



GEORGE MASON UNIVERSITY

CREATIVE & MARKETING SERVICES

RFP GMU-1692-21 | 12.9.2020

SUBMITTED BY: ADVANCE 360

3102 Walker Ridge Dr. NW, Walker MI 49544

www.advance360.com

Primary Contact:

Anne Drummond, Director of Creative Advertising Sales

269-271-1200, adrummond@advance360.com

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1 PROCEDURAL INFORMATION



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
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: ADVANCE LOCAL HOLDINGS

Date: DECEMBER 8, 2020

DBA: ADVANCE 360

Address: 3102 WALKER RIDGE DR. NW

By: 
 Signature

WALKER, MI 49544

FEI/FIN No. 13-4123607

Name: ANNE DRUMMOND

Fax No. 616-209-0331

Title: DIRECTOR OF CREATIVE ADVERTISING SALES

Email: ADRUMMOND@ADVANCE360.COM

Telephone No. 269-271-1200

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

SWaM Certification Number: N/A

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: ADVANCE 360

Preparer Name: ANNE DRUMMOND **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: _____ Certification Date: _____

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: _____ SBSB Cert #: _____

Contact Name: _____ SBSB Certification: _____

Contact Phone: _____ Contact Email: _____

Value % or \$ (Initial Term): _____ Contact Address: _____

Description of Work: _____

Subcontract #2

Company Name: _____ SBSB Cert #: _____

Contact Name: _____ SBSB Certification: _____

Contact Phone: _____ Contact Email: _____

Value % or \$ (Initial Term): _____ Contact Address: _____

Description of Work: _____

NOT APPLICABLE



PAYMENT TERMS / METHOD OF PAYMENT

PLEASE NOTE: THE VENDOR MUST REFERENCE THE PURCHASE ORDER NUMBER ON ALL INVOICES SUBMITTED FOR PAYMENT.

Option #1- Payment to be mailed in 10 days-Mason will make payment to the vendor under 2%/10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is acctpay@gmu.edu.

The 10 day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10th day.

Option #2- To be paid in 20 days. The vendor may opt to be paid through our Virtual Payables credit card program. The vendor shall submit an invoice and will be paid via credit card on the 20th day from receipt of a valid invoice. The vendor will incur standard credit card interchange fees through their processor. All invoices should be sent to:

*George Mason University
Accounts Payable Department
4400 University Drive, Mailstop 3C1
Fairfax, Va. 22030
Voice: 703.993.2580 | Fax: 703.993.2589
e-mail: AcctPay@gmu.edu*

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. For additional information or to sign up for electronic

At Advance 360, our invoicing practices shall adhere to the approved VASCUPP contract/agreement Section II. D of RFP #MW121616. We would continue in the same manner and fashion already established with George Mason University for our ongoing contract period.

ACKNOWLEDGEMENT

Advance 360 acknowledges Questions and Answers document and agrees to all Terms and Conditions stated in the RFP.



2 QUALIFICATIONS & EXPERIENCE



FRIENDS,

At Advance 360, we take our role of service seriously, in the knowledge that partnership is the greatest compliment and that our clients' trust is the most valuable asset we have. As you seek a partner or partners for the work described for Mason's College of Visual and Performing Arts, we are honored to be among those considered.

Knowing that The College is dedicated to teaching, creating, performing, and exhibiting transformative experiences that influence individuals and societies, you require a partner commensurate to the task. Our multi-disciplined team of marketing professionals is prepared to embark at your first need. Working with Advance 360 also offers synergies across the Mason eco-system, as we are currently under contract with both Central Marketing/Creative Services and the School of Education, Volgenau School of Engineering, Schar School of Policy and Government, University Life and others.

We understand the purpose of this Request for Proposal is to establish a formalized relationship with a full-service, multi-disciplinary branding and advertising agency capable of strength in branding and strategizing multi-faceted marketing initiatives that work in congress. Your strategy must weave together its efforts to drive returns for a diverse set of goals, while keeping the larger goals of the department and the University in mind. Our partnership will encompass many individual initiatives, all executed flawlessly and functioning in parallel to one another. This kind of relationship requires deep trust, one that we are grateful to share with other departments across Mason, and would be honors to build with the College of Visual and Performing Arts.

It is our hope that through this document we demonstrate that we have the professional team, expertise and experience to accomplish what you have described are your next steps. But more importantly, we hope that we share with you all that allows us to emerge as the obvious choice for your partner. If there is a chance that we have not done so, I invite you to reach out personally to me or any other member of our team.

Sincerely,

Anne Drummond
Director of Creative Advertising Sales

COMPANY OVERVIEW

Advance 360 is a national, full service marketing agency which is part of Advance Local, a subsidiary of Advance Publications. We are marketing strategists who deliver critical business insights and stellar campaigns that drive results. We add the skill that comes with experience and ultimately make deep and lasting connections to help clients achieve their goals.

Advance Local, one of the largest media groups in the United States, operates the leading news and information companies in more than 25 cities, reaching 50+ million people monthly with our quality, real-time journalism and community engagement. We're part of Advance Publications, a diversified privately-held company that operates and invests in a broad range of media, communications and technology businesses globally.

Parent Company

Advance Publications
 One World Trade Center
 New York, NY 10007
 Incorporated: in New York Privately owned
 Employees (total): 12,000

100+ Years of Client Storytelling
180+ Years of Journalism

Dun & Bradstreet Number

Advance Local Media LLC 097071324
 Website: www.advance360.com



Advance 360 is a **verified VASCUPP** member in good standing.

WE'RE PART OF A GLOBAL MEDIA COMPANY

43 BUSINESS JOURNALS

in the American City Business Journal Network

24 PUBLICATIONS/WEBSITES

of the Condé Nast family of products

reddit
430 MILLION
 Monthly Users

CONDÉ NAST
135 MILLION
 Unique Visitors

ADVANCE LOCAL
55 MILLION
 Unique Visitors

American City BUSINESS JOURNALS
16 MILLION
 Unique Visitors

CORE COMPETENCIES & CAPABILITIES OVERVIEW

Advance 360 is a full service agency offering:

BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy
- Audits to determine all impacted touch points, media, etc.
- Collaborative development
- Renaming consultation and facilitation
- Style Guides – logos, iconography, font and palette determinations
- Communication plans (internal, external)

CREATIVE DEVELOPMENT & EXECUTION

An in-house creative team of 40+ people with skills ranging from visionary/brand identity specialists to videography and photography specialists to traditional content creators to fulfillment designers.

GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

Our investment in enhanced reporting technologies enables us to better analyze performance – we monitor via custom-built operational tracking systems (D.I.H., MOAT, etc.). Statuses and learnings are communicated consistently in a predetermined pace and utilized to optimize individual messages, creative, media and campaigns. Our teams are also Google Analytics certified, enabling us to monitor metrics from the client side.

CONTENT MARKETING

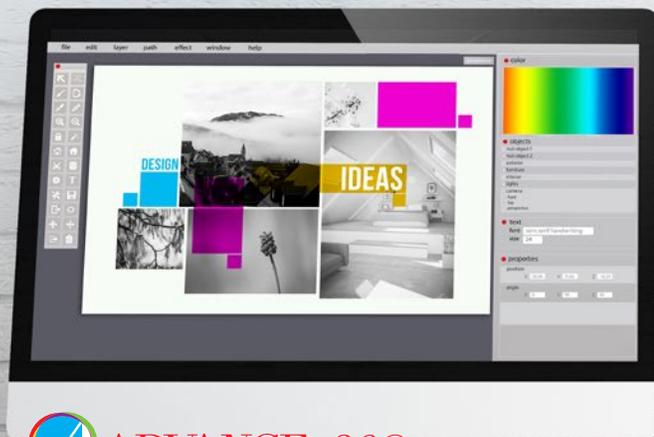
Telling relevant and engaging stories that matter to your customer and you, using any effective channel and medium (photo slideshows, video, podcasts, infographics, sponsored articles, website copy, social media posts and more).

SOCIAL MEDIA MARKETING

From paid placements, sponsored posts, to earned/organic trafficked posts. Utilizing only the channels that make sense for your brand + the campaign + KPIs. We take the content to where your target audience is, with the understanding that this is an amplification tool, not a standalone piece.

MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

- Understand the business through the consumer's eyes, their path to decision. (White-board meetings, Basecamp, Collaborative planning sessions)
- Use our extensive proprietary 1st & 3rd party data set to establish Interest & Intent
- With the understanding that the only constant is change, we utilize regular meetings, predetermined benchmarks and regular communication to anticipate and embrace change situations



2. Qualifications and Experience

DATA – CONSUMER INTEREST & INTENT

- Reach a relevant audience at the moment when they are primed to receive, remember and act on the message
- 1st party data representing approximately 50% of the US population (through our affiliated 12 local media group properties, 22 Condé Nast publications/sites and Advance Local)
- 3rd party data available through our many technology partners

DIGITAL MEDIA

- Using insights forged from our proprietary first- and third-party data, we craft campaigns that provide an effective actionable roadmap to the intended results.
- SEO, SEM & AdWords, Targeting & Retargeting (IP, Geo, Behavioral, etc.)
- Mobile Marketing & Location-based Services

STRATEGIC SYMBIOTIC PARTNERSHIPS

Extending the services and capabilities we utilize internally and are able to offer our clients, we work with several partners:

- Developing Partner Programs between our Client and their Membership or Partner Businesses
- App development to track end-user experiences in retail inside specific geographies
- Perk/Incentive Programs for Target Audiences

TRADITIONAL MEDIA PLACEMENT & MANAGEMENT

We have staff dedicated to digital media placement. This includes digital display, social media, print, YouTube, and other placement. As with all our services, we monitor pacing and cost to ensure quick and easy optimizations to more effective media placements.

SEARCH ENGINE OPTIMIZATION

We understand that SEO is not just about keywords or rankings. It's about Organic traffic and all the solutions that work together to achieve it. SEO is about getting in front of the right people, and gaining qualified leads that turn into customers. Our SEO campaigns focus on getting more of the right people to your website, and to your business.

SEARCH ENGINE MARKETING

No matter the size of business, we provide remarkable paid search services. Our process is simple. First, we identify your objectives and outline goals to build a campaign centered on achieving those goals. Campaigns are built and managed on an individual basis providing you a custom solution and ensuring optimization to produce results. Our team will report out each month on the performance of the account to ensure transparency and satisfaction.

WEB DEVELOPMENT

- Discovery meeting and audits to develop a complete understanding of the needs of the user, and functional and visual requirements
- Custom/template sites
- Responsive Site Builds
- Custom/purchased CMS
- SSL/HTTPS secure connections
- Multiple hosting & maintenance options
- Content creation
- Reporting

2. Qualifications and Experience

Colleges and Universities can no longer rely on one marketing channel to reach their desired audience, push/pull messaging as a means-to-an-end is an oversimplification of goal achievement. Today's higher education institutions must research their desired audience, and through this research, clarify goals. Once these goals are established, they should be viewed as the roadmap for *all* marketing efforts. In addition to acting as catalyst and medium for the institution, effective marketing will work as agent for the audience also – delivering creative and messaging that meets them at the right moment, on their terms. Mailings, phone calls, and university/college fairs still have their place. But truly connecting with the best prospects means going to the places where they spend most of their time.

In addition to the details of our proposal, we'll share learnings gleaned through our vast marketing and data analysis experience. This knowledge has advised our recommendation, and deserves to be reviewed as the overarching understanding of the larger task at hand: student recruitment and retention.



98% OF TEXT MESSAGES
opened compared with
20 percent of emails

7+ HOURS 
In 2019, North Americans aged
16-24 spend 7+ on mobile
devices daily. During Covid-19
stay at home orders, this figure
increased significantly

31M •
US INTERNET USERS
who will only go online via a
mobile device in 2016

65% 
of monthly Facebook
users log on daily

DIGITAL ENVIRONMENT

Your largest audience lives in a state of constant connection. They carry multiple devices, use smartphones for capturing the events of their day and even pay for coffee using dedicated apps. It is imperative that the vast majority of the product mix crafted to influence them is in the digital space. This aligns seamlessly with our area of expertise.



2. Qualifications and Experience

QUALIFICATION AND EXPERIENCE

We understand your desire to find a partner that can execute at an exceptional level, generate support and collaborate with your own team to generate action driving stated outcomes.

Our firm adjusts to the needs of each client, providing what is needed and advising on elements well beyond our contractual duties. In the following pages, you'll read about comprehensive campaigns for a variety of clients, each requiring different things of our team to serve their stated goals. Our examples may have included rebranding a college as it transitioned to University status, developing marketing for new programs or divisions, or other public/ private partnerships.

