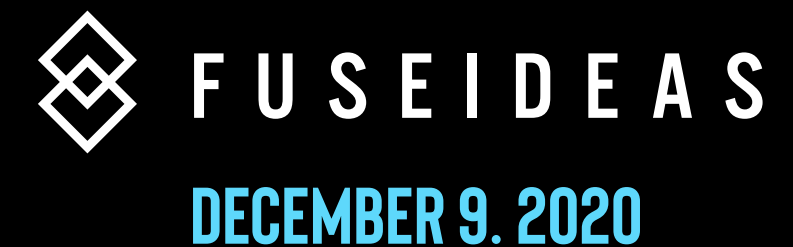


**RESPONSE TO  
GEORGE MASON UNIVERSITY  
REQUEST FOR PROPOSAL  
GMU-1692-21  
CREATIVE & MARKETING SERVICES**





# INTRODUCTORY LETTER

Dear Evaluation Committee:

Thank you for your consideration of Fuseideas as a creative and marketing services partner for George Mason University. Over the past several months, we have enjoyed collaborating with the Mason Office of Communications and Marketing (OCM) on the branding and definition of the Arlington Innovation Initiative and George Mason's new center that will house the Institute for Digital Innovation (IDIA), School of Computing, entrepreneurial start-up incubator space, community space, and more. We would more than welcome the opportunity to become a preferred creative and marketing services partner for the University to continue working with this great team, as well as new partners from other departments, programs and schools.

With higher education at a critical juncture, we recognize the importance of powerful and impactful creative that will continue to position Mason as a leading R1 institution in the country, and also as a foundational component to Northern Virginia's economic development. Integrated creative campaigns can impact growth in enrollment numbers while maintaining academic integrity, as well as continue to increase the positive perception amongst all target audiences. Growth in size and positive sentiment in these next few years will help secure Mason for long-term success.

We've had extensive success in fully-integrated creative and marketing services for many different institutions, including University of Baltimore, University of North Carolina Charlotte, Georgetown University, Northeastern University, William Paterson University, Norfolk State University, Virginia Commonwealth University, Radford University, and Iona College to name but a few, and in which we've driven enrollment while increasing positive sentiment and perception. At the University of Baltimore, we work under a similar arrangement in which we plan and manage creative strategy (as well as media) for the University, but also work on separate yet coordinated campaigns for different departments and schools. Last spring, the University of Baltimore School of Law came to us facing a significant shortage in applications and enrollment for the Fall of 2021. We developed complementary creative and a media plan focused on programmatic display, paid search and paid social, and the School of Law's class exceeded its original enrollment goal.

Most of all, we'd like to continue working with Mason because we enjoy working with the team. Although we are just a few month into our relationship, we have experienced thoughtful collaboration and beneficial synergy that has inspired and challenged us to elevate our work and performance. We thrive in these situations and seek them out whenever possible.

We care deeply about the success of Mason and look forward to future opportunities to working together.

Thank you for this wonderful opportunity.



# TABLE OF CONTENTS

SECTION	PAGE
XII.B.1: PROCEDURAL INFORMATION	4
XII.B.2: QUALIFICATIONS & EXPERIENCE	8
XII.B.3: SPECIFIC PLAN	25
XII.B.4: CREATIVE SAMPLES — A. CREATIVE DESIGN	32
XII.B.4: CREATIVE SAMPLES — B. WEB DESIGN & PRODUCTION	89
XII.B.4: CREATIVE SAMPLES — C. COPYWRITING, PROOFREADING AND COPYEDITING	101
XII.B.4: CREATIVE SAMPLES — D. VIDEOGRAPHY AND MOTION GRAPHICS/ANIMATION	107
XII.B.5: REFERENCES	111
XII.B.6: PROPOSED PRICING	113




# **XII.B.1: PROCEDURAL INFORMATION**




# XII.B.1: PROCEDURAL INFORMATION

a. Return signed cover page and all addenda, if any, signed and completed as required.



Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS  
GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services


PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, [erauch@gmu.edu](mailto:erauch@gmu.edu)  
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, [jrussell@gmu.edu](mailto:jrussell@gmu.edu)

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

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

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

Name and Address of Firm:

Legal Name:	<u>Fuseideas LLC</u>	Date:	<u>December 1, 2020</u>
DBA:	<u>Fuseideas</u>		
Address:	<u>8 Winchester Place, Suite 302</u>	By:	<u></u>
	<u>Winchester, MA 01890</u>		Signature
FEI/FIN No.	<u>20-4237603</u>	Name:	<u>Justin Vogt</u>
Fax No.	<u>617-776-5821</u>	Title:	<u>Vice President, Business Development</u>
Email:	<u>jvogt@fuseideas.com</u>	Telephone No.	<u>(215) 882-0497 (mobile)</u>

SWaM Certified: Yes: \_\_\_\_\_ No: ☒ (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.



# XII.B.1: PROCEDURAL INFORMATION

b. Return Attachment A - Small Business Subcontracting Plan.

ATTACHMENT A  
SMALL BUSINESS SUBCONTRACTING PLAN  
TO BE COMPLETED BY OFFEROR

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

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

Certification applications are available through DSBSD online at [www.SBSD.virginia.gov](http://www.SBSD.virginia.gov) (Customer Service).

Offeror Name: Fuseideas

Preparer Name: Justin Vogt Date: December 1, 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: <u>Nomoi Design LLC</u>	SBSD Cert #: <u>703319</u>
Contact Name: <u>Jason Flakes</u>	SBSD Certification: <u>Small, Micro, Minority-Owned</u>
Contact Phone: <u>(202) 506-1721</u>	Contact Email: <u>info@jflakes.com</u>
Value % or \$ (Initial Term): <u>Up to 5%</u>	Contact Address: <u>5031 Cliffhaven Drive, Annandale, VA 22003</u>
Description of Work: <u>To be utilized for photography/videography services on as needed, per project basis.</u>	

**Subcontract #2**

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



# XII.B.1: PROCEDURAL INFORMATION

*c. State your payment preference in your proposal response. (See section XV.)*

Fuseideas’ payment preference is **Option#3 — Net 30 Payment Terms**. Fuseideas is currently an established vendor with George Mason University through our work on the Arlington Innovation Initiative Branding Project.



## **XII.B.2: QUALIFICATIONS & EXPERIENCE**



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## CORPORATE INFORMATION

DATE OF INCORPORATION:	February 2, 2006
OWNERSHIP:	100% Privately Held
NUMBER OF PERSONNEL:	50
HEADQUARTERS:	8 Winchester Place, Suite 302 Winchester, MA 01890
ADDITIONAL OFFICES:	Portland, ME Buffalo, NY Prague, Czech Republic
WEBSITE:	<a href="http://www.fuseideas.com">www.fuseideas.com</a>
PRIMARY CONTACT:	Justin Vogt VP, Business Development M: 215-882-0497 E: <a href="mailto:jvogt@fuseideas.com">jvogt@fuseideas.com</a>



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

POTENTIAL  
UNTAPPED.

We have never met a University marketer who doesn't have a nagging feeling that their institution should be doing more.

For institutions who wish to survive and thrive, there is a constant hunger to build, improve, grow, evolve and move their institution to the next level.

Many times, the building blocks are there, they just need someone to help assemble them.

***At Fuseideas, we believe that all institutions have untapped potential.***

***We help them find it.***



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

WE'RE AN  
INDEPENDENT  
FULL-SERVICE  
ADVERTISING  
AGENCY

INSIGHTS & STRATEGY

- / Research/Audits
- / Stakeholder Engagement
- / Brand Strategy Development
- / Brand Positioning
- / Brand Architecture
- / Visual Brand Identity

ADVERTISING, CREATIVE & PRODUCTION

- / Broadcast
- / Digital Display/Rich Media
- / Video
- / Print
- / OOH
- / Collateral/Brochures
- / Direct Mail
- / Trade Show Design
- / Specialty

SOCIAL MEDIA

- / Strategy Development
- / Audience Engagement
- / Social Analytics
- / Content Development
- / Social Media Training
- / Community Management
- / Contest Management

INTERACTIVE & DIGITAL

- / Digital Strategy
- / Information Architecture
- / Usability - UI/UX
- / Web Design & Development
- / Web Content
- / CMS/CRM Integrations
- / Inbound Lead Generation
- / Outbound Marketing
- / Marketing Automation
- / Behavioral Targeting
- / Search Marketing/SEO
- / Portal Development
- / Cloud Hosting
- / Mobile App Development
- / E-Commerce

ANALYTICS & DATA

- / ROI Dashboard (24/7/365)
- / Media Optimization
- / Performance Reporting
- / CRM Integration
- / Consumer Segmentation

MEDIA PLANNING & BUYING

- / Broadcast
- / Digital Display
- / Paid Search
- / Programmatic
- / Native
- / Print
- / Mobile
- / OOH
- / Paid Social
- / Advertorial
- / Co-Op
- / Influencer
- / Experiential

EXPERIENTIAL MARKETING

- / Product Launches
- / Mobile Tours
- / Sponsorship Activation
- / Pop-Ups
- / Sampling
- / Guerilla/Stunt
- / Street Teams
- / Retail Events
- / VIP Experiences
- / Corporate Events
- / Permanent Installations
- / Concerts/Festivals
- / Sporting Events
- / Trade Shows



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

Fuseideas is nationally recognized as one of the top higher education consultancies in the country. Having worked with a number of institutions, we have a unique perspective and experience on projects ranging from market research, brand strategy, marketing plan development, campaign development and implementation across all forms of traditional, digital and emerging media. Some of these engagements were conducted during times when institutions were facing crisis situations. These engagements required us to get immediate results while repositioning and building the brand at the same time. Our track record of success in generating applications and registrations demonstrates our ability with acquisition/activation campaigns.

## CURRENT CLIENT PARTNERS



## ADDITIONAL EXPERIENCE





# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## A. CREATIVE DESIGN

As demonstrated not only in our full-service creative services offering on Page #11 of this submission, but also brought to life through our case studies and corresponding work samples in section XII.B.4 starting on Page #32, Fuseideas is more than capable of handling any nature of graphic design and creative needs across any channel, including but not limited to:

- ▶ Conceptual development, design and copy integration to include overall marketing strategy development and the development of creative strategies in support thereof
- ▶ Print, outdoor, broadcast and internet branding campaigns
- ▶ Enrollment/direct response campaigns including advertising, direct mail, landing pages, video and html emails, digital media, social media and search engine marketing
- ▶ Collateral design such as brochures, flyers, booklets, newsletters, folders, posters, and/or other materials for direct distribution to an audience
- ▶ Editorial (magazine or longer format) design
- ▶ Illustration and graphic devices such as logos/identities or symbols

We have provided all of the above creative services across our years of experience working with the higher education institutions found on the previous page, but as well as our many clients across a variety of other categories including travel & tourism, health & wellness, lottery, retail, and entertainment, which helps to bring fresh perspectives to our work.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## B. WEB DESIGN AND PRODUCTION

Born as a digital agency, at Fuseideas technology and innovation leveraged with creativity is integrated into the entire ecosystem of the organization. To ensure seamless integration between creative, media, and strategy teams, Fuseideas has all the in-house technical expertise to accomplish advanced digital experiences. We offer a team knowledgeable on how the technical and digital marketing needs of today’s consumers must be addressed. We understand how to build technologically advanced digital solutions that offer best-in-class usability, design and security, and we have partnered with a variety of higher education clients on a number of solutions.

An array of digital capabilities is available to George Mason University, including:

- ▶ Digital Strategy
- ▶ Website Design & Development
- ▶ Content Marketing
- ▶ Inbound/Outbound Marketing
- ▶ User Interface Design/Usability Testing
- ▶ Content Management Systems
- ▶ Complex Portal Development
- ▶ Amazon Cloud Configuration/Web Hosting
- ▶ Lead Capture/CRM Integration
- ▶ Search Engine Optimization
- ▶ Pay-Per-Click Advertising
- ▶ Analytics & Performance Reporting
- ▶ Mobile Application Development
- ▶ Social Media Integration
- ▶ API Integration to Third Party Systems

Fuseideas has been a leading innovator with CMS, CRM, and Digital Marketing solutions across a variety of platforms, including Drupal. We have also been able to develop innovative, “first of its kind” solutions that are regarded as some of the best in the industry. These include:

- ▶ The first integration a commercial CMS and Adobe InDesign, which reduced the need to copy and paste content from brochures into the website
- ▶ The worlds first search engine for cancer genomes that allows people with cancer to input their cancer gene, and have it matched to an appropriate, global clinical trial to help treat their disease
- ▶ The first indoor wayfinding mobile app for an Airport
- ▶ We are also working with Amazon to build Amazon Alexa/Echo technology into our website solutions to help our clients in the area of customer service

Ultimately, the best web experiences must be mobile first and take into consideration the rapid changes in what consumers expect today. This is built on personalization and lead nurturing. We recently completed the second phase of a very complex project for the Greater Miami CVB that is using advanced personalization features to deliver a streamlined content experience to their prospective visitors. We call this the “Experience Engine” and it was featured in a national tourism publication as the future of tourism web experiences.

## IN-HOUSE ENGINEERING

Our in-house engineering team in our Prague office is a unique value we provide to our clients as most agencies don’t maintain this capability and need to outsource these services. With the ability to fully develop digital products, including full website development and design, across any technology platform, our team makes digital and technology development much more efficient for our clients. And, since this team is located in Prague, when we go to sleep on the Atlantic seaboard in North America, they are getting up to continue working, which provides for a very effective, 24/7 work stream.

Our in-house team has experience with all types of technology, including but not limited to:





# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## C. COPYWRITING, PROOFREADING AND COPYEDITING

As a full-service agency providing the entire range of creative services for our clients, we are highly experienced in providing a range of copywriting services based on a variety of client need, whether it be advertising, marketing/sales, technical or informational. Demonstration of our copywriting expertise is best represented in the work samples provided in XII.B.4 starting on Page #32.

With our copywriting, there's no one-size-fits-all approach. Our writers develop stories with messages that are designed to drive affinity, action and most of all, results. The focus of our copywriting is centered on the audiences with whom we're trying to connect. As our most senior copywriter states, "There's been an enormous shift in storytelling over the years. It used to be the product's story, with all its support points and reasons to believe. Now, thank goodness, the stories are about our customers and their interactions with our products. And that really helps a writer find her ideas."

As standard operating procedure in our creative process for any project, the writing, editing and proofreading of all copy is completed before any version is presented to the client for review and approval.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION

As a full-service agency and an agency of record for numerous clients, Fuseideas brings a breadth of services to the table for our clients in order to fulfill all the needs of a fully executed campaign. Our highly organized account service professionals and experienced team of creatives work together to produce various video and broadcast executions including:

- ▶ Local and national radio spots
- ▶ Multimillion-dollar national TV broadcasts
- ▶ Low-budget regional TV spots
- ▶ Animated spots
- ▶ Long-form and short-form customer/student testimonials for social and web use
- ▶ Digital shorts for social and web use
- ▶ Live action digital video for websites
- ▶ Green screen video content meshed with 3D environment
- ▶ Digital content for rich media units

Furthermore, our creative team includes an in-house videographer, editor and creative director with over 20 years of experience in the broadcast world, who can all provide the following services:

- ▶ Concepting
- ▶ Storyboarding
- ▶ Script development/interviewing
- ▶ Location requirements and selection
- ▶ Casting requirement and selection (including VO)
- ▶ Wardrobe requirements and selection
- ▶ Directing
- ▶ Recording
- ▶ Videography (including DP and sound services)
- ▶ Photography
- ▶ Post production

On larger projects that require additional partnerships, our team offers a vast network of best-in-business companies and professionals, as well as experience working with local vendors, all managed by the Fuseideas account team, to ensure that we are delivering the highest-quality and best-value deliverables. Our experience with sourcing additional services include vendors and contractors such as:

- ▶ Production companies
- ▶ Animation studios
- ▶ Casting agencies
- ▶ Freelancers — DPs, videographers, gaffers, PAs, etc.
- ▶ Hair and makeup
- ▶ Print companies
- ▶ Third-party research

When sourcing vendors and contractors, Fuseideas always vets through a minimum of three proposed quotes in order to ensure that our partner's services align with your project goals and that we are getting the best value possible.





# XII.B.2: QUALIFICATIONS & EXPERIENCE

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

## E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS

Per the requirements stated in the RFP of our agency needing to have direct experience with marketing for performing arts organizations, Fuseideas has opted not to respond to Section E — Graphic Design for the CVPA.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



**DENNIS FRANCAZAK**  
CEO, AGENCY PRINCIPAL & STRATEGIST

Dennis is Fuseideas’ founder and has 20 years of business experience, 15 of which have been dedicated to marketing, interactive strategy, advertising, and public relations. Dennis, with a degree in Higher Education Administration, has not only worked at Boston College and MIT, but has been a leading marketer in the education sector. He has worked with clients such as Virginia Commonwealth University, Radford University, UNC Greensboro, Georgetown University, and Northeastern University, to name a few.

Winner of numerous awards, Dennis is viewed as an innovative strategist who helps clients understand consumer behavior and how to best brand their products and services across multiple platforms. Prior to starting Fuseideas, he was partner and SVP at RDW Group. There, he built RDW’s interactive division into a unit responsible for one-third of the company’s revenue. Dennis started his career as an officer in the United States Air Force, where he managed multimillion-dollar research and development projects.

Dennis serves on various leadership committees with the Ad Club of Boston, Massachusetts Interactive Technology Exchange, Destinations International, the Publicity Club of New England, AMA, and the Cable Telecommunications Association of Marketing.

Dennis is a prominent speaker at conferences across the country on topics of deep interest to organizations trying to manage and thrive in a world of continuous marketing disruption.

Relevant Experience: UT Arlington, Norfolk State University, William Paterson University, Radford University, UNC Greensboro, Virginia Commonwealth University, Northeastern University, Morehead State University, MIT, Boston College, Worcester State University.



**KEVIN REDMOND**  
CHIEF STRATEGY OFFICER

Kevin is creative-minded, strategic marketer with over 28 years of experience across some of the industry's leading brands & agencies.

Kevin has held senior leadership roles at large agencies like Genuine (IPG), Digitas (Publicis), Hill Holliday (IPG), and Euro RSCG/Circle (Havas), as well as independent boutiques including Barbarian Group, CTP, and MMB. He has helped shape strategies and implemented innovative, award-winning campaigns for Campbell Soup Company, Pepperidge Farm, Ocean Spray, TJX, CVS, Hood, Converse, Red Hat, Save the Children, Wahlburgers, IBM, Microsoft, Boston Red Sox, Titleist, Subway Restaurants, Toyota, Holiday Inn, Liberty Mutual, MA State Lottery, Dunkin’ Donuts, InterContinental Hotels Group, LL Bean, Google/YouTube, Terminix, and the Buffalo Sabres.

Kevin started his career as a copywriter before switching to the account side and has been fully immersed in both traditional and digital marketing, all of which help him shape breakthrough and results-focused, omni-channel campaigns for his clients.

In his free time, Kevin enjoys playing guitar, going to concerts, and trying to keep up with his wife and two teenage kids.

Relevant Experience: George Mason University, Northeastern University, Simmons College, Dean College, Boston University, Harvard Club, PBS



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



**KRISTIE HORSTMAN**

**DIRECTOR OF AGENCY CLIENT SERVICES**

Kristi has 20 years of extensive experience in digital marketing, business development, organizational management, business processes, and team building within diverse industries including tourism, healthcare and wellness, higher-education, and retail. Her passion for marketing started in helping brands connect with consumers through digital marketing including SEO, social media, SEM, website development, and mobile improvement.

Kristi has partnered with brands like Blue Cross Blue Shield, Christie Campus Health, Cayman Islands Department of Tourism, Northeastern University, and Bose to help improve their efficiency and profitability through digital channels.

She has spent the last 7 years leading client service teams to become exceptional relationship managers, develop strategic business plans, effectively prioritize activities, achieve defined objectives, and transition client business requirements into performance-based solutions.

Relevant Experience: Norfolk State University, William Paterson University, Radford University, UNC Greensboro, Northeastern University, Morehead State University



**JUSTIN VOGT**

**HIGHER EDUCATION VERTICAL LEAD - ACCOUNT DIRECTOR**

With over 20 years of agency experience, Justin brings a unique blend of account service, business development, and operations management to Fuseideas. Having worked across many categories during his career, Justin has grown a special concentration in higher education and consistently delivers a strong commitment to strategic vision, organizational growth, continuous innovation, and evolution for his clients.

Justin grew up in the ad business in account service and business development at Domus, Inc in Philadelphia. He spent over a decade at Connelly Partners in Boston, focusing on driving growth and success for his clients and the agency. Justin holds a B.A. in English from Franklin & Marshall College.

Relevant Experience: George Mason University, Georgetown University, Norfolk State University, UNC Charlotte, Northeastern University, Morehead State University.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



**JUSTIN CYGANIEWICZ**

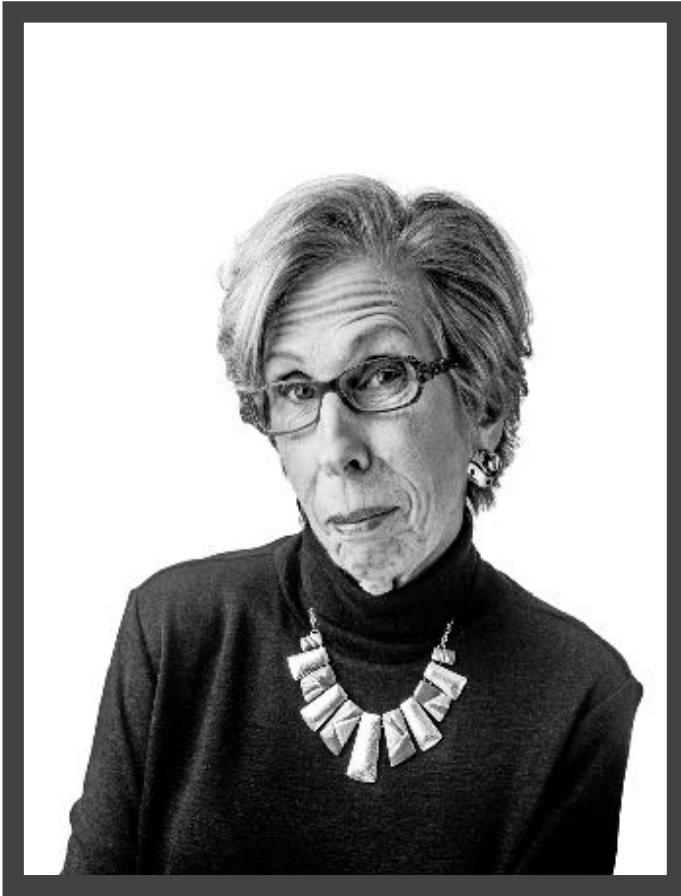
EXECUTIVE CREATIVE DIRECTOR

Over the past 20 years, Justin’s passion for storytelling, design, technology, typography, and photography has taken him from Plymouth State University to the leading edge of advertising. Logging tenure at shops like RDW Group, MMB, and DigitasLBi, he earned his chops by creating award-winning integrated campaigns, digital experiences, websites, mobile platforms, and cross-channel activations for well-known global brands like General Motors, Saturn, Procter & Gamble, Staples, Subway, New Balance, ESPN, Deutsche Bank, Fidelity, and Blue Cross Blue Shield.

At Digitas, Justin led the digital creative on all consumer lines of business for Bank of America, including the integrated campaign, small business, home loans, mobile, and the (RED) partnership. His work has been honored at Cannes, in the Communications Arts Annual, and at the Hatch Awards. Most recently, he served as an Integrated Group Creative Director working at Fidelity Investments, leading personal investing and trying to make everyone's "someday" come to life.

With his camera never far from reach, Justin still carves out time to travel, surf, snowboard, bike, play soccer, and patiently teach others the correct pronunciation and spelling of his last name.

Relevant Experience: UNC Charlotte, UT Arlington, Norfolk State University, William Paterson University, Radford University, UNC Greensboro, Northeastern University, Morehead State University.



**VANESSA LEVIN**

CREATIVE DIRECTOR

Vanessa started her career in one of the best training grounds for advertising: Macy’s Herald Square. This retail experience shaped her thinking about how to sell products and how to respond quickly to what works and what doesn’t. From Macy’s to Madison Avenue, she’s worked for some of the biggest agencies, like McCann Erickson, JWT and Grey, for clients like Proctor and Gamble, Johnson & Johnson, Unilever, and Exxon Mobil.

Vanessa’s favorite and most successful campaign was for Mucinex. Yes, she created walking, talking phlegm and apologizes for it. When Mucinex was sold to Reckitt Benckiser for \$2.3 billion dollars, she’s happy to have played a big part — and has the plush toy to prove it.

Vanessa moved to Boston with her husband about five years ago and found her way to Fuseideas, where she’s worked on Connecticut Lottery, Vermont Lottery, Maine Lottery, New Hampshire Lottery, Bose, Bermuda Tourism, and Tourism Santa Fe.

Vanessa has donated her time doing pro bono work for Partnership for Drug-Free America, National Alliance for Breast Cancer Organizations, New York League of Women Voters, and Jane Doe Inc.

Relevant Experience: UNC Charlotte, Norfolk State University, William Paterson University, Radford University, UNC Greensboro, Northeastern University, Morehead State University.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



## SHAUN STANWOOD

### ASSOCIATE CREATIVE DIRECTOR

Shaun mixes his deep technical expertise in graphic design, web design, and motion graphics with a holistic understanding of the big brand picture. Whether he’s designing interactive experiences, video storyboards, online and offline advertising, or print collateral, he brings cutting-edge insight into the latest design and new media possibilities.

Shaun’s client experience includes Tourism Santa Fe, Bose, Bermuda Tourism, Cayman Islands, Philadelphia International Airport, Greater Miami & Beaches CVB, Pittsburgh International Airport, Iona College, William Paterson University, Wildwoods Tourism, Dean College, Visit Big Sky, Florida Polytechnic, San Francisco International Airport, and Virginia Commonwealth University.

Relevant Experience: Norfolk State University, William Paterson University, Radford University, UNC Greensboro, Husson University, University of Southern Maine, Northeastern University, Morehead State University, Iona College, Fitchburg State University, Dean College, Worcester Polytechnic Institute, University of Rhode Island and Virginia Commonwealth University.



## JEFF SCHERDELL

### ART DIRECTOR

Jeff is an Art Director by trade but has experience in a number of different roles. From film and photography, to editing and coding, Jeff’s versatility adds value to all of his client work. A four-year Fuseideas veteran, Jeff brings smart, digital thinking to projects big and small. He has experience in video and branding, as well as email, CRM, and web design.

Jeff has worked on a number of clients across a variety of industries including: Tourism Santa Fe, Big Sky, Bermuda, Tourism Germany, Boston Bruins, Bose, San Francisco International Airport, Pittsburgh International Airport, Maine Lottery, and Connecticut Lottery.

Relevant Experience: UNC Charlotte, UT Arlington, University of Baltimore, Norfolk State University, William Paterson University, Radford University.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



## JON MEUNIER

### DIRECTOR OF MARKETING DELIVERY/DIGITAL MEDIA

As one of Fuseideas most experienced media practitioners, Jon has handled all touchpoints of integrated media campaigns, from initiating market research to delivering post-campaign analytics.

Prior to Fuseideas, Jon held the position of media designer at the Boston-based media agency, Mediastuction. Here, he gained experience in buying across all media channels, including print, radio, TV, digital, and out of home. Jon holds a dual B.A. in Communications and Psychology from Boston College.

Jon’s client experience includes University of Baltimore, University of Texas Arlington, Radford University, Norfolk State University, William Paterson University, Visit Big Sky, Tourism Santa Fe, Cirque du Soleil, The Green Company ,and The Wilder Companies.

Relevant Experience: University of Baltimore, University of Texas Arlington, Radford University, Norfolk State University, William Paterson University.



## ARIEL PERRY

### DIGITAL DELIVERY MANAGER

Ariel is a master of all things digital. In her role as Digital Delivery & Project Manager at Fuseideas, Ariel oversees website and digital and development projects for clients in a range of industries.

Ariel oversees the development of sitemaps, wireframes, and user flow diagrams to demonstrate the information architecture for complex websites and web apps where she helps conceptualize, pitch, and execute user testing plans to help understand site visitors’ needs.

Ariel also manages internal and freelance developers’ tasks and priorities across multiple active projects and a backlog of features and fixes.

Ariel is currently working on projects for Norfolk State University, Dead River, and National Grid.

Relevant Experience: Norfolk State University, Georgetown University



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



## HIRAK RANA

### DIRECTOR OF PERFORMANCE AND ANALYTICS

As one of Fuseideas most experienced digital marketing practitioners, HIRAK has handled all touch points of integrated marketing campaigns, from campaign ideation to campaign execution across various channels.

Prior to Fuseideas, HIRAK held the position of Digital Marketing Analyst at the Newton-based marketing agency, InSegment, where he gained experience across all marketing channels, including social media marketing, SEM, and SEO. HIRAK holds a Master’s in International Business from Hult International Business School.

HIRAK’s client experience includes Stack education, Panda security, Metro Credit Union, Bombora, and Tufts Fletcher School. HIRAK also has prior experience leading the marketing team for Grava Motors, an automotive dealership franchise of Jeep, Dodge, Ram and Chrysler.

Before coming to Fuseideas, HIRAK was a Lead Generation Specialist and Digital Marketing Analyst at InSegment and Grava Chrysler and Dodge.



## BREA MORGEN

### MARKETING OPERATIONS AND CRM MANAGER

At Fuseideas, Brea creates strategic marketing and communications plans, manages implementation across various platforms, makes strategic and data-driven decisions, and tracks program performance on behalf of our clients.

Prior to Fuseideas, Brea worked for OAO and Eric Mower and Associates where she gained valuable skills in end-to-end campaign management. Additionally, she holds numerous certifications in MarTech and Ad Tech, including the Google Stack. She holds a Music Business degree from McNally Smith College of Music in St. Paul, MN.

Brea holds relevant experience in Higher Education, Energy & Sustainability, Healthcare, Financial, Automotive, Transportation, Travel & Tourism, Music Industry, Experiential, Motorsports, eCommerce, and B2B/B2C/B2B2C Marketing.



# XII.B.2: QUALIFICATIONS & EXPERIENCE

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



## RICH MALAK

### EVP, TECHNOLOGY

Rich is an original employee of Fuseideas since the company opened in 2006. Rich is an expert in building websites, creating applications and managing servers and networks. Rich enjoys working with end-users to better understand technology. Rich helped build Fuseideas' amazing engineering department and currently spends a lot of time working with SharePoint, Ektron and managing the company's Amazon Cloud hosting platform.

Before joining Fuseideas, Rich was the leader of the online department's technical and design teams (many of whom are at Fuseideas now) at Radio Free Europe/Radio Liberty (<http://www.rferl.org>). For over a period of eight years, he transformed the organization's online technology capabilities to support multilingual web, video and audio streaming, email distribution, and broadcast automation.

Rich has a bachelor's degree in electrical engineering from the University of Virginia and has since spent many hours learning .NET, SQL server, AWS, how to manage disparate teams and the people on them, web and server security, mobile development, and best practices in web usability and architecture.

Relevant Experience: Norfolk State University, Radford University, William Paterson University, Iona College, Husson University, Morehead State University, Worcester State University, and Dean College.

## FUSEIDEAS TECHNOLOGY & ENGINEERING TEAM

The Fuseideas' engineering and web development team are original employees of Fuseideas and work out of the agency's office in the Czech Republic. This team was the core Radio Free Europe development team that worked for agency principal Rich Malak, before he joined Fuseideas. Since joining Fuseideas they have been the backbone of the agency for dozens of clients. Each team member has over 15 years of experience in web development and programming. They work across a variety of platforms including Drupal, Kentico, Sitecore, Ektron, SharePoint, and WordPress. Our team not only develops our sites using the latest best practices, they provide client support 24/7/365 to ensure 100% uptime.

Our engineering teams' relevant client experience includes Norfolk State University, Radford University, William Paterson University, Iona College, Husson University, Morehead State University, Worcester State University, and Dean College.



## **XII.B.3: SPECIFIC PLAN**



# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

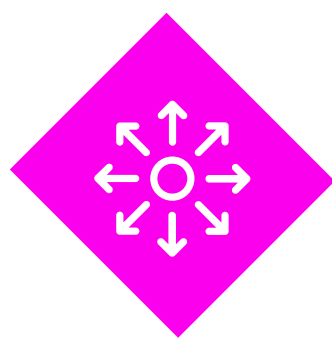
In order to develop the most effective creative and campaigns that meet our client needs, Fuseideas offers a robust and holistic process that ties research and discovery into a collaborative strategic and creative approach built on years of experience. This involves a number of key steps, processes and tools. The process is customized for each every client based on the scope of work and what we look to accomplish together. Please note: as a full-service agency, we share this full process below to provide you with insight into our end-to-end holistic process. Obviously, for the purposes of the work we would be performing with you, our efforts would be focused on the steps leading through the development and production of the creative campaign elements. The following slides provide additional insight into our creative development approach that covers your Statement of Need services found in Sections A - Creative Design, C - Copywriting, and D - Videography/Motion Graphics/Animation, as well as our process for website design and development covering your Statement of Need services found in Section B - Web Design & Production.



