Clinical Informatics (MMCi)

Duke MMCi is a twelve-month program specifically designed to teach the business of healthcare to individuals interested in a variety of disciplines in clinical informatics. The Duke MMCi Program attracts current and aspiring physicians, clinicians, IT professionals and others with an interest in managerial and executive healthcare leadership in today's and tomorrow's global health economy. Duke MMCi contracted with Contrast Creative to increase their visibility, enhance engagement and boost enrollment. After multiple meetings and in-depth analysis of the needs and goals of MMCi, Contrast Creative presented a marketing plan capable of achieving the school's goals, which included an analytics audit, updating MMCi's website content to be more keyword targeted, and providing comprehensive monthly reports of website traffic and progress.

## Duke Global Health Institute (DGHI)

The Duke Global Health Institute contracted with Contrast Creative on multiple projects including a video highlighting the value of the program as well as the development of an effective and innovative marketing campaign for its Master of Science in Global Health (MSc-GH) program designed to increase awareness of DGHI's Msc-GH program and enable DGHI to reach its defined recruitment goals. These goals included:

- Increasing the number of qualified MSc-GH applicants
- Increasing the number of qualified prospects in its communication channels
- Increasing the number of qualified applicants that initiate an application
- Maintaining the percentage of qualified applicants that complete the application submission process after opening an application
- Improving the relevance of the messages and effectiveness in the email marketing campaign, measured by open rates and click-through rates



[Duke University | Global Health Institute](#)

***“Nice work and exactly what we asked for. Rave reviews! This is exactly what we needed to generate buzz about what we are doing over the next couple of years. Thanks so much for all of your hard work.”***

Michael Penn  
Dir. of Communications & Marketing  
DGHI

## North Carolina State University

Convocation is an annual celebratory right of passage designed to officially welcome incoming college students to their academic career. The spirited events, which are held annually on college campuses across the United States, fell victim (like so many other endeavors) to the pandemic. Unwilling to cancel this important event, North Carolina State University responded with ingenuity and contracted with Contrast Creative to help reimagine the program and take it online.

In the past, NC State's Convocation brought together new students and their families at Reynolds Coliseum in Raleigh, North Carolina. The marching band and live speakers greeted guests with energy and flair. While COVID-19 ended the live gathering, we were determined to help the University create a program strategically designed to inspire, motivate and engage new students.

***"All of us at NC State University certainly wish we were holding this important event in person like we have in the past, but your safety remains our top priority for us all,"*** said NC State Chancellor Randy Woodson to incoming students. ***"And we appreciate your resilience and agility as we unite in this apart but together way."***



[NC State University | Unity](#)

The 2020 Convocation brought together new Wolfpack students virtually and through vibrant, authentic and timely storytelling designed to build a true connection between new students and NC State.

The 2020 Convocation program combined recorded presentations with multiple speakers, including Chancellor Woodson, as well as videos featuring campus life and athletic achievements. It also included a newly created Wolfpack Unity video infused with NC State's mission, vision and values as shared by students and faculty alike. The program offered students an additional spark of excitement with an engaging scavenger hunt that promised the more than 1,000 students who chose to participate an array of fun prizes.



[NC State University | Convocation Opening](#)

***"Working with Contrast Creative was a fantastic experience,"*** said Carrie Zelna, Ph.D., Associate Vice Chancellor, Division of Academic and Student Affairs at NC State. ***"Not only did they deliver an amazing final product, they assisted with every step of the process from meeting management to developing creative content during an incredibly high stress time. I do not know what we would have done without them!"***

While a virtual convocation is not ideal under normal circumstances, we, along with our NC State partners, successfully practiced the three P's: patience, positivity, and the willingness to pivot.