We believe that the scope of work and the strategy development and approvals processes of the examples supplied most closely mirror those of the George Mason University. Examples of strategies we have implemented are:

- Generated increased attendance YOY for a Cleveland Ohio Vocational School by utilizing Social & Display tactics.
- Led the renaming and rebranding efforts of Grace Christian University through workshopping, Charrettes and creative development. Executed all brand changeover activities.
- Used Charrettes to meet with more than 10% of the staff of a mid-sized, regional hospital for the purpose of providing a brand refresh and tagline for the organization along with brand standards, all have been in place since 2015/2016.
- Tracked 7,000 accepted applicants through their internet travels, serving College messages in ad and content format (wherever the audience is and on whatever device they are using) to influence registration numbers and increase yield from previous academic year
- Recruited increased applications and yield for college/school within a larger university environment, nesting this small effort within the campaign and processes of the broader brand
- Attracted new students into online MBA cohort
- Generated interest from specifically targeted states, communities, or even high schools to apply and ultimately attend (geographic targets)
- Generated increased attendance during Men's and Women's sporting events, dramatically improved student and alumni attendance (in one instance tripling ticket sales)
- Increased qualified inquiries (conversions for an online and residential certificate program), which outperformed any tactics deployed by the University to date, dramatically increasing the number of inquiries and applicants beyond any year in the history of the program
- Identified and attracted potential students to specific colleges within the larger university
- Created an interactive platform that housed and displayed alumni data and developed a marketing strategy that increased alumni engagement across all marketing efforts

2. Qualifications and Experience

ADVANCE 360 HAS WORKED WITH A VARIETY OF CLIENTS SUCH AS:



FLINT INSTITUTE OF ARTS



Preparing people to lead extraordinary lives



CHARTERED 1693



SIENNA HEIGHTS UNIVERSITY





PERSONNEL

2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.

c. Resumes of personnel working with Mason.

Not only will you have a dedicated team consisting of the individuals highlighted below, they are supported by our national Advance Local team which comprises over 600 employees, including specific teams dedicated to quality assurance, analysis, creative strategy and development, account management and fulfillment. The Advance support system adds an AdOps team of 300 in New Jersey, over 40 designers in Ohio and Michigan, and a Search team (Matchcraft and local) of over 50 members.

Anne Drummond, Director of Creative Advertising Sales, is the main contact for this RFP response and contractual needs. She can be reached at 269-271-1200 or adrummond@advance360.com.

Jennifer Hammond, Regional Sales Manager, will serve as the main agency contact and closely with all team members.



ACCOUNT TEAM

Anne Drummond

Director of Creative Advertising Sales

Jennifer Hammond

Regional Sales Manager

Kate Mudgett

Social & Content Manager

Myron Stanley

Senior Videographer

Chris Eastway

Web Development Manager

RESOURCE TEAMS



CREATIVE



CONTENT &
SOCIAL



PERFORMANCE
ANALYTICS



QUALITY
ASSURANCE



DIGITAL



WEB DEV

KEY PERSONNEL BIOS

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.



Anne Drummond
Director of Creative Advertising Sales

17 YEARS IN THE INDUSTRY

Anne, a self-proclaimed type-A artist, brings to Advance 360 a host of marketing and public relations experience alongside an ability to harness the power of the design process for creative execution. Leading a team of multi-disciplined creatives to best serve the visual and branding needs of our clients, her certain sensibility for detail and urgency are key components in her visioning efforts.



Chris Eastway
Web Development Manager

22 YEARS IN THE INDUSTRY

Over 20 years of experience in planning, developing and implementing web design, web development and information technology solutions. Chris's experience spans both the back end coding 'nerdy' side and the front end, user experience side. His work approach is, "I can do anything, but let's look at what actually makes sense for this situation."



Jennifer Hammond
Sales Manager

15 YEARS IN THE INDUSTRY

Jennifer has spent her entire career in sales and marketing. She is a driven leader that is passionate about cultivating top talent and measuring client success. Her understanding of campaign architecture, tangible results and key optimizations positions her as a thought leader in the digital space. She has been instrumental in building and executing campaigns across many verticals such as retail, real estate, education and recruitment. One of her greatest assets is her ability to effectively advocate on behalf of her client's needs, as well as the needs of her team; to achieve their goals.



Myron Stanley
Senior Video Strategist

18 YEARS IN THE INDUSTRY

Myron has been preparing and generating digital media for over 17 years. An experienced cinematographer and editor, he has worked in every aspect of digital video production. Myron's video producing skills are bolstered by his background in motion graphics, animation, layout design, and illustration.



Kate Mudgett
Social Media & Content Marketing Manager

8 YEARS IN THE INDUSTRY

With a background in journalism, Kate Mudgett employs her innate curiosity and attention to detail to find inconsistencies in process and bring understanding to complex situations. Kate leads a team of social and content strategists focused on developing and implementing strategies tailored to help our clients reach their goals. Kate works with internal sales teams to strategize, plan and execute holistic advertising campaigns.

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c. Resumes of personnel working with Mason.

ANNE DRUMMOND

DIRECTOR OF CREATIVE ADVERTISING SALES

PROFESSIONAL PROFILE

A professional marketing and communications professional that works best when pushing the envelope, I respond well to challenges, and am not afraid of change.

ACHIEVEMENTS

- Shepherded 1,000 student Midwest university to a new name and new brand, from Grace Bible College to Grace Christian University.
- Crafted and executed year long experience for political/private state organization to rename and rebrand, and rollout during Pure Michigan Governor's Conference on Tourism. (From Michigan Lodging and Tourism Association to Check In Michigan.)
- Directed the rebranding of established West Palm Beach Resort Property that had recently deflagged from hotel chain. (Tideline Resort and Spa)
- Directed the refresh of a 70 year long festival logo/brand. (Lilac Festival, Mackinac Island)
- Developed from scratch the marketing division of a \$75 million beer and wine distribution company in Kalamazoo. Rebranded the company from five known entities to one, singular brand. Established benchmarks for institutional marketing (web, social media, fleet, employee and customer events, advertising) and built, from the ground up, a point of sale team (8 staff, 1300 custom designs/week, at 99.5% fulfillment of overnight orders). Also, established marketing options for distribution company suppliers, effectively making available the marketing resources of said company to every supplier, as a fee-based service.
- Created and executed beer weeks (of 40-200+ events/week) across the state of Michigan, in the communities of Kalamazoo, Traverse City, and Ypsilanti-Ann Arbor.

PROFESSIONAL CAREER EXPERIENCE

Advance 360 / MLive Media Group

Director of Creative Advertising Sales

2015 - Present

Responsible for all components of creative team, including design, video, web development, client creative and content strategy, branding, events, from strategy to fulfillment. Brand champion for Advance 360, Michigan's Best and MLive Media Group.

Imperial Beverage

Marketing and Public Relations Director

2009 - 2015

Responsible for all components of creative team, including strategy and execution of web, editorial, branding, public relations, events, and social media. Key organizer of and consensus builder among team groups for large projects such as re-brands and web builds. Organizer of outsourced marketing support, where needed. Responsible for brand development for current suppliers, including development of multi-state campaigns in radio, digital, and print.

Arts Council of Greater Kalamazoo

Communications Director

2008 - 2009

Creation, development, and implementation of creative/graphics, editorial coverage, slogans, branding and design. Key organizer for each of 8 arts programs, including monthly community events attracting 8,000 + attendees.

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.

ANNE DRUMMOND

Millennium Restaurant Group

Director of Guest Development

2003 - 2008

Responsible for all marketing and training duties for five operating restaurant locations in Kalamazoo, Portage, and Coldwater. Creation and maintenance of two departments and their related budgets.

Ralph Brennan Restaurant Group

Director of Training and Human Resources

2001 - 2003

Responsible for all aspects of staff development, including all hourly and management positions located within 5 restaurants in two states. Creation and implementation of programs for personal and professional initiatives for 300+ employees. All Human Resources functions, from recruitment to COBRA, FMLA, and workman's compensation.

INVOLVEMENTS

President, Western Michigan University Theatre Guild Board, 2016-present

President, Junior League of Kalamazoo, 2009-2010; Member 2003-present

Secretary, Board of Directors, Michigan State Council of Junior Leagues, 2019-2021

Honored as MLive Media Group's designee at YWCA of Grand Rapids Tribute Event, 2015

Board Member, Fontana Chamber Arts, 2013-2016

Member, Southwest Michigan First Urban Initiatives Advisory Group, 2013-2014

Member, Governor Snyder's Urban Initiatives Advisory Group, 2012-2013

Chair, Discover Kalamazoo Board of Directors, 2009-2010, Member 2004-2011

Chair, Community AIDS Resource and Education Services Board, 2006-2008

Graduate, Leadership Kalamazoo, 2006

Founder, Downtown Kalamazoo Restaurant Association, 2004-2008

Recipient, Top 40 Business Leaders Under 40 (Southwest Michigan Business Review), 2005

SPEAKING ENGAGEMENTS

Speaker, Creative Strategy, Independent Jewelers Organization, 2018

Brand Rollout and Opening Remarks, Pure Michigan Governors Conference on Tourism, 2018

Speaker, Personal Branding, WMU Theatre Students Final Exam, 2014

Keynote Speaker, Tweetup Kalamazoo, 2011

Luncheon Keynote for Association of Fundraising Professionals, 2008

Lecturer for Allegan Community Foundation through Stryker Center (Kalamazoo College), 2007

Guest Speaker Medallion Management All-Staff Gathering, 2007

Guest Speaker, Loyola and Tulane University Business Colleges, 2001-2003

Guest Speaker, University of New Orleans HRT Program, 2001-2003

EDUCATION

Western Michigan University, English Literature | Creative Writing

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JENNIFER HAMMOND

REGIONAL SALES MANAGER

PROFESSIONAL PROFILE

PROBLEM SOLVER * DIGITAL MEDIA COACH * TALENT & TEAM BUILDER

Experienced team coach with the unsurpassed ability to lead by example and inspiration. Exemplary knowledge in digital media, customized campaign building, campaign delivery and report analysis. Motivator with a positive and hands on approach that, in turn, results in cultivating top talent in the field and exceeding team revenue goals.

PROFESSIONAL CAREER EXPERIENCE

Advance 360 / MLive Media Group

Regional Sales Manager- Ann Arbor, Detroit, Flint, Saginaw, Bay City

2016 - Present

Leadership role responsible for a team of Account Executives and Account Managers that focus' on local, agency and regional clients. Responsibilities include managing the crossover of digital revenue growth, budgeting/forecasting, reducing revenue churn, development of team business acumen and career pathing the team to succeed and hit their maximum potential. Highly visible leadership style that works in close collaboration with sales leadership, editorial leadership and corporate leadership to foster a positive environment that attracts and retains top talent in the industry.

Senior Sales Consultant

2012-2013

Successful coach and leader for the AnnArbor.com team which consists of 8 account executives (\$1M+ revenue). Responsibilities include team digital revenue growth in the field of digital media sales, product knowledge and client retention best practices. Upon the launch of the MLive Media Group, was assigned responsibility to coach and transition Jackson Citizen Patriot account executives in all new media products that include SEM, SEO, SMO, Mobile Solutions, Audience Targeting and B2B prospecting skills.

Account Executive

2011-2012

Grow account base in B2C, B2B and agency clients to exceed revenue goals. Consistently maintained positive client relationships through customized digital campaigns that exceeded expectations. Mastered the sales process of prospecting, appointment setting, conducting a needs analysis, proposal development and delivery, closing the sale, campaign analysis.

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JENNIFER HAMMOND

COX Automotive | Autotrader.com, KBB, Haystack

Advertising Consultant- Great Lakes Region

2014- 2016

Responsible for growing business with both active and prospect accounts in Metro Detroit. Working with independent and franchised auto dealers, providing consultative recommendations to assist dealers in connecting with buyers via our media properties AutoTrader.com and KBB.com.

DIGITAL FIRST MEDIA/Ad Taxi Networks

Regional Sales Manager- Sr. Account Executive and Washtenaw Teams

2013-2014

Leadership role for the New Business Development team of Account Executives that focus' on local, agency, regional and national clients. Responsibilities include managing the cross-over of digital revenue growth, to surpass print revenue decline, budgeting and forecasting, development of team acumen and training core team of newspaper account executives in digital capabilities. Google Premier certified.

EDUCATION

Eastern Michigan University

Marketing and Communication

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CHRIS EASTWAY

WEB DEVELOPMENT MANAGER

Specialties: Google AdWords Certified. Programming/Scripting: PHP OOP/Procedural, Java, MySQL, HTML5, CSS3, Responsive Design, JQuery/JavaScript, AJAX, XML, OAuth 2.0, VBA. Data Management Skills: Data Analysis, Data Migration, Data Synchronization, and Data Integrity Checks. Third-party Tools/Software: Google Analytics, Google AdWords, Google Tag Manager, Google Maps API, Google Calendar API, X-Cart, Magento. Payment Gateways: PayPal, Authorize.net, Intuit, WonderPay, FirstData. Operating Systems: Linux, Mac OS, Windows. Software Integration: Worked with various third-party API's and plugins related to mapping, MS Excel interaction, PDF creation, image manipulation, XML interaction, WYSIWYG editors, payment processors, various database interaction, and social media interaction. Hardware/System Engineering: Engineered corporate VoIP phone system, installation & configuration of all system/network hardware.

PROFESSIONAL CAREER EXPERIENCE

Advance 360 / MLive Media Group

Web Development Manager

February 2016 - Present

Marketing Research:

- Responsible for developing interactive reporting mechanisms that allow for extremely flexible and meaningful analysis of datasets from multiple data sources.
- Developed a means to incorporate subsets of these various datasets with existing workflows and processes.

Solution Development:

- Designed, developed, and maintain, using PHP, MySQL, JQuery, AJAX, HTML5, and CSS3:
- Developed internal web applications to streamline and improve upon existing internal procedures and functions.

Client Application Development:

- Worked with clients to develop strategic plans for meeting their online/digital needs.
- Integrate client websites with various platforms via API, Webservice or direct integration.
- Build and support client web applications.