## INQUIRE

**We listen. We learn.  
We uncover emotional insights.**

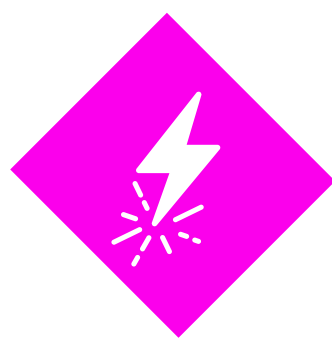
- Conduct one-on-one interviews with client leaders and key stakeholders
- Consult with the marketing team to guide the process; develop master plan and calendar for assignment(s)
- Identity specific goals for the campaign, brand and other high-level marketing initiatives
- Audit current brand and past marketing programs
- Develop a comprehensive marketing, competitive and technical audit of the web
- Conduct qualitative research with key stakeholder groups to gain strategic insights
- Conduct quantitative research to help identify your most compelling brand qualities (if necessary)
- Review/interpret research; identify key insights
- Develop a SWOT, GAP and competitive analyses
- Review industry trends and influences



## INTERPRET

**We put our discoveries into a  
strategic plan of action.**

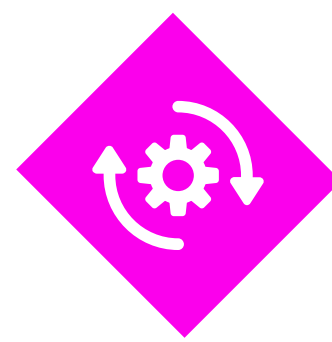
- Present research findings to all appropriate audiences and stakeholder groups
- Collaborate with the client marketing team to explore potential directions; review progress at each key stage
- Draft campaign positioning strategy statement and messaging with key stakeholders; adjust as needed
- Perform message testing with key audience groups to see how positioning will resonate
- Develop a comprehensive strategic communications plan to support the campaign
- Draft campaign launch strategies, including integrated media recommendations, to reach your key audiences and priority markets
- Develop a comprehensive public media and marketing plan for employing the new, unified campaign for key audiences and initiatives; set priorities
- Develop broad recommendations for integrating the campaign and messages into the web site and other key marketing elements, such as design guidelines, communication guidelines, collateral, and internal marketing materials



## INSPIRE

**We ignite the creative.**

- Develop and approve a brand creative brief based on final strategy
- Develop three campaign concepts and tagline options; explore creative directions for the campaign
- Develop any graphic identity and logo recommendations as decided upon during strategy phase (if necessary)
- Allow for two rounds of creative iterations
- Test creative with key audiences
- Refine and finalize the chosen concept
- Develop any needed follow-on brand architecture and creative guidelines resulting from the concept



## IMPLEMENT

**We execute the campaign.**

- Plan and produce original photography and videography which conform to the new client campaign concepts
- Implement and produce the external marketing campaign, integrating the agreed upon media strategies for each key target audiences
- Place campaign creative across all media channels and in target markets according to approved media plan(s)
- Provide timely, cost-effective, full-service, follow-on creative support including the development/production of: social media, HTML, e-newsletters, ad hoc videos, and other materials on an ongoing basis



## INVESTIGATE

**We examine and evaluate the  
performance of ideas.**

- Develop a master performance dashboard for the external launch with agreement on key performance indicators (KPIs) matched to the client brand and objectives
- Monitor and optimize program through ongoing analytics reports and discussions
- Provide 24/7/365 access to performance dashboard
- Provide on-call brand and account strategy support
- Provide media plans and POVs as needed
- Provide creative support and implementation as needed and directed
- Conduct an annual “innovation and strategy workshop” with the client marketing team and leadership to continue to refine, optimize and refresh the campaign creative



# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.*
- b. What, when and how services will be performed.*

As stated on the previous slide, the following provides further insight into our creative development approach that would be applied to your **Statement of Need services found in Sections A - Creative Design, C - Copywriting, and D - Videography/Motion Graphics/Animation**. Again, this approach would be customized and tailored to each client's particular needs given the specific nature of each project.

## TURN THE “ACTIONABLE RESEARCH” INTO CREATIVE STRATEGY

Working from research and creating strategy is the core foundation of how we work. We base our strategic insights on research and discovery, which ultimately serve as the basis for all creative that gets developed. This approach ensures our strategic plans blend seamlessly into creative and media efforts that will connect with your audiences in a meaningful way and achieve the goals you have set forth in the most effective way.

## ALIGN ON THE CREATIVE BRIEF

Approved creative briefs are critically important to our creative teams in order for them to develop the most effective creative and campaigns. Fuseideas will present our creative briefs for approval before any work begins on a creative assignment. This ensures there is agreement on the overall approach to the creative being developed.

## INTEGRATE WITH MEDIA

As we build creative elements and campaigns for your core audiences, it's vital to stay in front of the latest innovations in media and technology because reaching these targets is becoming increasingly more complex. Fuseideas ensures that our creative teams are completely aware and educated on the latest innovations in media and technology so that when they develop creative concepts, they have context on how their campaigns could come to life. This is why we host media vendors from digital, mobile, out-of-home and many others on a continual basis.

## DEVELOP “OWNABLE” CREATIVE

To Fuseideas, brand and creative development is about storytelling. Rooted in research and strategy, our approach for building successful creative and campaigns is that we need to present your brand in a way that it is unique, authentic, and “ownable” by you. We don't believe in cookie-cutter creative and don't believe that resonates with audiences.

## DEVELOP MULTIPLE CONCEPTS & TEST

Just because we like a particular concept or campaign doesn't mean it's right. We believe there are multiple ways to tell a story, which is why we develop multiple campaign concepts for consideration. Where possible, we test these concepts with the target audiences to ensure we have hit the mark, or need to adjust our creative approach so that it will resonate more effectively.

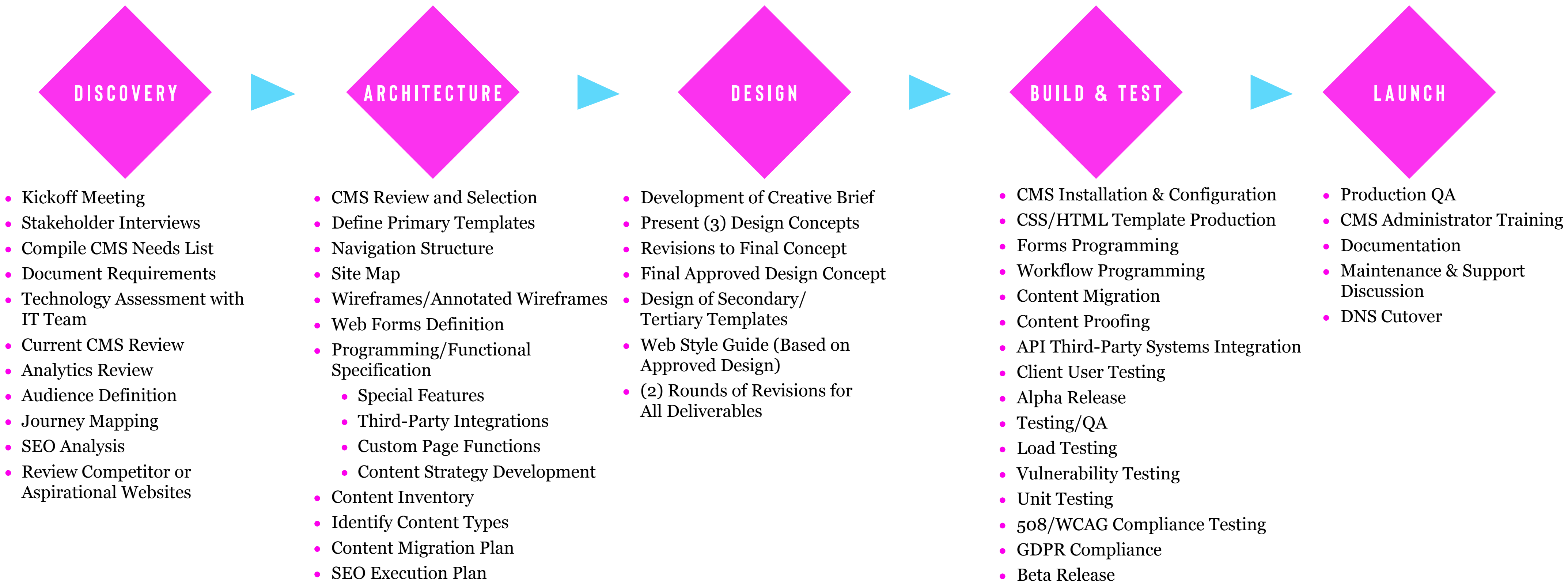


# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

Fuseideas applies a proven, iterative website design and development process that applies to your **Statement of Need services found in Section B - Web Design & Production**. Our process applies Agile methodologies to manage project scope and schedule while continuously ensuring website quality and adherence to the approved project budget. The process offers robust:

- ▶ Planning and Management
- ▶ Design Services
- ▶ CMS Installation and Configuration
- ▶ Site Maintenance/Hosting
- ▶ Content Migration Services
- ▶ CMS Evaluation and Selection
- ▶ Third-party API Integration
- ▶ Administrator Training





# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

## HOSTING

Should hosting services be required, Fuseideas is a certified Amazon Web Services provider and we host websites for many of our clients including higher education institutions, tourism destinations, governments, municipalities, airports, and many others. With robust security protocols in place, we have moved all of our hosting clients to Amazon Web Services.

## CRM

Fuseideas has intimate knowledge of Customer Relationship Management strategies and tactics. We regularly define CRM strategies and implement CRM integration solutions. We begin by thinking of the end customer journey and we define personas, KPIs, metrics, CTAs and data fields around these journeys. We help clients speak with — as opposed to at — customers in a unique, compelling voice.

We craft journeys and guide prospective and repeat travelers through transaction maps such as the example shared to the right. By doing so we help define the context of the customer relationship. Such mapping seeks to identify:

- A. Target audience goals: perhaps beginning with an ad or experiential experience
- B. Engagement point: perhaps authentic content piquing curiosity and worthy of reading
- C. Measurable call to action
- D. Required data fields
- E. Data management
- F. Application of data
- G. Metrics of success

Customer relationship planning and management is in our DNA.





# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

## QUALITY ASSURANCE

Fuseideas employs a rigorous testing environment at numerous stages in the development process. Each stage includes a set of scripts developed to ensure quality, search, and accessibility objectives are being met. Our testing protocol includes steps supporting and ensuring search-friendly code norms and includes:

## UNIT TESTING

We will exercise source codes by directly calling the methods of a class, passing appropriate parameters, and testing the values that are produced against expected values.

## WEB CONTENT ACCESSIBILITY

Checker provides an accessibility validation tool to check HTML markup for conformance to accessibility guidelines. Markup Validation works like a spell checker to examine the markup and underlines the elements or attributes that are not valid, based on schemas for commonly used browsers and standards.

## BROWSER TESTING

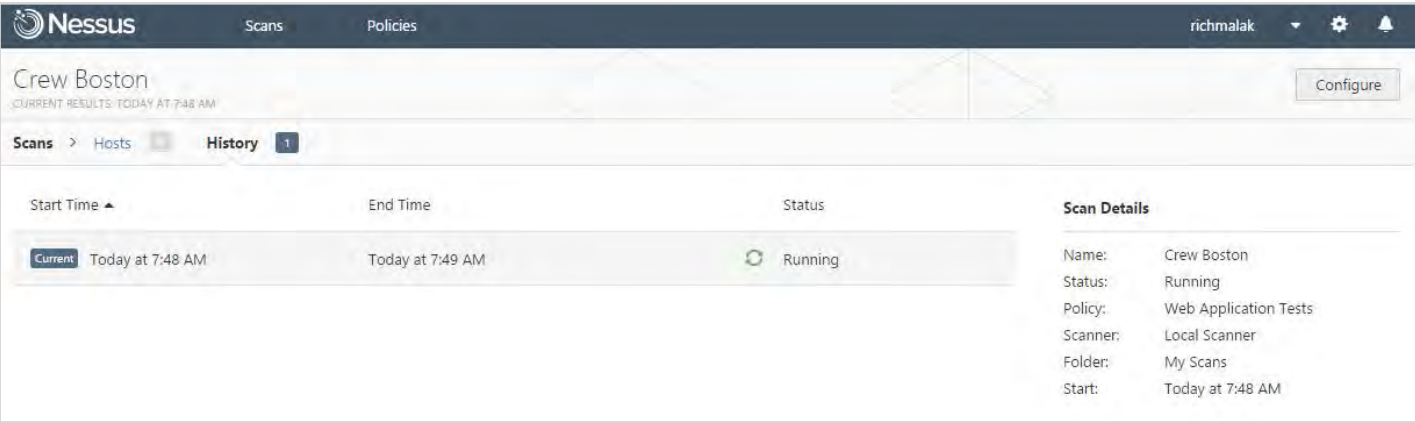
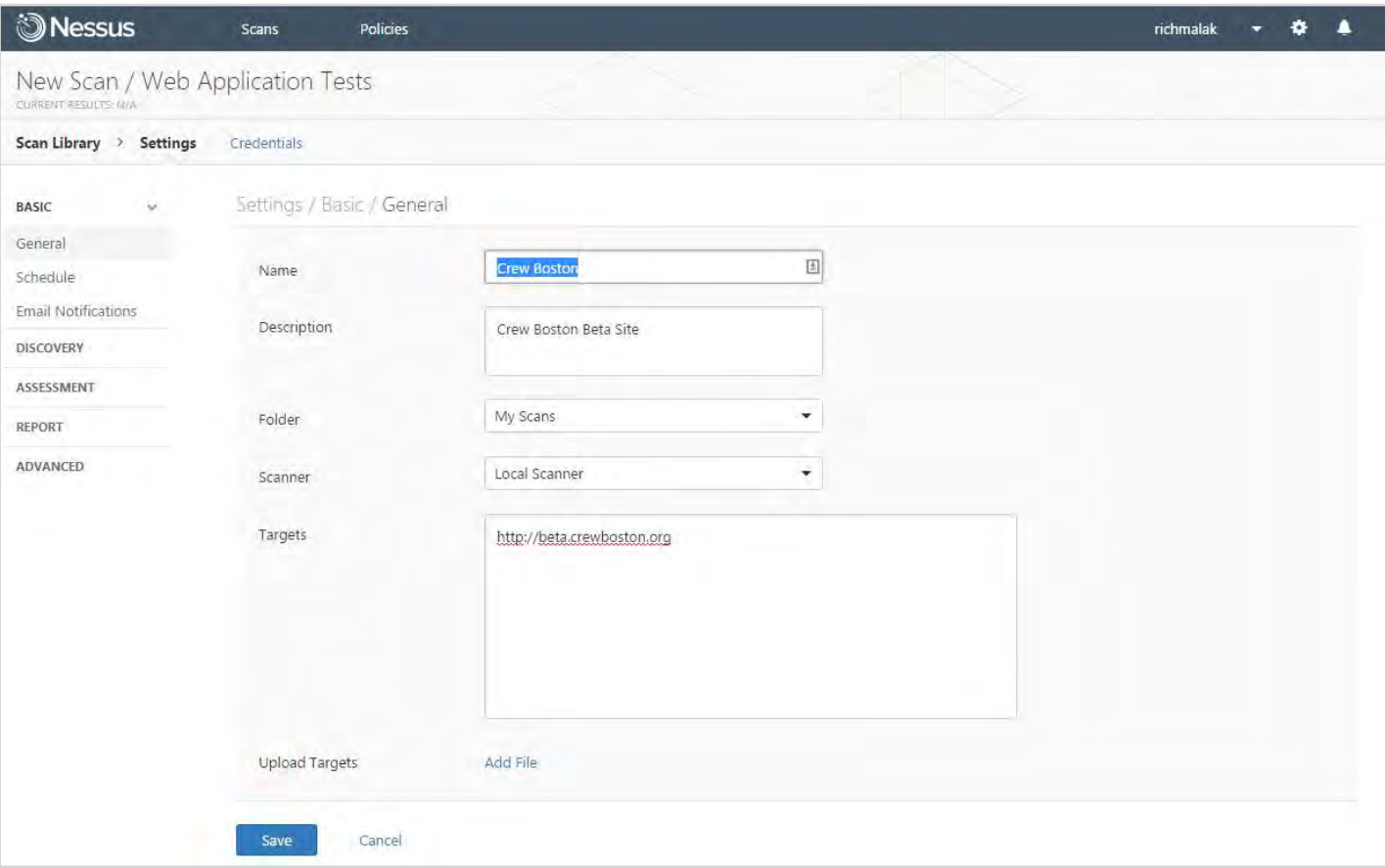
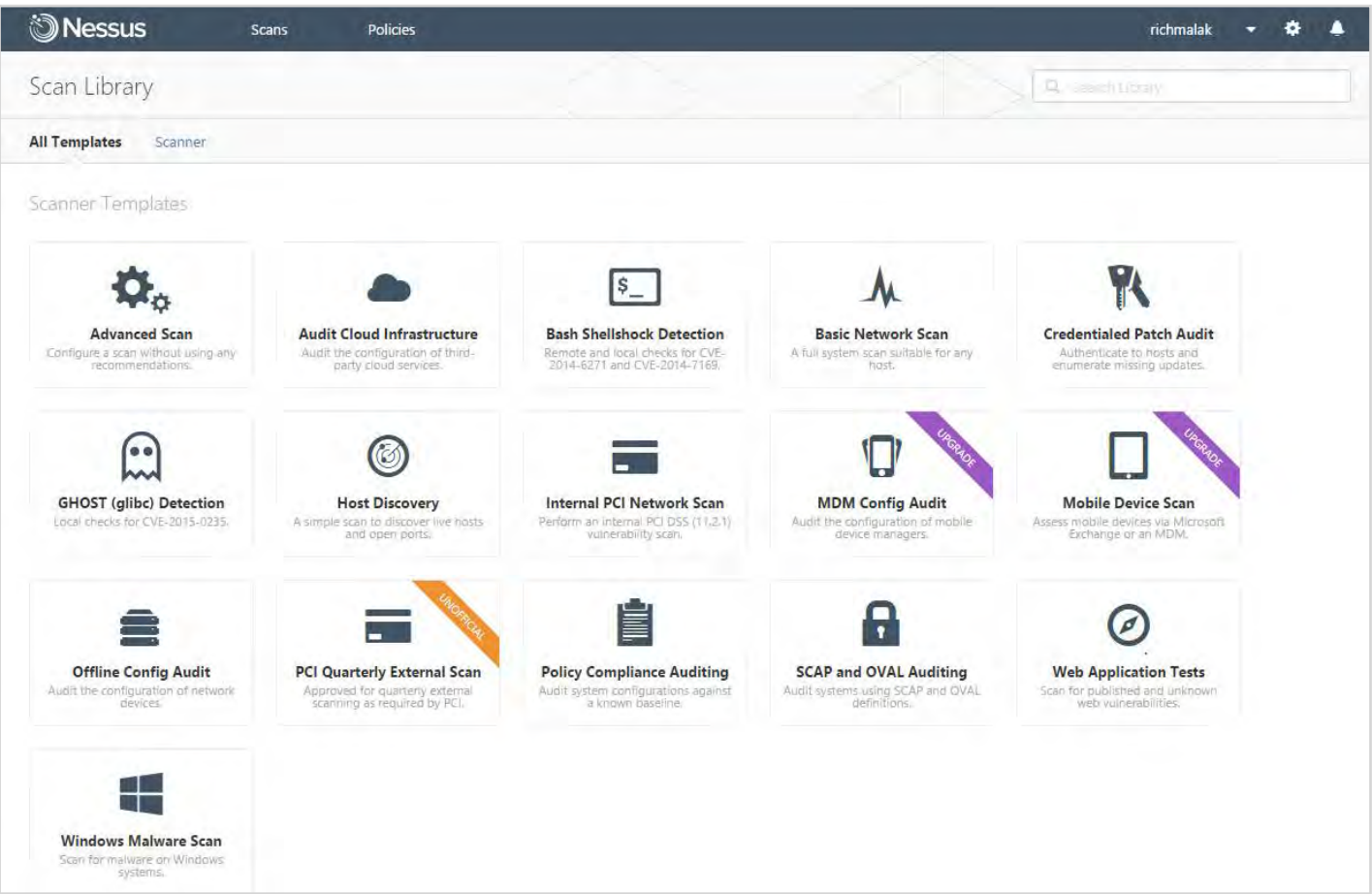
We ensure the approved designs will render across a number of common browsers.

## ACCESSIBILITY

After templates are programmed to contain web parts and go through QA testing to be sure they work as expected, we use Visual Studio’s Web Content Accessibility Checker on each individual page to make sure it follows the required 508 compliance. We also use [www.508checker.com](http://www.508checker.com) as a 508 website validator.

## W3C MARKUP COMPLIANCE

Along with accessibility compliance, markup validation warns when HTML code is not valid. Once a page goes through accessibility testing, it will then have to go through W3C Markup Validation (<http://validator.w3.org/>) as a second check that all HTML is properly formed and standards compliant.





# XII.B.3: SPECIFIC PLAN

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

## SITE MAINTENANCE

Following launch, Fuseideas shifts maintenance and feature development from our hybrid approach to a true agile methodology.

Our methodology consists of iterative two week sprints applying agile milestones and artifacts including but not limited to:

- ▶ Grooming sprint backlog’s user stories and tasks
- ▶ Maintaining prioritized sprint plans adhering to 2-week iterative cycles
- ▶ Mitigating code instability by packaging releases and documenting changes
- ▶ Implementing a sprint release plan to launch updates and enhancements with minimal impact to site traffic and setting expectations for testing

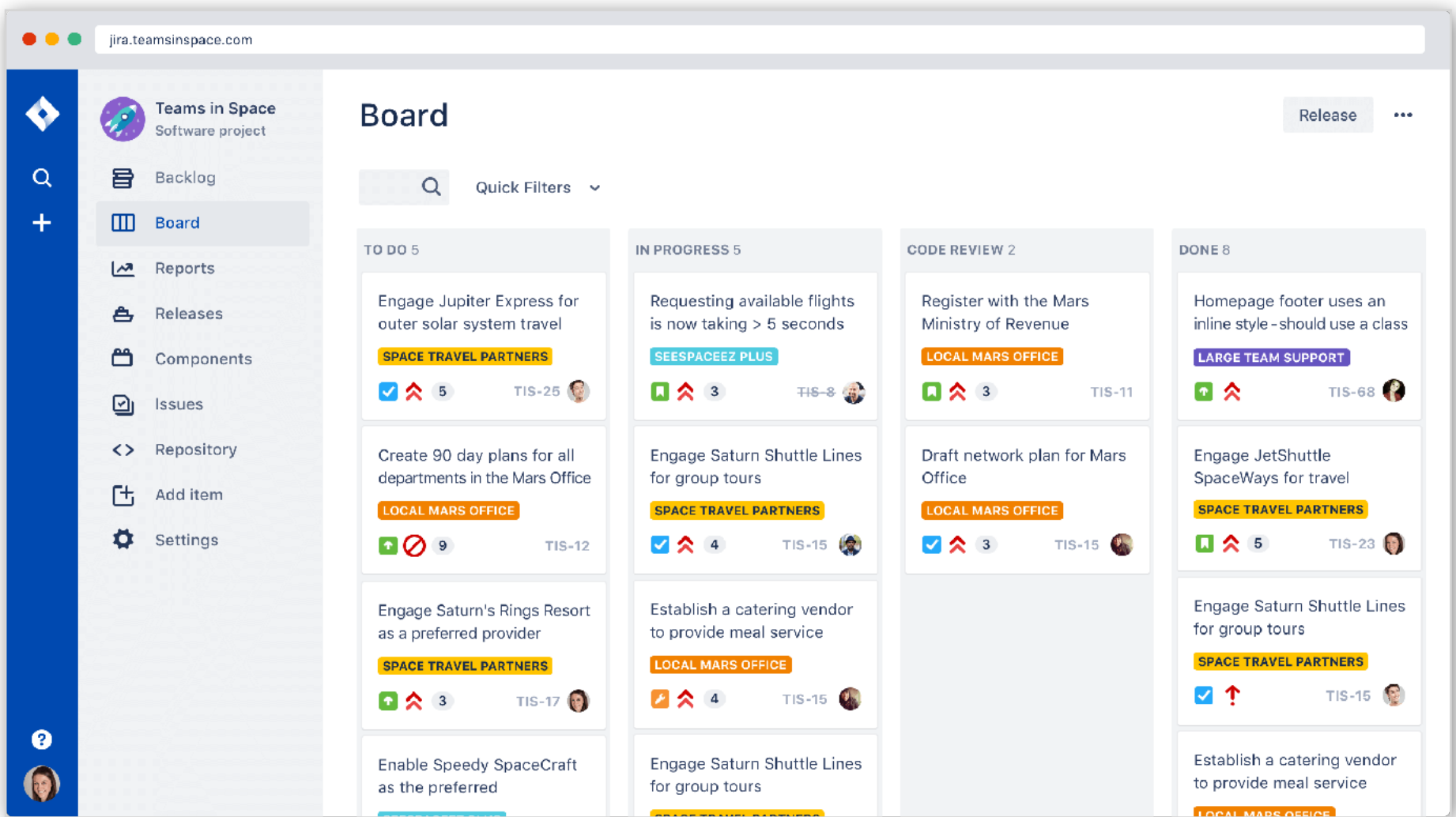
Fuseideas has found sprint organization based on a roadmap contributes to collaboration on priorities and quicker implementation.

Since implementing this approach the rate of completion of tasks and features has increased 70%. Much of this success was due to the reduction of interruptions (down to less than 5%) allowing engineers to focus on a given set of tasks and adhering to the planned sprint scope. We work with you to improve.

And we improve on your behalf.

The agile methodology applied on behalf of Authority will enable us to work as a unified team with you in order to:

- ▶ Set clear goals and expectations for completion of updates, fixes and features
- ▶ Set expectations for how delays can impact timeline and completion of features and are proactive about adapting the plan as we work.
- ▶ Set a clear foundation for open, transparent, documented communication and workflows to ensure work is completed in a timely manner.





# **XII.B.4: CREATIVE SAMPLES**

## **A. CREATIVE DESIGN**

### **1. CREATING, DESIGNING, AND PRODUCING PRINT, OUTDOOR, BROADCAST AND INTERNET BRANDING CAMPAIGNS**





UNC CHARLOTTE



# UNC CHARLOTTE — WE ARE ALL NINERS

## DEEPENING THE CONNECTION BETWEEN A SCHOOL AND ITS CITY.

### CHALLENGE

In the spring of 2019, Fuseideas began working with UNC Charlotte to shift the perception of UNC Charlotte from an evolving commuter school to a full-fledged research university that is part of the fabric of the growing community and that Charlotte is proud to call its own.

### SOLUTION

Our key strategic insight based on research was that people love living in Charlotte — it is a booming city filled with youth, energy and vigor, and there is a great pride in the city. We knew we had to extend that pride to UNC Charlotte as a key reason to love the city, showing that the University embodies everything that makes Charlotte a great place to live — enterprising, progressive, innovative, welcoming, dynamic and successful.

Our campaign positioned UNC Charlotte as a major influencer of the thriving culture of innovation, diversity, and economic strength for which the city is known, and opened its arms to anyone who shares those values. With “We Are All Niners,” we showed that anyone who embodies the things that makes Charlotte amazing is a Niner at heart.

Our creative took into consideration the following strategic approach:

- ♦ Reinforce the brand as an academic leader, contributing to city’s economic success
- ♦ Expand the concept to have executions for multiple messages, carrying the campaign into fall months
- ♦ Scale purchase units to high impact “cannot miss” placements

Our media strategy consisted of the following:

- ♦ Implement an integrated multi-media approach that fulfills the key campaign objectives of building awareness of UNC Charlotte’s quality academic programs, vibrant campus life, research & successful alumni
- ♦ Engage users with a compelling message, driving visits to UNC Charlotte’s website/landing page
- ♦ Launch campaign in Q3 2019 & focus media flighting during key time periods that maximize the opportunity for exposure during late summer through fall months, coinciding with start of UNC Charlotte’s fall semester
- ♦ Negotiate high exposure units to cast wide reach in and around Charlotte, while complementing offline tactics with efficient & targeted digital placements. Ensure all tactics include added value components



# UNC CHARLOTTE — WE ARE ALL NINERS





# UNC CHARLOTTE — WE ARE ALL NINERS





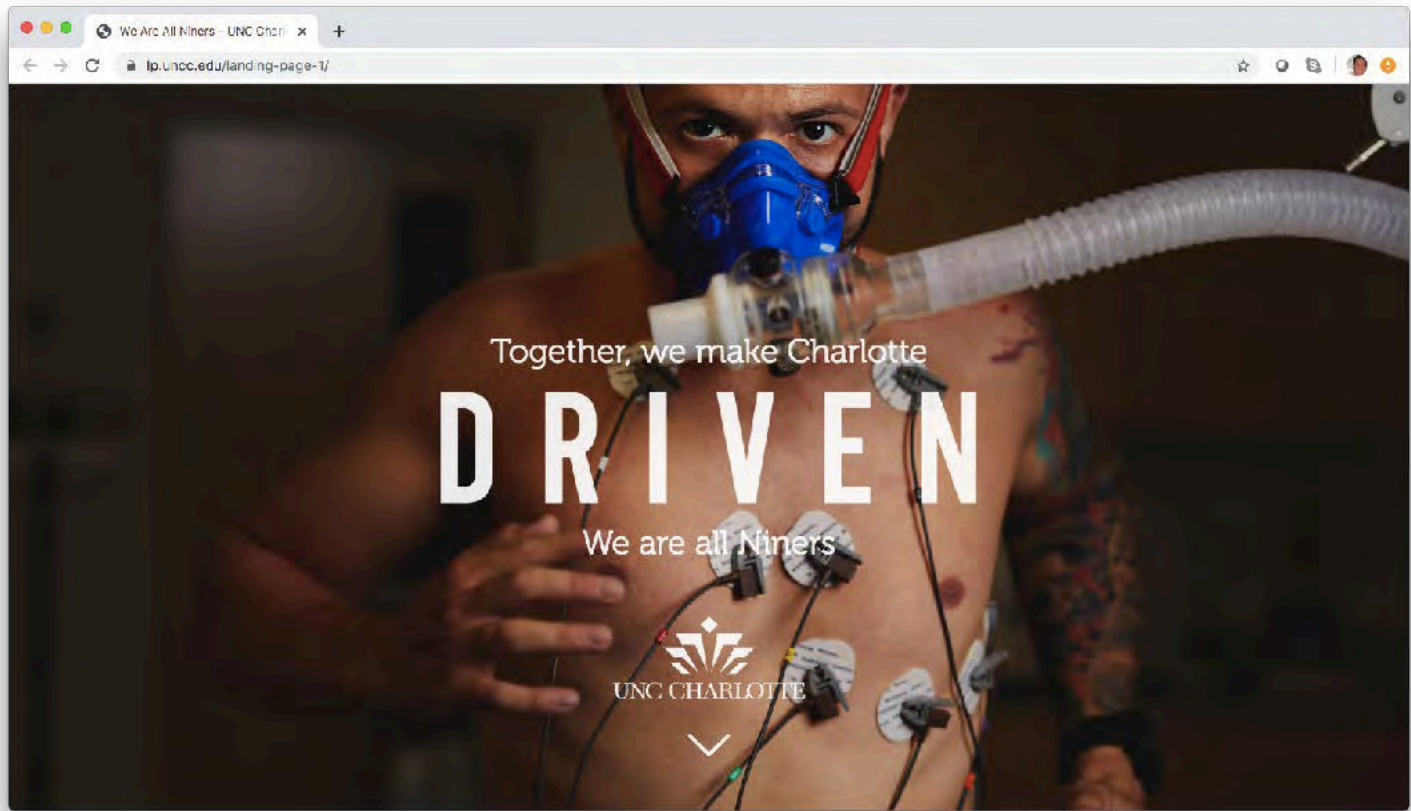
# UNC CHARLOTTE — WE ARE ALL NINERS





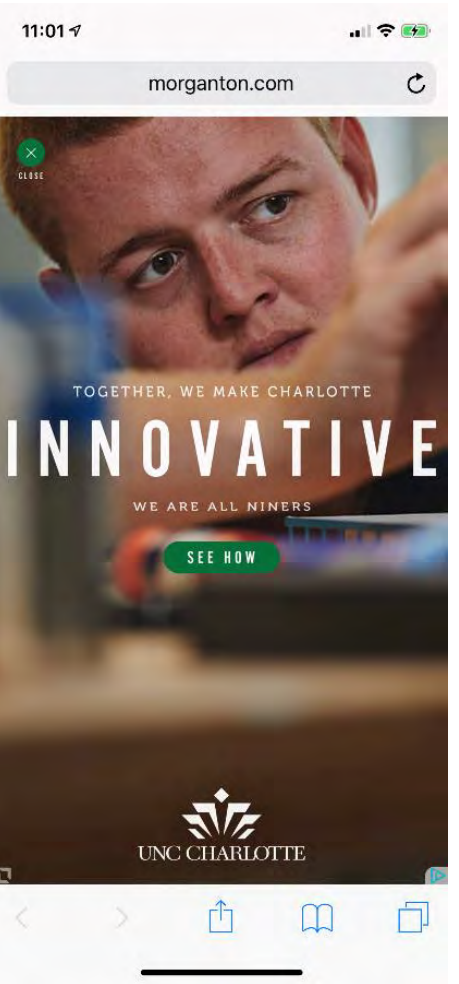
# UNC CHARLOTTE — WE ARE ALL NINERS

Landing Page

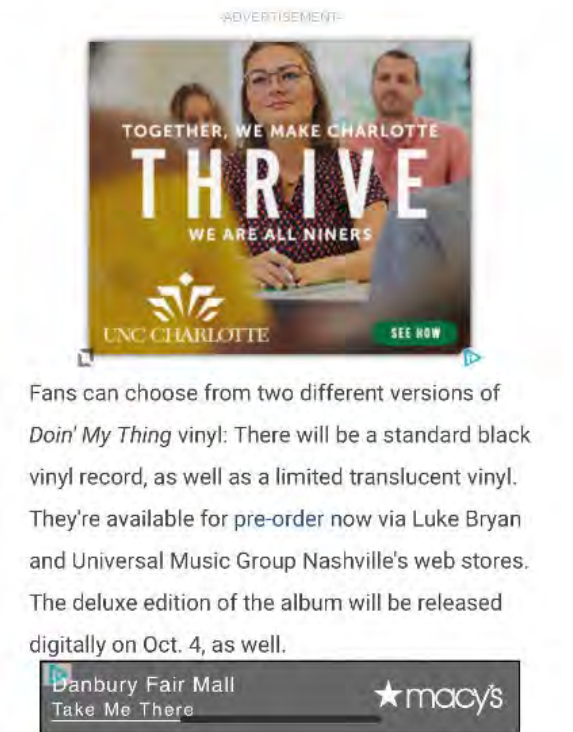
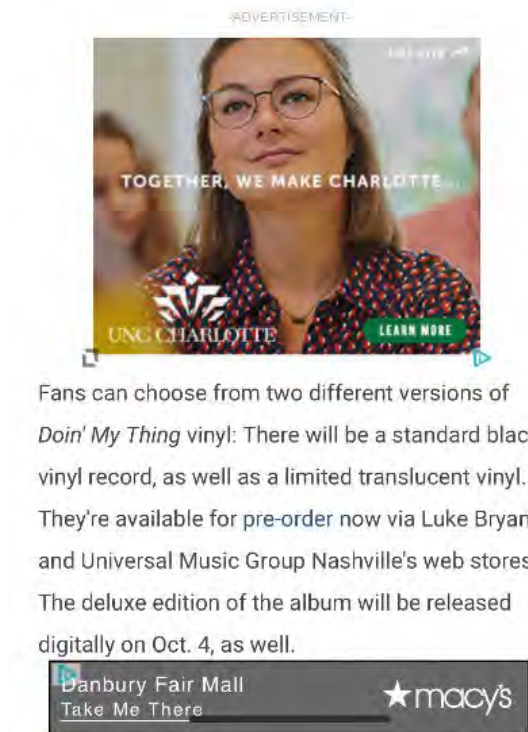
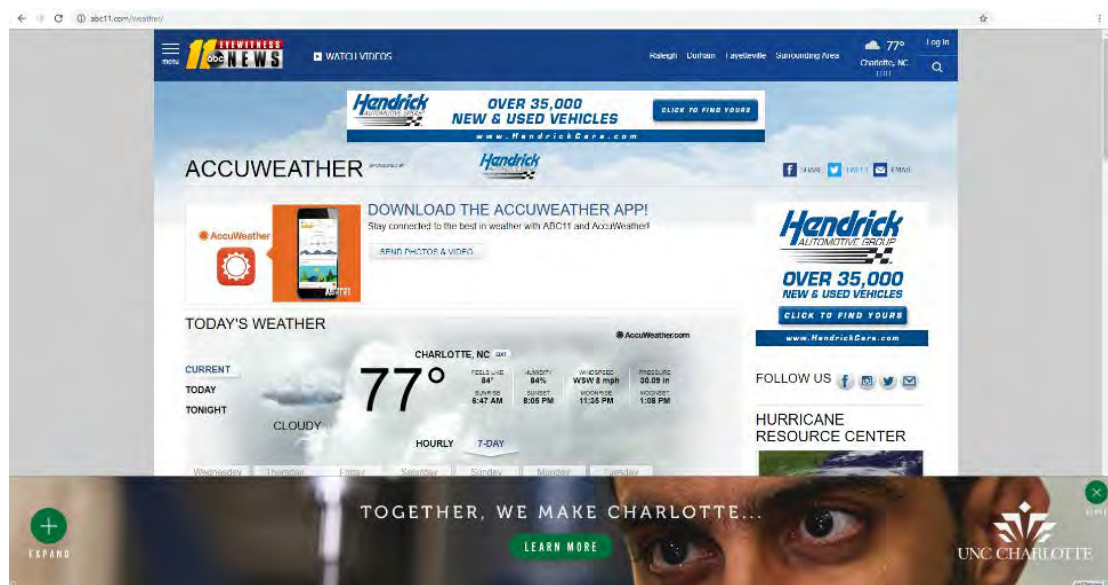
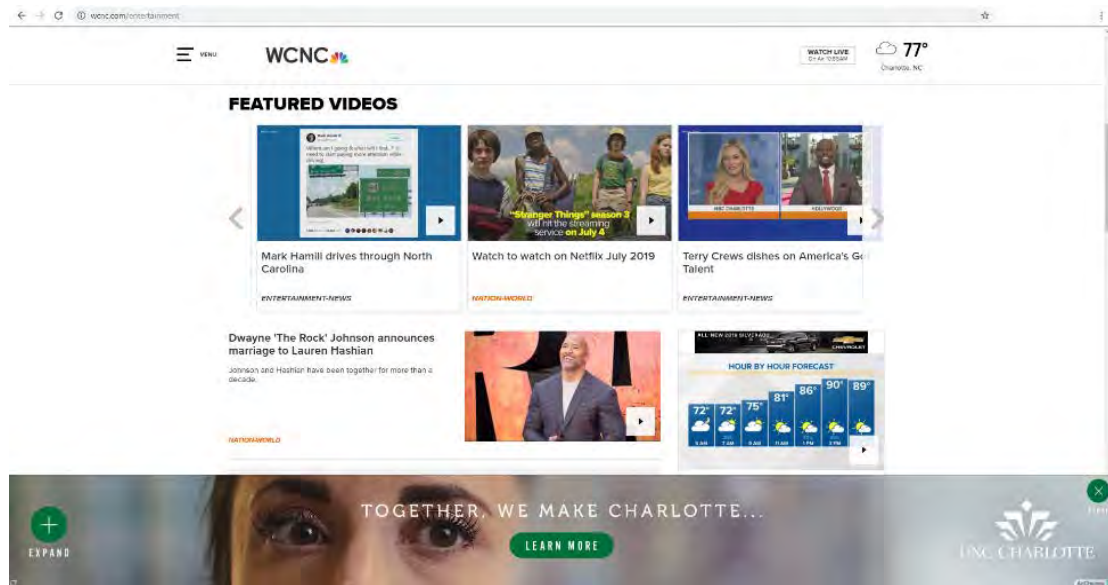