***“Failure is not an option with the folks at Contrast Creative,”*** said Justin Hammond, Director of Marketing and Communications, Division of Academic and Student Affairs. ***“Their creativity and project management expertise helped make NC State’s New Student Convocation a dynamic and engaging online event, and they delivered with time to spare.”***

# Creative Samples

Follow the below link to view samples:

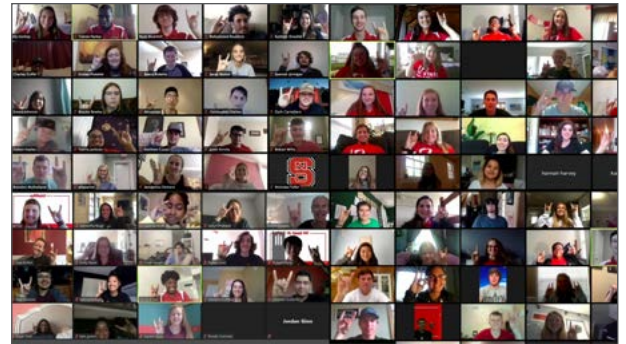
<http://www.contrastcreative.com/creative-marketing-service-examples-gmu/>

## NC State University



NC State University | Unity

[Click to View](#)



NC State University | Convocation

[Click to View](#)

## Duke University



Duke University | Alumni Relations

[Click to View](#)



Duke University | Discrimination & Harassment Training

[Click to View](#)

## NCQA



NCQA | 2020 Quality Talks

[Click to View](#)



NCQA | Dr. Joai Crear-Perry

[Click to View](#)



# References

## **Michael Penn**

Director of Communications  
Duke University, Global Health  
111 Trent Hall, 310 Trent Drive  
Box 90519  
Durham, NC 27708  
[m.penn@duke.edu](mailto:m.penn@duke.edu)  
919-681-7718 (office)  
919-937-3218

## **Matt Brock**

Director of Communications  
National Committee for Quality Assurance (NCQA)  
1100 13th St., Third Floor  
Washington, D.C. 20005  
[brock@ncqa.org](mailto:brock@ncqa.org)  
202-955-1739 (office)  
703-851-6614 (cell)

## **Antoinette Parker, MSL**

Director of Executive Communication, Office of President  
Johns Hopkins Health System  
733 North Broadway, MRB 104  
Baltimore, MD 21205  
410-614-7826 (office)  
[aparke62@jhmi.edu](mailto:aparke62@jhmi.edu)

# Client Testimonials

*"Working with Contrast Creative was a fantastic experience. Not only did they deliver an amazing final product, they assisted with every step of the process from meeting management to developing creative content during an incredibly high stress time. I do not know what we would have done without them!"*

Carrie L. Zelna, Ph.D.  
Associate Vice Chancellor, Division of Academic and Student Affairs  
North Carolina State University

*"Failure is not an option with the folks at Contrast Creative. Their creativity and project management expertise helped make NC State's New Student Convocation a dynamic and engaging online event. And they delivered with time to spare."*

Justin Hammond  
Director, Marketing and Communications, Division of Academic and Student Affairs  
NC State University

*"Storytelling is a powerful tool, and there are none that do it better than Contrast Creative. Contrast Creative sets itself apart by building relationships with your staff and your leadership to help figure out what your story is and help you tell it in the most effective way."*

Brian Davis  
Director of Corporate Communications  
BB&T/Truist

*"The Contrast Creative team offers tailored service. They quickly grasped our content and the best ways to express it. Due to COVID-19, our event went online. Because of Contrast Creative, our event was the most successful ever, the most attended and raising the most sponsor funding. They recognized our challenges in collecting speaker presentations virtually from editing and then providing live Q and A. We produced five hours of live television and our viewership never subsided from the beginning. That's because of Contrast Creative. We would not have been successful without them."*

Matt Brock  
Director of Communications  
NCQA

*"Each Contrast Creative team member has an excellent work ethic and is creative and skilled. They meet their deadlines and are good communicators to ensure you are satisfied with the final product. I have no hesitation recommending Contrast Creative."*

Antoinette Parker  
Executive Communications Administrator, Office of the President  
Johns Hopkins

# CREATIVE SERVICES Financial Proposal

## Content Development

Task	Rate
Public relations project management	\$125/hour
Content development	\$100/hour
Media relations	\$125/hour
Research	\$100/hour
Focus groups	(per project basis)
Situational analysis	\$175/hour
Photography	(per project basis)
Proofreading	\$100/hour