Cadillac News

Information Systems Leader

January 2003 - March 2016

Solution Development:

- Designed, developed, and maintain, using PHP, MySQL, JQuery, AJAX, HTML5, and CSS3:
 - o Over 250 internal web applications ranging from cash flow management to plate usage reporting.
 - o A circulation system for all aspects of subscription management, production reporting and interactive user reporting features.
 - o An editorial system with WYSIWYG editor with built in spelling and grammar check, auto version save with recovery, and has direct integration with newspaper website and other digital products.

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
- c. Resumes of personnel working with Mason.

CHRIS EASTWAY

- o A Real Estate Platform that interacted directly with a third-party RETS system. Features include polling and syncing of RETS data including both text and images. Management features include end user monitoring/interaction. End user features include advanced search options and mapping.
- System/Server Backup
 - o Developed and deployed a recursive backup system for all corporate MySQL Database Servers.
 - o Established and maintain redundant corporate backup info structure and process

Technical Support:

- Ensured optimal performance of business networks, workstations, servers, Internet sites, user applications, and databases.
- Provide support in resolving corporate computer, printer and network problems. Responsible for troubleshooting all technical issues that were beyond the scope of individual users.
- Performed all software installs and minor hardware repairs and upgrades.
- Reengineered the corporate network resulting in additional capacity.
- Performed installation and configuration, including cabling, setup, security and testing.
- Configured corporate routers and managed switches.
- Setup and Manage corporate servers. Servers include file share, MySQL Database, Asterisk phone server, Apache intranet webserver, and external facing webserver.

Client Application Development:

- Worked with clients to develop strategic plans for meeting their online/digital needs.
- Sold, built and support client web applications and over 70+ client websites.

System Training:

- Trained and supported internal and external users on the various systems that were built on their behalf.

Accounting Technician

December 1998 - December 2002

United States Air Force

Accounts Control Technician

October 1997 - July 1998

Cashiers Cage Technician

January 1997 - September 1997

Accounts Payable Technician

December 1994 - July 1998

EDUCATION

Baker College of Cadillac

Business Management with minor in Computer Information Systems
Summa Cum Laude (3.92)

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.

KATE MUDGETT

CONTENT & SOCIAL MARKETING MANAGER

Specialties: Project Management; leadership and team development; social media marketing; content marketing; customer service and communications; event planning; process implementation and improvement; marketing copywriting and copy editing; photography; publication design; sweepstakes and contest execution; web design; media campaign management. Special skills in Adobe Creative Suite, AP Style Guide, Basic HTML, WordPress, Google Analytics, and Microsoft Office Suite.

PROFESSIONAL CAREER EXPERIENCE

Advance 360 / MLive Media Group

Content & Social Marketing Manager

February 2016 - Present

Managing cross-departmental projects, providing the executive leadership team with progress updates and insights into processes to create efficiencies. Projects include working with internal departments and external vendors.

- Managing the expansion of our subscriber program, including managing project progress with outside vendors.
- Working with internal sales teams to strategize, plan and execute print, broadcast, and digital advertising campaigns for clients

Marketing Analyst

February 2014 - January 2016

Responsible for showing up every day to achieve the impossible, armed with duct tape and a smile, literally.

- Managing a subscriber membership program, including creating all promotional efforts,
- Leading summer interns to develop experience in a range of marketing functions including social media strategies, event planning and execution, office etiquette

HARLO Products

Marketing Specialist

June 2013 - February 2014

Designed and implemented a rebranding strategy. Designed and managed new website. Created a social media presence and user-engagement strategy. Compiled market share research and visual data reports.

Author Sally Hultstrand

eBook Publication Assistant Editor

May 2012 - June 2012

Assisted in the publication of a full-length e-book. Edited text for publication on multiple e-reader devices, including Kindle, iBooks and Nook, following the Smashwords Style Book. Worked with author to choose images, cover art, and book format.

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.

KATE MUDGETT

Department of Residence Life | Michigan State University

Publication and Communications Intern

January - May 2012

Designed, developed and published a weekly newsletter for residents of Owen Graduate Hall. Created and edited content, including visuals. Developed and managed a social media presence for Owen Hall focused on connecting staff members with residents and promoting campus events.

ING Magazine

Magazine Spread Layout Designer

August 2011 - May 2012

Designed page layouts for a monthly publication aimed at Michigan State students. Created graphics and images, and worked with publication photographers.

Michigan State University School of Journalism | Spartan Online Newsroom

Education Reporter August

May - December 2011

Reported on the Lansing School District, focusing on Board of Education meetings. Maintained a weekly blog. Created visual elements for every story. Filed Freedom of Information Act requests.

Lansing Star Online

Reporter and Designer January

Reported on the Lansing area, focusing on local and state politics. Maintained a weekly blog. Created visual elements for every story. Filed several Freedom of Information Act requests. Designed and maintained website and publication's social media presence. Created and implemented new publication logo/ branding strategies.

EDUCATION

Michigan State University

Bachelor's of Arts, Journalism

Visual Communications Concentration

Mass Media in the United Kingdom, Study Abroad

- 2-b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.

MYRON STANLEY

SENIOR CREATIVE STRATEGIST AND VIDEOGRAPHER

Specialties: Flash, User Experience Design, Illustration, Photography, Web Development and Design, Video Editing, Video Production, Motion Graphics, All Things Video, Multimedia, Adobe Creative Suite, Storyboarding, Comic Book and Cinema Expert, Social Media Design, Logo Design, Publication Design, and Digital Marketing.

PROFESSIONAL CAREER EXPERIENCE

Advance 360 / MLive Media Group

Senior Creative Strategist and Videographer

January 2014 - Present

Digital video production including cinematography, editing, motion graphics, and digital effects. Creative consultant detailing best video practices, visual trends, and effective display strategies. Audio and video media preparation for integration into mobile applications, Internet campaigns, television and other media.

Maestro

Interactive Designer and Multimedia Specialist

January 2011 - August 2013

Developed interactive and video projects for companies including Bard, Dannon, DePuy, Facebook, Hillrom, and Stryker. Video postproduction, motion graphics, and digital effects editing. Animated and programmed Flash based e-Learning tools and modules for the web. Edited video and sound files for integration into mobile applications, online applications, and DVD promotional materials.

Structure Interactive

Interactive Designer | Developer and Multimedia Specialist

May 2000 - March 2008

Developed interactive and multimedia projects for companies including Amway, Dow Chemical, Delphi, Ford, Johnson Controls, Lilly, Meijer, Steelcase, and Whirlpool. Designed, animated, and programmed Flash based applications for CDs and the web. Produced video projects and integrated them into kiosks, websites, CD applications, DVD promotional materials, and interactive presentations. Developed, designed, and populated websites. Designed layouts and interfaces for CD and web applications. Created animated promotional materials.

WCET-TV

Production Assistant

October 1996 - December 1999

Hand held and studio camera operator. Designed logos, signs, and other materials to promote WCET-TV. Directed and produced short animations for program introductions. Edited talk shows and other programs to be aired.

EDUCATION

Grand Valley State University

Film and Video, emphasis on Animation

3 METHODOLOGY & APPROACH

CREATIVE CAPABILITIES

RENAMING

BRANDING

WEBSITE CREATIVE

DISPLAY (DIGITAL AND PRINT)

VIDEO

PODCAST

RADIO ADVERTISING

PHOTOGRAPHY

INFOGRAPHICS

RRM

SOCIAL ADS AND POSTS

COLLATERAL (BROCHURES,
FLYERS, POSTERS, ETC.)

OOH CREATIVE

PRESENTATIONS (PPT, ETC.)

EVENT / SIGNAGE CREATIVE

BILLBOARDS

CAR WRAPS

CREATIVE DESIGN

We prefer to develop more artifacts than necessary to achieve the goal, and allow audience interaction to tell us which are most engaging to them. Using this method, we allow our technology to optimize in real time, and our team engagement (individual review, group review, and account team working in congress to analyze and advise) to drive changes or tweaks to a campaign over time. This process eliminates marketing waste very quickly, and dramatically improves what we know of your audience in the first 30 days of any campaign or effort.

CREATIVE STRATEGY & APPROACH

We function at the discretion of and as an extension of our client's team, and strive for visibility and inclusion at all levels. In no area is this more important than in the development and execution of creative needs. We will work as directed by our collaboration, with the understanding that the goal is to make you successful.

You've asked specifically for our approach to providing the requested services and what, when and how services will be performed. Our approach will always be collaborative. We'll discuss with our key contacts, those projects that require "always on" status. These might be digital advertising campaigns, ongoing communications, or other evergreen efforts. These materials will be developed and set to perform in an ongoing fashion, with reviews and approvals at stated intervals. In addition, you'll have emergent needs, calling for "one-off" projects. Videos, web design or redesign, or new program messaging might be examples of these. Each of these projects is quoted individually and appropriate timelines generated for each. While we may expand the team members working with CVPA for these shorter term projects, your key contacts will remain the same, as well as lead designers. In this way, we bring required parties together around a project requiring many voices, but keep those with which your team connects, a trusted few. (We have a deep bench, and will call upon it based upon your needs as they emerge.)

YOUR CREATIVE TEAM

A combination of creative leadership/art direction and a Lead Designer perform discovery and strategy. Together, these two individuals develop a formalized/ specific creative plan. Specific creative is developed for client review and approval. Once achieved, this body of work is transitioned to our fulfillment team, to build a single designed unit into needed ad sizes. Using this model, cerebral artists charged with developing your designs are closest to your business, and those building at scale can work behind the scenes.

WEB DESIGN & PRODUCTION

We have partnered with companies across various industries to produce websites focused on usability, user experience and ultimately conversion. In the past 12 months alone, we have launched 50+ websites ranging from simple B2C brochure-ware sites to enterprise-wide ecommerce and content hubs – and everything in between. Our team brings, on average, 10+ years of experience in website design, redesign and development – including software and application development. We strive to be technology agnostic, focusing on industry leading platforms and leveraging the technologies that will most efficiently and effectively meet the needs of our customers. We are experts in the CMS and ecommerce space, working intimately with leading platforms such as WordPress.

ADVANCE LOCAL PORTFOLIO

portfolio.advancelocal.com



ADVANCE LOCAL

Design Style

Any

Category

- Professional Services (55)
- B2B (33)
- Healthcare (29)
- Home & Leisure (26)
- Retail (23)

See 4 more

Key Functionality

- Other (10)
- E-Commerce (9)
- Data Feed Integration (8)
- Email Marketing Integration (8)
- Event Registration System (5)



123PET SOFTWARE



A-AFFORDABLE INSURANCE



A&K FINISHING



ACCREDITED WE ARE HOME CARE



ADIRONDACK FURNITURE



ADVANCE 360 HEALTH

COPYWRITING, PROOFREADING, AND COPYEDITING

The content team at Advance 360 that generates our clients' content and written material, provides web content, editorial, sponsor content, whitepapers, advertising scripts and guides, and much more. Each member of this team was born of our well-established journalism staff, eventually navigating our organization to create the written word for our clients rather than our newspapers or publisher sites. They are extremely equipped to pen, proof or revise technical, advertising, or "friendly" narrative for our clients of all types, and have been tasked with this for numerous clients in the past. The content plan will be derived of the goals and identified needs from the Mason team.

Part of an effective marketing strategy involves amplifying your position as a leader in your industry. An effective content marketing strategy can engage your customers in a way that informs them and leaves them wanting more. Across various touchpoints, we'll create insightful, interesting and relevant content with the aim of building brand visibility, credibility, loyalty and and creating a platform to fuel your social media strategies

In any campaign, providing the right balance of content through mix of media (reduces boredom, enhances responsiveness) and the right ratio of give versus ask is crucial. During uncertain times like these, even more so. Not everything is about a call- to-action. Brands that offer relevant information or something entertaining will garner the most interaction. Tell your story. Share positivity messaging, and how you are helping people. Tell the world how your business has changed. Our content strategy embodies personal connection, while also positioning your brand as the industry expert and as the appropriate click in a search query through SEO.

As with Creative development, our approach will always be collaborative. We'll discuss with your key contacts, those projects that require regularly paced content development, such as blogs, communications, or other. These materials will be developed in an ongoing fashion, with the same team and execution manner each time. You'll also have emergent needs, calling for "one-off" projects. Scripts, web design or redesign, or new program messaging might be examples of these. Each of these projects is quoted individually and appropriate timelines generated for each. While we may expand the team members working with CVPA for these shorter term projects, your key contacts will remain the same. In this way, we bring required parties together around a project requiring many voices, but keep those with which your team connects, a trusted few.





3. Specific Plan (Methodology): D. Videography and Motion Graphics / Animation

VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION

There are many pieces of the creative that tell your story but few are more visceral than video. When done properly, viewers can visualize themselves as the hero of the story, and Advance 360 has the ability to position the CPA audience in just that way. Online video offers allows you to be highly targeted and connect directly with your audience through engaging video content across mobile devices, tablets and PC's. Geo and audience targeting ensures we are reaching the right people at the right time. Perhaps the best part: delivery and performance metrics are fully trackable allowing you to tie your media spend to an ROI. Our in-house team includes a staff of videographers with experience in all aspects of video – from ideation and consultation, to production, animations and editing.