<https://lp.uncc.edu/landing-page-1/>

Digital Units



Digital Units

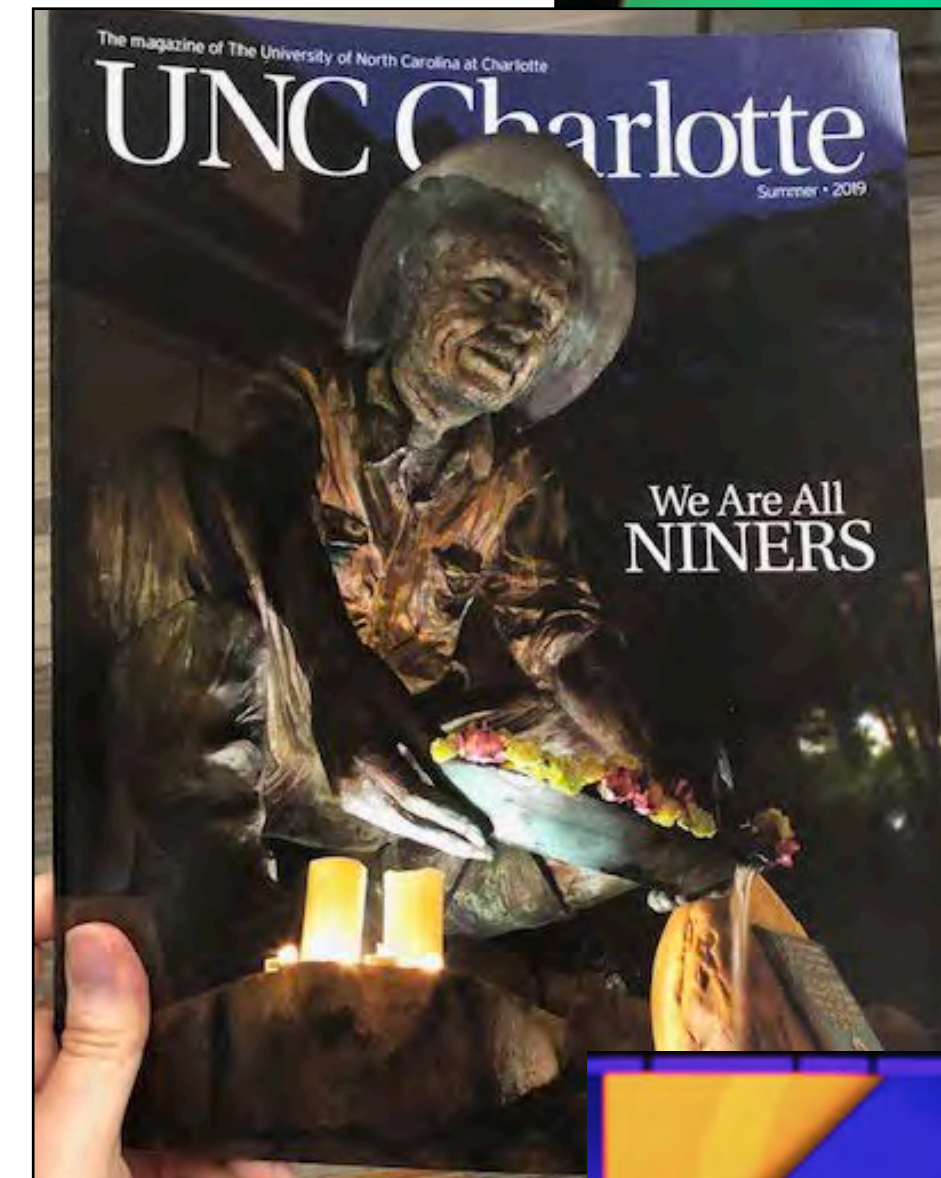




# UNC CHARLOTTE — WE ARE ALL NINERS

## RESULTS

- ▶ The “We Are All Niners” campaign was incredibly successful in media delivery with over 37.8 million impressions
- ▶ The headline “We Are All Niners” became the “theme of the year” for UNC Charlotte in 2019–2020:
  - ▶ The chancellor used it as the title of his 2019 convocation
  - ▶ The UNC Charlotte magazine (summer 2019) was entitled, “We Are All Niners”
  - ▶ ESPN announcers mentioned “We Are All Niners” when reporting on UNC Charlotte’s first bowl-eligible season





The background of the page is a photograph of a university campus. On the left, a tall, ornate clock tower with a white face and black hands stands prominently. To the right, there are several trees with green and some autumn-colored leaves. In the background, a large, light-colored building is visible. The entire image has a semi-transparent grid pattern overlaid on it.

# WILLIAM PATERSON UNIVERSITY



# SITUATION OVERVIEW

## OVERVIEW & CHALLENGES:

In 2012, Fuseideas undertook an extensive branding exercise to provide an “ownable” personality for William Paterson University (WP). WP had experienced limited awareness of the university’s strength, declining enrollment and misperceptions related to the location and campus beauty - all while operating in the highly competitive environment of NJ public higher education.

Fuseideas developed “Will. Power.” based on the insight that WP’s student body came to the university with a “WILL” to succeed, and the supportive faculty and administration provide the “POWER” through supportive services to make dreams a reality. Through a highly targeted digital strategy, Fuseideas gave William Paterson a rallying cry that has evolved over the past 8 years.

Our ability to extend the brand and evangelize it across the university has not only achieved the desired results in enrollment, yield, and donations, it has created a movement among the faculty and students. In 2019, the university created a new class for all incoming freshman called “Will.Power.101”.

Will. Power. 101 is a multifaceted program of structured academic and student support services that guides new students as they build the skills to balance their university coursework with other activities and responsibilities.

The purpose of the Will.Power.101 program is to:

- ▶ Truly embrace and embody William Paterson University's motto, "Our greatest strength is helping you find yours."
- ▶ The Will.Power.101 program is designed to support first-year students as they transition to university expectations and skills in three areas: academics, community engagement, and personal development.

Part 2 of this program (Will.Power.102):

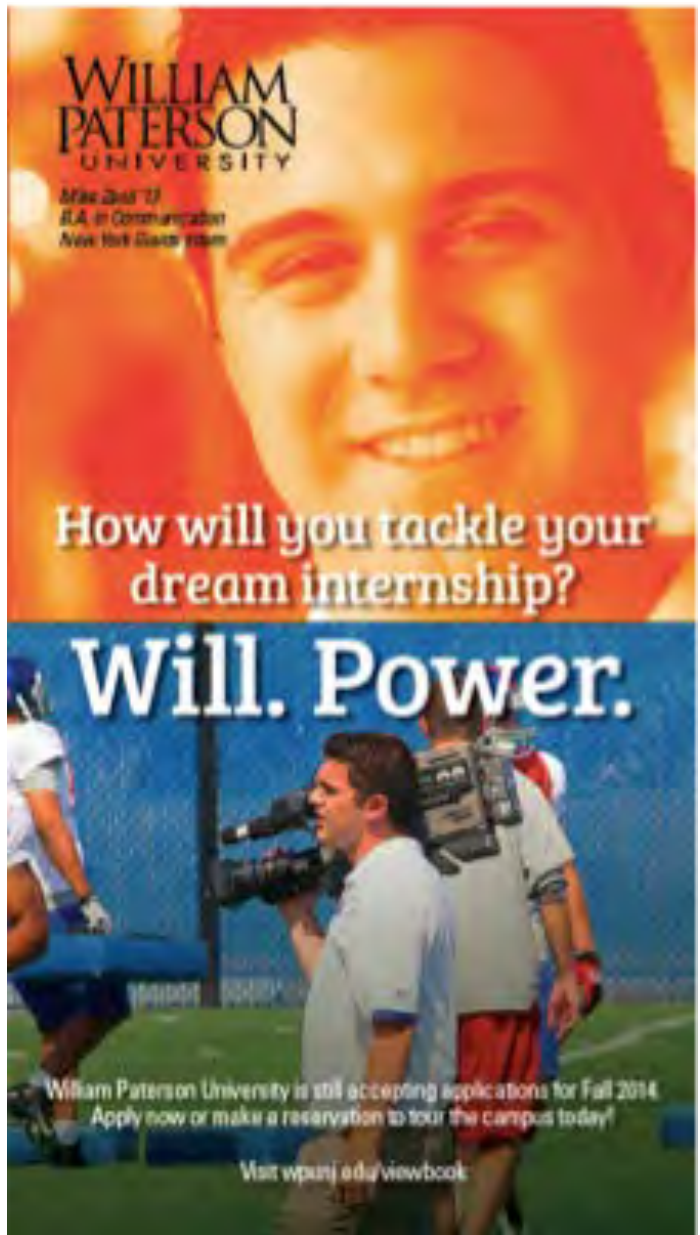
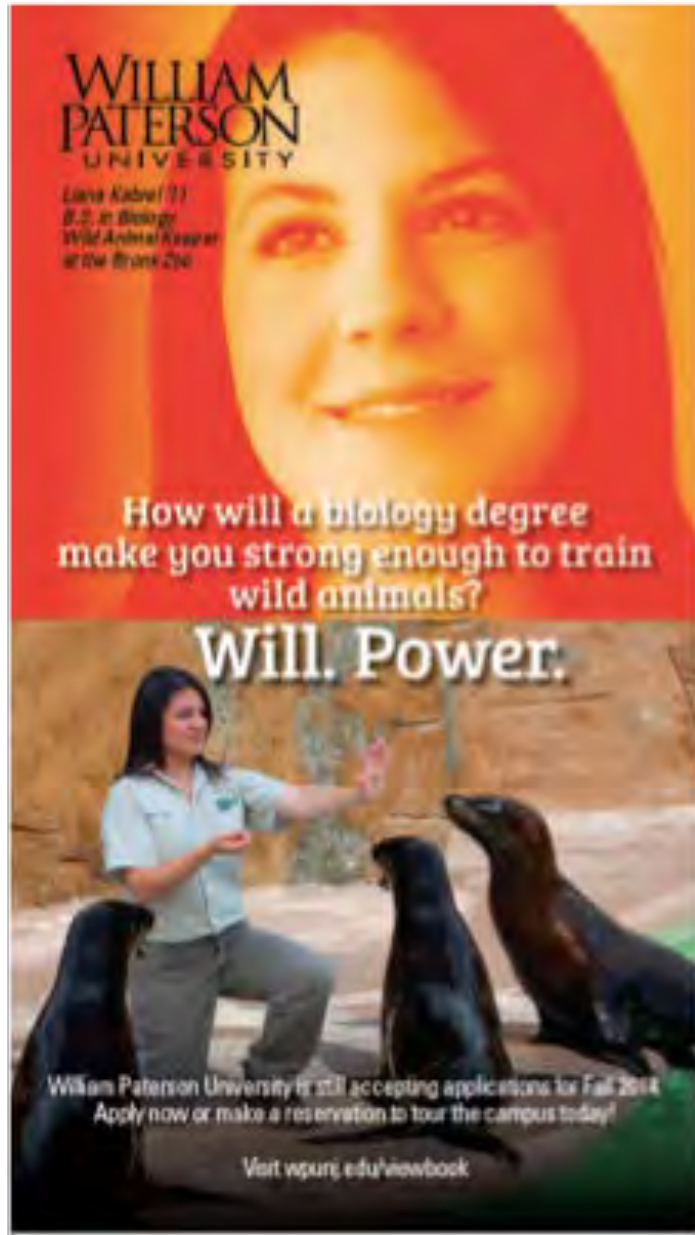
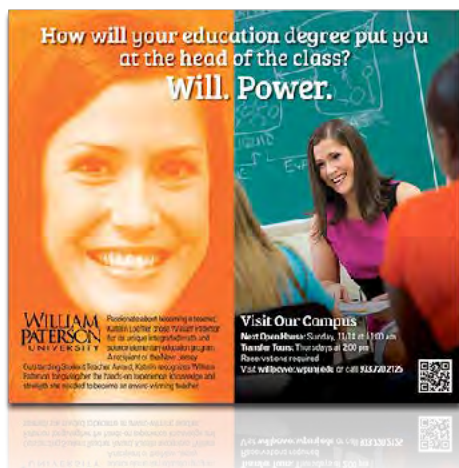
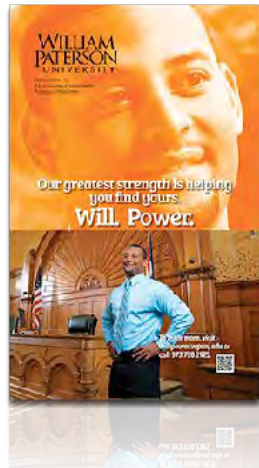
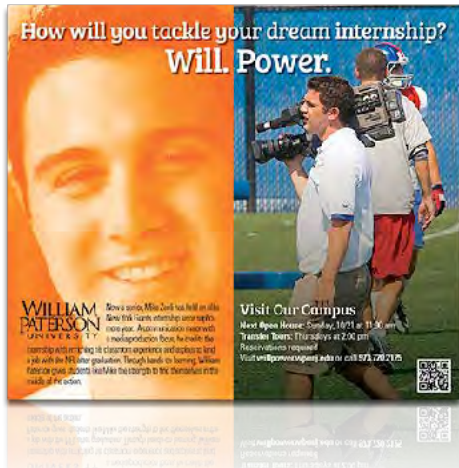
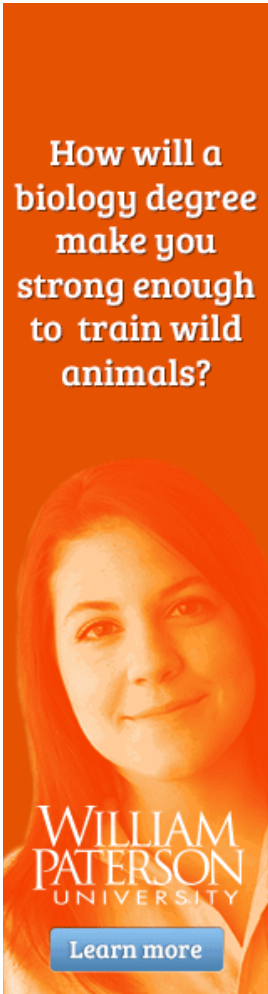
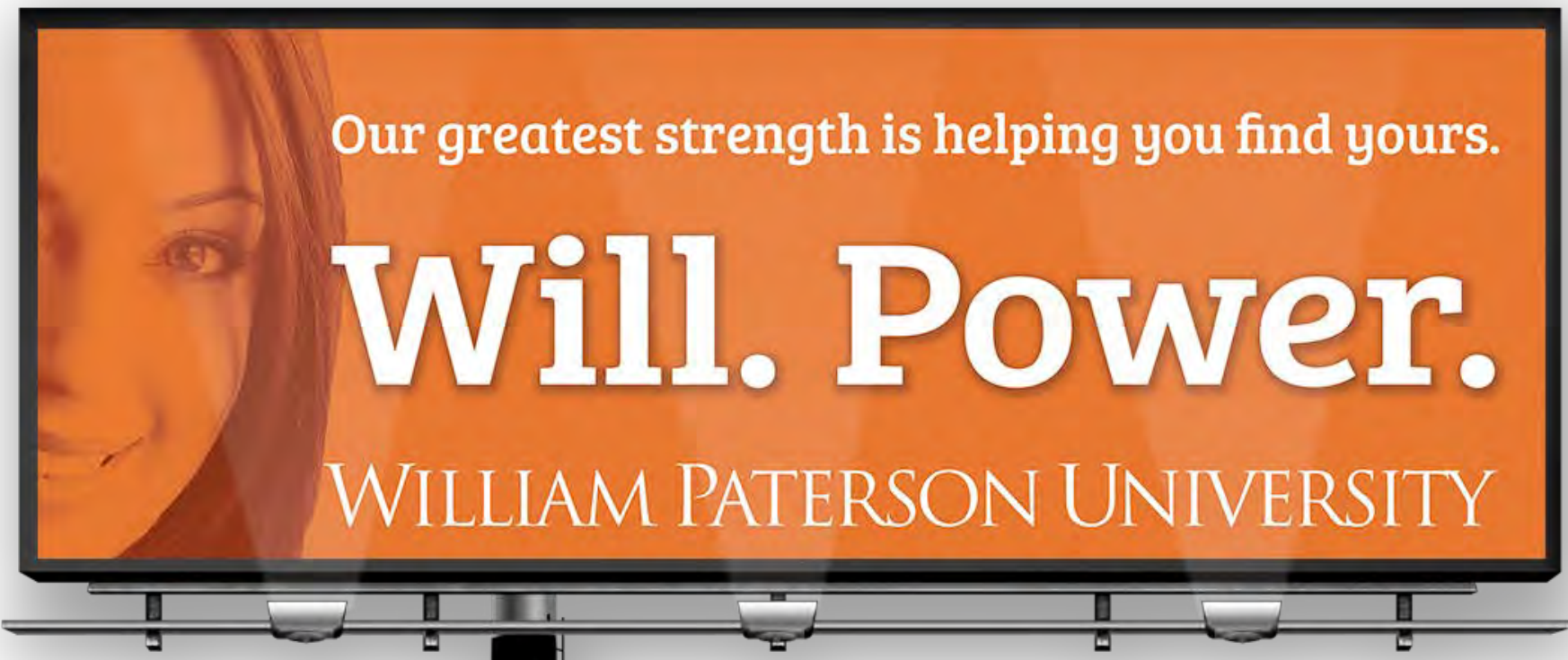
- ▶ Focuses on connecting students to self-development opportunities through experience modules, linking academics with future planning, majors, and careers development, as well as key skills in research, wellness, networking, and leadership.
- ▶ Students are connected to facilitators and peer leaders as part of the program; they also assist in connecting students to support, resources, and experiences that further students’ development.





# EVOLUTION OF THE WILLIAM PATERSON CAMPAIGN: 2012

Year 1: Integrated Brand Launch (2012)





# EVOLUTION OF THE WILLIAM PATERSON CAMPAIGN: 2015

Below: Examples from our creative refresh of “Will.Power.” in 2015. Media included outdoor, digital, radio, and paid social. The infographic is a poster designed to be hung in the offices of guidance counselors.

WILLIAM  
PATERSON  
UNIVERSITY

=

Will.  
Power.

Sebastian Escobar '15

Our greatest strength is helping you find yours.

wpunj.edu

WILLIAM  
PATERSON  
UNIVERSITY

=

Will.  
Power.

Denzel Bland '14

Our greatest strength is helping you find yours.

wpunj.edu



WILLIAM  
PATERSON  
UNIVERSITY

Find your Will. Power.  
If you're looking for a highly personalized environment where professors and fellow students will inspire you to pursue your passion, make William Paterson University your first choice. Come turn Will. Power. into Your Power.

INTERNSHIPS  
Get a little face time with your future employers.

ONE  
to  
ONE  
MENTORING  
You'll find your guru at WP.

19  
miles to  
NYC  
You can almost bite the Big Apple from here.

AFFORDABILITY  
Invaluable education.  
Great value.

HANDS-ON  
EXPERIENCE  
Undergrads wrap their arms around the real world in state-of-the-art labs, classrooms and studios.

ACADEMIC QUALITY  
41 Faculty Fulbright Scholars  
Think of our professors as Olympic Gold Medalists in Academics.

STUDY ABROAD  
40 COUNTRIES  
From China to England to India... grab your passport and learn about the world.

6,646 HOURS OF  
COMMUNITY  
SERVICE IN 1  
YEAR  
Our students give back, big time.

115  
Student clubs  
& organizations  
Go Greek. Get social. Soak up some culture. Find your club or start one.

SMALLER  
CLASSES  
Small can make a big difference.

4 Years  
guaranteed  
housing  
We've got a room with your name on it.

Visit [wpunj.edu/guidance](http://wpunj.edu/guidance) to see why William Paterson is right for you.

WP



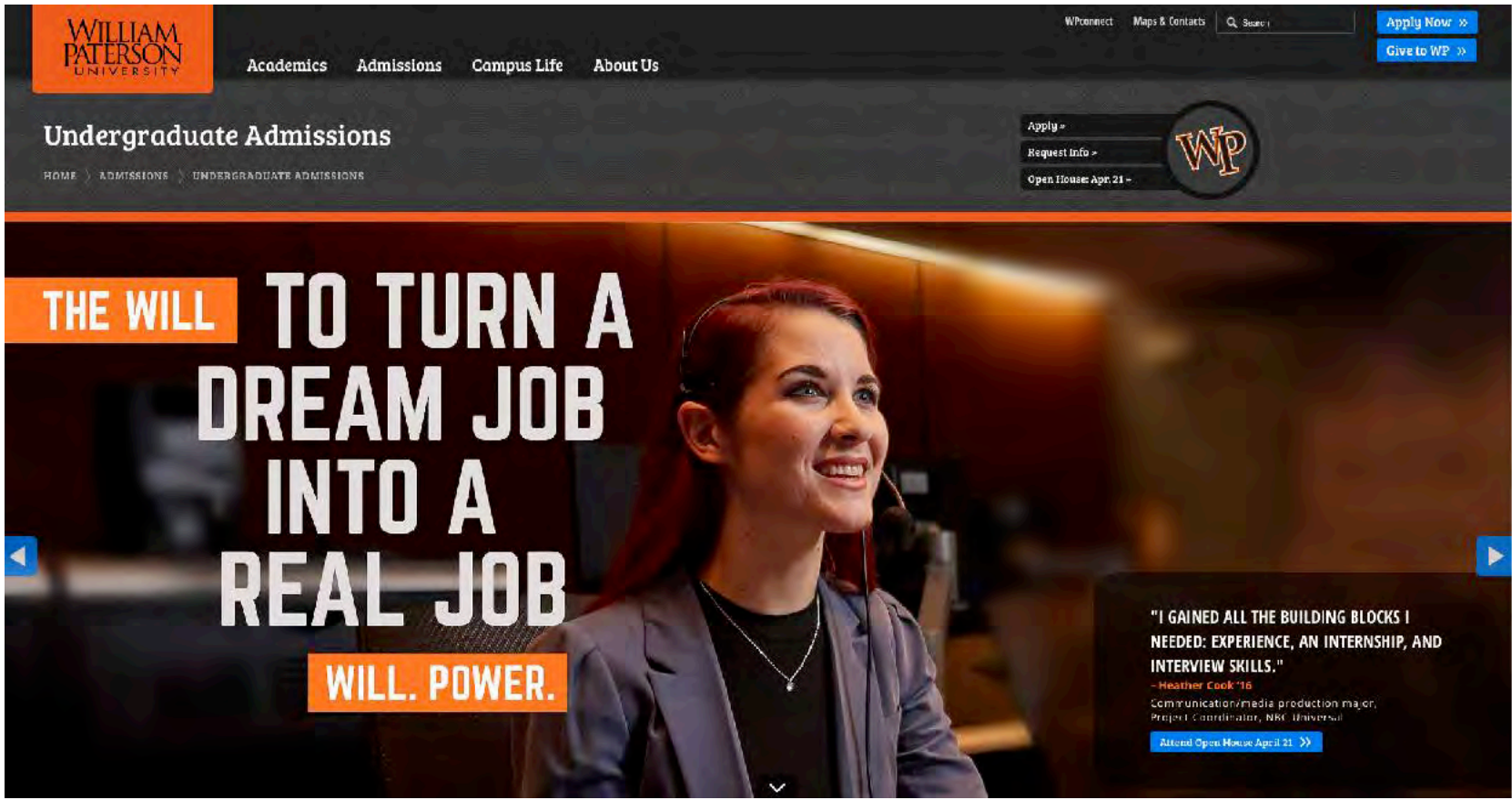
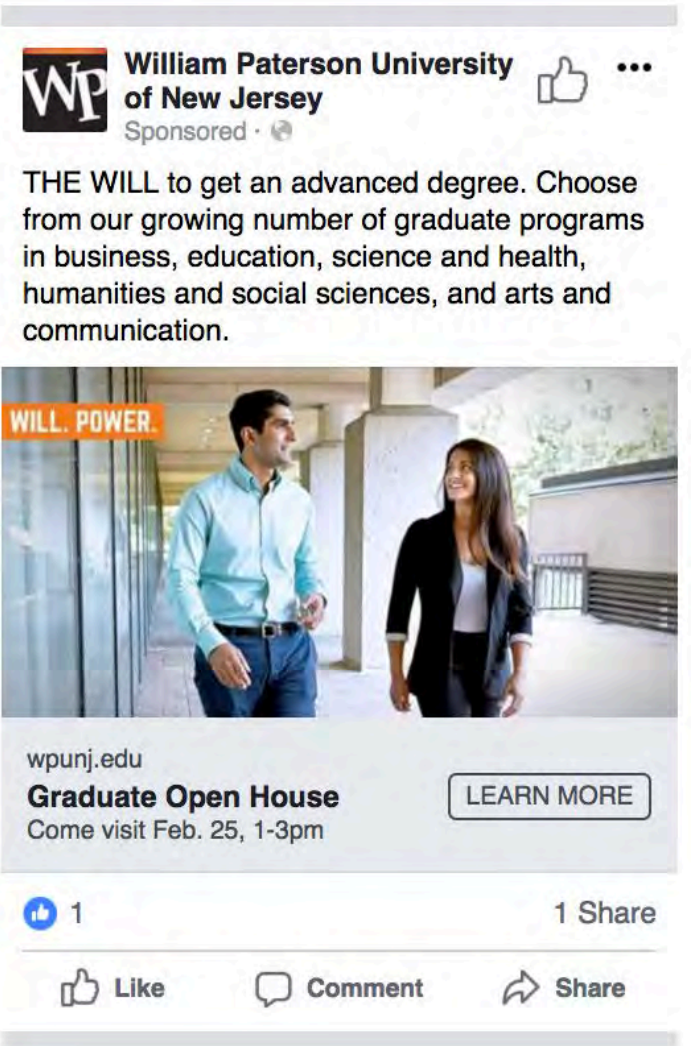
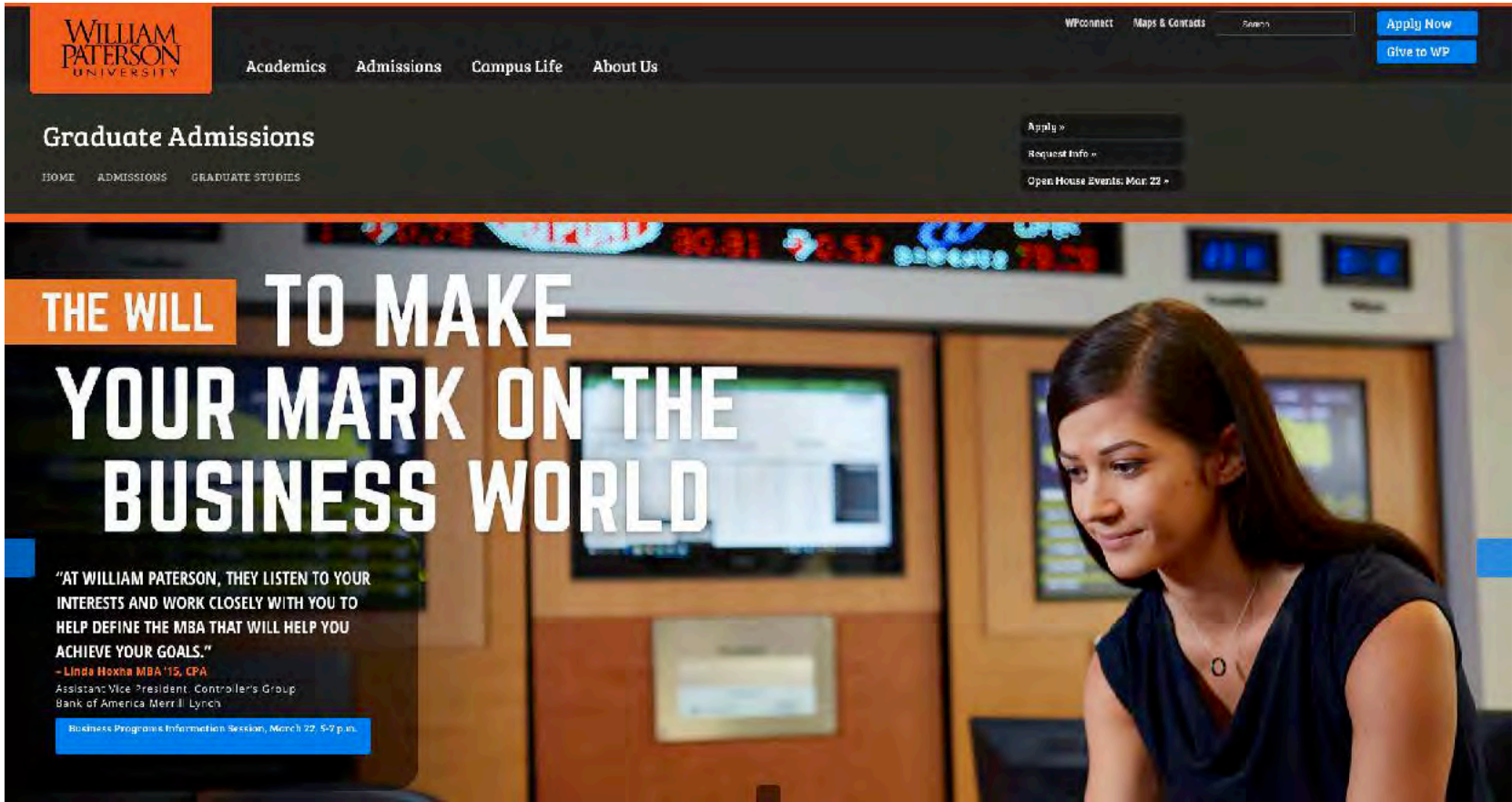
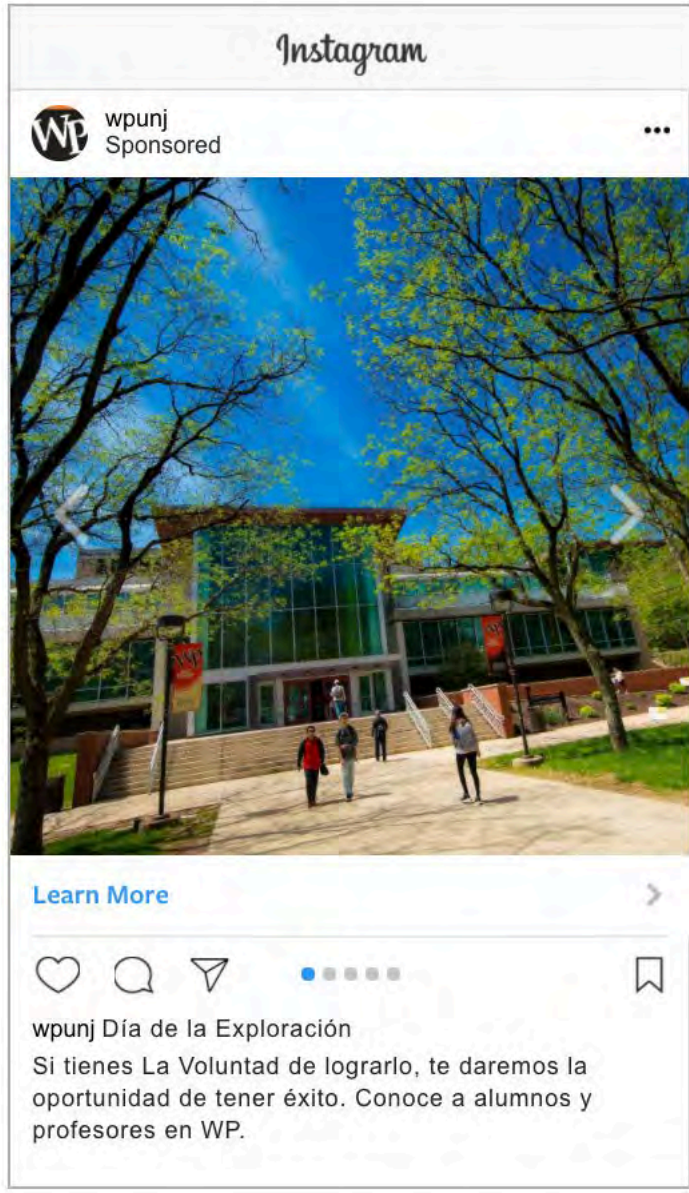
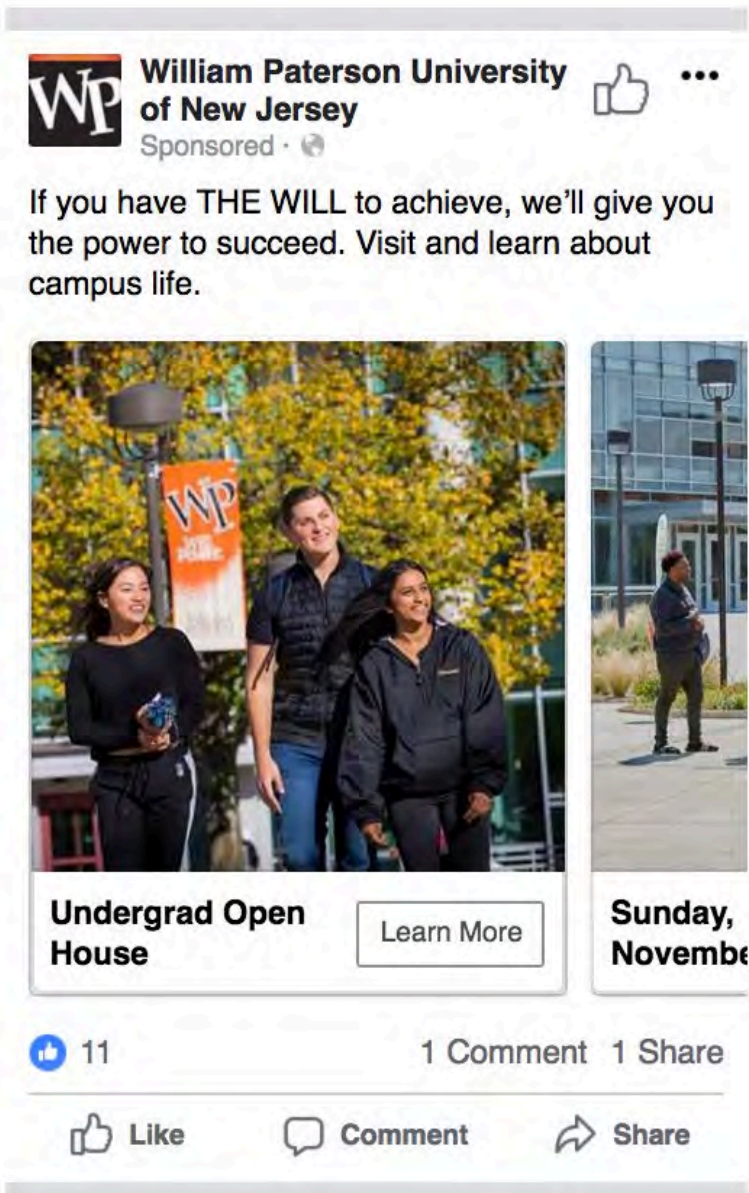
# EVOLUTION OF THE WILLIAM PATERSON CAMPAIGN: 2017

Below: In 2017, we further reminded the “Will.Power.” brand with a creative refresh and also specific messaging and relevancy to specific schools and programs.