## Marketing

Task	Rate
Copywriting	\$125/hour
Market research	\$125/hour
Segmentation	\$100/hour
Advertising development	\$125/hour
Writing magazine articles and features for publication	\$125/hour

## Brand/Design

Task	Rate
Art Direction	\$150/hour
Project Management	\$125/hour
Conceptual Development	\$125/hour
Design Development <i>(Including print advertisement design            Online advertisement design            Collateral design to include brochure, poster, etc. for            direct distribution to audience            Direct mail campaign design            Text editing of existing materials            Design of Word, PowerPoint and InDesign templates            Environmental signage, backdrops and banner design            Technical illustration and 3D renderings            Infographics)</i>	\$100/hour
Digital Production <i>(Including post-production of digital products to go live)</i>	\$100/hour
Print Production <i>(Including print management, press checks and proofing)</i>	\$100/hour

## Media Production

Task	Rate
Photography	
HD Field Production 1 man (HD Camera, tripod, sound kit, 1 kit light)	\$1,800.00/day
HD Field Production 2 man (HD Camera, tripod, sound kit, 1 kit light)	\$2,500.00/day
Producer	\$100.00/hr
Writer	\$100.00/hr
Associate Producer	\$80.00/hr
Transcriptions	\$50.00/hr
Gaffer (based on a 10 hr day)	\$650.00/day
Grip (based on a 10 hr day)	\$575.00/day
Sound (based on a 10 hr day)	\$650.00/day
Makeup	per project
Editing	
Avid Media Composer HD edit system	\$175.00/hr
Final Cut Pro HD edit system	\$175.00/hr
Graphics	
2D animation	\$150.00/hr
3D animation	per project
Graphics prep	\$100.00/hr
Studio Rental	
Full Day (10 hrs or less)	\$700.00/day
Half Day (5 hrs or less)	\$500.00/day
Audio Suite	
Pro Tools audio editing	\$150.00/day
Compressions	
Compressions to all mainstream formats (.flv, .wmv, .mov, .mp4, iPhone, iPad, Droid)	\$150.00/compression
Translation Services	(per project basis)

## Web Development & Interactive Media

Task	Rate
Web and Interactive Strategy <i>(Including Web content strategy            User experience design            User persona research            Quantitative and qualitative site audits            Google analytic strategy            Usability and focus group testing            Social media content strategy)</i>	\$150/hour
Online Development <i>(Including Wordpress and Drupal development            Responsive (mobile-friendly) web development)</i>	\$150/hour
App development (iOS and Android) and design	(per project basis)
Online content development <i>(Including Social media asset design            Embeddable infographics            Wireframe and Photoshop-based designs)</i>	\$100/hour
HTML email marketing campaigns	
Data cleansing	(per project basis)
Execution	(per project basis)
Design of email	\$100/hour
Social media outlet development <i>(Including familiarity with social media            platforms and practice            Facebook tab development)</i>	\$125/hour
Vine, Instagram and Facebook videos	(per project basis)
Search Engine Optimization	(per project basis based on size of website)
Social media ad campaign	(per project basis based on number of silos & size of target demo)

**Electronic Payments:**

Contrast Creative has the capacity to accept electronic payments through Automated Clearing House (ACH)

**Invoicing Process:**

- Each assigned project is assigned a purchase order or job number from the UVAMC for CC reference on all billing.
- We bill approved projects in thirds, based on project phases.
- We normally invoice terms of net 30. [Negotiable]
- Invoices sent electronically to client's accounts payable department.
- W9 form provided upon request.

**Ship Date:**

Ship date will be clearly defined at the start of each project. The time frame depends on the task assigned.

**Warranty:**

We guarantee the high quality and professionalism of Contrast Creative work.



# Closing

We appreciate the opportunity to present this proposal. It would truly be an honor to assist George Mason University with its Creative and Marketing/Communications Services needs.

We will bring energy and enthusiasm to upcoming projects and strive to make them a great success. Please let us know if we can answer any questions regarding this proposal.

Sincerely,

A handwritten signature in black ink that reads "Kathleen McDonald". The script is fluid and cursive, with the first name "Kathleen" being more prominent than the last name "McDonald".

Kathleen McDonald  
President  
Contrast Creative