When developing video plans, we have a few options. We can send a team of professionals (from our home base in Michigan) to capture all the needed footage, produce and deliver the assets. We can work with local firms (or your own team) to receive footage which we produce and deliver. Or, Mason can supply all artifacts and we will work within the confines of what has been provided. Each of these brings a different investment level, but the quality of our work is consistent. We also have an experienced animator that can serve your video needs. What your organization requires, we are capable of providing.

We do not host closed set videography, high-speed vehicle footage, or supply actors for your films.

As with Creative development, our approach will always be collaborative. We typically treat video as “one-off” projects. Social media asset development, experiential videos, how-to videos, or “steps in a process” videos, all would be quoted individually and appropriate timelines generated for each. While we may expand the team members working with CVPA for these shorter term projects, your key contacts will remain the same. In this way, we bring required parties together around a project requiring many voices, but keep those with which your team connects, a trusted few.



BEST OF COLLECTION

<https://vimeo.com/album/5298986>



EDUCATION COLLECTION

<https://vimeo.com/showcase/5298974>



3. Specific Plan (Methodology): D. Graphic Design for The College of Visual & Performing Arts

GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS (CVPA)

As you can see from our work examples, we have produced materials for numerous institutions of higher education, some of which represent institutions of Fine Arts. Further, we have worked with the nation's largest public art installation, ArtPrize, who has called on us to provide digital marketing before and during their event. Our creative, graphic design and video services have been far reaching, crossing genres and industries. And the key contact for this RFP, Anne Drummond, has served as the Chair of the Western Michigan University Theatre Guild Board of Directors for the last 4 years (serving as a member since 2012), and has led the communications and marketing strategy for a Community Arts Council. (She has also been instrumental to other work Advance 360 has provided for Mason.) We share these items to offer additional context for your line of questions as it pertains to our work history and understanding of the arts and nonprofit sectors.

3. Specific Plan (Methodology): D. Graphic Design for The College of Visual & Performing Arts
5. Ability to prepare and adhere to budgets and production schedules. Provide an example of a production schedule for projects similar to one or more of those listed above.

PRODUCTION SCHEDULE EXAMPLE:

Mason University Life; Annual Report Publication Timeline			
Month	Date	Notes	Responsible
November	11/19/20	Scheduled	All
			Kickoff Call with All Parties, Initiate Project
			Define Long Feature Articles, up to 2 interviewees per, plus resource materials
			Define Short Feature Articles, up to 1 interviewee per, plus resource materials
IMMEDIATE		CONCERN	University Life
			All Interviewees and Contact Information for Each Supplied to Content Team
			Determine / Outline Additional Content supplied by University Life. Is editing required, etc.
			<i>Note that interviewees must be responsive and cooperative in order to hit our deadline</i>
December	12/4/20	MEETING	Printer
			Project Specifications Determined by Printer and UL, Meeting occurs between UL, printer and A360
	12/7/20	4PM MEETING	A360 Design
			Preliminary Design Elements Presented to UL for review and Commentary. (Mood-Boards "ish")
	12/9/20		University Life
			Remaining Design Comments emailed/shared with Design Team
	12/11/20		A360 Content
			All written content is returned to UL for Review
12/18/20	10AM TENT	CONCERN!	University Life
			All edits/revisions are returned to Advance 360, along with all remaining content and detailed outline
			<i>We perceive that this tight turnaround is too aggressive for your internal team, and this may represent the place where the project skews off-track. We can supply suggestions to keep the project moving over this week and hit deadlines, but this is reliant on your internal review processes.</i>
	12/18/20		A360 Internal
			All content moves to design (Delays at this point will not be 1:1, due to the winter holiday)
January	1/12/21	12N MEETING	A360 Design
			Designed Material Shared with UL Team
	1/18/21	12N MEETING	A360 Design
			First Round of Design Edits Returned
	1/22/21		A360 Design
			Edits Returned to UL for Review
	1/27/21		A360 Design
			Final Edits Returned to A360 Design
	1/29/21		A360 Design
			Final "Tweaks" Made and Final Draft
February	2/2/21		A360 Design
			Materials packed and sent to Printer

UNIVERSITY LIFE

Project Outline, Revised 11/19/20
To be used for email acceptance of terms prior to contract development

DEFINED NEED:

University Life is in need of design for a print piece, to represent a "year in review" for the division. Approaching this design to combine an "annual report" style presentation, blended with the Mason brand and past design projects such as the recruitment/lead pieces, it is an expected 20 pages. The team desires this piece to be designed for use in print and digital.

ASSUMED: The division will supply their own finished and approved content for design, along with source materials where necessary, statistically relevant information, and a narrative/footnoted document that describes preferred design or layout notes. (For instance, "we'd like a pull quote including the following" or "these statistics should be illustrated, should space allow".)

Additionally, our Content Team will develop materials indicated/outlined below. All will be drafted in accordance with a timeline agreed upon/discussed on November 19, 2020.

This quote also assumes that during the editing phase, revisions are aggregated among all proofing parties and delivered at once.

THIS QUOTE INCLUDES:

Design and layout of content, the sourcing of photographs (or guidance on pre-selected photos from the division) and a print-ready file plus digital pdf.
Regular meeting or progress reports (by email or in person) describing the distance to completion.

THIS QUOTE DOES NOT INCLUDE: ADA compliant pdf for use in digital

INVESTMENT REQUIREMENTS

20 pages designed	\$11,500	Custom Creative Services
Article Content As Follows	\$5,750	Sponsor Content
Feature Article on Racial Justice, Truth, Healing and Racial Healing Campus Center		
Feature Article on the University's COVID-19 Response		
Short Feature on Career Services		
Short Feature on Mason Care Network		
5 Student Profiles, spread among these articles (Career Services Student Profile Already Exists, that is not counted among those needed.)		
Total Investment	\$16,500	

Should additional copywriting or editing be required, or if you'd like our team to provide editing services beyond the scope of that listed above, we can provide this by the hour (\$150) or by the page (\$300), whichever is less or preferred. The Investment above does not include any fee for this service.



4 CREATIVE SAMPLES

4. Creative Samples: Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.



A CREATIVE DESIGN SAMPLES

4. Creative Samples: A. Creative Design



Through our work with multiple departments of George Mason University, we have achieved a deep understanding of your organizational brand. Note we are also under contract to prepare the 20 page Annual Report Catalog for the University Life at Mason.

SIX MULTI-PANEL BROCHURES WITH CUSTOM FLAP FOR FRESHMAN AND INTERNATIONAL STUDENTS



Paying for college

Mason's tuition and room and board rates are under the state average for four-year schools, an unexpected benefit when compared with our status as the largest public research institution in Virginia.

Students who invest in their future at Mason become part of one of the **Top 50 public colleges in the nation** and study with world-renowned faculty who lead the way in their respective fields.

Mason's campus offers the best of a large university atmosphere: 22 NCAA Division I teams, 500+ student groups, and daily activities and events – all within the feeling of a small school where every student can make a difference.

16:1
STUDENTS TO FACULTY RATIO

1
RANKING RESEARCH UNIVERSITY

#6
FOR HIGH RICH VOLUNTARY SCHOOL OF INDEPENDENT BARRISTERS

20%
A MASON EDUCATION AID TO MID-CAREER SALARIES

Invest in your future

The more you learn, the more you earn. Based on data from the U.S. Bureau of Labor Statistics*, college graduates earn \$26,000 more per year than high school graduates. That's almost \$700,000 over a 30-year career. Higher education carries lifelong benefits.

The data also shows Mason graduates earn a starting salary higher than the average of their counterparts at any other Virginia public university. Plus, 84 percent of Mason graduates start working in positions directly related to their career goals.

Attending Mason is about common sense as much as it is common cents.

2019-20 TUITION AND FEES:
 In-State Tuition: \$12,564/year
 Housing (On-campus Double): \$7,105/year
 Dining (Interdependent Plan): \$6,400/year

Eligibility and Important Dates

Students must complete the FAFSA form each year they attend Mason. Tuition assistance can vary year-to-year and there are deadlines for submitting the required documents.

15
JANUARY
FRESHMAN FAFSA DEADLINE

1
MARCH
TRANSFER FAFSA DEADLINE

Federal Work Study

Flexible part-time jobs, either on Mason's campus or with university partners, can help with the expenses of college and build experience that aligns with your future career goals. Need-based aid is made available to students who have submitted the required FAFSA form. Students must apply and interview for positions that are part of the work study program. Jobs are limited and should be sought as early as possible.

Earning potential varies, and work is capped at 20 hours per week while classes are in session, and 20 hours during breaks. Students can use paycheck for tuition, fees, room and board or day-to-day living expenses.

ADVANCE

Mason provides students a clear path to success with innovative programs like **ADVANCE**, which is dedicated to helping Northern Virginia Community College (NOVA) students achieve a Mason degree in four years. This bold initiative connects students with Mason's admissions, financial aid and student success advisors to streamline their journey through college to career.

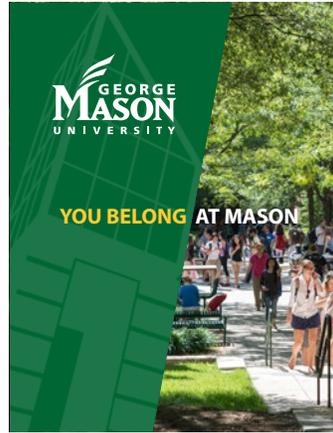
2
DEGREES IN FOUR YEARS

OVER 100
STREAMLINED PATHWAYS

7,000
STUDENTS BY 2030

4. Creative Samples: A. Creative Design

THREE 14 PAGE PUBLICATIONS WITH CUSTOM FLAP





MASON PROGRAMS

Mason's 17 colleges and schools provide the opportunity to study your area of focus. Whether you're passionate about a certain subject or want to explore your options, we'll connect you with a professor to find the best fit.

16:1 STUDENT-TO-FACULTY RATIO

CAMPUS

Mason's beautiful 1,000-acre campus is a combination of historic landmarks, modern buildings, and green spaces.

ONLINE

Mason's online programs are designed to be flexible and accessible, allowing you to learn at your own pace and on your own terms.

CLASSROOMS

Mason's classrooms are equipped with the latest technology, providing an interactive and engaging learning experience.

FRESHMAN APPLICATION DEADLINES

Regular Decision
November 1

Rolling Admission
November 1

Priority Applications
October 1

Early Decision
November 1

Find other important deadlines at [mason.edu/admissions](#)

FRESHMAN ADMISSIONS REQUIREMENTS

The following factors are evaluated in the admission process:

- Completion high school grade point average (GPA) and SAT or ACT scores, or scores on other standardized tests
- Letters of recommendation
- Interview
- Extracurricular activities and community involvement
- Personal statement, optional but strongly encouraged

GPA 3.3 - 3.9 weighted

SAT 1100 - 1220

ACT 23 - 29

CAMPUS LOCATIONS



STUDENT PROFILES

NEED PIC

TERRAY BARNSON

I wanted to attend a university that was academically challenging, but also offered a supportive environment. Mason provided both, and I was able to find a community that has a lot of diversity with a supportive campus.

CHLOE MAXWELL

My professors are all amazing. They really care about their students and they really care about their teaching. When teaching you care!

SARAH EARLE

Mason provided me with an excellent education and a supportive environment. I was able to find a community that has a lot of diversity with a supportive campus.

WHY MASON?

Return on Investment

A leading institution analysis found that in a comparison of all public colleges, a Mason education added

20% to the value of the degree

\$7,200 MORE

THIS WAS PREDICTED BASED ON THEIR ACADEMIC AND CAREER OUTCOMES

TOP 4% OF INSTITUTIONS NATIONWIDE

Earning Potential:

#1 HIGHEST STARTING SALARY

MASON GRADUATES GAIN THE #1 HIGHEST AVERAGE STARTING SALARY FOR PUBLIC UNIVERSITY GRADUATES IN VIRGINIA, ACCORDING TO THE STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA.

Graduating with a job:

81% OF OUR GRADUATES ACHIEVE POSITIVE CAREER OUTCOMES WITHIN 90 MONTHS OF GRADUATION

600+ COMPANIES VISIT CAMPUS FOR HIRING EVENTS TO RECRUIT OUR STUDENTS AND GRADUATES

ALUMNI

AMAZON HQ2

RESEARCH

Mason is ranked in the top 100 for research in the U.S. according to the U.S. News & World Report.

PROGRAM SPECIFIC:

#1 FOR EARNINGS POTENTIAL

#6 FOR HIGH ROI

KEEP CONNECTED

Your campus experience

We are one of the most beautiful campuses in the country. Our diversity has defined and shaped our campus. From the greenery to the architecture, we offer a sense of responsibility to our community and the world at large.