# BRANDED PAID SOCIAL & INBOUND/OUTBOUND LANDING PAGES





# NEW CHALLENGES IN 2020

After enjoying increased inquiries and enrollment, the COVID-19 pandemic presented new difficulties in 2020. William Paterson and Fuseideas wanted to ensure that the Will.Power. brand still resonated with everyone on (virtual) campus and to reevaluate the prospective target audience's needs in light of the pandemic and considering the rapidly changing demographics of northern New Jersey.

Fuseideas conducted stakeholder interviews and student focus group, as well as extensive third-party research to determine that Will.Power. as a brand was still relevant. However, there needed to be more contextual evidence — our audiences now desired more information about what Will.Power. actually means and how it is brought to life.

## INSIGHT

Through our research, we found that prospective students are incredibly motivated and driven to transform their future, and WP's strength lies in empowering students to transform their lives. William Paterson empowers students through innovative and progressive academic, financial and development support systems, a transformative learning environment which cultivates an individual and collective growth mindset, and a community that embraces and reflects the evolving diversity of the region and state.

## SOLUTION

A campaign that focused on the support William Paterson provides for ultimate student success. Fuseideas just deployed these ads in social and digital media, and will further expand upon the campaign with endemic advertising and visual storytelling to provide an inclusive narrative on the opportunities WP offers.






# 2020 WILLIAM PATERSON CAMPAIGN BRAND REFRESH


## Undergraduate

YOUR GRIT.  
OUR SUPPORT.  
Together, we'll do this.

WILLIAM PATERSON UNIVERSITY | Will. Power.



LEARN MORE



THIS IS WHERE "I WANT"  
BECOMES "I WILL."  
Together, we'll do this.

WILLIAM PATERSON UNIVERSITY | Will. Power.

LEARN MORE

IF YOU SEE A FUTURE OF  
INFINITE POTENTIAL,  
WE'RE SEEING EYE TO EYE.  
Together, we'll do this.



WILLIAM PATERSON UNIVERSITY | Will. Power.

LEARN MORE

YOU'RE HERE  
FOR A REASON,  
AND WE'RE  
HERE FOR YOU.  
Together, we'll do this.



WILLIAM PATERSON UNIVERSITY | Will. Power.

LEARN MORE

YOUR TENACITY  
GOT YOU HERE.  
OUR SUPPORT CAN  
TAKE YOU ANYWHERE.  
Together, we'll do this.



WILLIAM PATERSON UNIVERSITY | Will. Power.

LEARN MORE

## Graduate

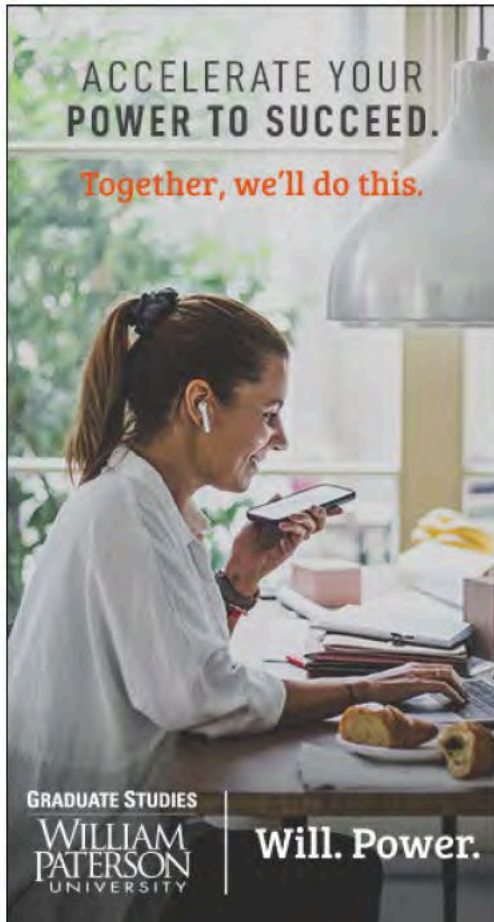
ACCELERATE YOUR  
POWER TO SUCCEED.  
Together, we'll do this.



GRADUATE STUDIES  
WILLIAM PATERSON UNIVERSITY | Will. Power.

LEARN MORE

ACCELERATE YOUR  
POWER TO SUCCEED.  
Together, we'll do this.



GRADUATE STUDIES  
WILLIAM PATERSON UNIVERSITY | Will. Power.

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# 2020 WILLIAM PATERSON CAMPAIGN BRAND REFRESH

## UNDERGRADUATE

**William Paterson University of New Jersey**  
Sponsored · 🌐

At WP, our scholarship & financial aid programs put college within reach of our resilient, tenacious students.



WPUNJ.EDU  
**Powered by a will to succeed.** [Learn More](#)

 Like  Comment  Share

**William Paterson University of New Jersey**  
Sponsored · 🌐

Our unique, first-year program - Will. Power. 101. - fosters our students' drive by combining practical skills with peer encouragement.




WPUNJ.EDU  
**You're here for a reason and we're here for you.** [Learn More](#)

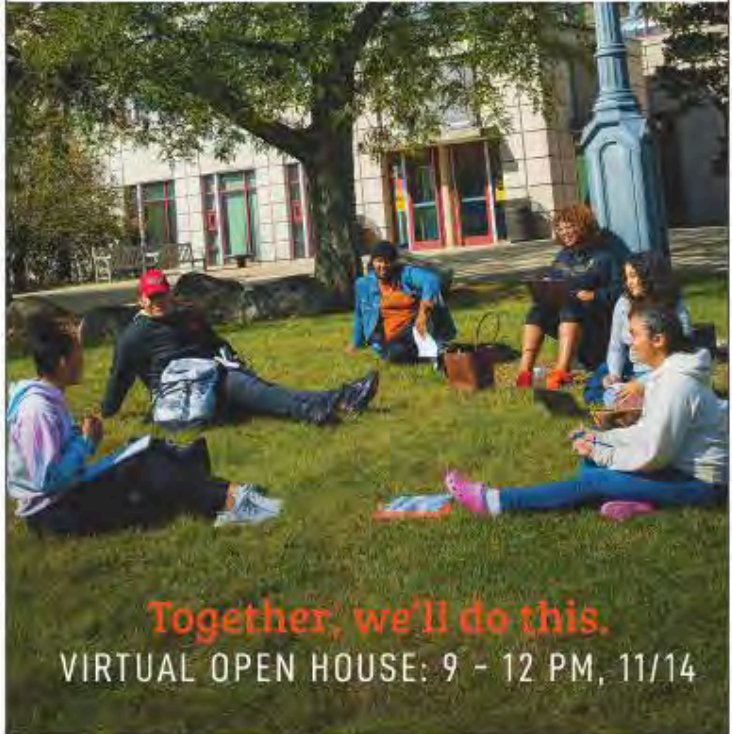
 Like  Comment  Share

Spanish ALT

## GRADUATE





Instagram

 wpunj




**Together, we'll do this.**  
VIRTUAL OPEN HOUSE: 9 - 12 PM, 11/14


[Learn More](#)

Join us from 9 - 12 PM on November 14 to speak directly to admissions counselors and faculty about your future at William Paterson.





Instagram

 wpunj



**ACCELERATE YOUR POWER TO SUCCEED.**  
**Together, we'll do this.**

[Learn More](#)

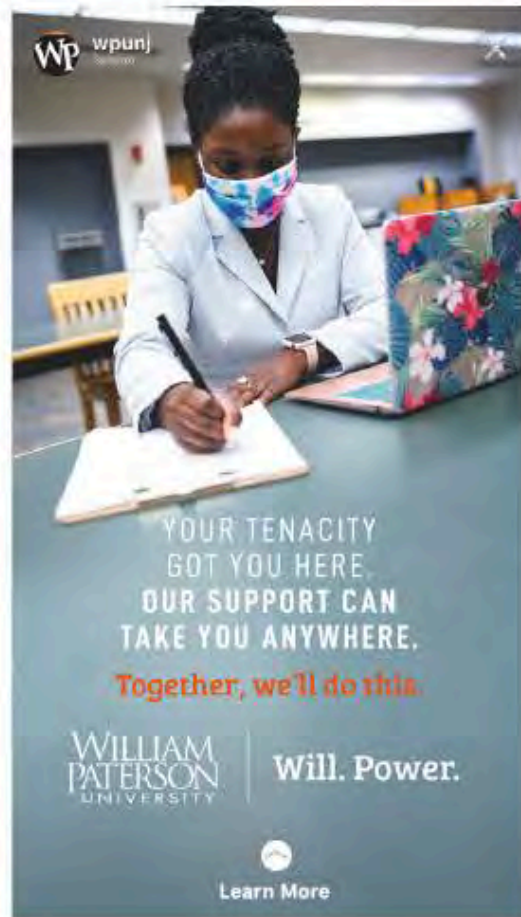
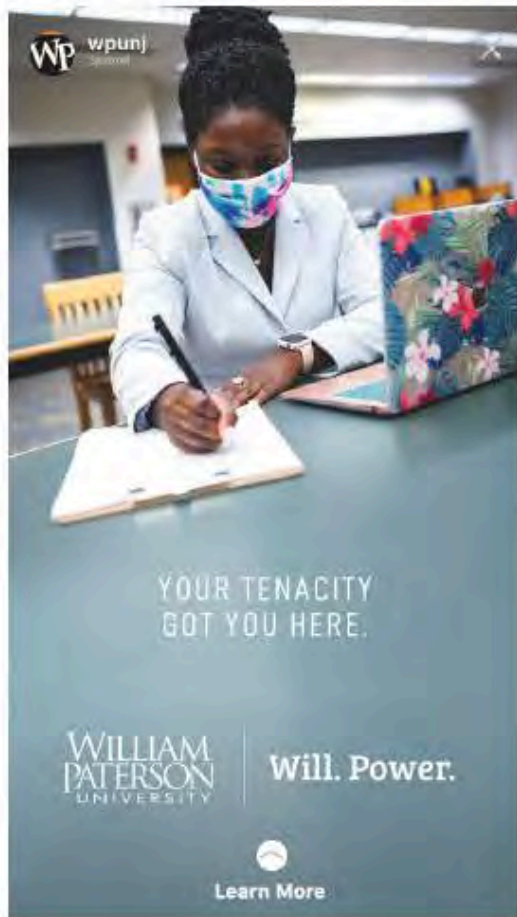
   

Discover William Paterson's Graduate Programs. Convenience and affordability to acquire the in-demand skills you want for success. Invest in your career, with us.

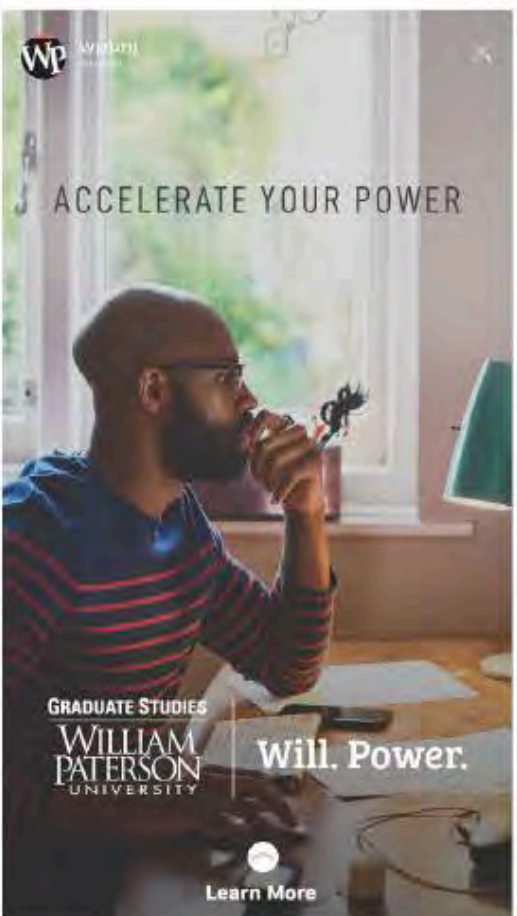


# 2020 WILLIAM PATERSON CAMPAIGN BRAND REFRESH

## UNDERGRADUATE



## GRADUATE STORY







**NORFOLK STATE**  
UNIVERSITY



# NORFOLK STATE UNIVERSITY

## ASSIGNMENT OVERVIEW/BUSINESS CHALLENGE:

Norfolk State is a public, Historically Black College and University (HBCU). Fuseideas was hired as Agency of Record to help NSU navigate crisis. NSU was recovering from a series of internal issues that left them with a damaged image. They were also dealing with accreditation issues, which could impact the long-term health of the university. Fuseideas needed to:

- ▶ Develop a multifaceted reputation management campaign to stop the crisis
- ▶ Enroll the next class while managing the crisis
- ▶ Develop a new branding campaign to turn around the tarnished image of the institution
- ▶ Set the institution on a path forward to success

## STRATEGY:

A multi-layered campaign and institutional rebranding that targeted the General public and lawmakers in the Richmond/ Greater Tidewater region, as well as prospective students and alumni across the Commonwealth of Virginia.

## KEY INSIGHTS DURING THE ENGAGEMENT:

- ▶ Norfolk State University is a vital economic engine supporting the Tidewater region and also provides prospective students the opportunity to get a quality education, which they might not have access to otherwise.
- ▶ Norfolk State University has transformed generations of students who have gone on to have rewarding lives and careers, often exceeding their own expectations. The opportunities that were shaped by the community influenced the success they began to see for themselves at NSU.

## MESSAGING STRATEGY FROM INSIGHTS:

- ▶ Norfolk State University provides the framework (programs, infrastructure, and support) for opportunity and a successful future for the students that attend. It's a gateway for their future.
- ▶ NSU professors see your potential and demand the best from you. They enable students to see new possibilities for themselves, and achieve them.
- ▶ NSU offers high-quality degree programs that lead to careers in new and innovative fields, as well as longstanding occupations.
- ▶ NSU provides an environment where students feel comfortable and thrive. It is a community with a “family” feeling of comfort and support, where students form close, personal bonds with faculty and other students.





# NORFOLK STATE UNIVERSITY

While Fuseideas was conducting the reputation management campaign and assisting in enrollment, we set about to rebrand the university. As part of this process, we developed three concepts and tested each one with our prospective audiences. The winning concept, “We See The Future In You,” was used in our 2017–2018 campaign. We re-developed the university brand architecture and logo marks through an extensive creative process with multiple rounds of feedback. We also developed a comprehensive integrated media plan to launch the brand that included elements of broadcast, radio, video, out of home, digital, and social media.

WE SEE THE  
**FUTURE**  
IN YOU.



**NORFOLK STATE**  
UNIVERSITY



# NORFOLK STATE UNIVERSITY



WE SEE **THE FUTURE**  
IN YOU.

“Teaching kids is what I was meant to do.”

Dreaming about the future? At Norfolk State University, dreams start here. With high quality degree programs and dedicated professors devoted to your success, there's no telling what your future will hold.

Learn more at [nsu.edu](https://nsu.edu).



WE SEE **THE FUTURE**  
IN YOU.

“I’ve wanted to be a scientist since I was twelve.”

Dreaming about the future? At Norfolk State University, dreams start here. With high quality degree programs and dedicated professors devoted to your success, there's no telling what your future will hold.

Learn more at [nsu.edu](https://nsu.edu).





# NORFOLK STATE UNIVERSITY



WE SEE **THE FUTURE** IN YOU.

**“As a nurse, I can make a huge difference in someone’s life.”**

Dreaming about the future? At Norfolk State University, dreams start here. With high quality degree programs and dedicated professors devoted to your success, there’s no telling what your future will hold.

Learn more at [nsu.edu](https://nsu.edu).



**NORFOLK STATE**  
UNIVERSITY



WE SEE **THE FUTURE** IN YOU.

**“I’d like to run my own business someday”**

Dreaming about the future? At Norfolk State University, dreams start here. With high quality degree programs and dedicated professors devoted to your success, there’s no telling what your future will hold.

Learn more at [nsu.edu](https://nsu.edu).



**NORFOLK STATE**  
UNIVERSITY



# NORFOLK STATE UNIVERSITY

## On Campus Integration





# NORFOLK STATE UNIVERSITY

In addition to our work on the Norfolk State University re-branding effort, we were tasked with digital marketing strategy, as well as re-designing and re-platforming the website. Digital media, social media, and an advanced website using a personalization engine were critical pillars of our strategy. The goal was a comprehensive digital and social media plan to help further the “storytelling” aspect of “We See The Future In You.”





# NORFOLK STATE UNIVERSITY





WE SEE  
**THE**  
FUTURE  
IN YOU.

LEARN MORE




**NORFOLK STATE**  
UNIVERSITY



**Norfolk State University**  
Sponsored · 

Like Page

"Helping people is what I was meant to do." Dreaming about the future? At Norfolk State University, we see the future in you. Experience, for yourself, why students are choosing NSU by attending our Open House on Saturday, April 1, at 9 A.M.



Join Us for Our Open House: Saturday, April 1  
Click here to register today.

[NSU.EDU](#)

Sign Up


32 Reactions 1 Share

Like

Comment


Share

Instagram



**norfolk\_state\_university**  
Sponsored

...



[Learn More](#)

>

♡

💬

📌

🔖

**norfolk\_state\_university** OPEN HOUSE: APRIL 1, 9AM. At Norfolk State University, we see the future in you. Experience, for yourself, why ... more



# NORFOLK STATE UNIVERSITY

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WE SEE THE  
**FUTURE**  
IN YOU.

**"I'd like to run my own business someday."**

Dreaming about the future? At Norfolk State University, dreams start here. With high quality degree programs and dedicated professors devoted to your success, there's no telling what your future will hold.

Learn more at [nsu.edu/apply](https://nsu.edu/apply).



**NORFOLK STATE**  
UNIVERSITY



# NORFOLK STATE UNIVERSITY





# NORFOLK STATE UNIVERSITY



<https://vimeo.com/460590182/e5a41410bb>



# NORFOLK STATE UNIVERSITY

## RESULTS FROM BRAND LAUNCH:

- ▶ **250% INCREASE IN APPLICATIONS**
  - INCLUDING 1,000 TRANSFER APPLICANTS
- ▶ **110% INCREASE IN ENROLLMENT**
- ▶ **25% INCREASE IN SITE TRAFFIC**



**NORFOLK STATE**  
UNIVERSITY



# NORFOLK STATE UNIVERSITY

## 2020 BRAND REFRESH

In order to evolve the brand imagery and create stronger, more personal identification, it was decided to use real students in the messaging. The students would be featured, front and center, in traditional print, OOH, and on digital and social platforms. Their photographic images would be portrayed in present time, as well as in the future. Revealing their future careers, coupled with the theme line We See the Future in You, was inspiring and eye-catching. With real students shown, this added to the authentic, testimonial nature of the message.



**MAKE YOUR CAREER IN CYBERSECURITY AND MAKE A DIFFERENCE.**

The Cybersecurity programs and research at Norfolk State University will prepare you to compete in this exciting and vital field. You'll learn theory and hands-on skills like digital forensics. You'll acquire practical training. Plus, you'll sharpen your ability to think critically and communicate more effectively. If you see yourself in an academic institution, industry or government, matching wits with cyber attackers, we see cybersecurity in your future. [Learn more at nsu.edu/learnmore.](#)

NSU.EDU |   





**ALL THE WORLD'S A STAGE. FIND YOURS HERE.**

Learn more about our acclaimed Drama & Theatre Program.

From Kennedy Center awards to national festival performances to guest lectures with Hollywood stars, it's all here. At Norfolk State University, you'll study with Broadway professionals and learn your craft in our state-of-the-art facilities. We'll prepare you to be skilled, disciplined, creative practitioners. Whether you're on the stage or behind the scenes, we see a life in theatre in your future. [Learn more at nsu.edu/learnmore.](#)




NSU.EDU |   




**WE OFFER DEGREES IN HOW TO SUCCEED.**

Learn more about our AACSB accredited School of Business.

Since its accreditation in 1990, the School of Business at Norfolk State University has been preparing its graduates for success. Our internship programs start at the end of your first year. You'll meet and interview with major corporations and entrepreneurs as you use your interpersonal skills and expand your network of contacts. If the business world beckons you, we can see it in your future. [Learn more at nsu.edu/learnmore.](#)



NSU.EDU |   



**TAKE YOUR RN AND RAISE IT UP A DEGREE.**

Complete our RN to BSN online program in 12-18 months.

At Norfolk State University, we've been preparing nurses to excel in their chosen field for over 30 years. Today the landscape is changing, and successful nurses need more advanced degrees. NSU offers one of the most comprehensive, accelerated and affordable online programs in the state. If you see yourself working in pediatrics, emergency medicine, or even hospital administration, we see a BSN degree in your future. [Learn more at nsu.edu/learnmore.](#)

NSU.EDU |   



**HELPING PEOPLE IS YOUR PASSION, WE'LL MAKE IT YOUR PROFESSION.**

Learn more about our nationally accredited School of Social Work.

At Norfolk State University, we say our School of Social Work graduates bring us their passion for helping others. Whether pursuing a BSW, MSW or Ph.D. degree, our graduates are well-prepared to succeed in this challenging and rewarding career. Since its inception in 1975, NSU students have received specialist training in social work fields like child welfare, mental health and healthcare. If helping others touches your heart, we see social work in your future. [Learn more at nsu.edu/learnmore.](#)

NSU.EDU |   



# **XII.B.4: CREATIVE SAMPLES**

## **A. CREATIVE DESIGN**

**2. CREATING, DESIGNING, AND PRODUCING ENROLLMENT/DIRECT RESPONSE CAMPAIGNS THAT COULD INCLUDE ADVERTISING, DIRECT MAIL, LANDING PAGES, VIDEO AND HTML EMAILS, DIGITAL MEDIA, SOCIAL MEDIA, ETC.**





UNC CHARLOTTE



# UNC CHARLOTTE — MADE IN CHARLOTTE

## DEEPENING THE CONNECTION BETWEEN A SCHOOL AND ITS CITY, AND THEN LEVERAGING THOSE STRENGTHS TO DRIVE ENROLLMENT.

### PHASE 2 CHALLENGE

While “We Are All Niners” provided a strong brand platform for the community, UNC Charlotte faced a potential enrollment decline entering 2020 and needed to have the positioning resonate with prospective students both in and outside of the Charlotte region.

### SOLUTION

We leveraged the initial insight that people love living in Charlotte, and positioned that as a key reason for students to apply: UNC Charlotte’s connection with the Charlotte community provides a setting for students to thrive - both during and after college. UNC Charlotte focuses on helping students succeed by integrating them into the Charlotte region through hands-on learning experiences and internships, which in turn leads to ample employment opportunities in one of the fastest-growing cities in the country.

Targeting freshmen, transfer and graduate students by showing them how UNC Charlotte is an ideal fit because it offers the opportunities and culture to succeed. In essence, these students will be “Made in Charlotte.”

Our media took into consideration the following strategic approach:

- Build on the awareness generated in Phase I “We Are All Niners” by extending the reach of the campaign across all prospective students as well as community and opinion leaders.
- Generate targeted media efforts that influence further engagement with the university through online channels.
- Drive action and conversion from prospects who have already expressed interest in the university.

Our media strategy consisted of the following:

- An integrated digital approach across programmatic display and native tactics, paid social and Google ads through both PPC search and display, which allowed us to reach our audiences as each decision-making phase.
- Media was highly targeted to the Charlotte, Raleigh and Greensboro and broken down across transfer, freshmen and graduate audiences.



# UNC CHARLOTTE — MADE IN CHARLOTTE



YOUR FUTURE IS MADE IN CHARLOTTE



UNC CHARLOTTE

APPLY NOW



YOUR FUTURE IS MADE IN CHARLOTTE



UNC CHARLOTTE

APPLY NOW



YOUR FUTURE IS MADE IN CHARLOTTE



UNC CHARLOTTE

APPLY NOW



UNC CHARLOTTE

YOUR FUTURE IS MADE IN CHARLOTTE

APPLY



UNC CHARLOTTE

YOUR FUTURE IS MADE IN CHARLOTTE

APPLY NOW



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APPLY NOW



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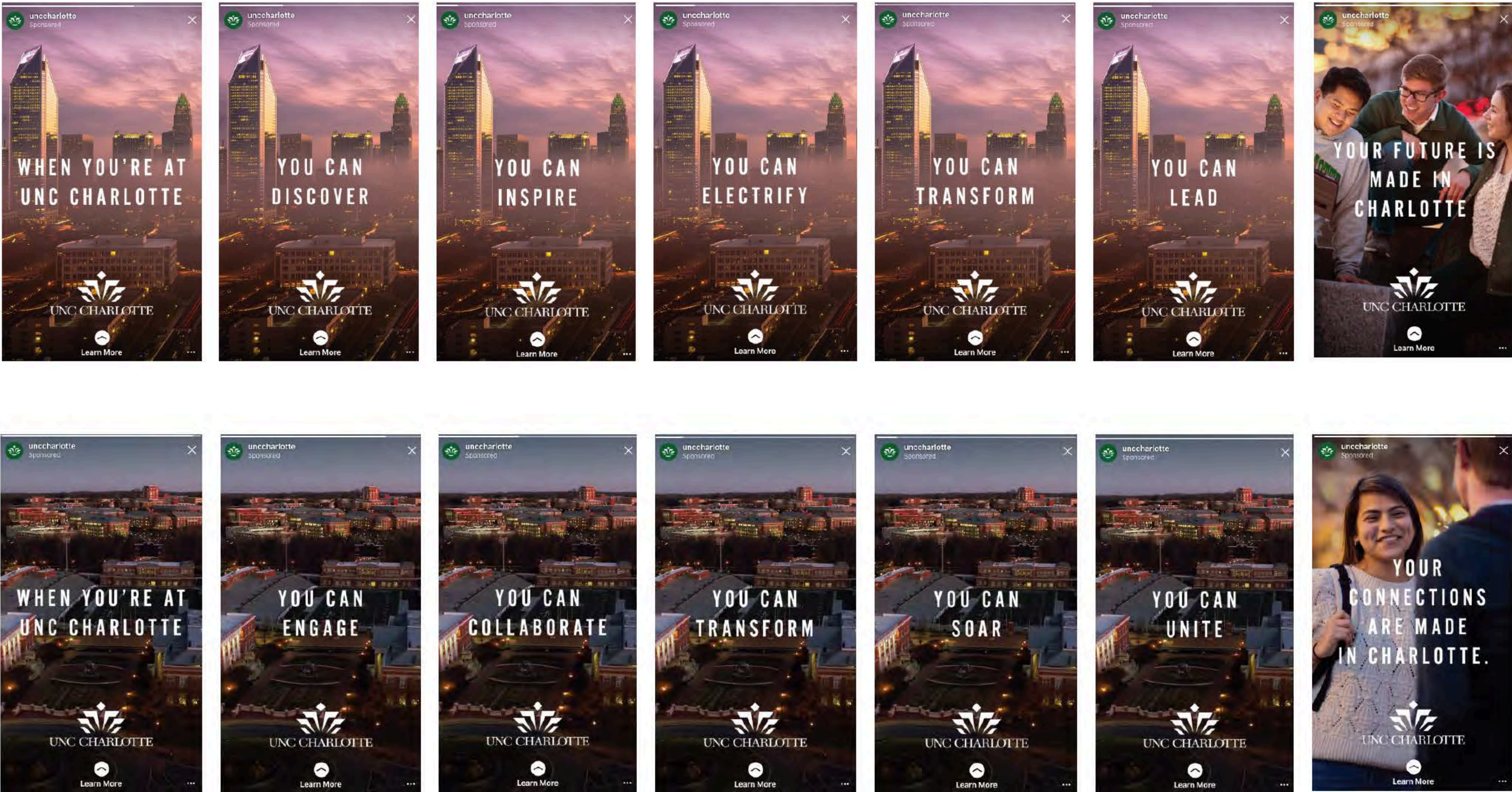
UNC CHARLOTTE

YOUR FUTURE IS MADE IN CHARLOTTE

LEARN MORE



# UNC CHARLOTTE — MADE IN CHARLOTTE

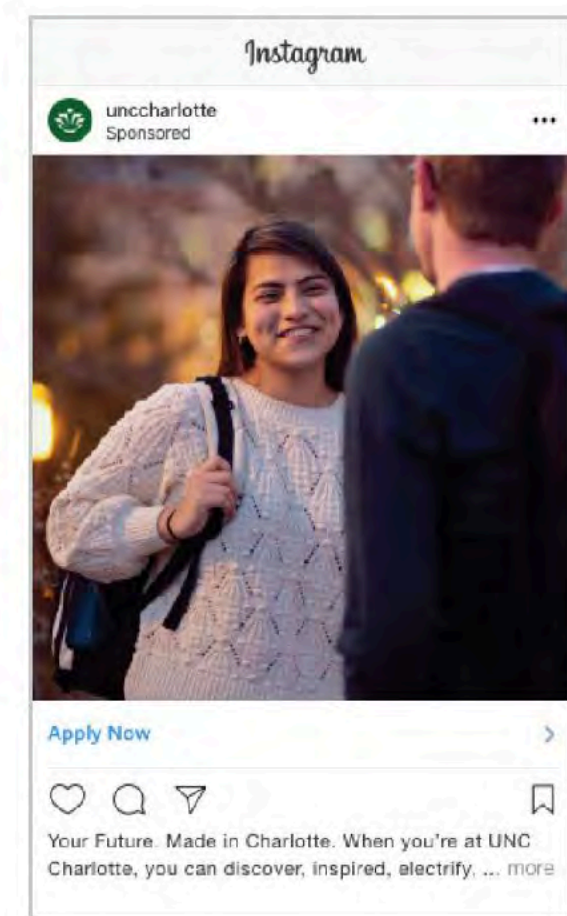




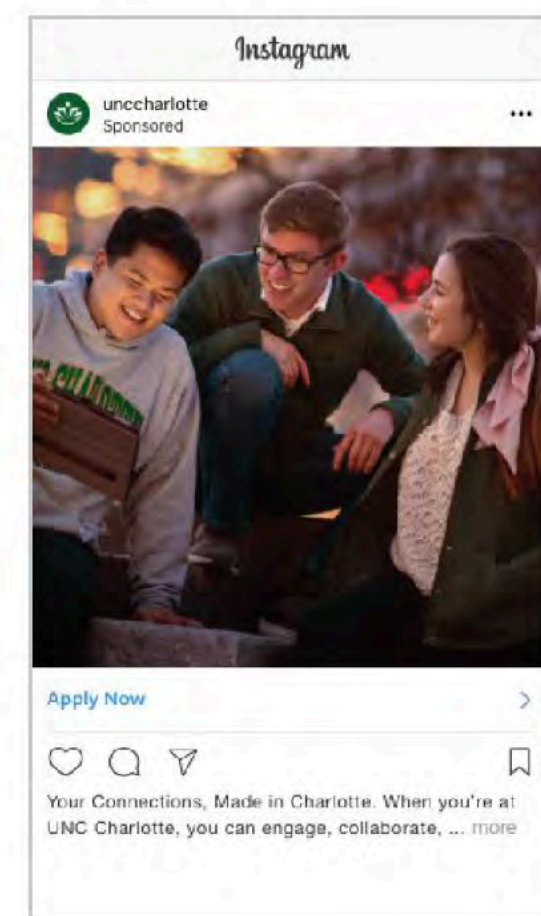
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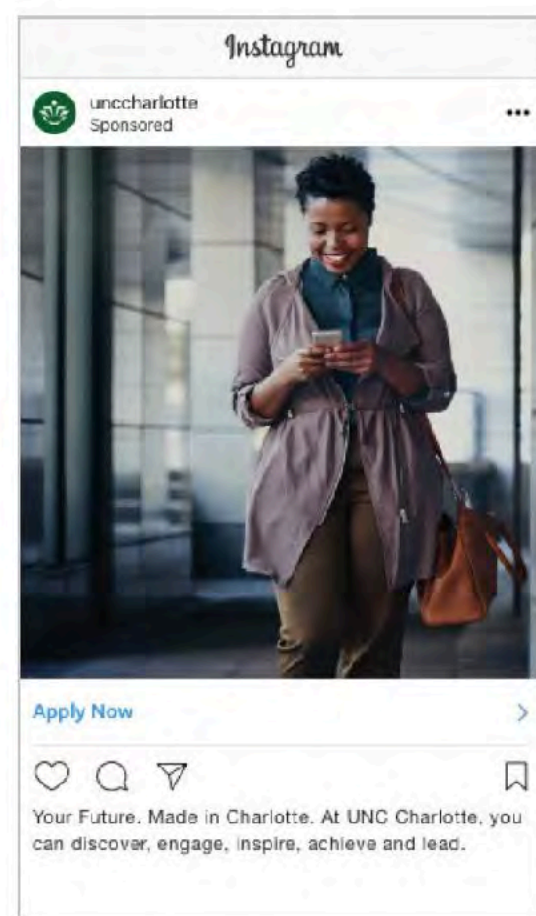
Undergrad



Transfer



Graduate



Undergrad



Transfer



Graduate





# UNC CHARLOTTE — MADE IN CHARLOTTE

## RESULTS

**In three months, “Made in Charlotte” delivered:**

- ▶ 21 million impressions
- ▶ 40,000 new site users
- ▶ More than 4,000 goal completions on the site, including more than 1,400 clicks on the “Apply” button.