140 STUDY ABROAD PROGRAMS

500+ STUDENT ORGANIZATIONS

CAMPUS SAFETY

4. Creative Samples: A. Creative Design

DIGITAL ADS



GEORGE MASON UNIVERSITY

VIRGINIA'S ACADEMIC POWERHOUSE

A Leading Public Research University

LEARN MORE >>



GEORGE MASON UNIVERSITY

MAKING THE WORLD HEALTHIER

A Leading Public Research University

LEARN MORE >>



GEORGE MASON UNIVERSITY

PRESERVING OUR FUTURE

A Leading Public Research University

LEARN MORE >>



M+SCHAR
School of Policy and Government
GEORGE MASON UNIVERSITY

DEVELOPING SOLUTIONS FOR OUR EVOLVING WORLD

CONNECT WITH ADMISSIONS >>



GEORGE MASON UNIVERSITY

TEACHERtrack @Mason

OUR GRADS ARE IN DEMAND

CONNECT WITH AN ADVISOR >>



GEORGE MASON UNIVERSITY

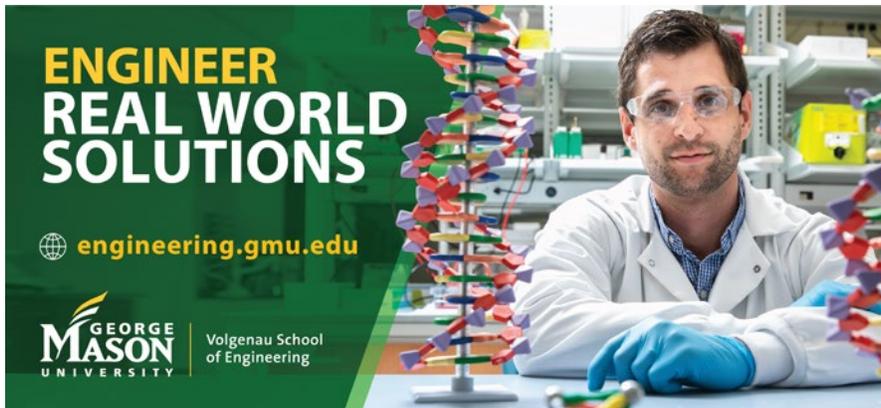
College of Education and Human Development
Educator Advancement Programs

INSPIRE STUDENTS TO NEW LEVELS

ENHANCE YOUR DEGREE
TEACHER LEADERSHIP >>

4. Creative Samples: A. Creative Design

BILLBOARDS



4. Creative Samples: A. Creative Design

DEPARTMENTAL STYLE GUIDE SUPPLEMENT

GEORGE MASON UNIVERSITY
UNIVERSITY PLAYBOOK - 2019

George Mason University PlayBook

A SUPPLEMENT TO THE STYLE GUIDE

Following a brand standard strengthens our identity in the minds of the university community and the public. It also helps us maintain consistency in our messaging. Because all university departments don't currently follow our brand standard, users' experience can vary widely from site to site, and collateral piece to collateral piece, and occasionally even from department to department within the same college. Users see different versions of the Mason logo, an inconsistent presentation of information, and variations on how site navigation works.

This document is crafted to supplement the existing George Mason University Style Guide.

REINFORCING THE MASON IDENTITY IN THE PUBLIC'S MIND, OUR VISUALS MOST OFFER:

- Consistent visual elements.
- A unified voice.
- Consistent location of key information.
- A clear message.

A STRONG BRAND IDENTITY ALSO HELPS US CONNECT WITH OUR AUDIENCES:

- Prospective students (The path to my future runs through Mason).
- Current students (I'm part of something greater than myself).
- Parents (I'm proud! Parent journal).
- Alumni (I always be a Patriot).
- Community (Mason is a cultural, economic, scholarly asset).
- Government/Business (Mason connects cutting-edge research and has a rich talent pool).

THE PURPOSE OF THE PLAYBOOK

In developing the PlayBook, guidelines are established for the digital space, specifically digital advertising and social media advertising. Also covered are examples of how departmental differences are identified and executed upon in digital media.

UNIVERSITY-WIDE DIGITAL MARKETING

In each of the University-Wide Digital Display Units, you will find:

QUALITY PHOTOGRAPHY

Concentrating on a single subject or emotion, composed to elicit or generate the greatest emotional connection possible with the viewer. Photographs are selected to capture the best of the best of our students, faculty, staff and alumni, the Mason experience, academic rigor, and the gravity of the research performed in our institution.

To use photos effectively, not only do they need to be selected with care and be of the highest quality and composition (not to mention relevant to the subject matter), but they need room to shine. Resist the temptation to jam the photos in with too much text. To work well in communicating for you, photos need the appropriate amount of space to be of a size that has impact. In addition, you don't need a photo to illustrate every editorial

GEORGE MASON UNIVERSITY
UNIVERSITY PLAYBOOK - 2019

message. Fewer but larger photos are much more effective in conveying your message than a lot of little photos people won't pay attention to.

PANTONE 349

MASON GREEN
CMYK C:100 M:100 Y:00 K:47
RGB R:136 G:186 B:52
HEX #008080

PANTONE 343

MASON GOLD
CMYK C:0 M:27 Y:100 K:0
RGB R:255 G:215 B:0
HEX #FFD700

GEOMETRIC FIELD

Shown in Mason Green (#008083), Geometric Fields which consistently contain the full George Mason University Logo and Institutional Research statement. The color plays a prominent role in introducing the university to prospective students, building a sense of community and campus pride among current students, and connecting or reconnecting to our alumni and friends.

Also included here is a single architectural element, representing either the subject of the accompanying photograph or the University environment at large. Currently, there is one architectural element each from the Fairfax, Arlington, and Prince William Campuses. This field is always shown on the left side, splitting the ad in a 50/50 capacity (occasionally more depending on ad type/size).

HEADLINES

Of all the things we want the world to know about Mason, these are the four messages that lead the list:

Mason is making its mark - as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.

Mason is driven to serve - helping our students succeed, enriching life in our community, and solving pressing problems.

Mason focuses on results - working for a more just, free, and prosperous world and measuring our success by the impact we achieve.

Mason stands apart - distinguished by our innovation, our diversity, our entrepreneurial spirit, and our accessibility.

To sense the kind of language—the tone and voice—that is right for Mason, consider this: It is true that if we push too far in the direction of "bold" or "confident," it's possible we could turn people off. But the greater danger is that we play it safe and go unheard. Let's not make that mistake. All headlines should use bold, sweeping statements.

GEORGE MASON UNIVERSITY
UNIVERSITY PLAYBOOK - 2019

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OUTLINED BOUNDING BOX

Surrounding the headline, and shadowed by a transparent black box to complete the look, headlines are contained across the geometric panel and imagery in the department specific units, this bounding box is entirely white.

CALLS TO ACTION

Using a graphic element of a double chevron, has a nod to military or governmental styling without being edgy or political, and encourages action of a click or hover.

PRINT

GEORGE MASON UNIVERSITY
Volgenau School of Engineering

Huzefa Rangwala
Professor of Computer Science
at George Mason University

A FORCE FOR INNOVATION

Researchers at Mason Engineering are transforming the future of education with a data mining project that brings information together on past grades in other courses, career goals, instructor preference, and learning style to predict the best combination of courses a student should take. Our researchers discover news ways to improve everyday life.

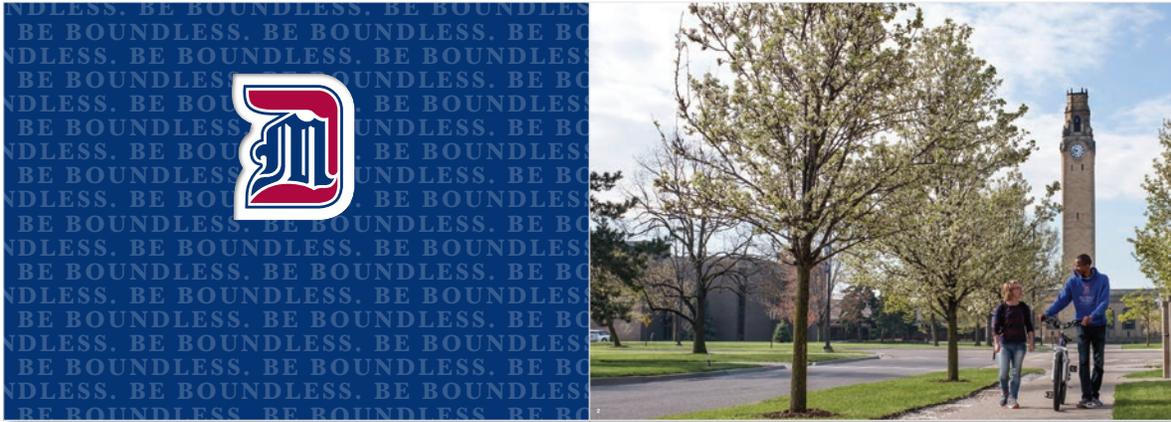
Our students have unparalleled access to the nation's top innovators. We're passionate about research and ideas. The future of engineering is here.

engineering.gmu.edu

4. Creative Samples: A. Creative Design



34-PAGE PRINTED & ONLINE MAGAZINE



ACADEMIC EXCELLENCE

DETROIT MERCY HAS CONSISTENTLY RANKED IN THE TOP 25 OF THE MIDWEST BEST REGIONAL UNIVERSITIES AND IS ONE OF ONLY TWO IN MICHIGAN WITHIN THIS CATEGORY TO BE RANKED IN THE TOP 25.

#25
MIDWEST BEST REGIONAL UNIVERSITY
By U.S. News & World Report

COMMITTED TO YOUR SUCCESS

The balance between our intimate community and the breadth of opportunity makes Detroit Mercy ideal for those who seek a vibrant collegiate experience with a reputation of academic excellence. Since our founding in 1873, we have treasured a deep respect for the quality of life on campus.

Our faculty are experts and mentors, with more than 90 percent holding a Ph.D. or terminal degree. They can drive both the academic and the practical application of knowledge, and make time to work with students one-on-one. Our faculty value their relationships with each student and the concept of lifelong learning. You are not a number—you are a priority.

As the only Jesuit and Mercy university in the country, Detroit Mercy takes pride in our foundational values of rigorous learning and world service. We are the largest, most comprehensive Catholic university in Michigan, featuring more than 100 academic degrees and programs including a law school and a dental school. We have also been named the #1 Best College for Veterans in the Midwest by U.S. News & World Report.

CLASS PROFILE

Average GPA: 3.6
Average ACT: 25
Average SAT: 1140
5K Total Students

WE BUILD COMMUNITIES

THE STRENGTH OF OUR ACADEMIC PROGRAMS THRIVES ON THE ETHICAL AND SOCIAL RESPONSIBILITY EMBEDDED INTO OUR FOUNDATIONAL VALUES.

Our graduates determine the shape of their careers. By thinking beyond themselves and focusing on the clarity of their greater purpose, our students achieve creative dialogue across genres and societal concerns.

"Detroit Mercy feels like home. You're part of a community and there are so many opportunities - if you get involved and take advantage of what you're given, it will change your life."

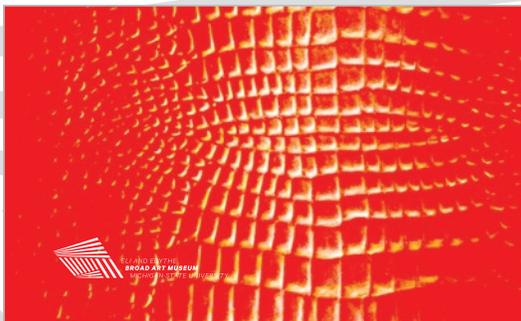
- Student Sarah Hirschmann, who volunteered as a teacher in Kenya for six months and is a member of the women's soccer team.

[HTTPS://WWW.UDMERCY.EDU/ADMISSION/VISIT/PDF/2018VIEWBOOK.PDF](https://www.udmercy.edu/admission/visit/pdf/2018viewbook.pdf)

4. Creative Samples: A. Creative Design

MSU BROAD ART MUSEUM

CUSTOM PROPOSAL



project-management

We use a number of methods to organize the details of a campaign and expanding on overall scope of the project. In a long-term form, you can expect a dedicated team of 6 members, along with a support team of over 200 at the local, regional and national level to ensure overall campaign success.

“White-board” Planning Sessions - creative, media mix and deliverables are determined

“War-camp” - Google Docs and/or Smartboard - overall project management and communication

“Brain Collaborative Planning Sessions - discuss and determine key performance indicators, stakeholder groups, industry landscape and influences, and timelines

“Done” as determined

goals-and-objectives

Our goal is to test, find, to drive more people to the site and get them to more heavily engage with the site. As such we will be measuring the following data:

- Depth of new Sessions
- M.O.M. and Y.O.Y.
- Source time
- Time on site
- Page Views
- Revised Design
- Site speed

All pages will load within 1.5 seconds

ongoing-plan-development-reporting-processing-and-tracking

We fully understand that the navigation of political, departmental, board and community environments will be key to the outcomes of our efforts. So, we take collaboration, sentiment around collaboration and compromise, and stakeholder inclusion very seriously. Though we function at the discretion of and as an extension of the Broad Art Museum team, we strive for visibility and inclusion at all levels. We are aware that things change, come up, surprise or inform decisions all the time. As such, our regular meetings, predetermined benchmarks and regular communication will allow us to be flexible embracing these instances. We know that the role of your feedback per hour doesn't end at "done".

This is why we have invested in enhanced reporting technologies to better analyze our performance. Licensed, passionate team members monitor these campaigns via custom built operational tracking systems such as Digital Intelligence Hub. Our data is easy to access in one place, streamlining our ability to collect, process and report your campaign). Our teams are also certified in Google Analytics enabling us to monitor performance metrics from the client side.

In addition, we work with third party media auditing services to ensure and verify that quality, timing, position and distribution are aligned with the approved strategy.

We know that the Arts environment is one that must authentically represent the institution and its mission as well as seek a spirit of care that will be felt by the viewer, we have begun researching inspirational sites and materials. We recognize that this research has been performed in a vacuum. However, from what we know of the Broad Art Museum at this time, it is clear that a strong direction and influence is desired.

POSTFOLD

MOOD BOARD

SOURCES OF INSPIRATION

- www.lacremas.com
- www.perrinartgallery.com
- www.artstation.com
- www.viva.vaidor.com
- www.wendydesign.com
- www.mulle-design.com
- www.projectone.jp/inspire

In short, we believe you aren't seeking safe. You want something **bold, challenging, and unconventional.**

MOOD BOARD

4. Creative Samples: A. Creative Design



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

PURE *M*ICHIGAN®

INFOGRAPHIC



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

PURE *M*ICHIGAN®



4. Creative Samples: A. Creative Design

DIGITAL ADS



TOURISM SPENDING DIRECTLY SUPPORTED
227,497 JOBS
IN MICHIGAN IN 2018

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®

SUPPORT LOCAL ▶



BUY LOCAL

SUPPORT MICHIGAN BUSINESSES

LEARN MORE ▶

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®



SMALL BUSINESSES REPRESENT
HALF
OF MICHIGAN'S WORKFORCE

SUPPORT LOCAL ▶

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®



FOR EVERY \$1 SPENT LOCALLY,
68¢
STAYS IN THE COMMUNITY

SUPPORT LOCAL ▶

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®



IF 1 IN 10 OUT-OF-STATE PURCHASES WAS SWITCHED TO LOCAL STORES,

MICHIGAN WOULD GAIN
\$1.2 BILLION
IN INCREASED ECONOMIC ACTIVITY

SUPPORT LOCAL ▶

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®



EVERY DOLLAR SPENT TOWARDS FOOD SERVICE CONTRIBUTES UP TO
\$1.90
TO THE STATE'S ECONOMY

SUPPORT LOCAL ▶

 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

PURE MICHIGAN®

MICHIGAN STATE UNIVERSITY GIVE GREEN DAY

Goals:

- Increase number of gifts YoY
- Increase Number of First Time Givers YoY
- Increase Total Giving Amount YoY
- Increase Number of Younger Donors YoY

Advance 360's plan was designed to build awareness prior to the one day Give Green event, complimenting the efforts already in place by MSU. By building awareness, we would be able to attract more Spartans to take action the day of the event.

Results:

Building awareness prior to the day of the event paired with our combined efforts the day of the event resulted in YOY increase in direct and organic traffic of 17.8% and 21% of users to the site.

Reach: 140,190 People
 Impressions: 273,588
 Clicks: 1,991
 Unique Link Click 1,079



4. Creative Samples: Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.



B WEB DESIGN & **D** PRODUCTION SAMPLES

PROJECT EXAMPLES

We have partnered with companies across various industries to produce websites focused on usability, user experience and ultimately conversion. In the past 12 months alone, we have launched 150+ websites ranging from simple B2C brochure ware sites to enterprise wide ecommerce and content hubs – and everything in between. Our team brings, on average, 10+ years of experience in website design, redesign and development – including software and application development. We strive to be technology agnostic, focusing on industry leading platforms and leveraging the technologies that will most efficiently and effectively meet the needs of our customers. We are experts in the CMS and ecommerce space, working intimately with leading platforms such as WordPress. We have countless sites we have launched, as well as dozens currently in development. In addition to those listed here, some of our recent projects are highlighted on the following pages.

Advance Local Portfolio |
portfolio.advancelocal.com

123Pet Software | www.123petsoftware.com

Best Co. Manufacturing | best-mts.com

Care Plus TLC | careplustlc.com

Chippewa Hotel | www.chippewahotel.com

Coy Construction | www.coyconstruction.com

Donato | donatogroup.net

Fireplace Gallery | fireplacegallerywm.com

Grace Christian University | gracechristian.edu

Grand Northern Products |
grandnorthern.mlivehosted.com

Grand Rapids Foam Tech | www.grft.com

Hager Wood | hagerwood.com

Johnson Outdoor | johnsonoutdoordigital.com

Koops | koops.com

Lansing Asphalt | superiorasphalt.com

Lilac Tree | www.lilactree.com

Lumbermen's | www.lumbermens-inc.com

M & M Seamless Web Redesign
getmmseamless.com

MAP Mechanical | www.mapmechanical.com

MetroCal | metrocal.com

MW Watermark | www.mwwatermark.com/en_US

NCG Cinemas | ncgmovies.com

Pink Pony | www.pinkponymackinac.com

Purple Rose Theatre
www.purplerosetheatre.org

RAI Jets | flyrai.com

Riverwalk Place | www.riverwalkplace.net

Saline Lectronics | www.lectronics.net

The Saint Hotel New Orleans | www.sainthotels.com

Salon Iris | www.saloniris.com

Shepler's Mackinac Island Ferry
www.sheplersferry.com

Summit Landscape | summitlandscapeinc.com

Superior Asphalt | superiorasphalt.com

SVRC | svrcindustries.com

Tideline Resort | www.tidelineresort.com

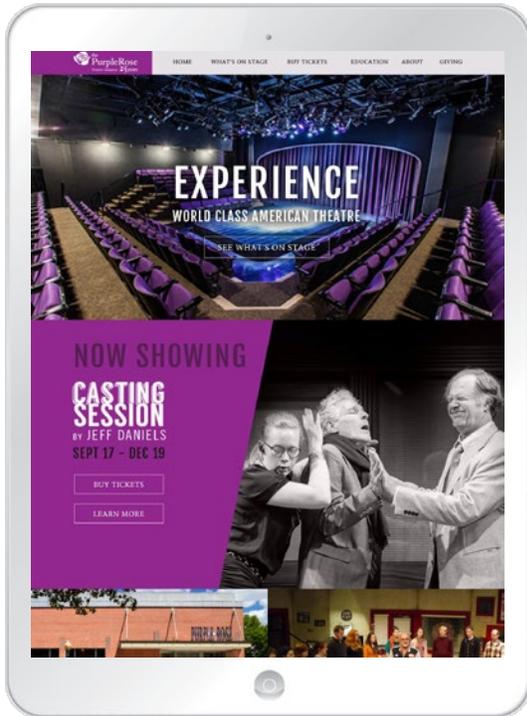
Trash It | 888trashit.com

Western Environmental Corp
westernenvironmental.com

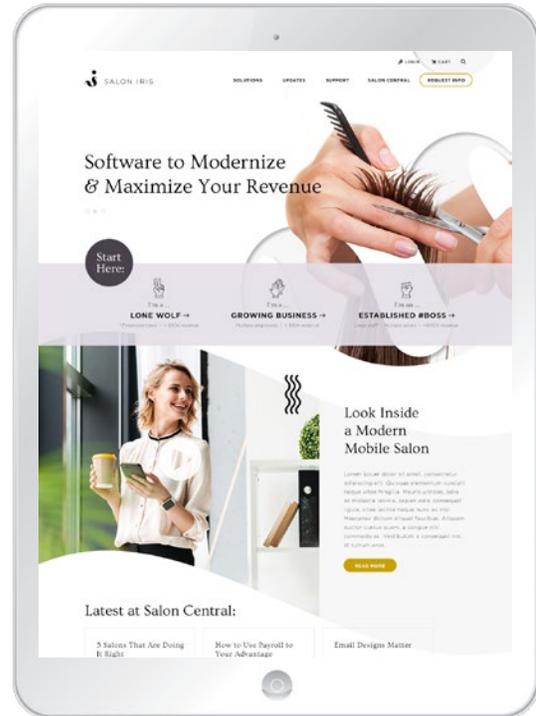
Zeeland Lumber & Supply
www.zeelandlumber.com

4. Creative Samples: B. Web Design & Production

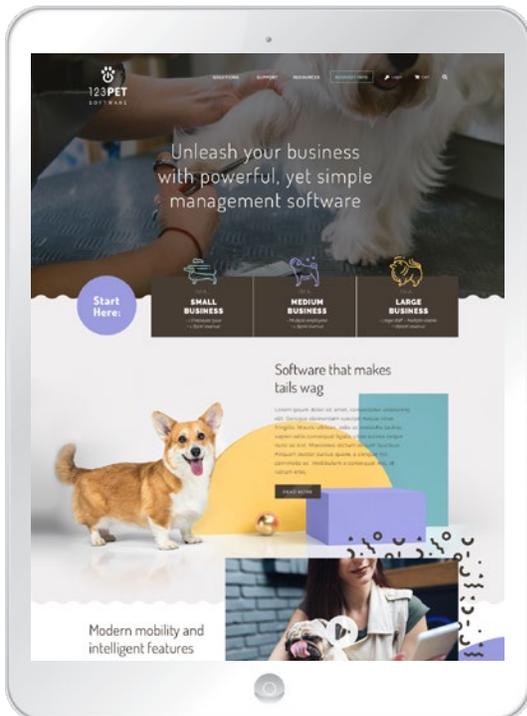
VARIOUS EXAMPLES



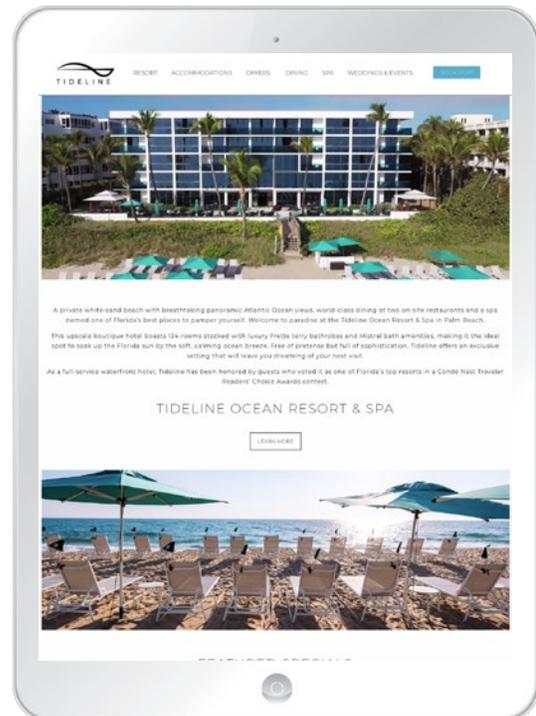
PURPLE ROSE THEATRE
www.purplerosetheatre.org



SALON IRIS
www.saloniris.com



123PET SOFTWARE
www.123petsoftware.com



TIDELINE RESORT
www.tidelineresort.com



► www.mackinacisland.org

SERVICES/PRODUCTS PROVIDED

- DIGITAL AGENCY OF RECORD
- Website redesign / development
- Responsive Design
- Responsive CMS
- Content Writing
- Photography
- Logo and Branding Identity
- Digital and Print Advertising

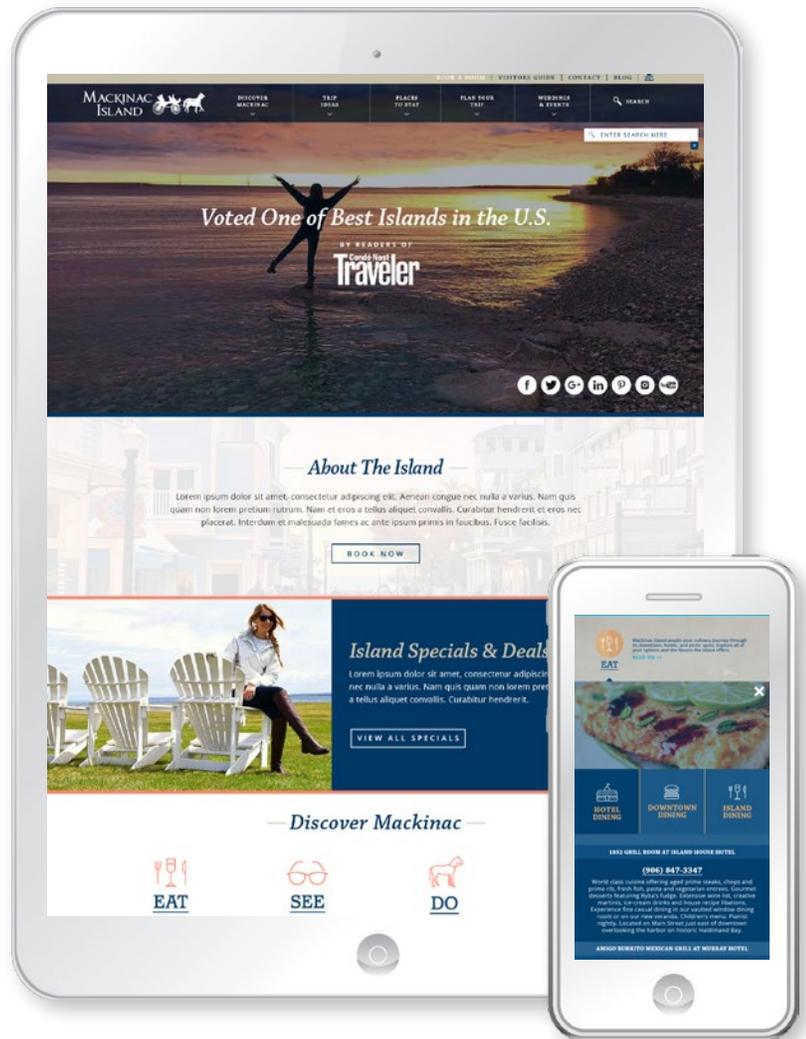


WEB TRAFFIC +28%
SINCE 2014

45 OF 50 STATES
SHOW INCREASE IN
TRAFFIC SINCE 2014



56% GROWTH
IN ROOM REVENUE
SINCE 2011



"We have worked together for 6 years and the relationship has grown to the point that they are an essential part of our entire marketing and advertising plan. Bright, intelligent, quick on their feet and true to their word. It is the perfect mix that makes up a strong successful relationship."