**Despite launching the campaign during the COVID-19 pandemic and already struggling with enrollment in early 2020, UNC Charlotte surpassed 30,000 for the first time in the Fall of 2020, making it the second-largest university in the UNC system.**







UNIVERSITY OF  
**BALTIMORE**



# UNIVERSITY OF BALTIMORE

## OVERVIEW & CHALLENGE

University of Baltimore performed an institutional rebranding from another agency in 2016–2017 and the brand failed to launch successfully and achieve the desired results. Fuseideas was hired to turn this situation around, and needed to develop a multi-phased approach to help University of Baltimore achieve enrollment goals which were critical to their success.

The University is also surrounded by many well-funded competitive institutions so Fuseideas had to be strategic, nimble and economic. Our approach included:

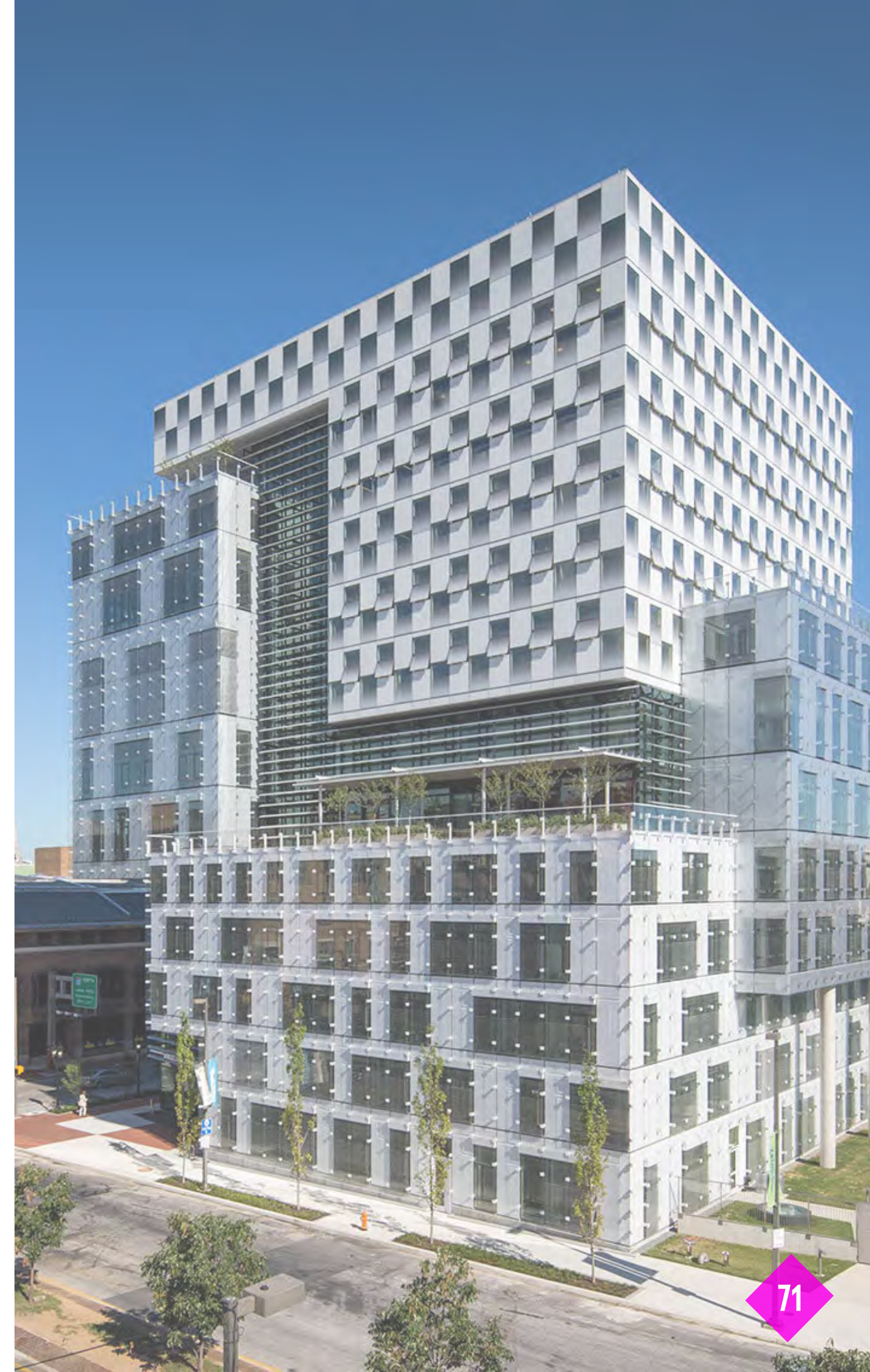
- ▶ Step 1: Generate leads to build revenue
- ▶ Step 2: Successfully launch the brand they invested in creating
- ▶ Step 3: Comprehensive media strategy and execution driving brand awareness and enrollment
- ▶ Step 4: Increase digital engagement opportunities

## KEY CONSUMER INSIGHT:

University of Baltimore offers access and opportunity to students via nationally recognized programs, faculty and their urban campus, as well as competitive tuition and financial aid packages

## CREATIVE STRATEGY:

Take the “Knowledge That Works” brand platform and make it actionable so that enrollment growth could occur.





# UNIVERSITY OF BALTIMORE

**Digital Media** – Built a hyper-targeted digital display campaign tailored to the university’s graduate and transfer audiences, leveraging Amobee Brand Intelligence programmatic platform


- **Results:**
  - ♦ 13 million impressions from \$41,000 spend (<\$3 CPM)
  - ♦ 0.09% CTR (13% above industry benchmark of 0.08%)
  - ♦ 0.19% CVR (almost 2x the campaign benchmark goal of 0.10%)

Graduate Programs at  
UB

University of Baltimore has  
affordable, flexible graduate  
degree and certificate programs.

>

University of Baltimore



Masters in Human Services

Learn to enhance quality of  
life for individuals, groups and  
communities.

>

ub  
KNOWLEDGE  
THAT  
WORKS

Applications Now Being  
Accepted for Summer and  
Fall 2018 Admission.

Scholarships Available.

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OF BALTIMORE

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Applications Now Being  
Accepted for Summer and  
Fall 2018 Admission.

Scholarships Available.

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Applications Now Being Accepted  
for Fall 2018 Admission.

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Applications Now Being Accepted for  
Summer and Fall 2018 Admission.

Scholarships Available.

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Discover our LLM in Taxation

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OF BALTIMORE

Apply Now For Transfer Admission.  
Start Jan. 29.  
Get Up To \$3,000 In Scholarships.  
UB Info Session Jan. 9

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Learning to lead  
Explore our top-15  
MPA program.

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Enhance quality of life  
Get your Masters in Human Services


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beyond accounting

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Discover our flexible MBA program.

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Advanced courses. Advanced skills.  
Get your Masters in Health Systems

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M.S. in Nonprofit  
Management

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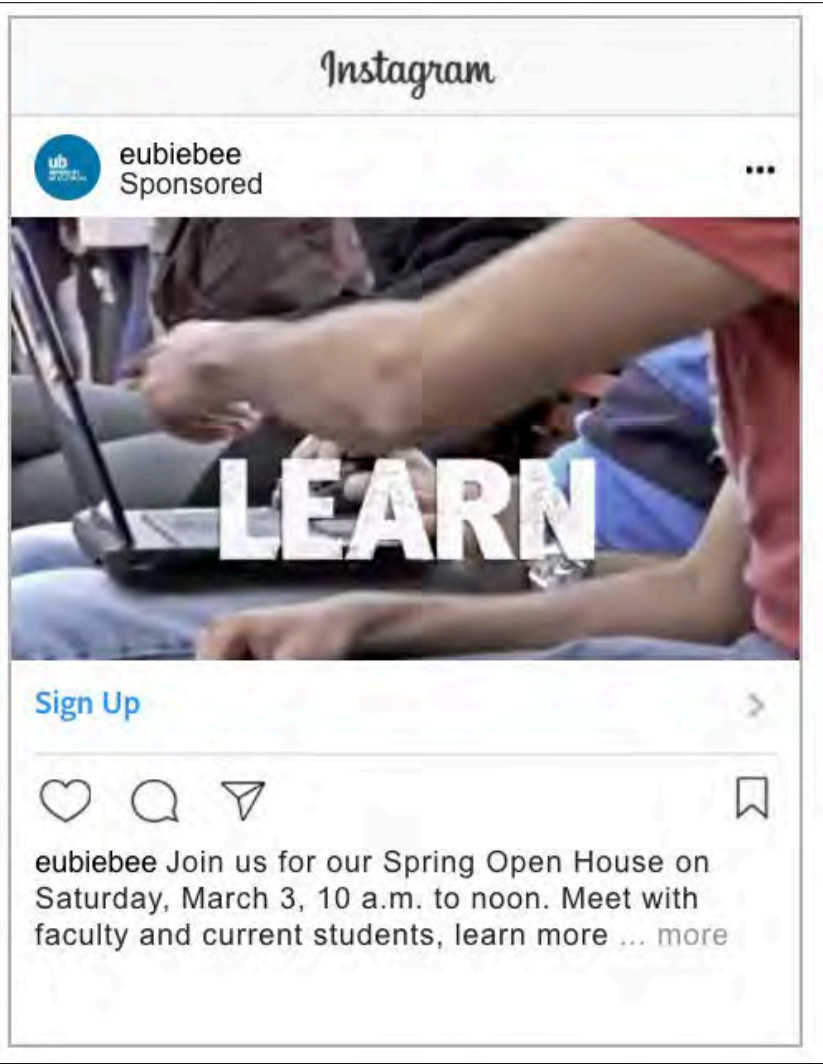
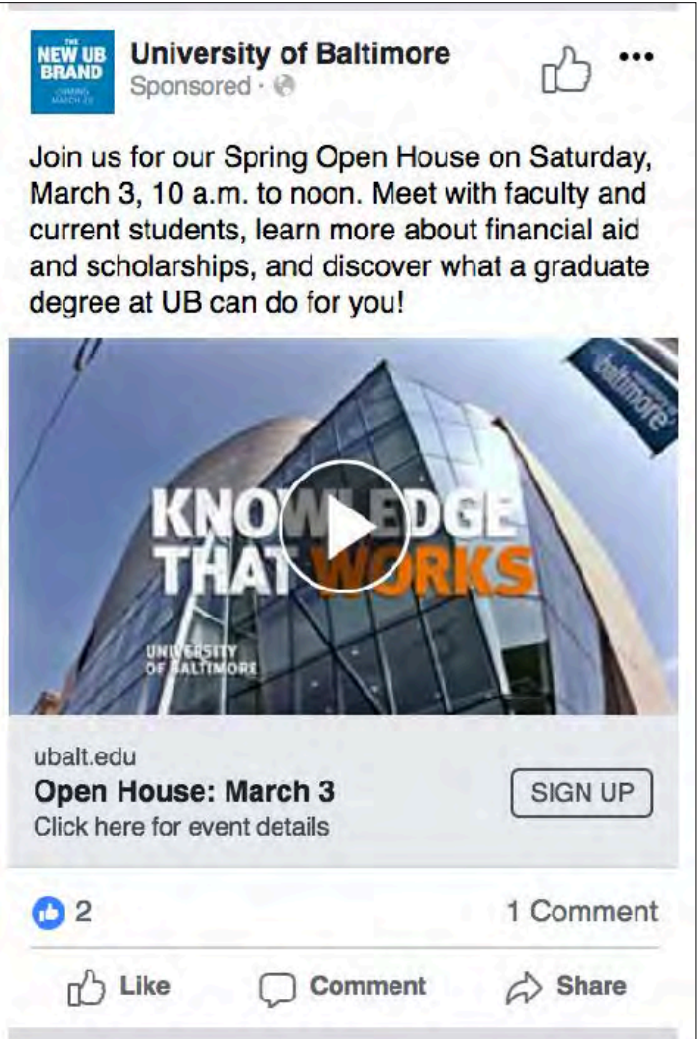
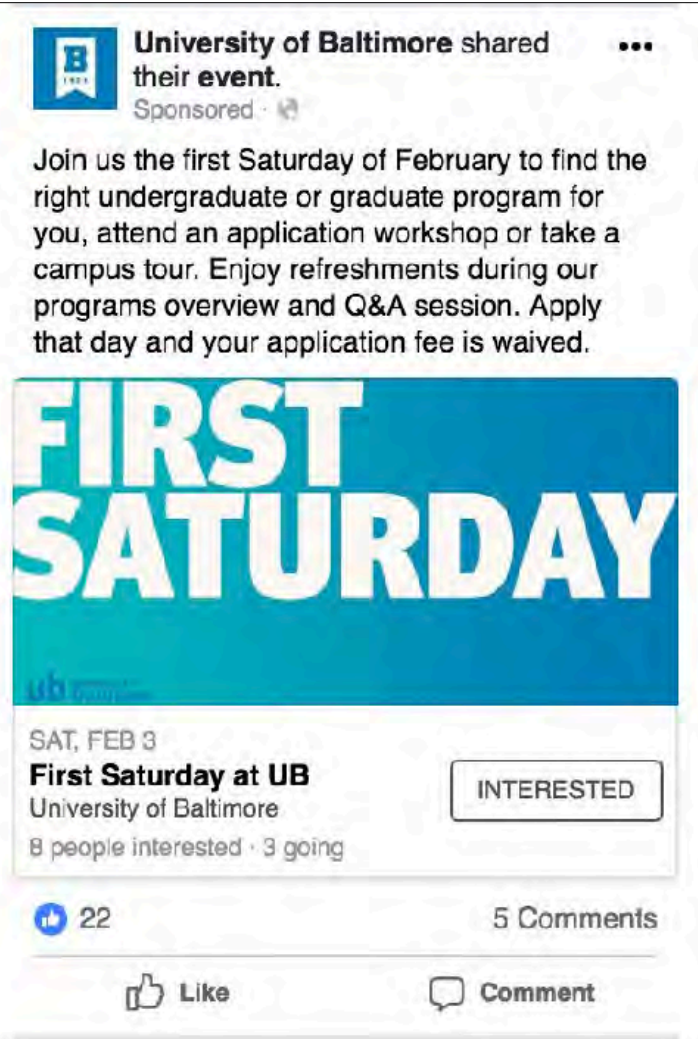
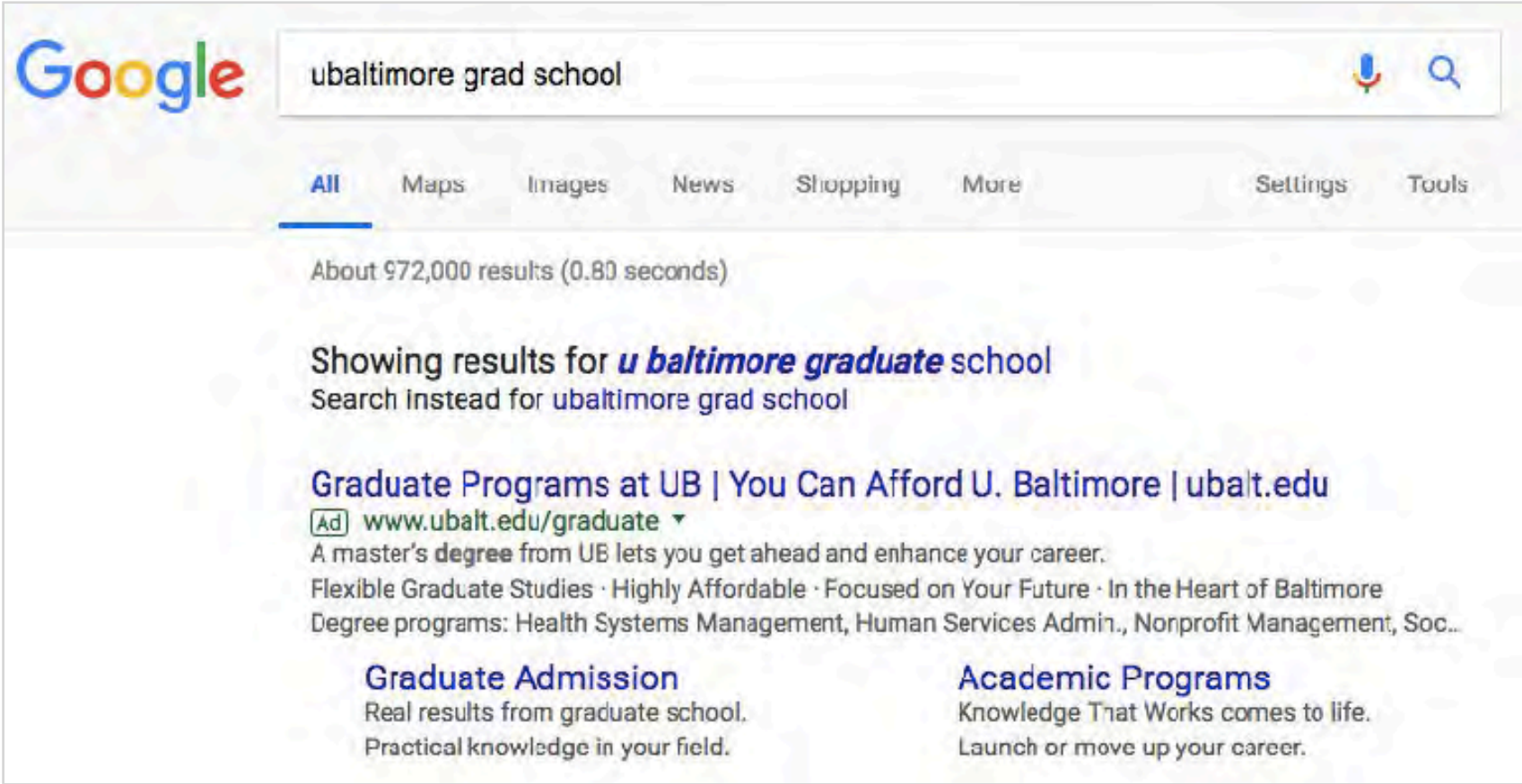
LEARN MORE



# UNIVERSITY OF BALTIMORE

**Paid Search** – Developed a robust paid search and retargeting display campaign on Google AdWords including general branded, transfer and graduate keywords, as well as niche grad programs, such as LLM, MBA, MPA, etc.

- ♦ **Results:**
    - ♦ Over 8,700 clicks from \$12,000 spend
    - ♦ 7.9% CTR (109% over industry benchmark of 3.78%)
    - ♦ \$1.37 CPC (43% more efficient than industry benchmark of \$2.40)
- Paid Social** – Managing an ongoing paid social campaign across Facebook and Instagram to promote graduate and transfer events on campus
- ♦ **Results:**
    - ♦ More than 20,000 social actions (i.e., engagements) from a \$7,800 spend
    - ♦ \$0.38 cost per action (95% more efficient than industry benchmark of \$7.85)



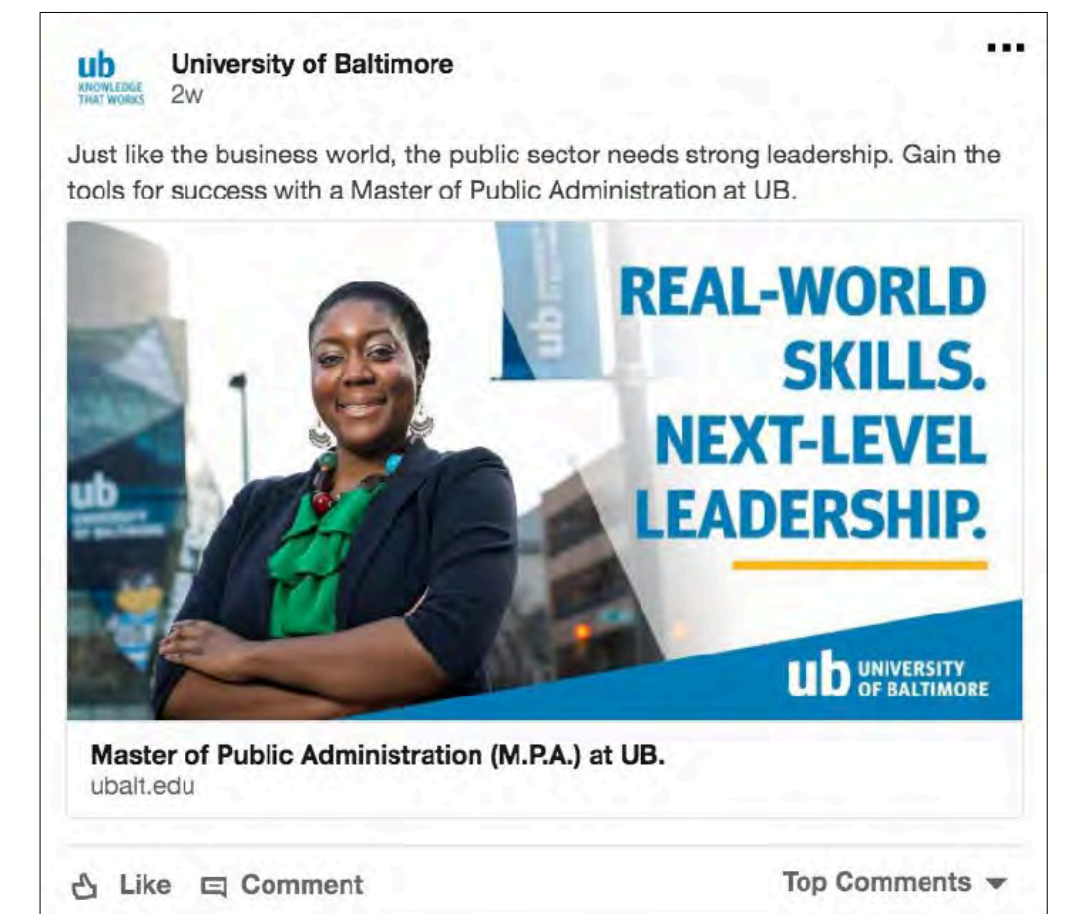
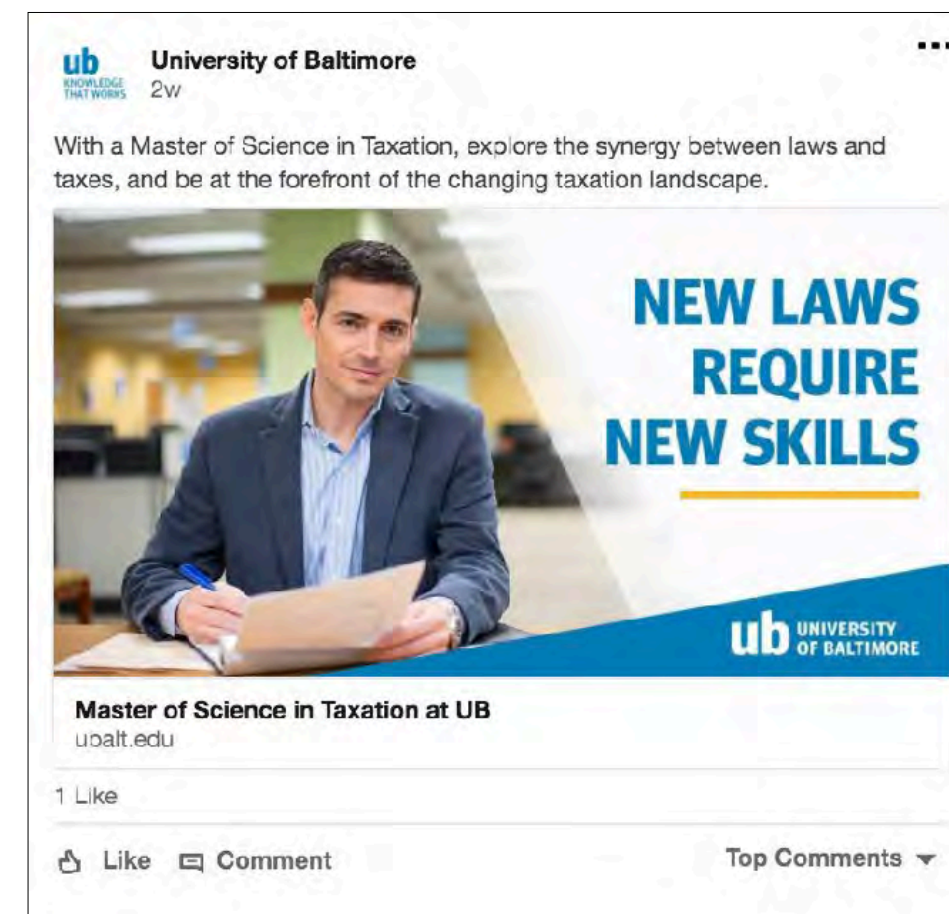
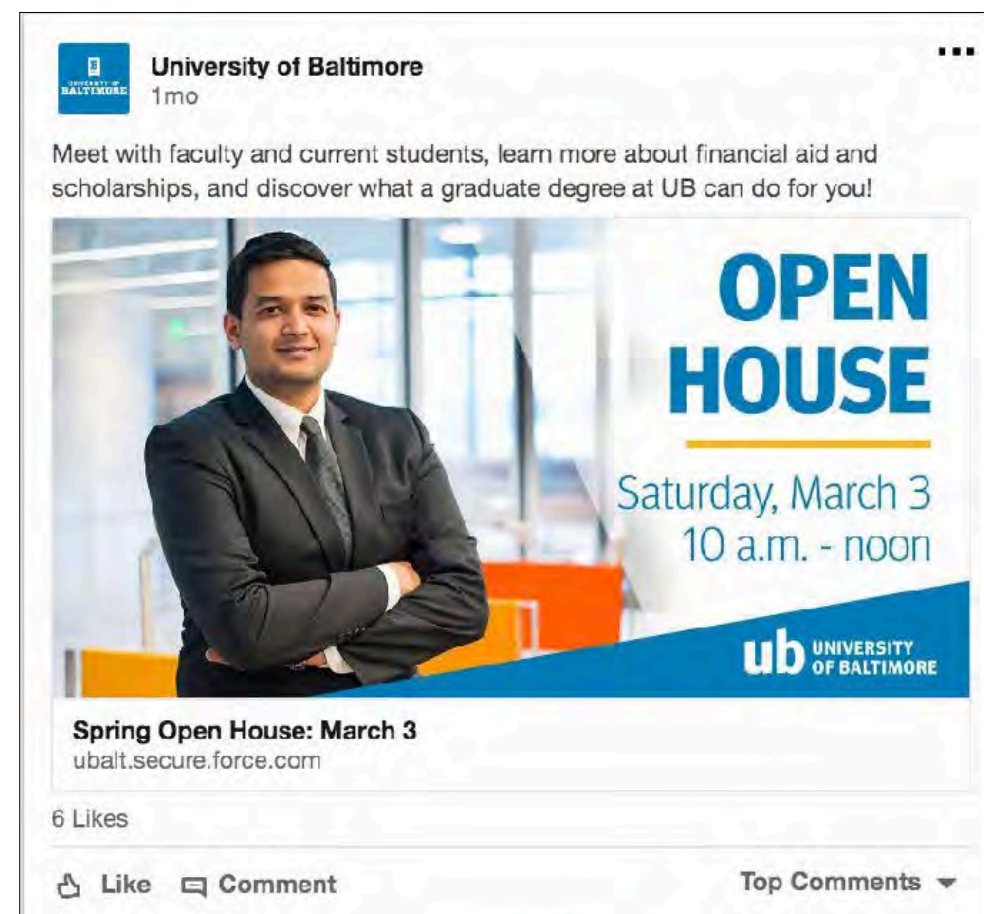


# UNIVERSITY OF BALTIMORE

**LinkedIn** – Leveraging LinkedIn’s targeting to promote niche graduate programs on the platform, as well as transfer decision days

- ♦ **Results:**

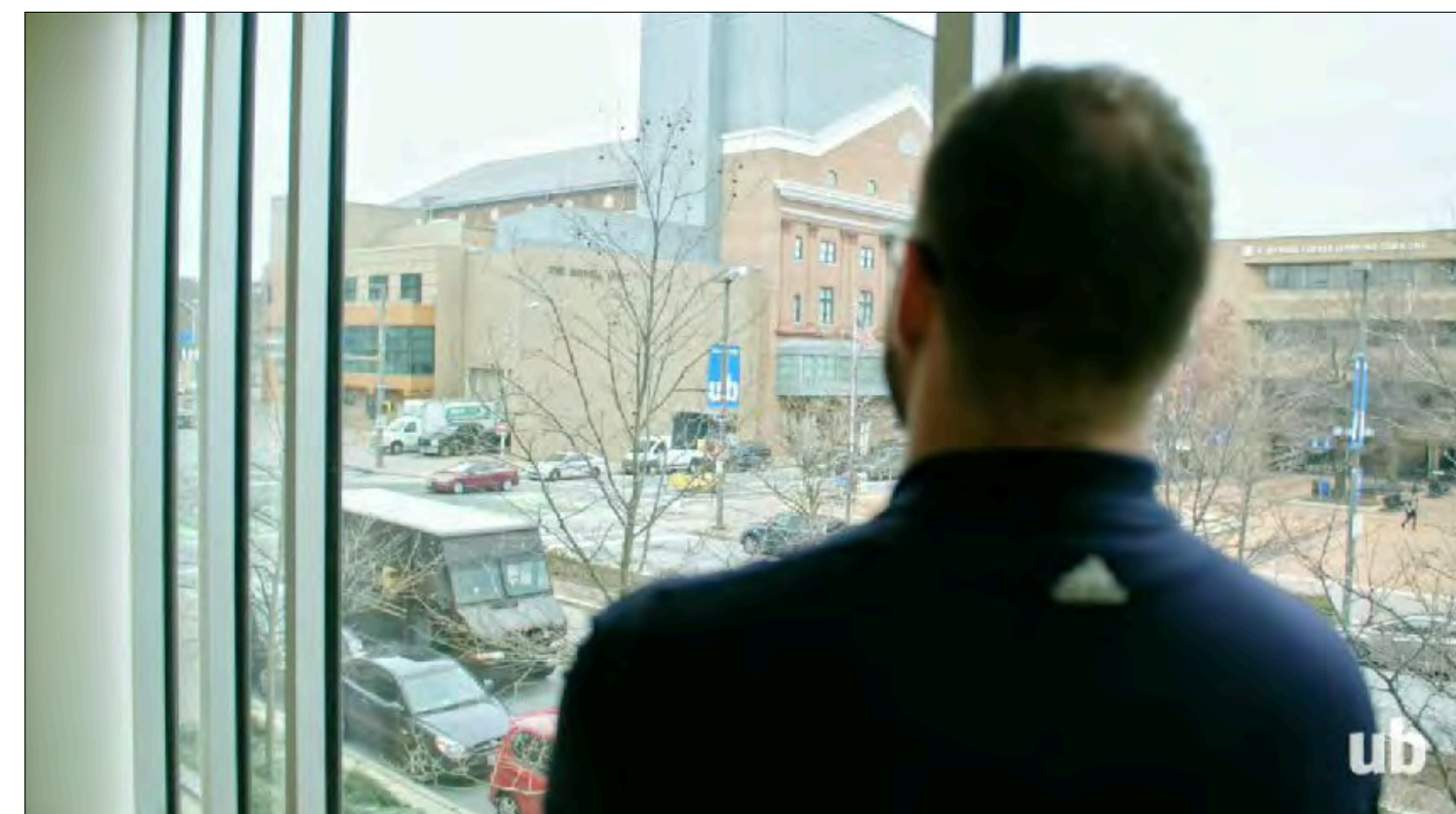
- ♦ Over 1,100 clicks from a \$6,000 spend
- ♦ 0.60% CTR (3.6x the industry benchmark of 0.13%)
- ♦ \$5.61 CPC (14% more efficient than the industry benchmark of \$6.50)



**TV/Radio** – Continued with traditional local and regional media partnerships for additional market awareness, including iHeart radio (WPOC, WQSR, WZFT, WIHT), Cable, Maryland Public TV, and Baltimore Sun