– Tim Hygh, Executive Director, Mackinac Island Convention and Visitors Bureau



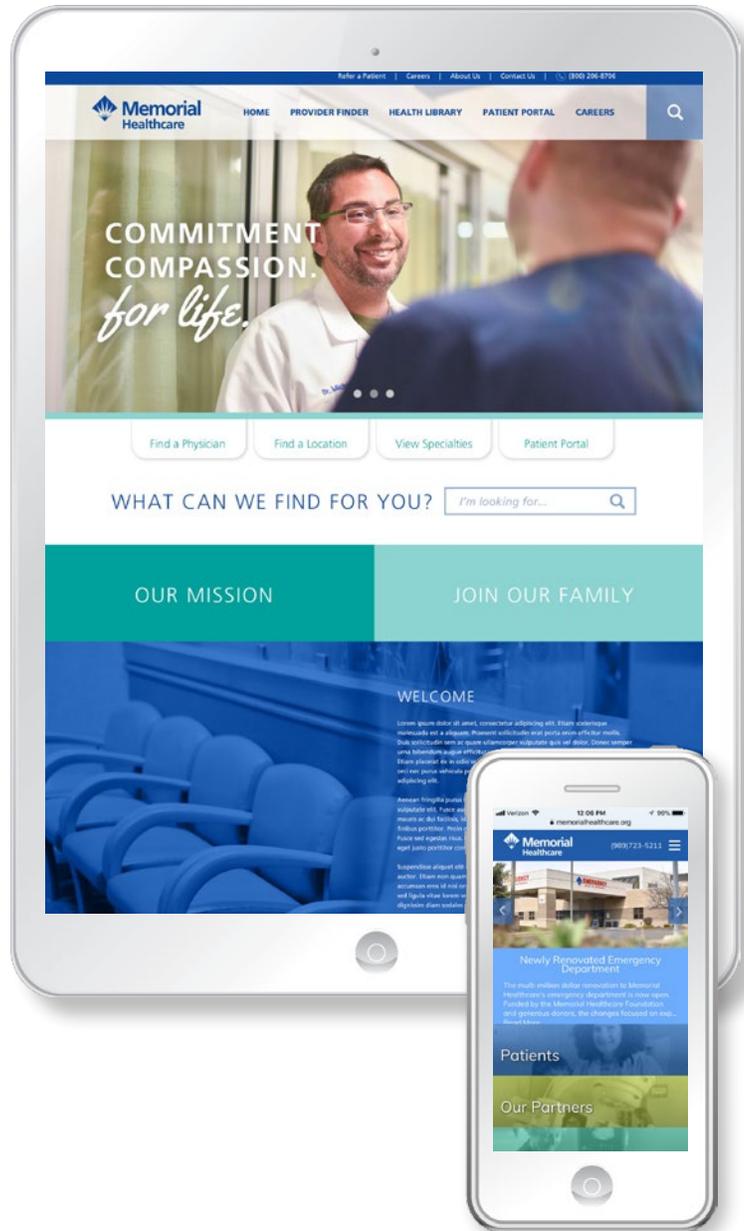
► www.memorialhealthcare.org

Memorial Healthcare exemplifies a client for which Advance 360 is responsible for a bevy of marketing initiatives. We function as an extension of their marketing department and are key collaborators and fulfillment experts for a healthcare organization at scale. In the last year, we launched a complete website refresh for the Memorial brand. But most important, in the first six months of the work of Advance 360, our efforts resulted in more than one point's growth in the key service lines of the hospital.

As an organization that emphasizes the relational aspect of healthcare, it was important that the doctors be heavily featured on the new site. Advance 360 created staff-feature videos from internal campaigns will be reused, based on the service line for which the staff person is employed.

SERVICES/PRODUCTS PROVIDED

- Website redesign / development
- Responsive Design & CMS
- Content Writing
- Digital and Print Advertising
- Collateral
- Infographics
- Billboards & Signage
- Photography
- Videography



4. Creative Samples: B. Web Design & Production



► mason.business.gmu.edu/mba

Mason's School of Business has worked closely with members of our web development and design teams to accomplish a build of multiple goal and campaign supporting landing pages.

- These were custom designed based on the campaign need
- There were total 6 landing pages in total
- The included forms are pulled from an external platform for Salesforce integration



4. *Creative Samples: Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.*



COPYWRITING, PROOFREADING AND COPYEDITING

ADVANCE LOCAL

Advance 360 / Advance Local has a rich heritage of high quality journalism through our numerous news outlets across the nation. In Michigan, MLive with ten local newsrooms, eight publications and Michigan's number one news and information site MLive.com – for almost 200 years our journalists have provided the residents of Michigan with locally relevant news, sports and entertainment coverage. Whether investigating crucial stories or finding the best that Michigan has to offer, we strive to be both an observer and advocate for our local communities.

Michigan's Best printed publication and ThisIsMIBest.com is a spot where foodies, travel lovers, tech fans and anyone curious about life in Michigan can find uplifting stories that might help them plan their next adventure – or just put a smile on their face. Stories are shared through platforms like video, social media, print and display.

These pieces are reflective of our content and design departments working together for the Advance Audience in Michigan.



Your news. By all means.



4. Creative Samples: C. Copywriting, Proofreading and Copyediting

Advance 360 also provided copywriting, proofreading and copyediting with the following client projects.



SIX MULTI-PANEL BROCHURES WITH CUSTOM FLAP



34-PAGE PRINTED & ONLINE MAGAZINE: [HTTPS://WWW.UDMERCY.EDU/ADMISSION/VISIT/PDF/2018VIEWBOOK.PDF](https://www.udmercy.edu/admission/visit/pdf/2018viewbook.pdf)



4. Creative Samples: Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.



D VIDEOGRAPHY & MOTION GRAPHICS

4. Creative Samples: D. Videography and Motion Graphics/Animation

VIDEO COLLECTIONS

BEST OF COLLECTION | <https://vimeo.com/album/5298986>

EDUCATION COLLECTION | <https://vimeo.com/showcase/5298974>

ANIMATION | <https://vimeo.com/showcase/5298961>

FEATURED VIDEOS



University of Detroit Mercy
<https://vimeo.com/298478903>



Lansing Art Walk - Maddie
<https://vimeo.com/429854181>



169 Thumb Region - Wine & Art Spotlight
<https://vimeo.com/313067970>



Lansing Art Walk - Isiah
<https://vimeo.com/429852663>



Detroit Institute of Music Education
<https://vimeo.com/279738749>



Warm Fitness
<https://vimeo.com/397502703/4ae599ff05>

4. Creative Samples: Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.



E GRAPHIC DESIGN E FOR THE COLLEGE OF VISUAL AND PERFORMING ARTS



TARGETING, REMESSAGING, SOCIAL MEDIA & DESIGN

LARGEST ART COMPETITION IN THE WORLD INCREASES AWARENESS AND APP DOWNLOADS WITH CREATIVE TARGETING

OBJECTIVE

ArtPrize wanted to bring awareness to their event including dates of exciting events and information on how to navigate the 3-mile radius of art that consumed the streets of Grand Rapids. Advance 360 saw this as an opportunity to be part of something big. This would bring community together.

GOAL

In our second year of partnership with ArtPrize, we discovered their goals were to increase app downloads, build branding and bring awareness to important dates happening throughout the 19 day event. We knew geography was a very important factor in this event, as it covered a 3-mile radius and needed to bring awareness to locations that pinpointed the correct people who would be interested in the event.

DESIGN

The creative pulled from the brand's established color palate for the year. Using geometric imagery in the background, a series of triangles, with a "pulsing" opacity level, added texture and energy to the design. Because these were static ads, embracing the notion of art as the heartbeat of the community while simultaneously delivering a minimalistic design were important design elements.

RSS Feed: Pulling content from MLive.com's ArtPrize news feed, the ad headlines were automatically updated and offered a real time view into what was happening. A click delivered a direct line to the referenced story.

STRATEGY

Advance 360 crafted a multilayered campaign that included:

- Display impressions
- Latitude longitude targeting
- Remessaging
- Zip code targeting
- Campaign management
- Design
- Campaign analytics
- Responsive rich media
- Social media marketing

**National Endowment for the Arts awards
Grand Rapids \$50K in grants**



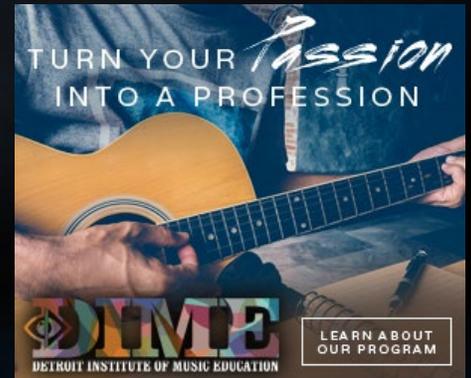
[CLICK TO VIEW MORE](#)



DETROIT INSTITUTE OF MUSIC EDUCATION

DIME offers a unique academic experience, and when Advance 360 was approached by them, no guiding style for creative existed. Our efforts helped to establish this new iteration for their creative.

DIGITAL AD CAMPAIGNS



SEVEN VIDEOS



[HTTPS://VIMEO.COM/279738620](https://vimeo.com/279738620)

4. Creative Samples: E. Graphic Design for the College of Visual and Performing Arts

SOCIAL & CONTENT

DIME
Sponsored · 🌐

Like Page

At DIME Detroit, students will dive into music history, but specialize in songwriting, music industry studies, guitar, bass, drums or vocals. Musicians and entrepreneurs learn how the industry works and how to earn a living. They'll learn publishing and copyright, marketing and promotion techniques as well as business finance.



Why choose DIME Detroit over a traditional music college?

DIME-DETROIT.COM [Learn More](#)

5 Likes 3 Comments

DIME
Sponsored (demo) · 🌐

"Being a musician in today's music industry means being a jack of all trades."

Guitarist Jimmy Showers Speaks on why DIME Detroit works for serious musicians!



Why DIME Detroit Works for Serious Musicians

[Learn More](#)

19 1 Share 688 Views

DIME
Sponsored · 🌐

Like

Detroit Institute of Music Education is a music institute like no other – custom built for serious musicians who desire a long-term, professional career in modern music. The courses are designed to build strong... [More](#)



Sign Up to Receive Info on DIME's Programs [Sign Up](#)