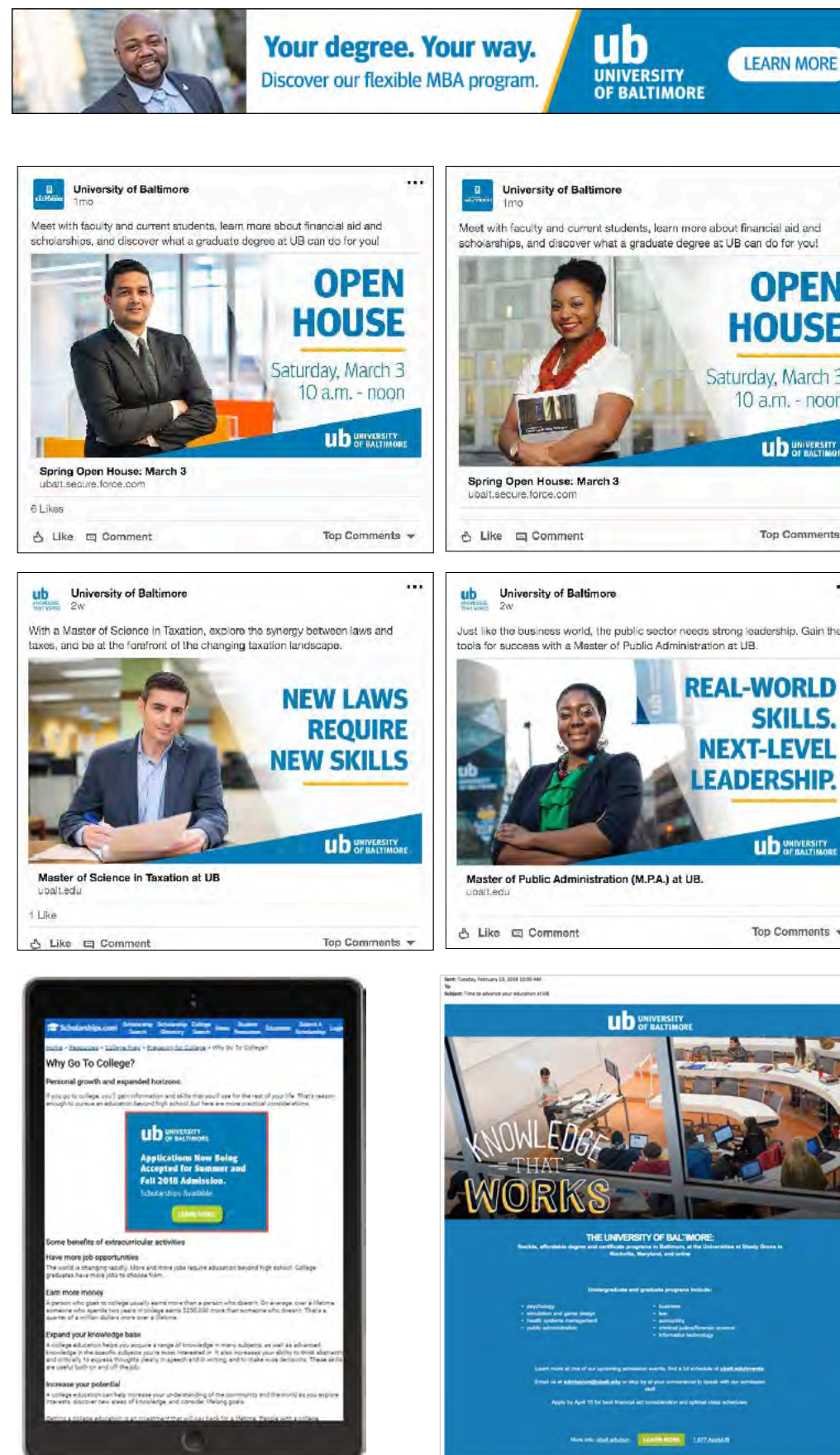
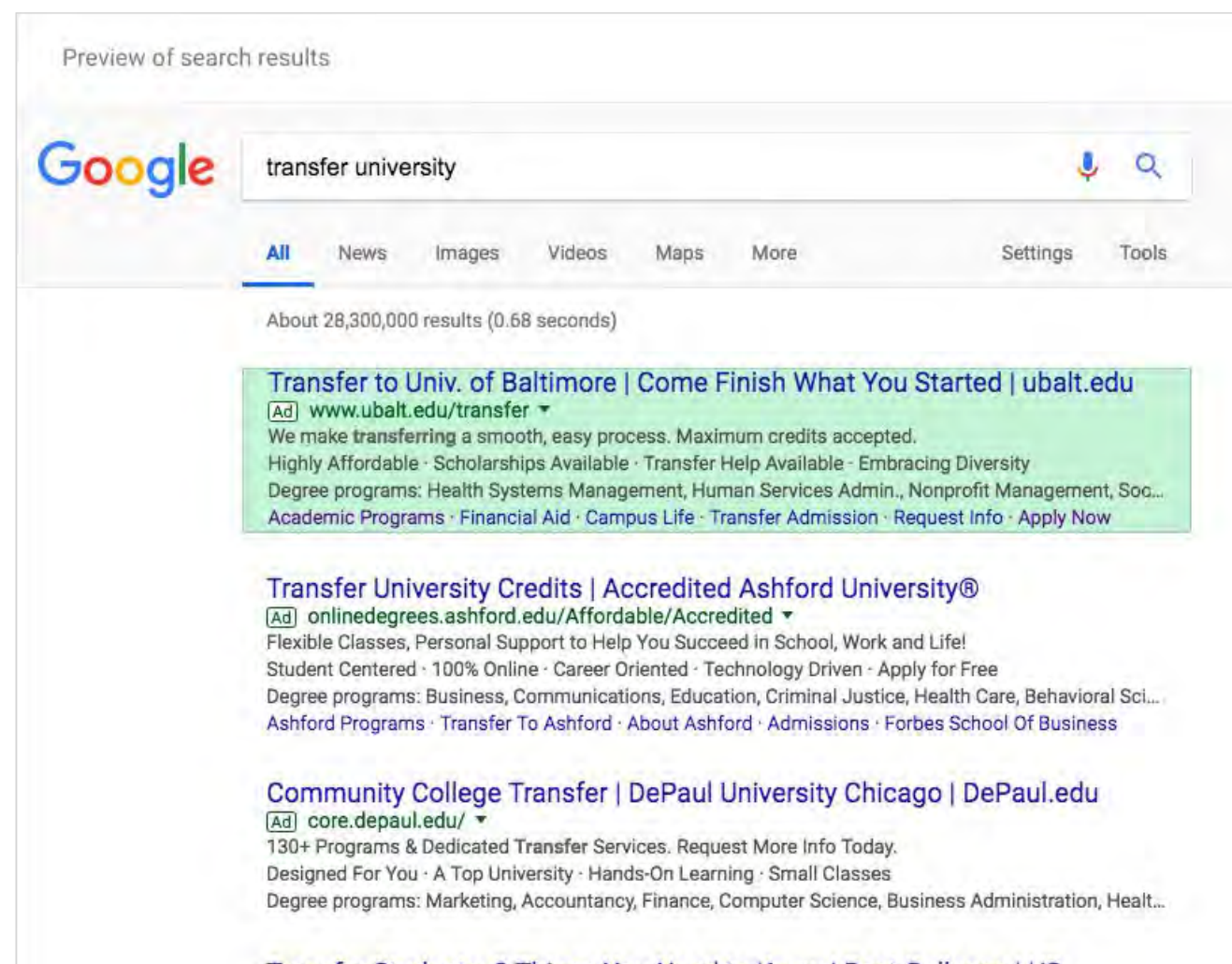
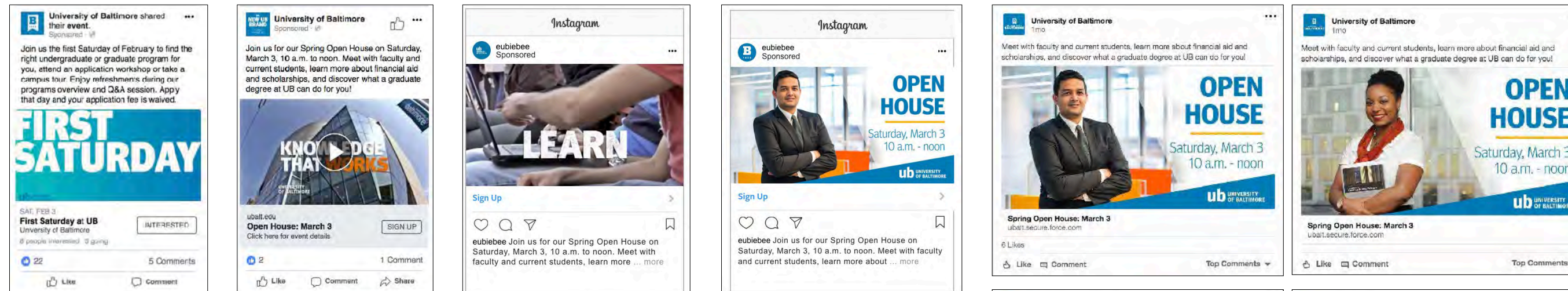
- ♦ **Results:**

- ♦ More than 1.4 million impressions from a \$67,000 spend
- ♦ While there is no direct data to attribute web traffic, analytics data shows direct traffic up 7% and organic search traffic was up 5% during periods when offline media was in market





# UNIVERSITY OF BALTIMORE



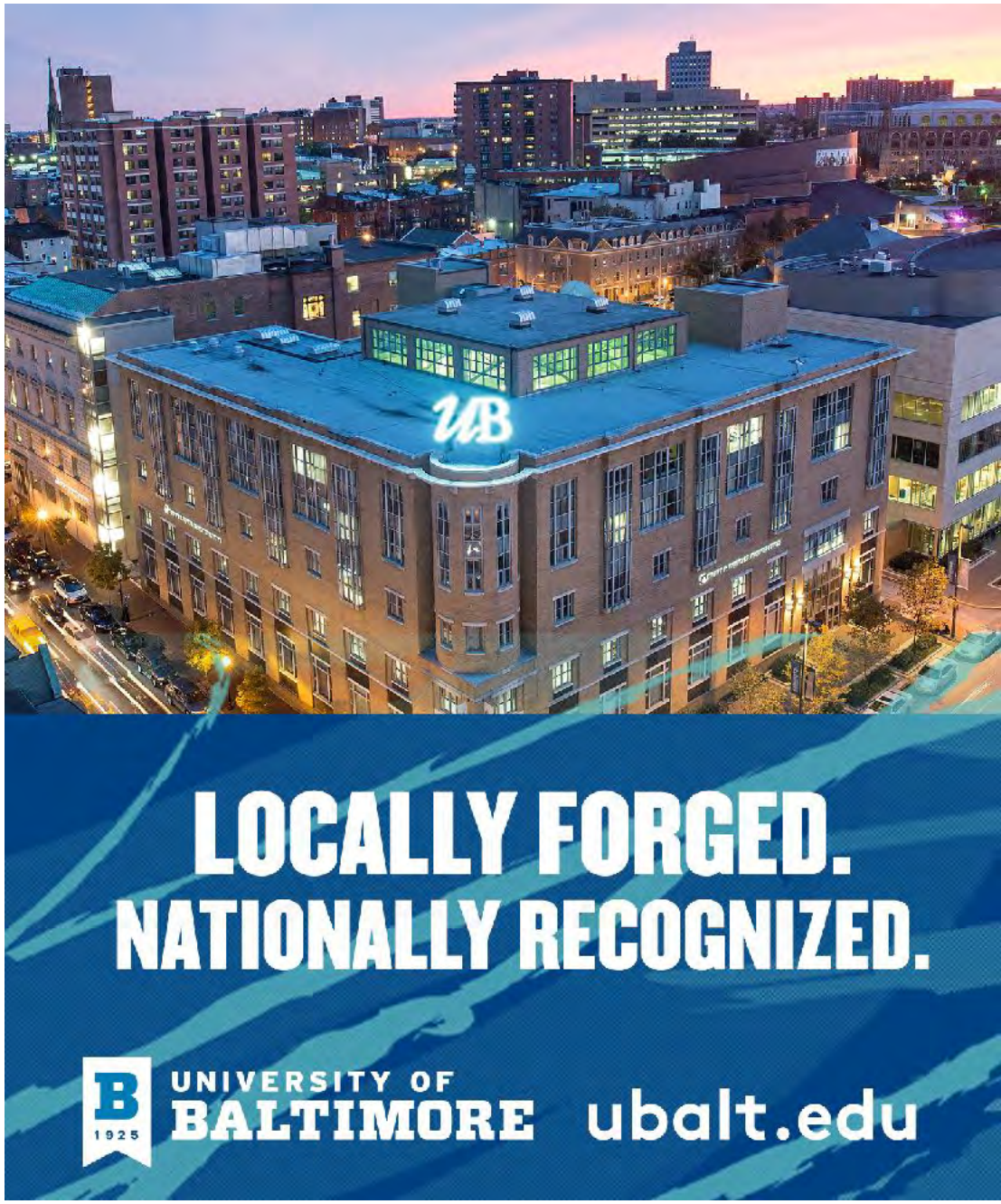
- ▶ **10% increase in website traffic Y/Y**
  - New Users: **+25%**
  - Daily Visitors: **+13%**
  - Total Sessions: **+8%**
  - Total Event Actions: **+7%**
  - Grad Admissions Apply Button Clicks: **+35%**
- ▶ RFI submissions increased by **16%**
- ▶ **50% increase in QUALIFIED SITE TRAFFIC**
- ▶ **43% increase in PAID SEARCH CONVERSIONS**
- ▶ **35% increase in GRADUATE INQUIRIES**



# UNIVERSITY OF BALTIMORE

Since the original launch, and based on results, optimization and message testing, we have evolved the creative to resonate more strongly in the market.

Transit/OOH





# UNIVERSITY OF BALTIMORE

Posters





# UNIVERSITY OF BALTIMORE

Digital



**LEADERS LEARN HERE.**  
Our **M.S. in APPLIED PSYCHOLOGY** helps you put your skills to work.



UNIVERSITY OF  
**BALTIMORE**

DISCOVER UB



**DESIGN@UB**  
For careers in design, media, interface design and user experience.



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**LEADERS LEARN HERE.**  
Learn to combat **HIGH-TECH CRIME** with your **M.S. IN FORENSIC SCIENCE.**



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**MASTER OF PUBLIC ADMINISTRATION:**  
leaders who make a difference.



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**LEADERS LEARN HERE.**  
Get your **MBA** on your terms, on campus or online.



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**BALTIMORE**

DISCOVER UB



# **XII.B.4: CREATIVE SAMPLES**

## **A. CREATIVE DESIGN**

**3. CREATING, DESIGNING, AND PRODUCING COLLATERAL MATERIALS SUCH AS BROCHURES, FLYERS, BOOKLETS, NEWSLETTERS, FOLDERS, POSTERS, CDS, ETC.**

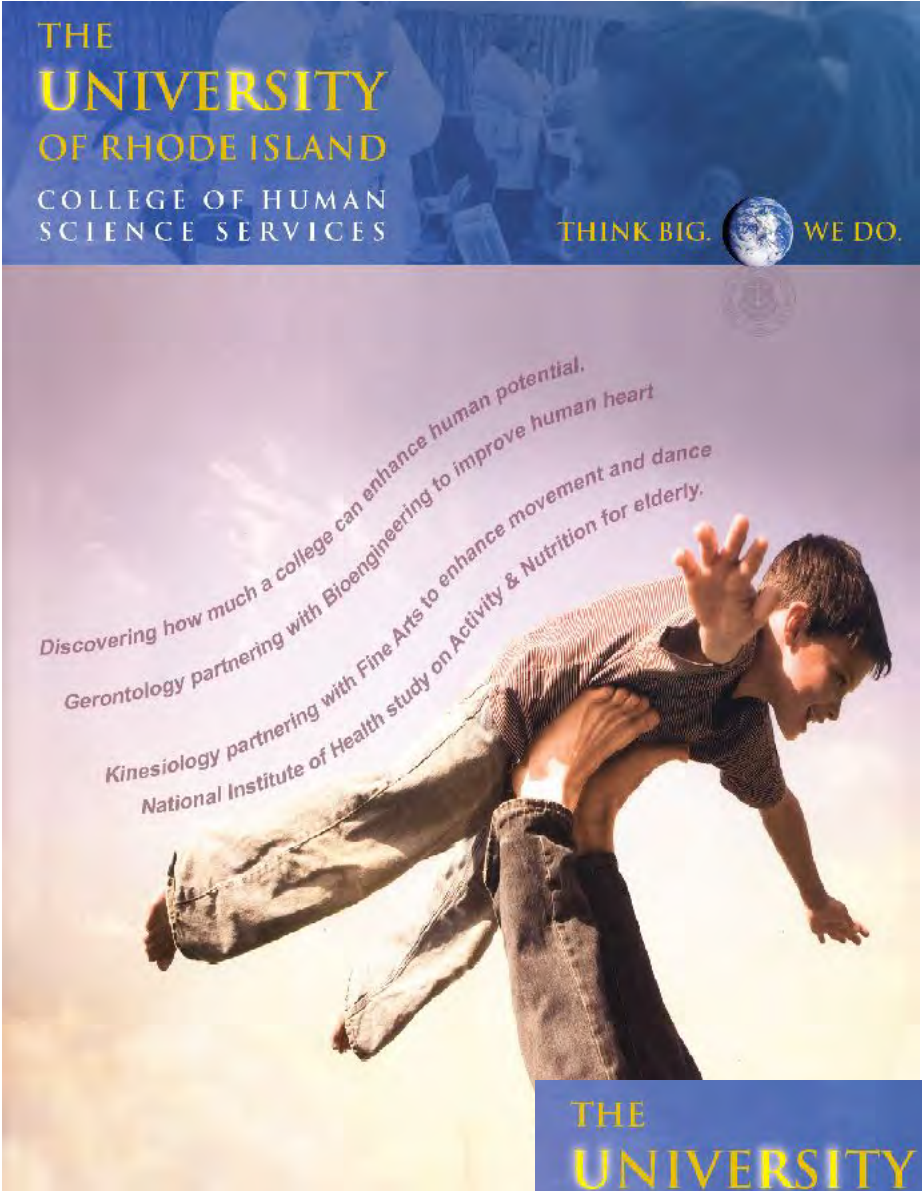


# UNIVERSITY OF RHODE ISLAND

THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF HUMAN SCIENCE SERVICES

THINK BIG. WE DO.

Discovering how much a college can enhance human potential.  
Gerontology partnering with Bioengineering to improve human heart  
Kinesiology partnering with Fine Arts to enhance movement and dance  
National Institute of Health study on Activity & Nutrition for elderly.



THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF ENGINEERING

THINK BIG. WE DO.

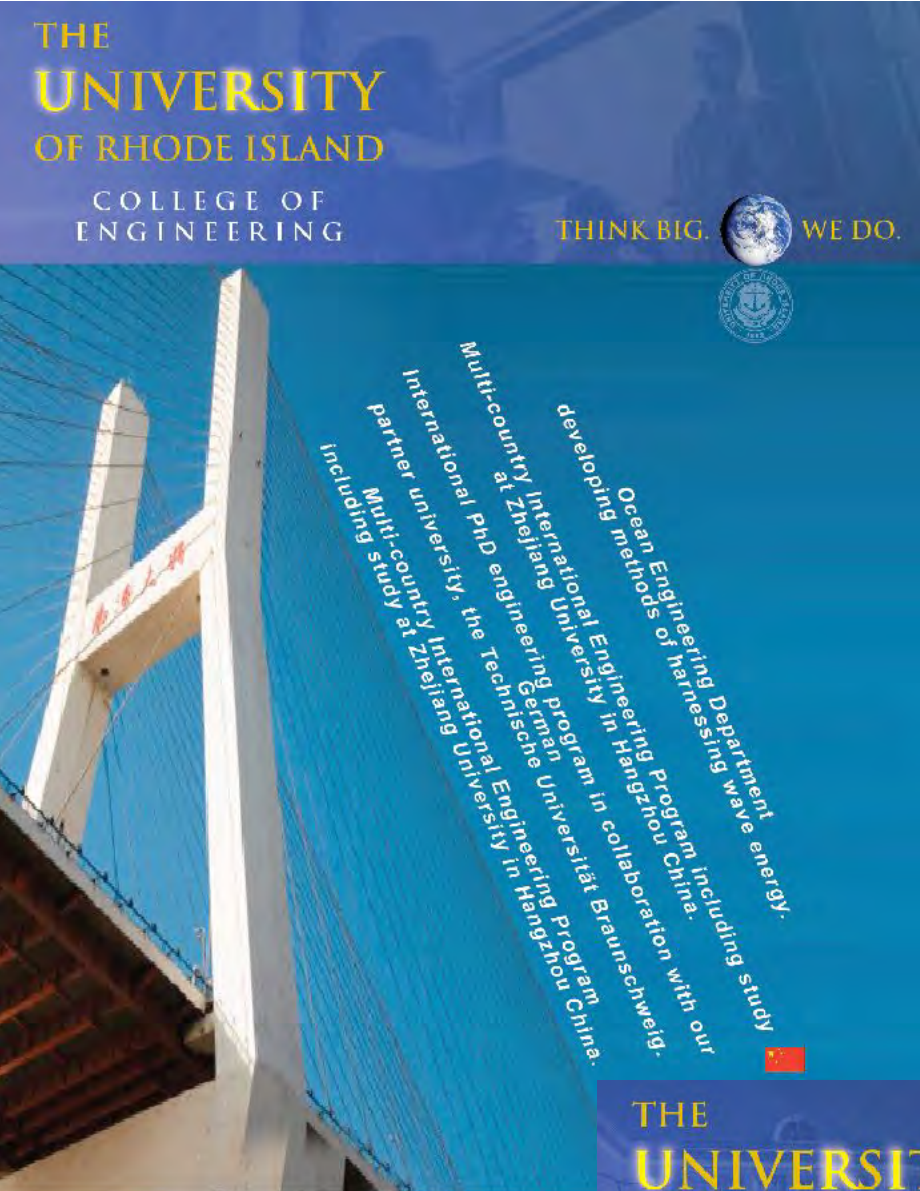
Multi-country International Engineering Program including study at Zhejiang University in Hangzhou China.  
Ocean Engineering Department developing methods of harnessing wave energy.  
Developing sensors attached to artificial jellyfish – that maintain their place in the water.  
International PhD engineering program in collaboration with Leibniz Universität Hannover.



THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF ENGINEERING

THINK BIG. WE DO.

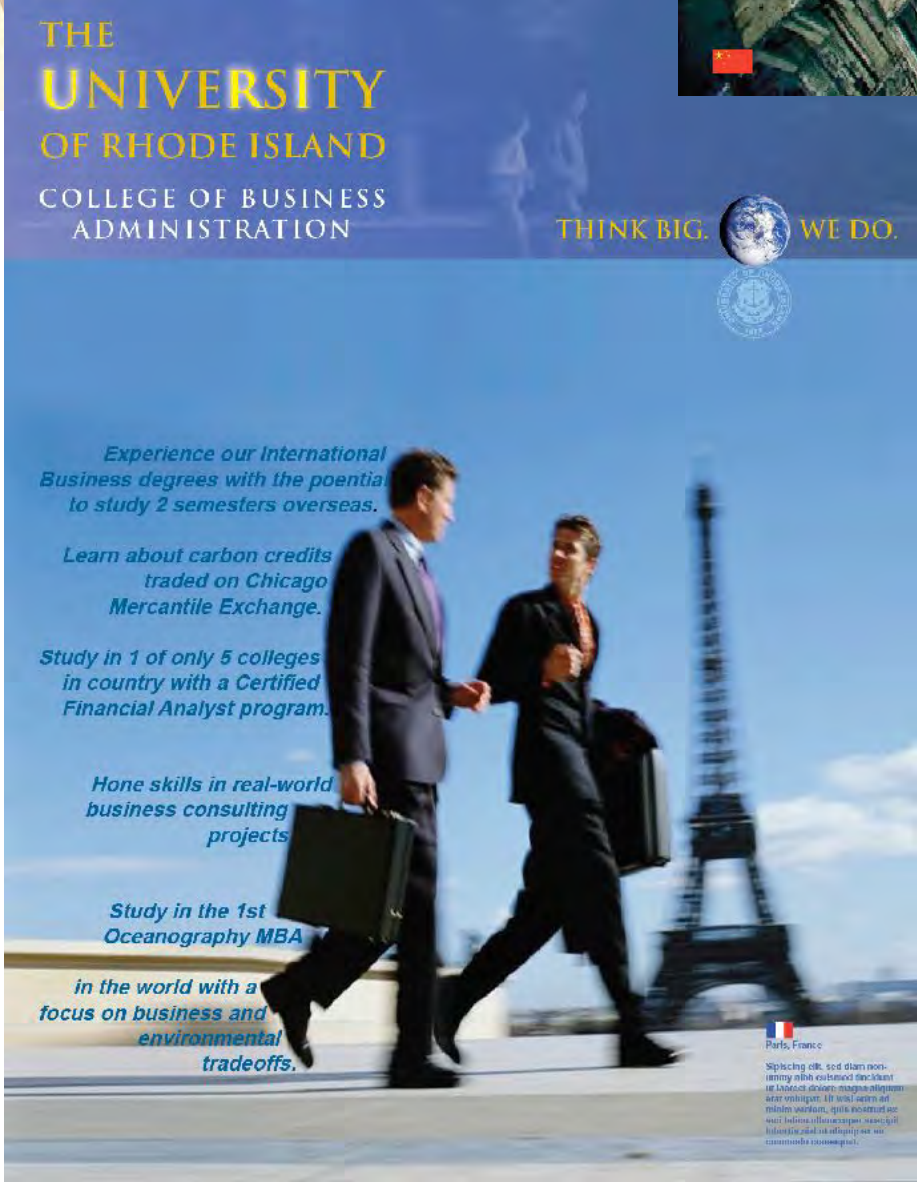
International Engineering Department  
Ocean Engineering Department  
International Engineering Program in Hangzhou China.  
PhD engineering program in collaboration with Leibniz Universität Hannover.  
Multi-country International Engineering Program including study at Zhejiang University in Hangzhou China.



THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF BUSINESS ADMINISTRATION

THINK BIG. WE DO.

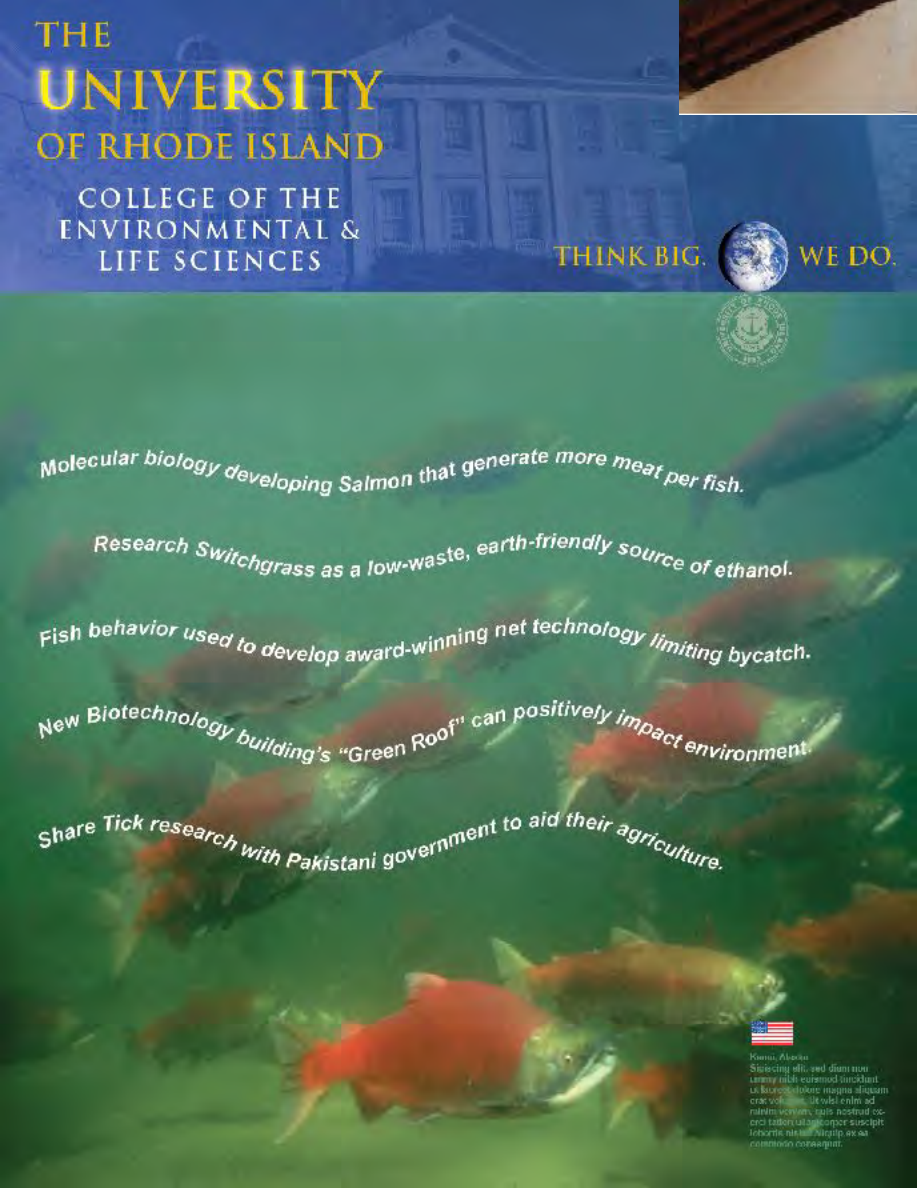
Experience our International Business degrees with the potential to study 2 semesters overseas.  
Learn about carbon credits traded on Chicago Mercantile Exchange.  
Study in 1 of only 5 colleges in country with a Certified Financial Analyst program.  
Hone skills in real-world business consulting projects.  
Study in the 1st Oceanography MBA in the world with a focus on business and environmental tradeoffs.



THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF THE ENVIRONMENTAL & LIFE SCIENCES

THINK BIG. WE DO.

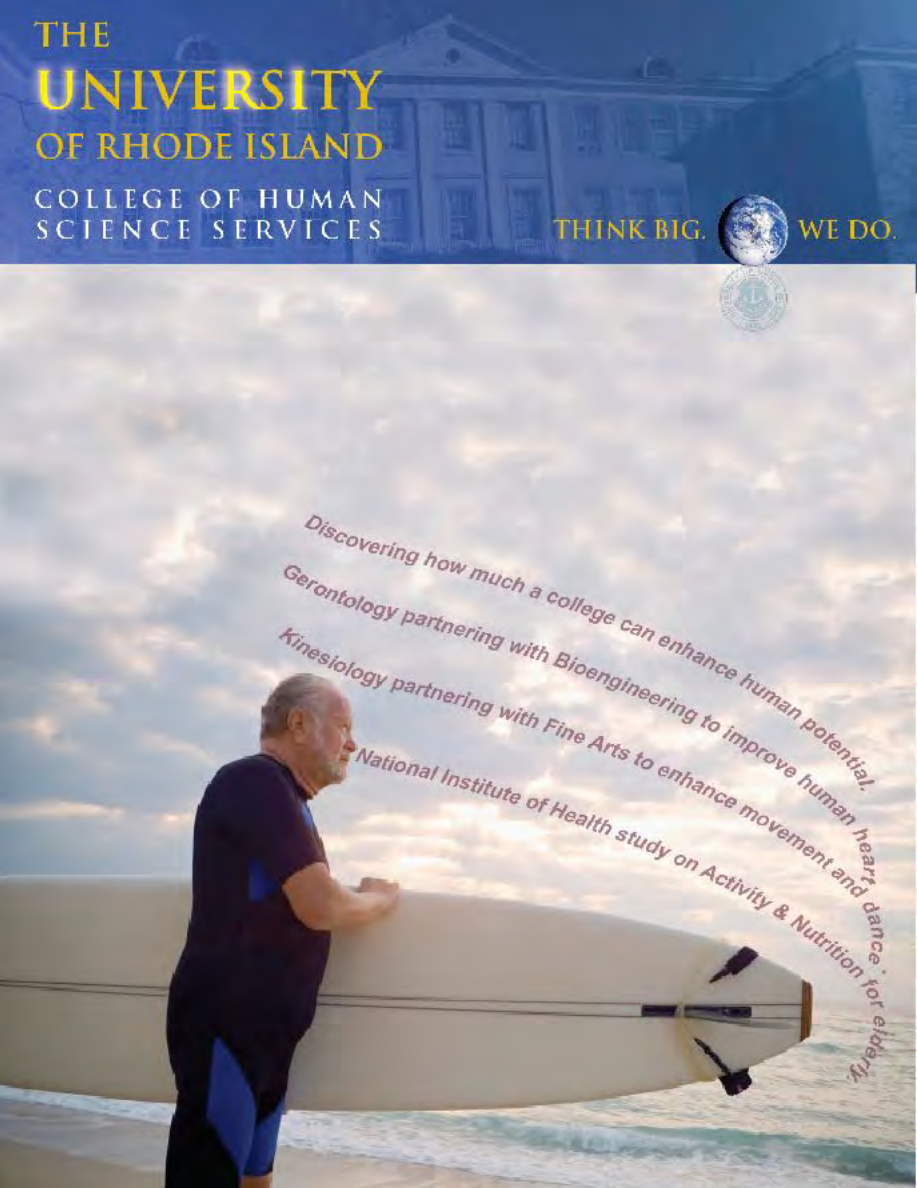
Molecular biology developing Salmon that generate more meat per fish.  
Research Switchgrass as a low-waste, earth-friendly source of ethanol.  
Fish behavior used to develop award-winning net technology limiting bycatch.  
New Biotechnology building's "Green Roof" can positively impact environment.  
Share Tick research with Pakistani government to aid their agriculture.



THE UNIVERSITY OF RHODE ISLAND  
COLLEGE OF HUMAN SCIENCE SERVICES

THINK BIG. WE DO.

Discovering how much a college can enhance human potential.  
Gerontology partnering with Bioengineering to improve human heart.  
Kinesiology partnering with Fine Arts to enhance movement and dance.  
National Institute of Health study on Activity & Nutrition for elderly.





# UNIVERSITY OF RHODE ISLAND







# BE THE NEXT.

FLORIDA  
POLYTECHNIC  
UNIVERSITY

[illegible]



# FLORIDA POLYTECHNIC UNIVERSITY

Admissions Collateral



General Brochure



Guidance Brochure





# FLORIDA POLYTECHNIC UNIVERSITY

## Admissions Direct Mail

Take a look at Florida's newest and most innovative state university, one that stretches the boundaries of traditional education.

Imagine being part of a Florida Poly degree experience that gives you access, not just to a great career, but to a great life. You'll have access to the most advanced technology, the most advanced faculty, the most advanced facilities, and the most advanced students. You'll be part of a community that stretches the boundaries of traditional education.

Florida Polytechnic University  
Lakeland, FL 33805  
Phone: 888.385.3950

BE THE NEXT.  
BETHE NEXT.COM

READY FOR SOMETHING DIFFERENT?  
HERE IT IS.

## Graduate One Sheet

GRADUATE PROGRAMS

HANDS-ON EXPERIENCE AND A NETWORK OF HIGH-TECH LEADERS. MASTER YOUR FUTURE.

**TAKE YOUR FUTURE TO THE NEXT DEGREE.**

Florida Poly offers graduate degrees in two of the most sought after disciplines, Engineering and Innovation & Technology. We partner with leading technology firms to gear our curriculum toward research of the industry's greatest needs. Those research efforts are aided by 11 innovation labs and classrooms outfitted with the most advanced technology. Our students make an impact even before they graduate. That kind of real-world experience is what makes a degree from Florida Poly the key to your future success.

Graduate Student	Florida Resident	Out-of-State
Full-Time Tuition and Fees	\$8,506.00	\$19,998.00
Room and Board	\$11,400.00	\$11,400.00
Books and Supplies	\$1,200.00	\$1,200.00
Transportation and Other Personal Expenses	\$4,000.00	\$4,000.00
Total	\$25,106.00	\$36,598.00

**MASTER THESE EMERGING FIELDS.**

**MASTER OF SCIENCE IN ENGINEERING**

The Master in Engineering program balances advanced technical courses, technology management and technology development. Our focus is preparing students for careers in emerging technologies, product development and program management by teaching the skills that are most relevant to those fields. Upon graduation, students will leave campus with the ability to solve present-day engineering problems, apply emerging engineering techniques, skills, methods and theories, and so much more.

**MASTER OF SCIENCE IN INNOVATION AND TECHNOLOGY**

The Master of Science in Innovation and Technology degree gives students the opportunity to study and address real-world challenges in our state-of-the-art experimental and computational research facilities. Students will learn within small classroom environments where they are able to receive personalized attention from their professors. Graduates of this program will leave with the ability to design IT-based solutions utilizing applied analysis of user requirements, identify and evaluate emerging computing techniques, skills, methods, theories, and much more.

**NETWORK WITH THE BEST**

Our partnership with more than 90 industry leading companies gives both students and businesses a significant advantage. Florida Poly collaborates with these partners to allow our students to solve present-day challenges using our high-tech labs and learning spaces. The results are twofold: graduates who are ready to meet market needs and companies that benefit from new employees who can tackle and solve any problem.

**ADMISSIONS REQUIREMENTS**

Successful candidates will have:

- A BS in Engineering, Applied Science or related field from a regionally accredited university
- A minimum GPA of 2.7 in the last 50-semester credits attempted
- GRE is required for applicants with a GPA of less than 3.25
- A letter of interest and two letters of recommendation

**MAJOR IN "EMPLOYABLE"**

By 2026, Florida will need to fill an estimated 413,000 STEM jobs. Currently we offer a specialized undergraduate and two graduate degrees with advanced experiential and technology-based education.

What can you see yourself doing?

**COLLEGE OF INNOVATION & TECHNOLOGY**

Undergraduate:

- Advanced Technology
- Computer Science & Information Technology
- Software Engineering

Graduate:

- Master of Science in Innovation & Technology

**COLLEGE OF ENGINEERING**

Undergraduate:

- Computer Engineering
- Electrical Engineering
- Industrial Engineering

Graduate:

- Master of Science in Engineering

**THE VALUE OF EXPERIENTIAL LEARNING**

We're serious about being the "jobs" university. When you graduate with a Florida Poly degree, you graduate with industry connections in your hip pocket and a clear path to career success. You'll have unrivaled access to a strong network of employers who already recognize the value of your degree.

**Scholarships**

Florida Poly Academic Scholarships are a high priority for us at Florida Poly—one of the ways we make a great education a value every graduate. Contact the Admissions Office to learn more about this opportunity.

**University Grants**

Florida Poly Grants are awarded to eligible full-time students based on demonstrated financial need. The award amount varies with need and funding.

**State of Florida Programs**

The Florida Department of Education offers various programs that are administered by the Office of Student Financial Assistance (OSFA). To learn more, visit [www.floridastudentaid.com](http://www.floridastudentaid.com).

**Student Employment**

Our Human Resources Office will help you find part-time employment through various work study programs that offer financial aid in exchange for service.

**Latin American and Caribbean (LAC) Scholarship**

Students that are citizens of Latin American and Caribbean countries may be eligible to receive a scholarship that assists with their costs of attending Florida Polytechnic University as well as allow Florida Poly to clarify the requirements for Florida Residents for future students. It is administered by Florida Student 1000251001.

**DEADLINES TO KEEP AN EYE ON**

Interested in our innovative approach to learning? Keep in mind that our scholarships are rolling — so if you're serious about Florida Poly, apply well before our final application deadline.

Apply now to BeTheNext.com.

Important Fall Application Dates:

- Application Open: July 1
- Early Application Deadline: November 1
- Priority Application Deadline: January 1
- Final Application Deadline: March 1

Important Spring Application Dates:

- Application Open: April 1
- Early Application Deadline: November 1
- Priority Application Deadline: January 1
- Final Application Deadline: March 1

Admission Office: 888-385-3950

\*We strongly encourage you to apply well before this date.

**Florida Poly**

Florida Poly is a 2000+ year old institution.

**FLORIDA POLY FRESHMAN PROFILE**

We received more than 2,100 applications for the 2015 freshman class and enrolled more than 550 students. Our student body will be more than 1,000 strong in the fall. Here are a few facts about them.

Average GPA: 3.9

Average SAT: 1775/ACT 26

Will you be the next to join the Florida Poly community?

**Our Cost of Attendance for:**

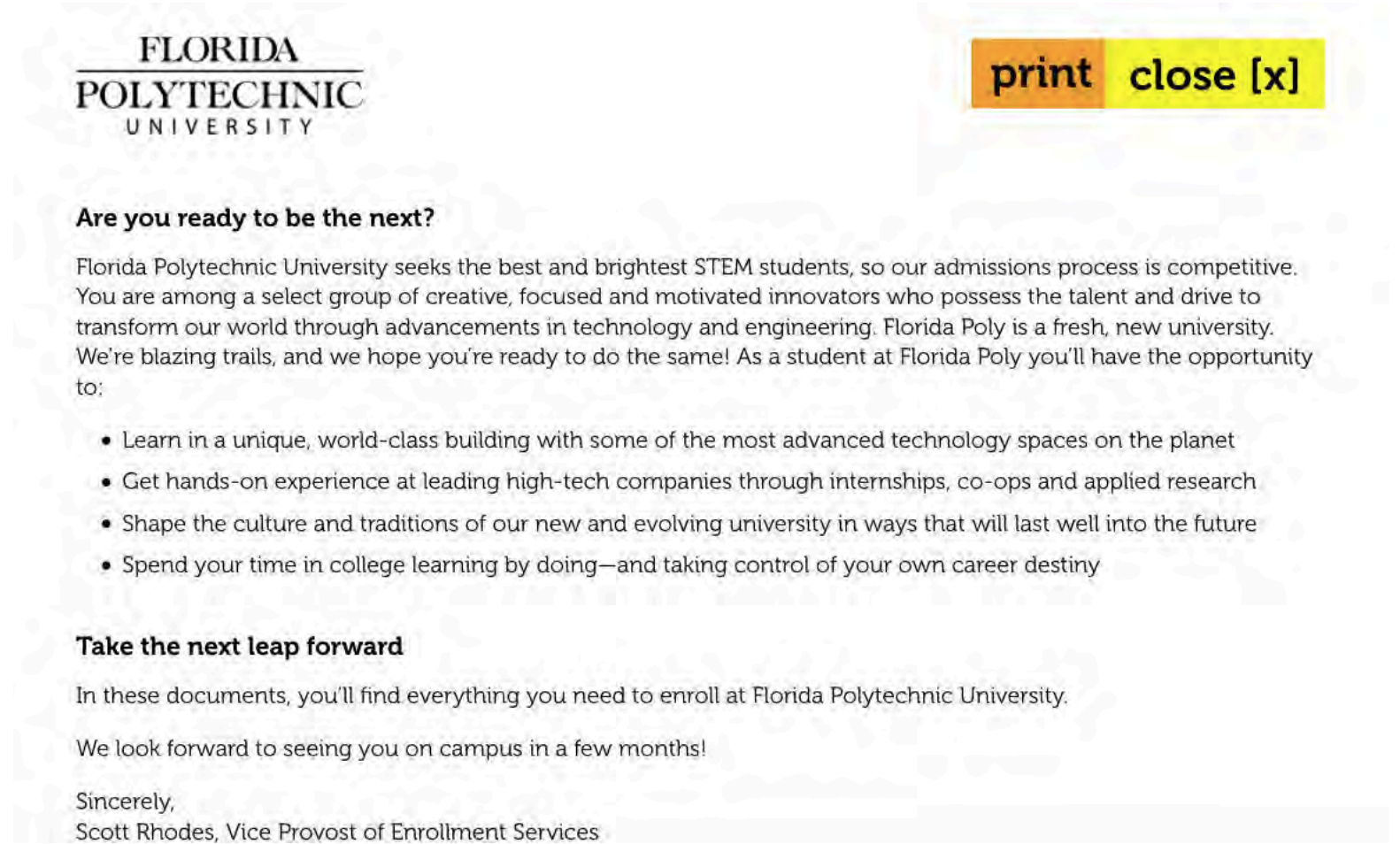
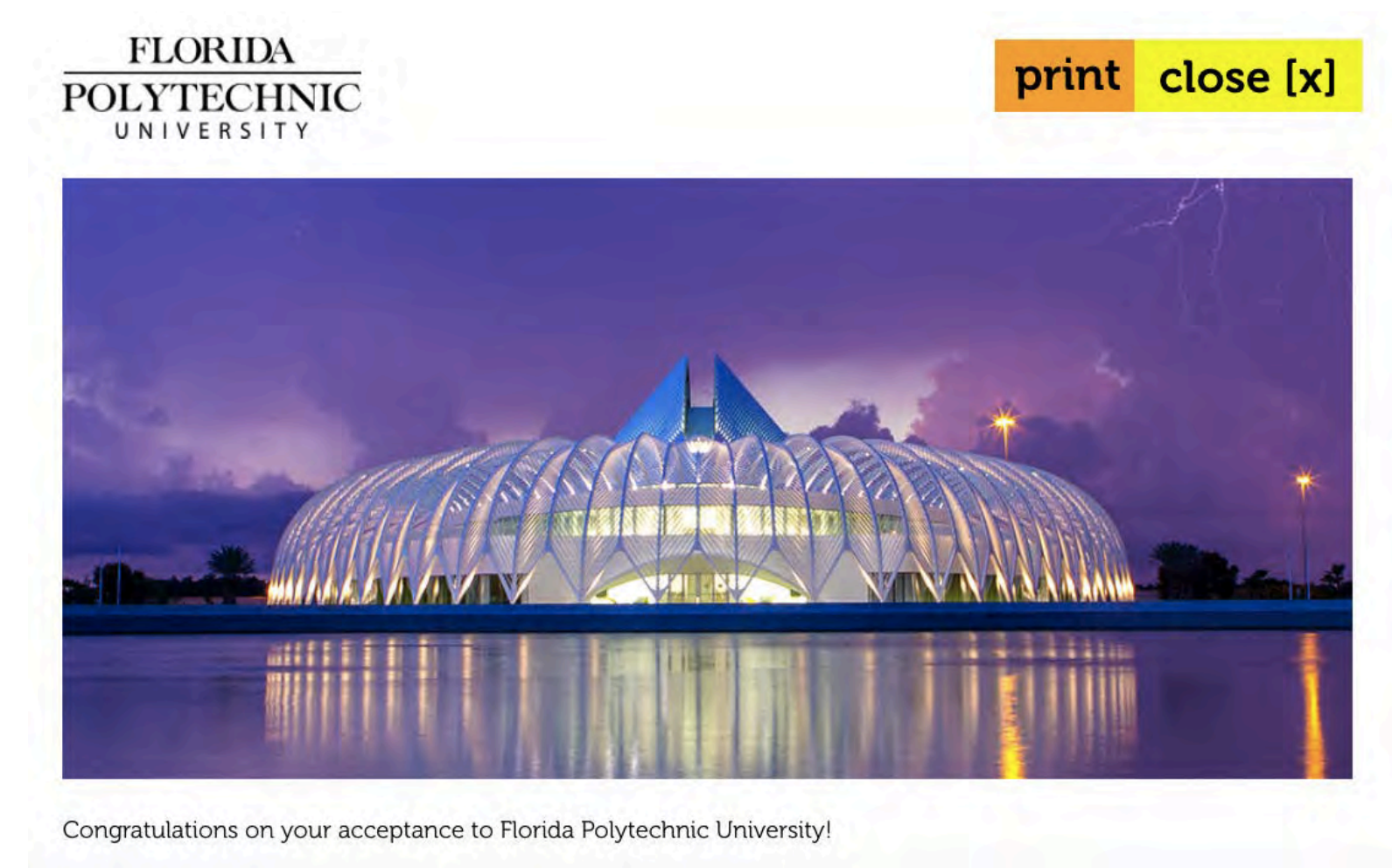
Florida Residents	Out-of-State
Tuition and Fees	\$8,506.00
Room and Board	\$11,400.00
Books and Supplies	\$1,200.00
Transportation and Other Personal Expenses	\$4,000.00
Total	\$25,106.00

\*Out-of-state for 80 out-of-state. Tuition is additional.



# FLORIDA POLYTECHNIC UNIVERSITY

Fuseideas decided the normal acceptance letter would not suit future engineers. Thus, we developed personalized mailers which had a jump drive which gave them their decision. The jump drive contained a welcome message from the President, as well as their digital acceptance letter and other information to help them enroll at the University. This was a big part of our efforts in fully enrolling four straight classes in a row.





# **XII.B.4: CREATIVE SAMPLES**

## **A. CREATIVE DESIGN**

### **4. CREATING ILLUSTRATIONS AND GRAPHIC DEVICES SUCH AS SYMBOLS**



# WILLIAM PATERSON UNIVERSITY

## Our greatest strength is helping you find yours

At William Paterson University, we continuously empower our students to achieve the goals they set for themselves. Here are some of the ways we help our students succeed.



**380**  
acres

Our campus is a vibrant community, set on 380 wooded suburban acres.



You can almost bite the Big Apple from here.



**31**  
club sports & intramurals

From intramurals or club sports to intercollegiate athletics, the WP community offers something for everyone.



**80,000**  
square feet

80,000 square feet of classrooms and labs in our newest building.

## Our greatest strength is helping you find yours

At William Paterson University, we continuously empower our students to achieve the goals they set for themselves. Here are some of the ways we help our students succeed.



**110** clubs & organizations

Go Greek. Get social. Soak up some culture. Find your club or start one.



**INTERNSHIPS**

Get a little face time with your future employers.



**80,000**

Our 80,000 alumni are living proof that our students achieve greatness—on campus and out in the world.



**35**  
Faculty  
Fulbright  
Scholars

Think of our professors as Olympic Gold Medalists in Academics.

## Our greatest strength is helping you find yours

At William Paterson University, we continuously empower our students to achieve the goals they set for themselves. Here are some of the ways we help our students succeed.



**13**  
NCAA  
Division III  
sports teams

Our sports programs add Pioneer pride to the campus community.



**2,000+**  
scholarships

Thousands of scholarships available. Invaluable education. Great value.



**SMALLER  
CLASSES**

Small can make a big difference.



**HANDS-ON  
EXPERIENCE**

Undergrads wrap their arms around the real world in state-of-the-art labs, classrooms and studios.



# VARIOUS LOGOS/IDENTITIES





# **XII.B.4: CREATIVE SAMPLES**

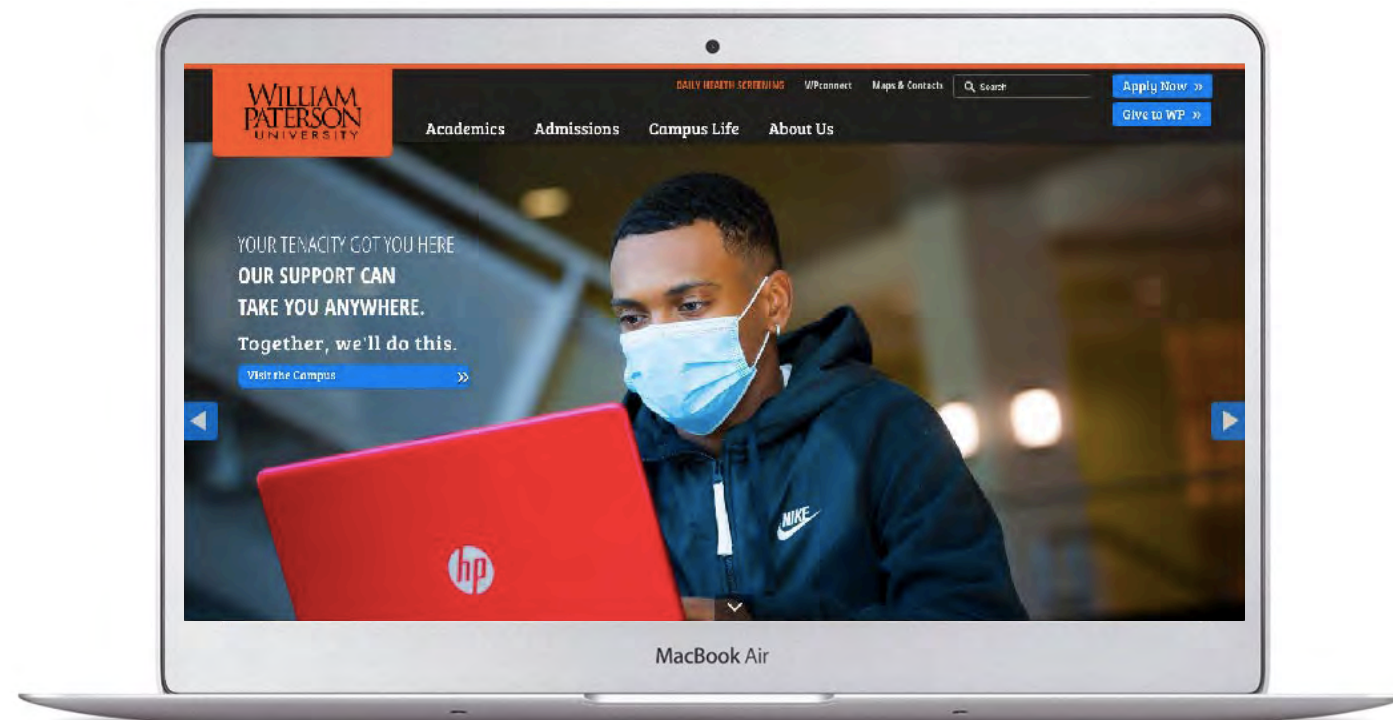
## **B. WEB DESIGN AND PRODUCTION**

### **1. CREATING, DESIGNING, AND PRODUCING LANDING PAGES, MINI WEBSITES, AND OTHER WEB TEMPLATES**

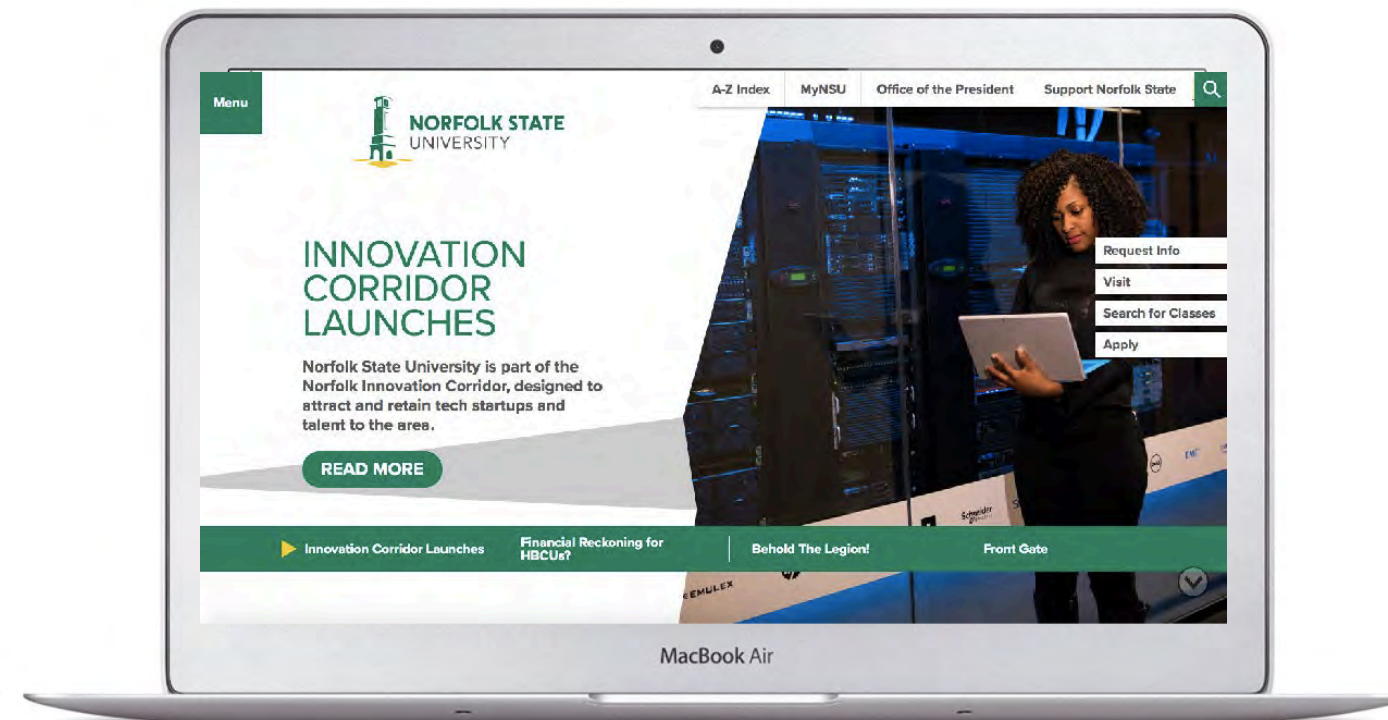


# XII.B.4: CREATIVE SAMPLES

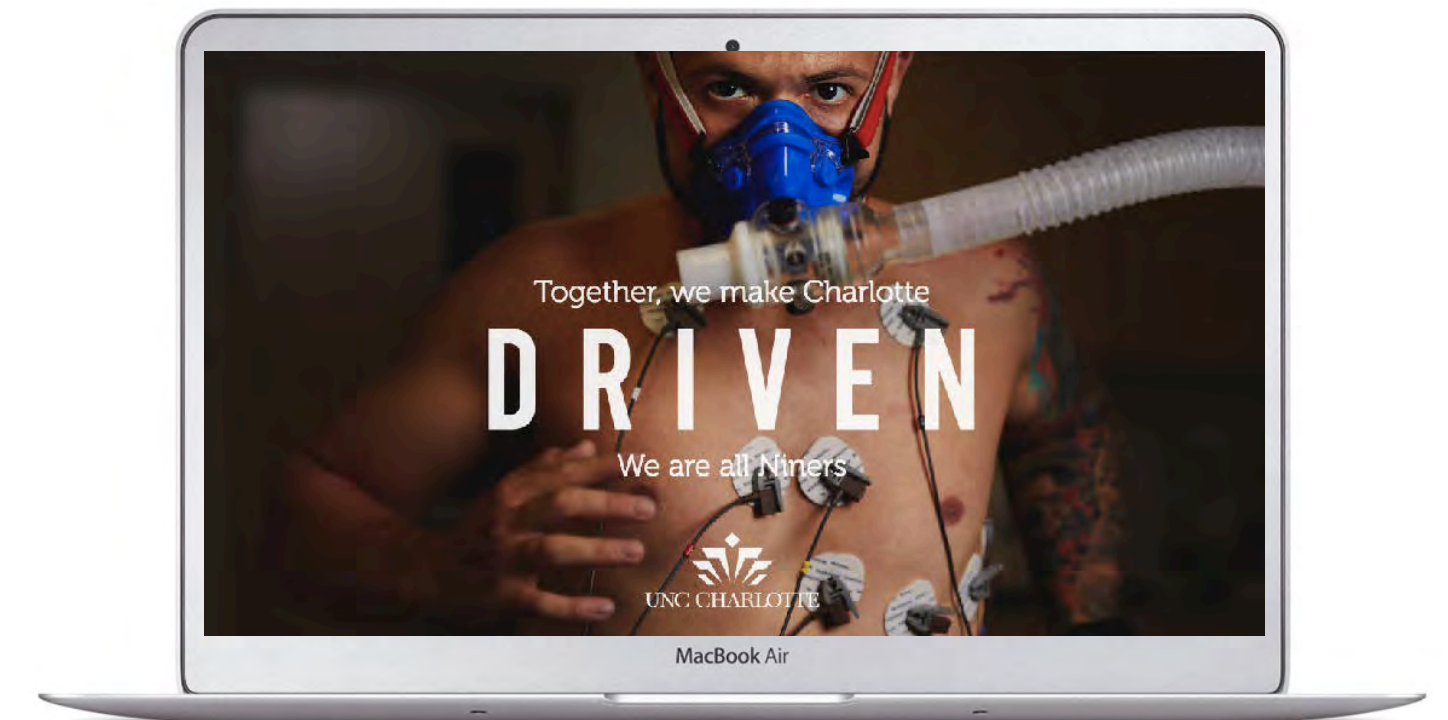
*Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.*



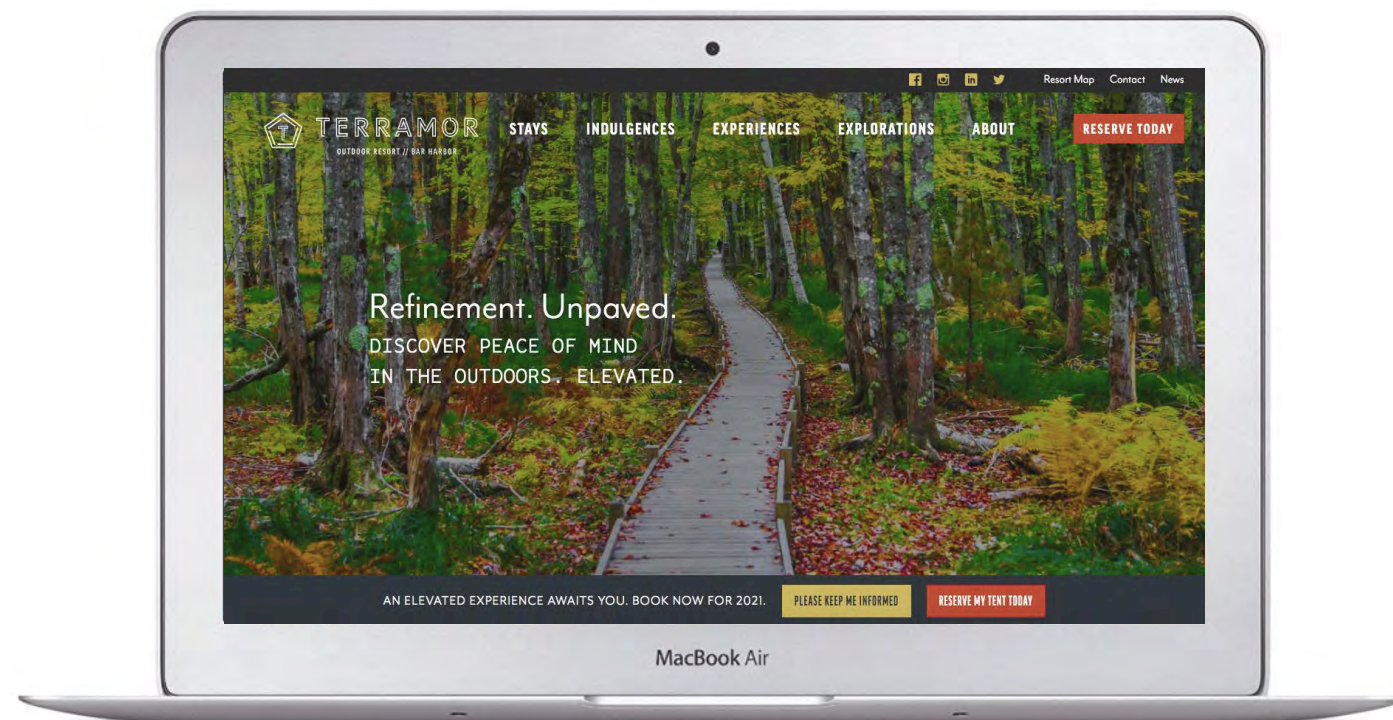
<https://www.wpunj.edu/>



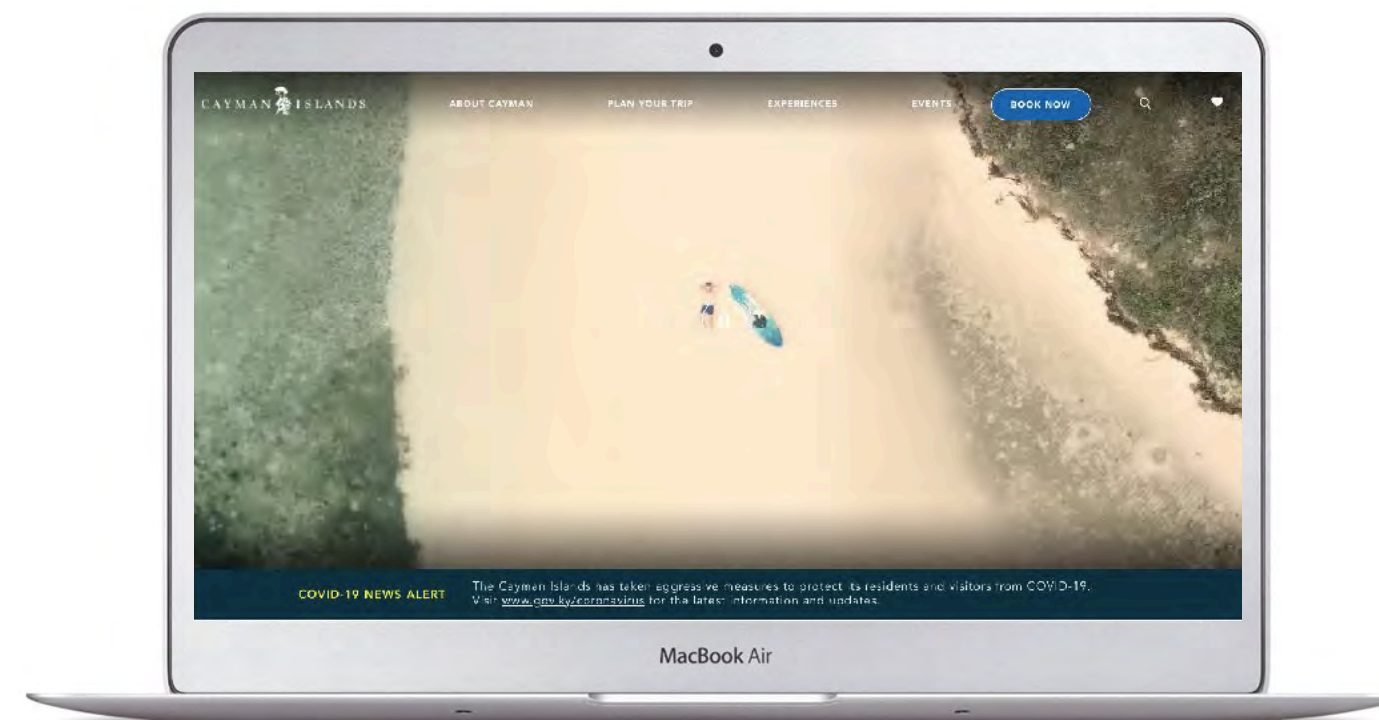
[www.nsu.edu](http://www.nsu.edu)



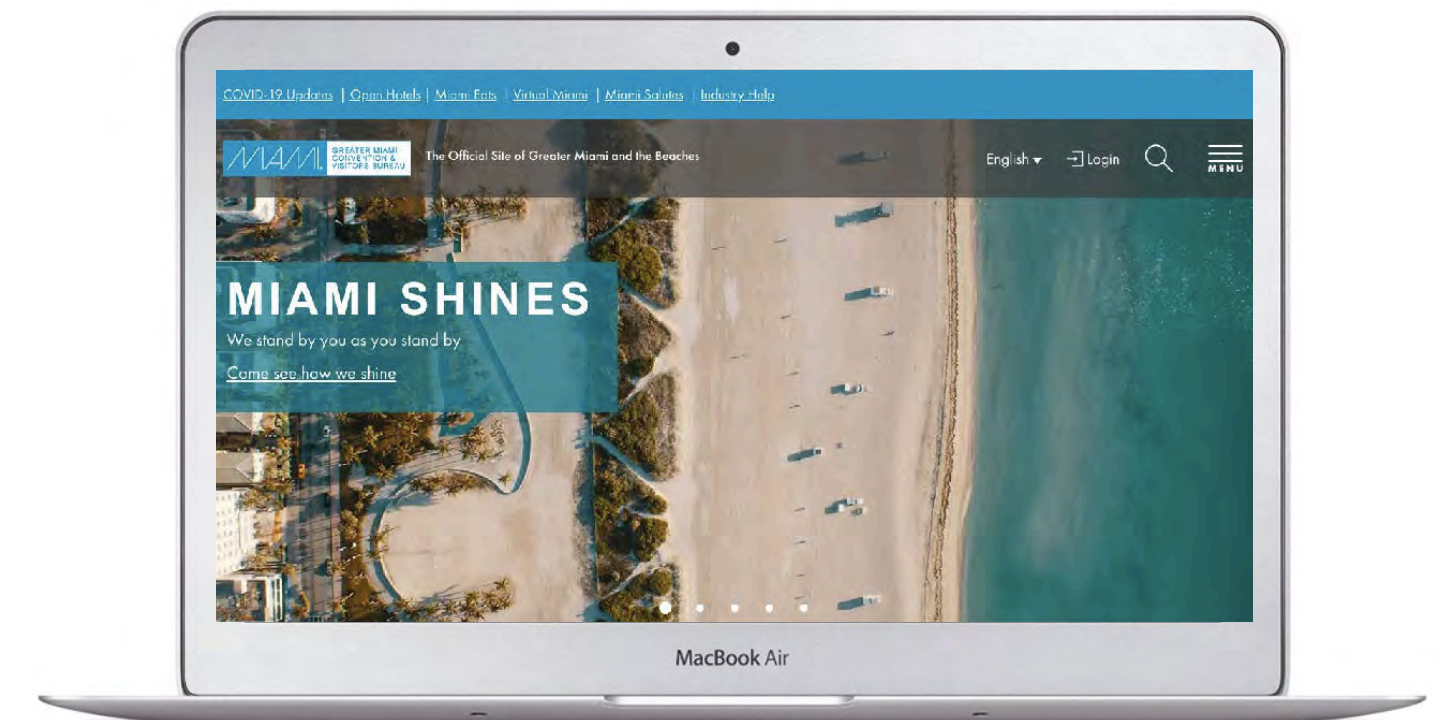
<https://lp.uncc.edu/landing-page-1/>



<https://terramoroutdoorresort.com/>



[www.visitcaymanislands.com/en-us/](http://www.visitcaymanislands.com/en-us/)



[www.miamiandbeaches.com](http://www.miamiandbeaches.com)



# **XII.B.4: CREATIVE SAMPLES**

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

**2. PROVIDE PROPOSED SITE/INFORMATION ARCHITECTURES, PAGE PROTOTYPES, AND ILLUSTRATIONS**

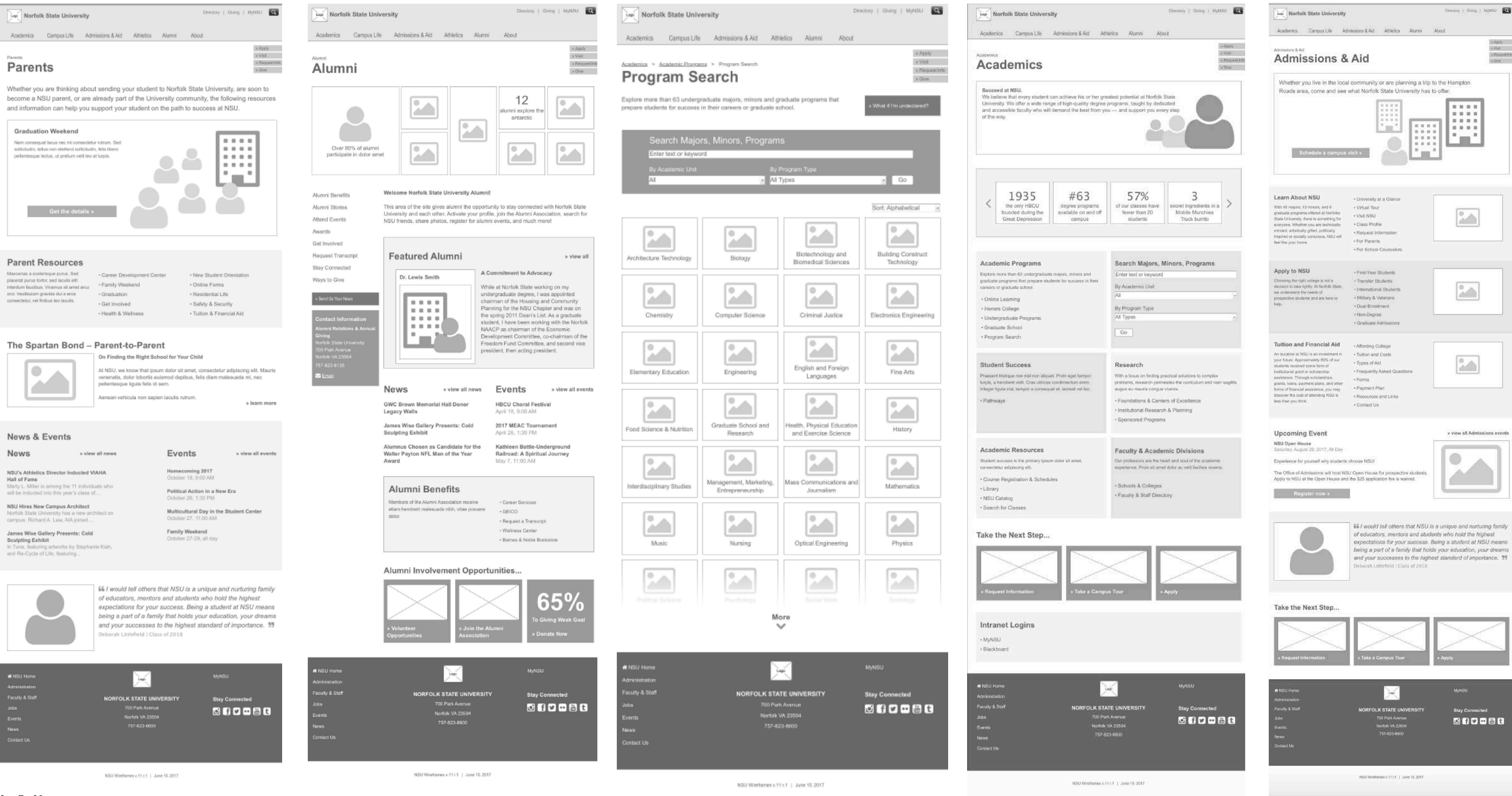


# XII.B.4: CREATIVE SAMPLES

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.