43 6 Comments

Like Comment

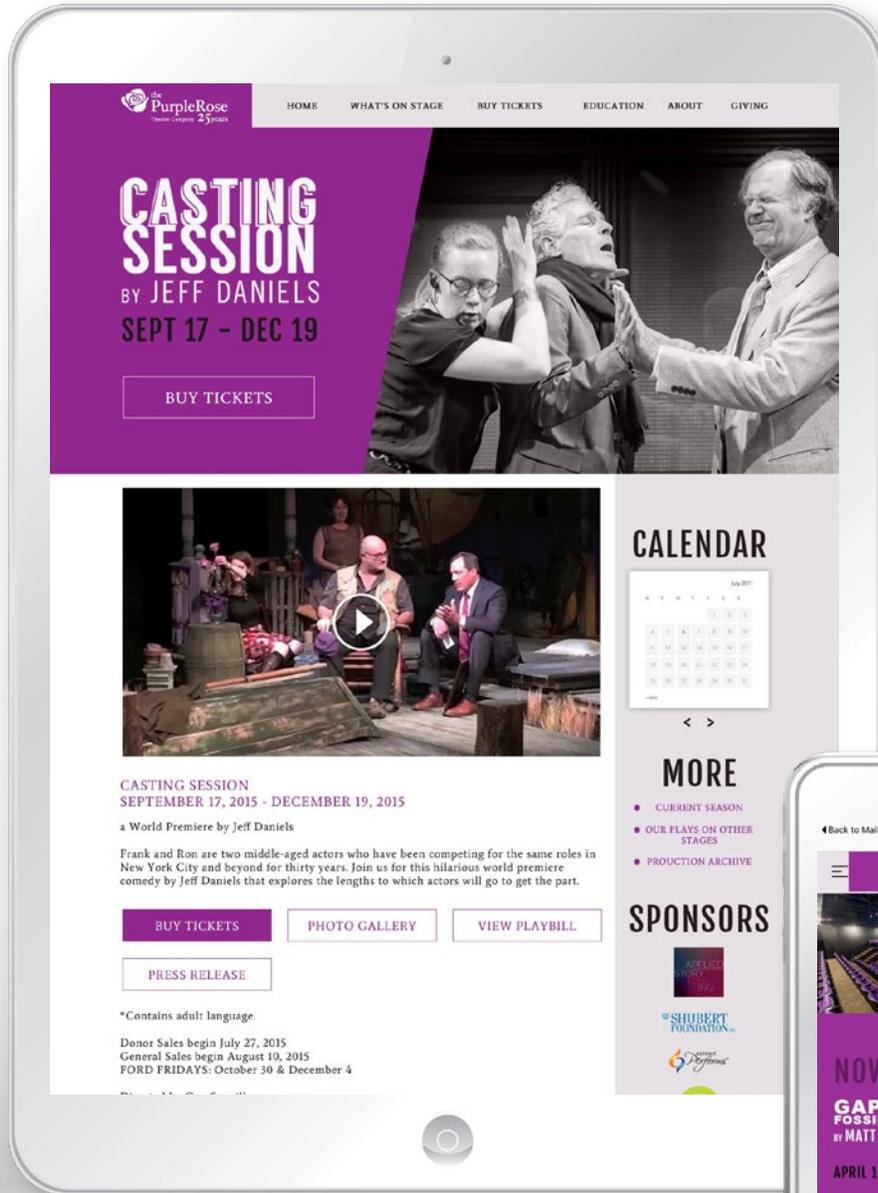
NEW PRODUCT LOGO DESIGN AND LABEL



4. Creative Samples: E. Graphic Design for the College of Visual and Performing Arts

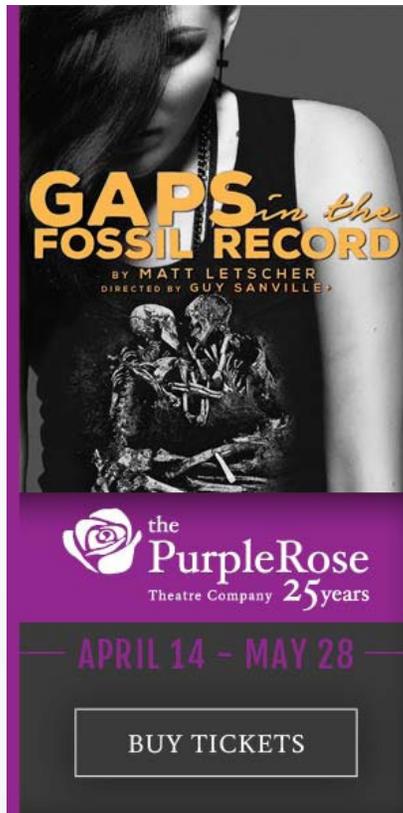
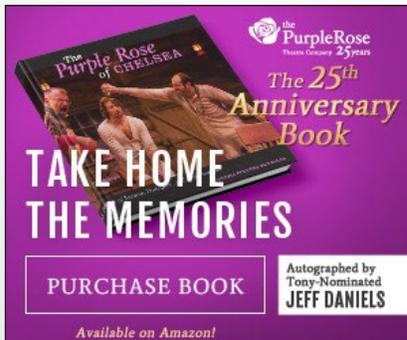


WEBSITE

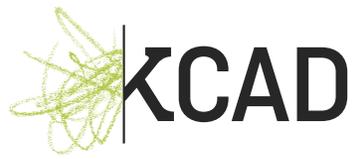


4. Creative Samples: E. Graphic Design for the College of Visual and Performing Arts

DIGITAL ADS



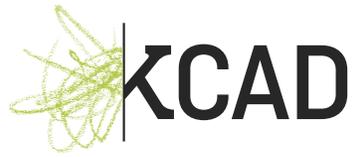
4. Creative Samples: E. Graphic Design for the College of Visual and Performing Arts



KENDALL COLLEGE OF ART AND DESIGN OF FERRIS STATE UNIVERSITY

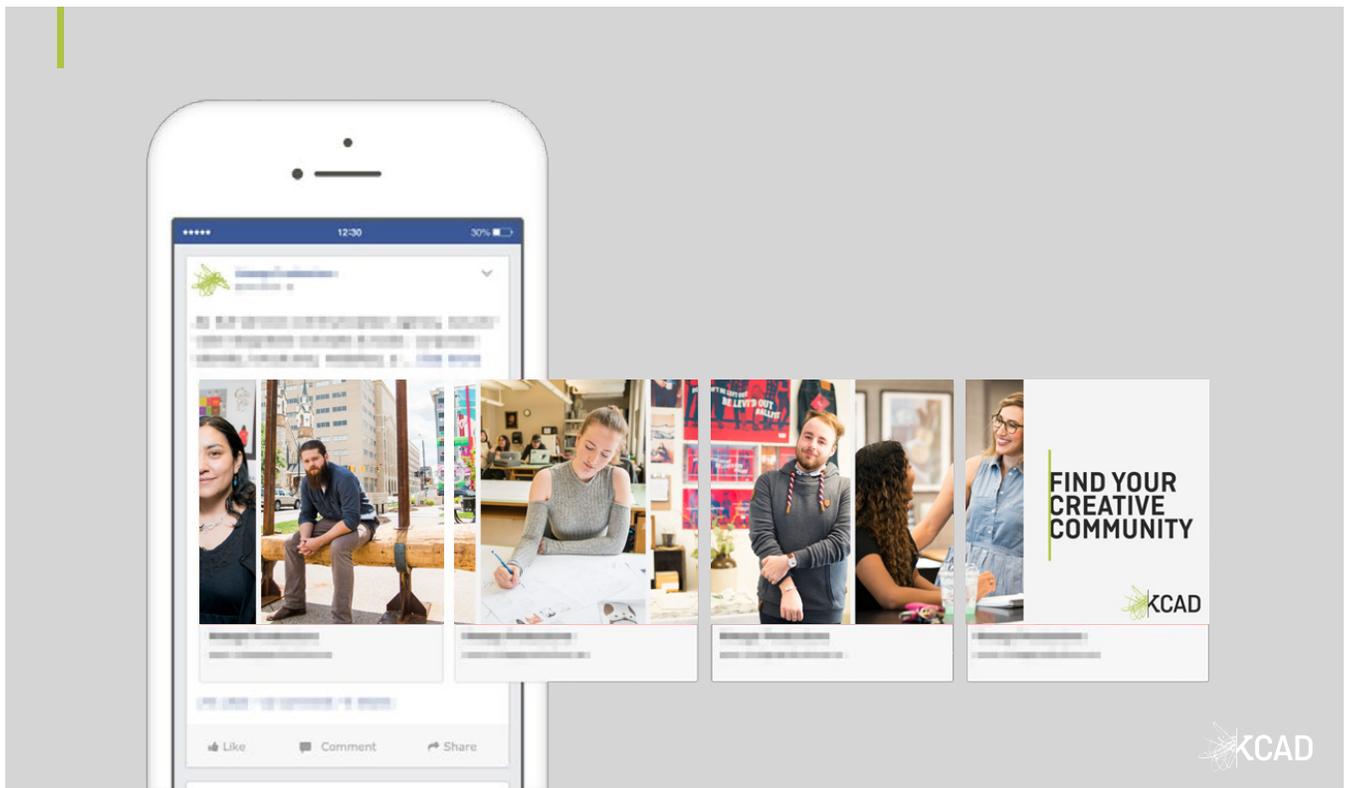
SELECTION FROM AN EXTENSIVE DIGITAL AD CAMPAIGN INVOLVING OVER 45 THEME SETS





KENDALL COLLEGE OF ART AND DESIGN OF FERRIS STATE UNIVERSITY

SOCIAL



5 REFERENCES



5. *References: No fewer than three (3) that demonstrates the Offeror's 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 has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service.*

REFERENCES

GEORGE MASON UNIVERSITY

Eric Woodall, Digital Communications Director

703-993-5442

ewoodall@gmu.edu

Length of Service: 2 years

GEORGE MASON UNIVERSITY

Caitlin Shear, PMP, Director of Integrated Enrollment Marketing

Office of Enrollment Management

703-993-9798

cshear@gmu.edu

Length of Service: 1 year

UNIVERSITY OF DETROIT MERCY

Gary J. Erwin, Associate Vice President Marketing & Communications

313-578-0339

erwingj@udmercy.edu

4001 W McNichols Rd.

Detroit, MI 48221

Length of Service: 3 years

MACKINAC ISLAND TOURISM

Tim Hygh, Executive Director

517-582-3414

timhygh@micvb.com

7274 Main Street

Mackinac Island, MI 49757

Length of Service: 9 years



TESTIMONIALS

We have worked together for 6 years and the relationship has grown to the point that they are an essential part of our entire marketing and advertising plan. Bright, intelligent, quick on their feet and true to their word. It is the perfect mix that makes up a strong successful relationship.

– Tim Hygh, Mackinac Island Tourism

Advance 360 brought to Grace's rebranding exactly what we had hoped. They accepted our initial data collection efforts and added to that body of data. They understand the dynamics brought by multiple layers of institutional stakeholders and helped us gain buy-in. The entire process had clear deliverables as well as a clear path to reach the end goal.

The process for designing something as seemingly simple as a logo is somewhat magical. Looking at what we had before and looking at what we have now is an impressive difference. Our staff sees the difference and is excited and motivated to promote and expand the brand. We love the guidelines, it will be a valuable tool in our marketing going forward.

– Teel Jewelers Team

The result was stunning ... a look that was strong, professional, inclusive, inviting, and even a tad fun.

– Deanna Richeson, former President and CEO of Check In Michigan

My experience with Advance 360 during the Covid-19 crisis, has been exceptional. They have proactively reached out and adjusted our campaigns both in spending and the message mid campaign without missing a beat. Going forward in these uncertain times they have also made sure to let us know that they are willing to work with us on contracts etc. It has been during this experience that they have shown, through their customer service, that they are concerned with what's really best for our organization and have proven to be true partners in every sense of the word. I am grateful for our partnership now more than ever.

– Cori-Ann Cearley, Munising Visitors Bureau Pictured Rocks Inn and Suites

The last two years ... have been both enjoyable and productive. They have made the implementation of new recruitment initiatives very easy and painless on our end. Their broad network gives us a lot of expertise to draw from and different options that we can test. If an issue ever comes up, they are always very quick to respond and resolve it. Perhaps most importantly, we have seen our prospect numbers steadily increase due to many of the programs they have implemented for us.

– Private College Client Testimonial

When we first began refreshing our brand identity we vetted a few local creative agencies for the project. We were impressed by the professionalism and strategic approach and we decided to jump into this crazy journey with their team leading the charge.

– Steve Volkers, Steve Volkers Group

6 PROPOSED PRICING

PROPOSED PRICING

COST OF SERVICES: Provide hourly rates for any services proposed. Rates shall include all overhead costs.

MASON IS EXCEEDING THE \$400K THRESHOLD AND THEREFORE WILL RECEIVE THE APPROVED DISCOUNTED VASCUPP PRICING:

1. Digital media planning, creative strategy, and on-site work	\$125/HOUR
2. SEM/PPC	8% FEE ON SPEND
3. Paid social (if applicable)	15% FEE ON SPEND
4. Display/video/programmatic on non owned and operated sites	15% FEE ON SPEND
5. Display/video on owned and operated sites	0% FEE ON SPEND
6. Traditional media buying	10% FEE ADDED

Creative development (outside of initial established scope of work): \$125/hour

Payment terms: Payments are due upon receipt

Desired payment schedule: Monthly

Total University Spend Discounting

\$400,000+ the percentage can be adjusted to the following percents and rates (non-retroactive):

SEM | 7%

Paid Social | 12%

Display/Video/Programmatic on non-O & O sites | 12%

Traditional Media | 8%

Hourly rate | \$100

STANDARD PRICING

COST OF SERVICES: Provide hourly rates for any services proposed. Rates shall include all overhead costs.

ASSIGNABLE STAFF TITLES / SERVICES HOURLY RATES (\$)

Account Coordinator/Manager	\$100
Advertising/Media Services	\$100
Broadcast Production	\$100
Copywriter	\$100
Creative Director	\$200
Graphic Design.....	\$150
Image Prep/Photo Editing	\$100
Performance Analytics	\$200
Photography.....	\$200
Print Production	\$100
Project Manager.....	\$150
Proofreading	\$100
Public Relations	\$100
Quality Assurance	\$150
Senior Account Executive	\$125
Senior Digital Video Designer	\$150
Social Media	\$100
Video Editing/Animation.....	\$125
Web Search Services.....	\$100
Web/Mobile/App Development	\$150

SEO

Site Audit.....	\$3,000
Basic Program	\$1,000/monthly
Enhanced Program	\$1,500/monthly
Custom Program	Quote Basis

SERVICE FEE ON SPEND

PRICING FOR AMOUNTS: \$0 - \$199K

SEM/PPC	30%
Paid Social.....	50%
Display/Video/Programmatic on non-owned/operated sites	50%
Display/Video on owned/operated sites ..	30%
Traditional Media.....	15%

PRICING FOR AMOUNTS: \$200 - \$399K

SEM	25%
Paid Social	40%
Display/Video/Programmatic on non-owned/operated sites	40%
Display/Video on owned/operated sites ..	25%
Traditional Media	10%

PRICING FOR AMOUNTS: \$400K+

SEM	20%
Paid Social.....	35%
Display/Video/Programmatic on non-owned/operated sites	30%
Display/Video on owned/operated sites ..	20%
Traditional Media	10%

ANALYTICS DASHBOARD

Standard Advance Analytics Dashboard (paid marketing).....	\$200/monthly
Custom Advance Analytics Dashboard / Data Visualization (paid marketing + custom data sources)	
Initial Build:	Custom quoted \$200/hr
Ongoing:	\$500/monthly