If a picture is worth a thousand words then a visual specification is worth ten thousand words.

Working with you we must ensure we are supporting your vision. Therefore confirmation of strategies and next steps merit more than words. Using tools such as Axure to wireframe and navigationally prototype pages, fields, navigation, and functionality limit ambiguity. Our application of visual specifications changes the way we communicate by focusing attention on the application of your aspirations. Below is an example of a wireframe for our work on the design and development of Norfolk State University's website.





# **XII.B.4: CREATIVE SAMPLES**

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

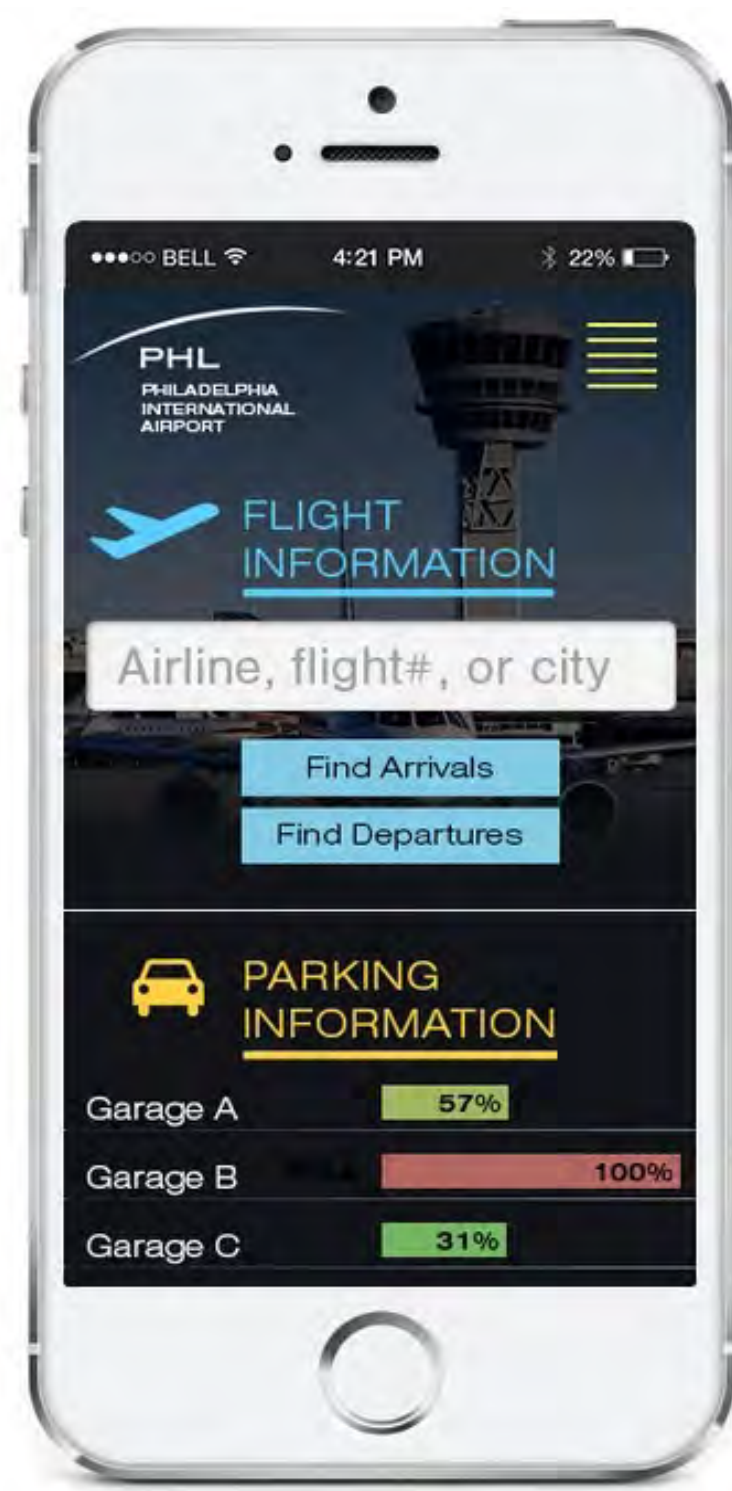
### **3. CREATING, DESIGNING, AND PRODUCING WEB APPLICATIONS**



# XII.B.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.

Philadelphia International Airport



Hartsfield-Jackson International Airport





# **XII.B.4: CREATIVE SAMPLES**

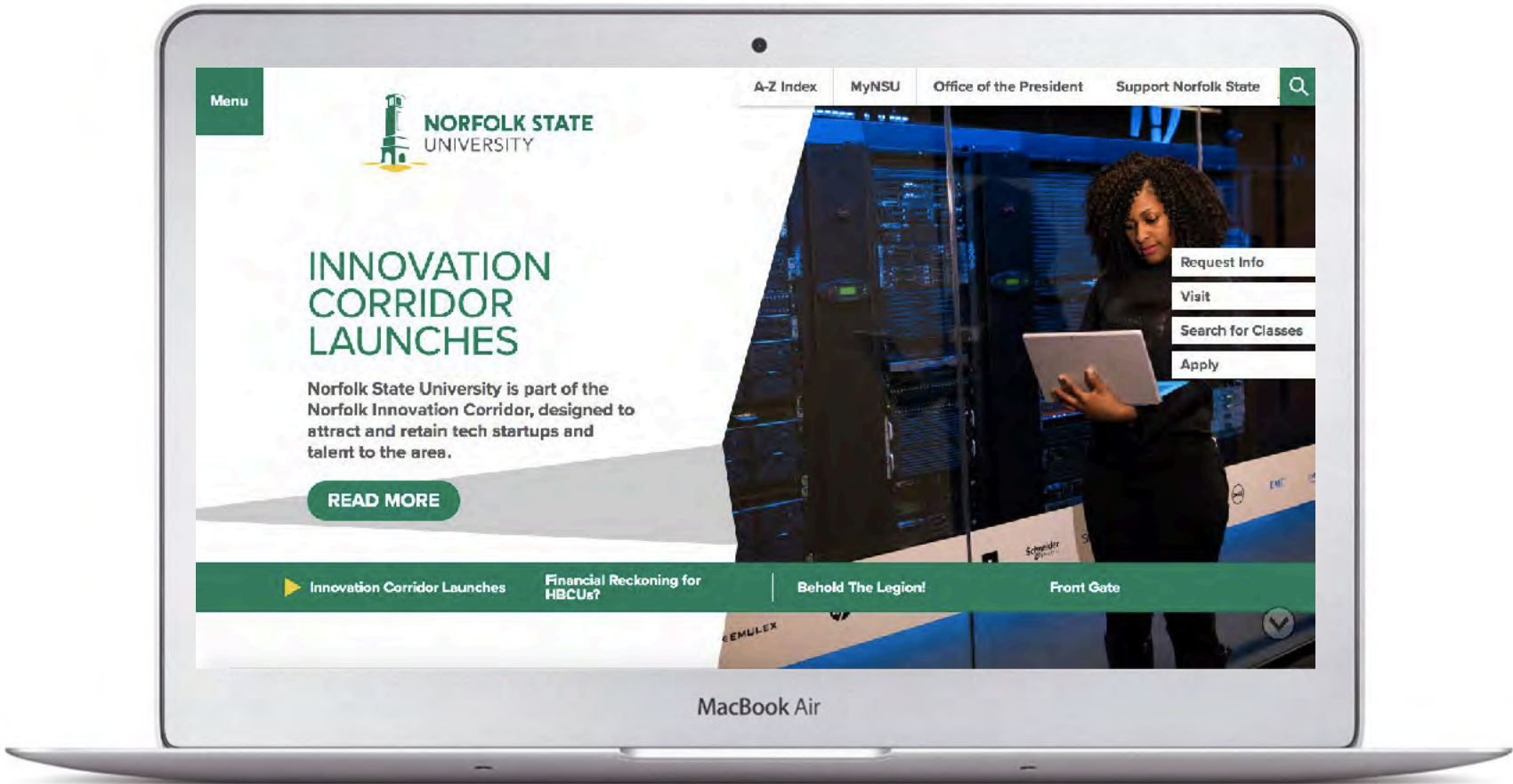
## **B. WEB DESIGN AND PRODUCTION**

**4. CREATING, DESIGNING, AND PROGRAMMING CSS WEB TEMPLATES, BLOG SKINS, ETC. AND INCORPORATING SUCH WEB 2.0 TECHNOLOGIES INTO WEB SITES AS ANIMATION, FULL-MOTION GRAPHICS, DATABASES, CALENDARS, BLOGS, WEB SITE ANALYTICS, FORM MANAGERS, POLLS/SURVEYS, CRMS, SOCIAL MEDIA, MOBILE MEDIA, ECOMMERCE, ETC.**

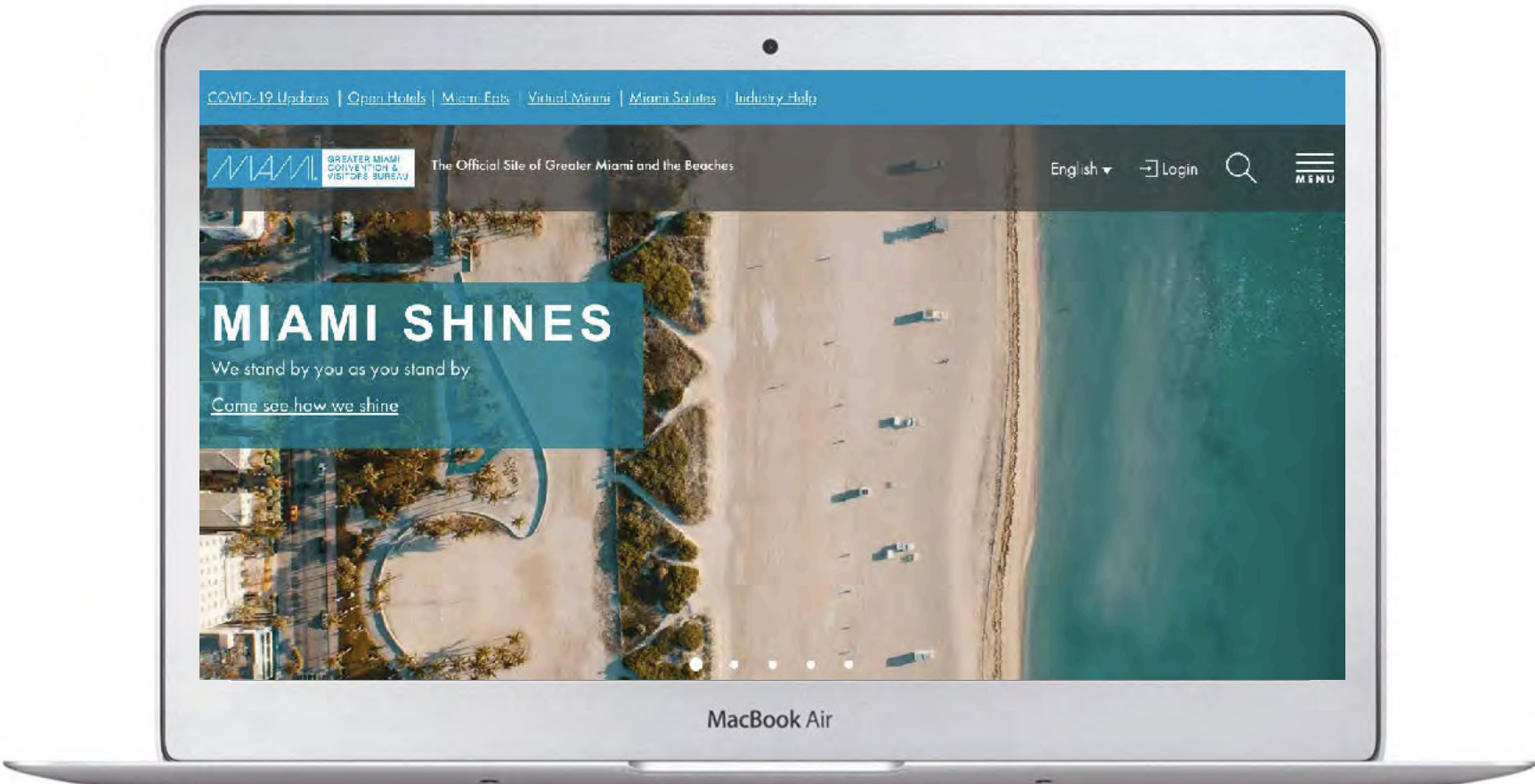


# XII.B.4: CREATIVE SAMPLES

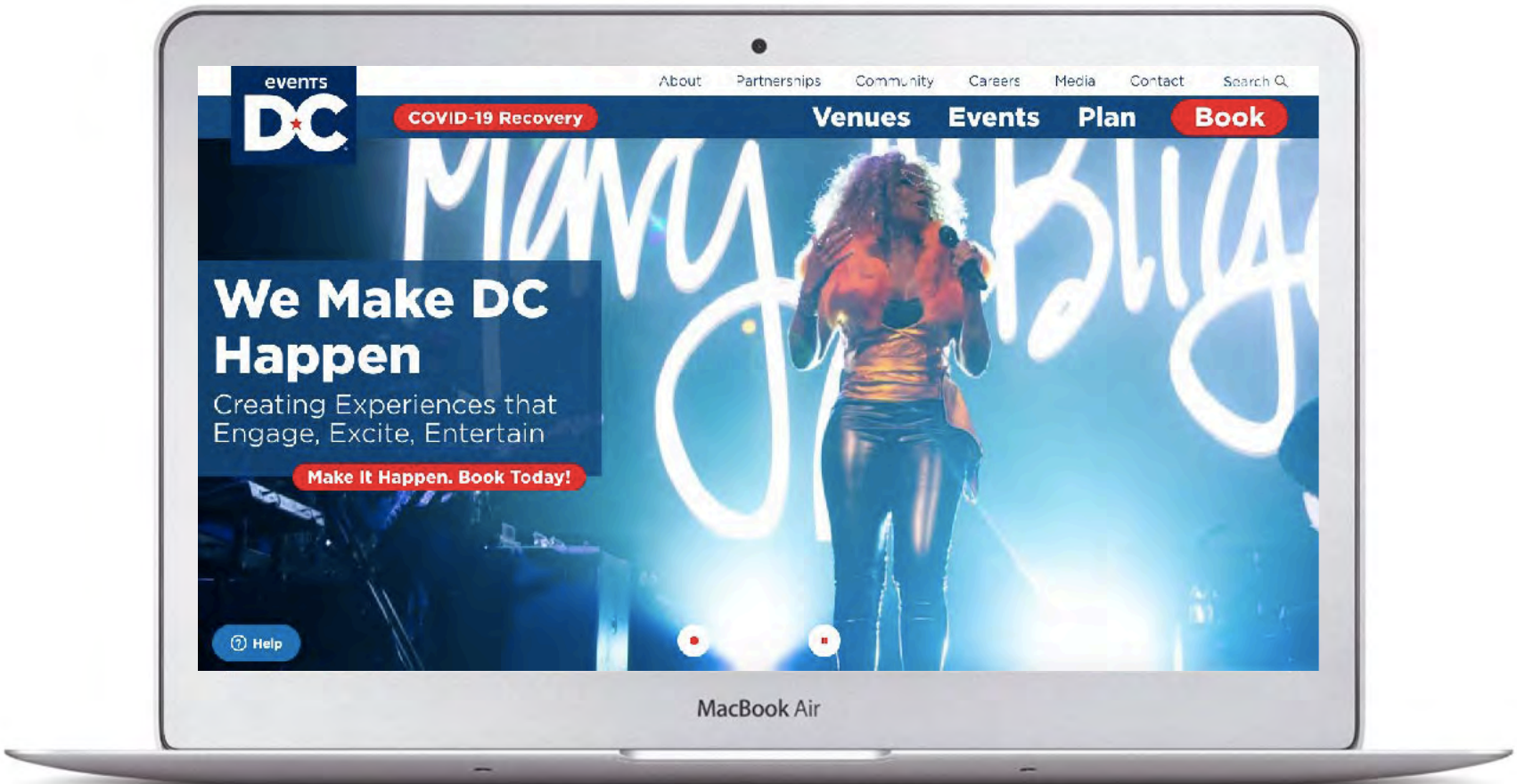
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[www.nsu.edu](http://www.nsu.edu)



[www.miamiandbeaches.com](http://www.miamiandbeaches.com)



[www.eventsdc.com](http://www.eventsdc.com)

(Case Study found on the following pages)



# XII.B.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.*

## EVENTS D.C.

### OVERVIEW & CHALLENGES:

Events DC makes DC happen. As the premier host of conventions, sports, entertainment and cultural events in Washington, DC, Events DC owns and operates eleven different venues throughout the city — including the Walter E. Washington Convention Center, the new Entertainment and Sports Arena and Nationals. But many people do not realize that as Events DC powers all of these amazing experiences, it is driving a major economic impact for the city and ultimately benefiting the overall DC community.

Being such a versatile and integral part of the Washington DC community, Events DC has a multitude of both B2B, B2C and B2B2C audiences — from event planners to sports event attendees, to community stakeholders to DC Millennials looking for the next thing to do.

Events DC and Fuseideas partnered together to bring the story of Events DC to life via a newly imagined Drupal site.

### INSIGHTS:

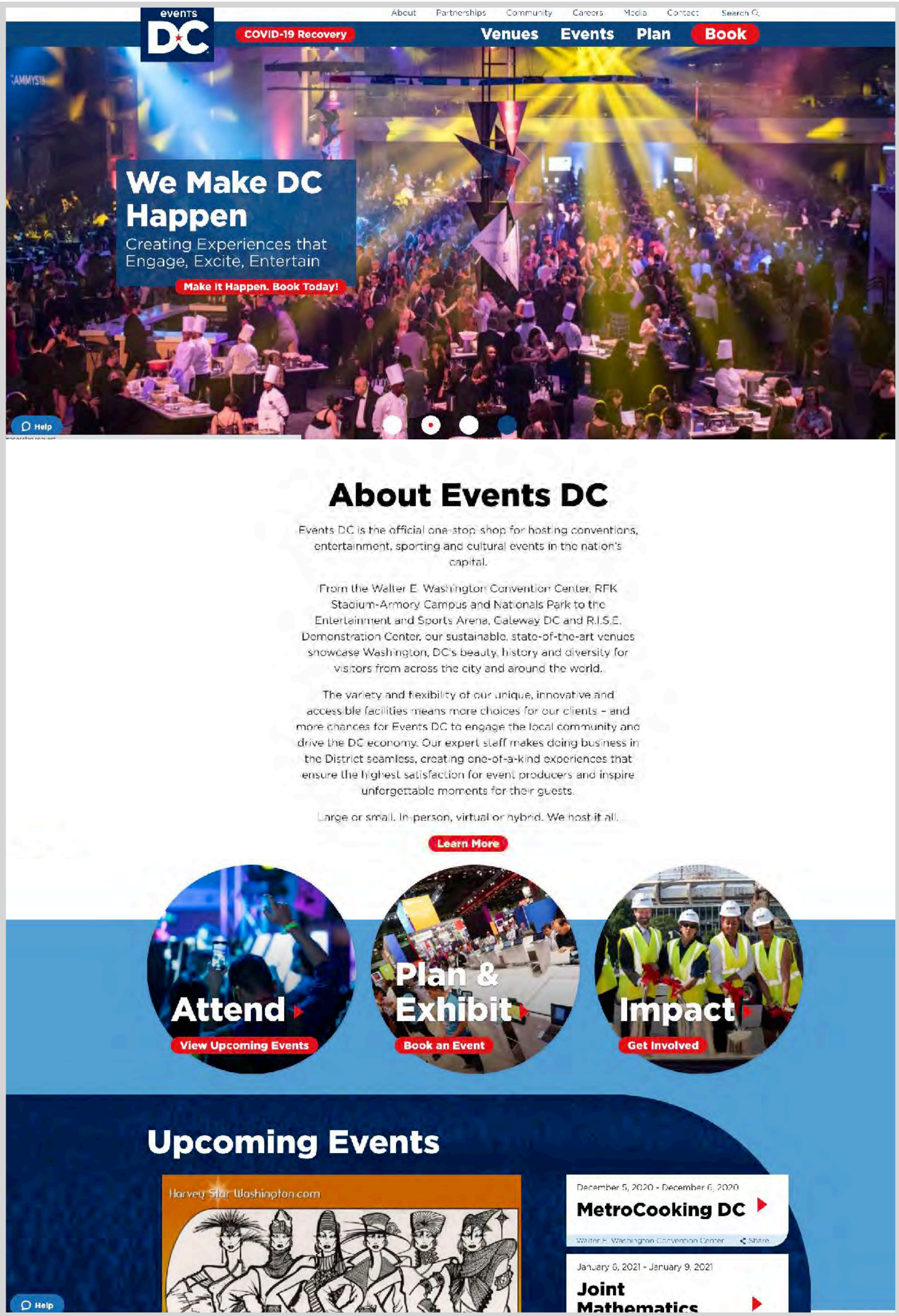
With many audiences to choose from, we decided to focus on the DC Millennial for the voice and style of the website. Caring about authentic experiences and economic impact, we drew inspiration from DC as a political, social and cultural capital with a diverse and vibrant population.

### SOLUTIONS

- ▶ Integrate the website with Ungerboeck, Events DC's event management platform — to both generate new leads for events and keep everyone up to date on what is going on in DC.
- ▶ With a build in the midst of the COVID-19 pandemic, we pivoted to focusing on virtual planning and spaces. We engaged Matterport to map and scan key event spaces so planners can virtually focus on events, and began laying groundwork for virtual events and live-streaming in 2021.
- ▶ With a myriad of venues with different offerings and audiences, we built mini-sites within the overarching site but retained the branding to cohesively tell the story of Events DC.
- ▶ We integrated with Google Maps to provide context and drive foot traffic commerce around each venue, and will integrate with Destination DC's database in 2021 to drive cross-traffic amongst the two related websites.
- ▶ We integrated Zendesk (customer service support) and Sprinklr (social media) to round out Events DC's offerings.



# EVENTS DC HOME PAGE





# EVENTS DC VENUE MEGA MENU

events  
**DC**

COVID-19 Recovery

Venues

Events

Plan

Book

[About](#)[Partnerships](#)[Community](#)[Careers](#)[Media](#)[Contact](#)[Search](#)

Find a Venue ▶



Help



Walter E. Washington Convention Center



Entertainment and Sports Arena



RFK Stadium



The Fields at RFK Campus



Festival Grounds at RFK Campus



Skate Park at RFK Campus



DC Armory



R.I.S.E. Demonstration Center



Gateway DC



Carnegie Library at Mt. Vernon Square



Nationals Park



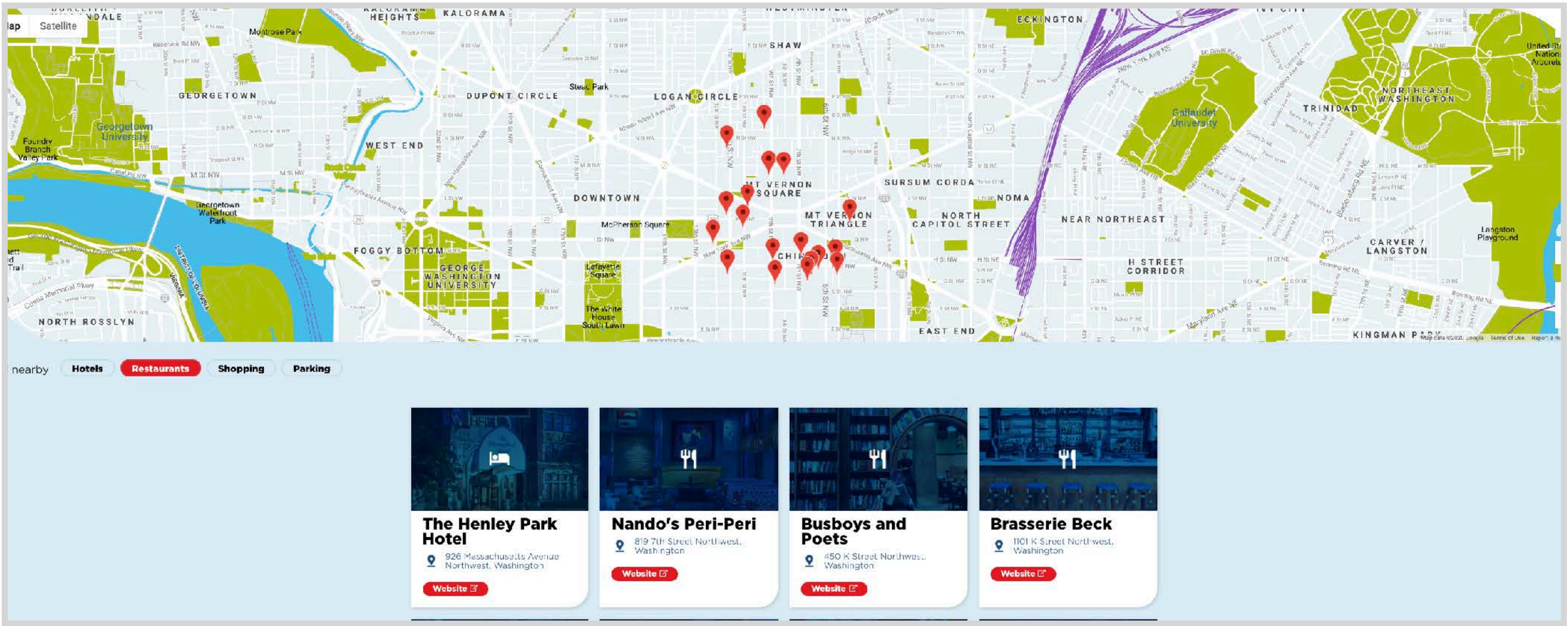
Gather by Events DC

 FUSE IDEAS

99

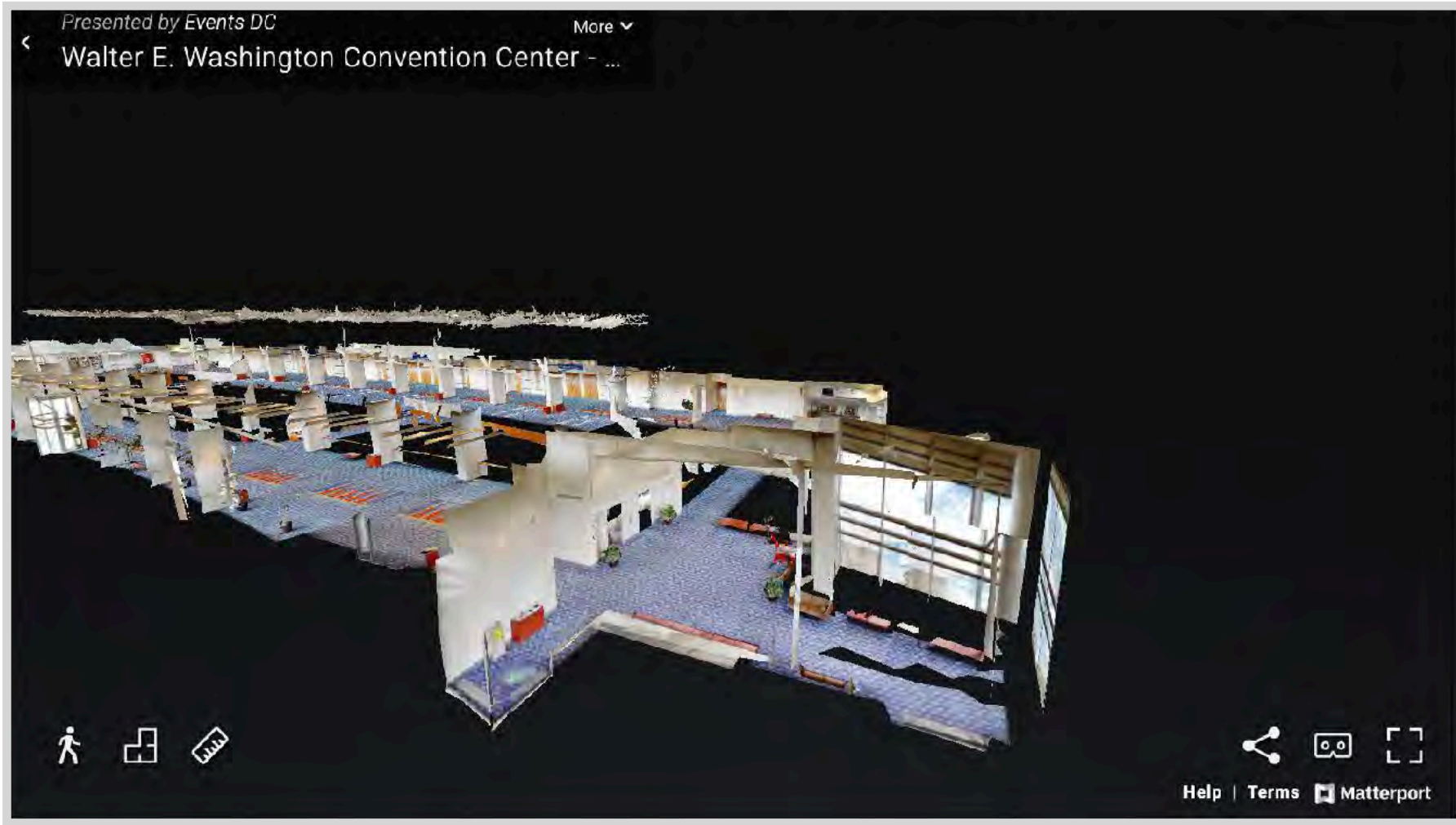


# EVENTS DC GOOGLE MAPS & MATTERPORT CUSTOM INTEGRATION



Presented by Events DC

Walter E. Washington Convention Center - ...



## Virtual Tour

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

[View Floor Plans](#) [View Photos](#)



# **XII.B.4: CREATIVE SAMPLES**

## **C. COPYWRITING, PROOFREADING AND COPYEDITING**

- 1. PROVIDE DIFFERENT TYPES OF COPY SUCH AS TECHNICAL COPYWRITING, ADVERTISING COPYWRITING, SALES/MARKETING COPYWRITING, SCRIPTWRITING, AND INFORMATIONAL COPYWRITING**



# XII.B.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.



*(Ad copy for Norfolk State University)*

We offer degrees in how to succeed.

Learn more about our AACSB accredited School of Business.

Since its accreditation in 1990, the School of Business at Norfolk State University has been preparing its graduates for success. Our internship programs start at the end of your first year. You'll meet and interview with major corporations and entrepreneurs as you increase your interpersonal skills and expand your network of contacts. If the business world beckons you, we can see it in your future. Learn more at [nsu.edu/learnmore](https://nsu.edu/learnmore).



# XII.B.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.



*(Sales/Marketing copy for University of Baltimore lead-gen paid social ad))*

Join us the first Saturday of February to find the right undergraduate or graduate program for you, attend an application workshop or take a campus tour. Enjoy refreshments during our programs overview and Q&A session. Apply that day and your application fee is waived.

Sat, Feb 3  
First Saturday at UB  
University of Baltimore



# XII.B.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.*



*(Script copy for William Paterson University brand video)*

William Paterson University.

It's where "I want" becomes "I will."

Your tenacity brought you here.

Our support can take you anywhere.

You're here for a reason,

And we're here for you.

Together, we'll do this.



# XII.B.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.



**BOSE**  
PROFESSIONAL

**SOUND  
TOO GOOD  
TO WASTE  
ON THE  
WALLS.**



©2017 Bose Corporation.

**ShowMatch™ DeltaQ™ loudspeakers provide better coverage for outstanding vocal clarity.**

With DeltaQ technology, new ShowMatch array loudspeakers more precisely direct sound to the audience in both installed and portable applications. Each array module offers field-changeable waveguides that can vary coverage and even create asymmetrical patterns. The result is unmatched sound quality and vocal clarity for every seat in the house.

**Learn more at [SHOWMATCH.BOSE.COM](https://www.bose.com/showmatch)**



*(Technical copy for Bose Professional)*

ShowMatch™ DeltaQ™ loudspeakers provide better coverage for outstanding vocal clarity.

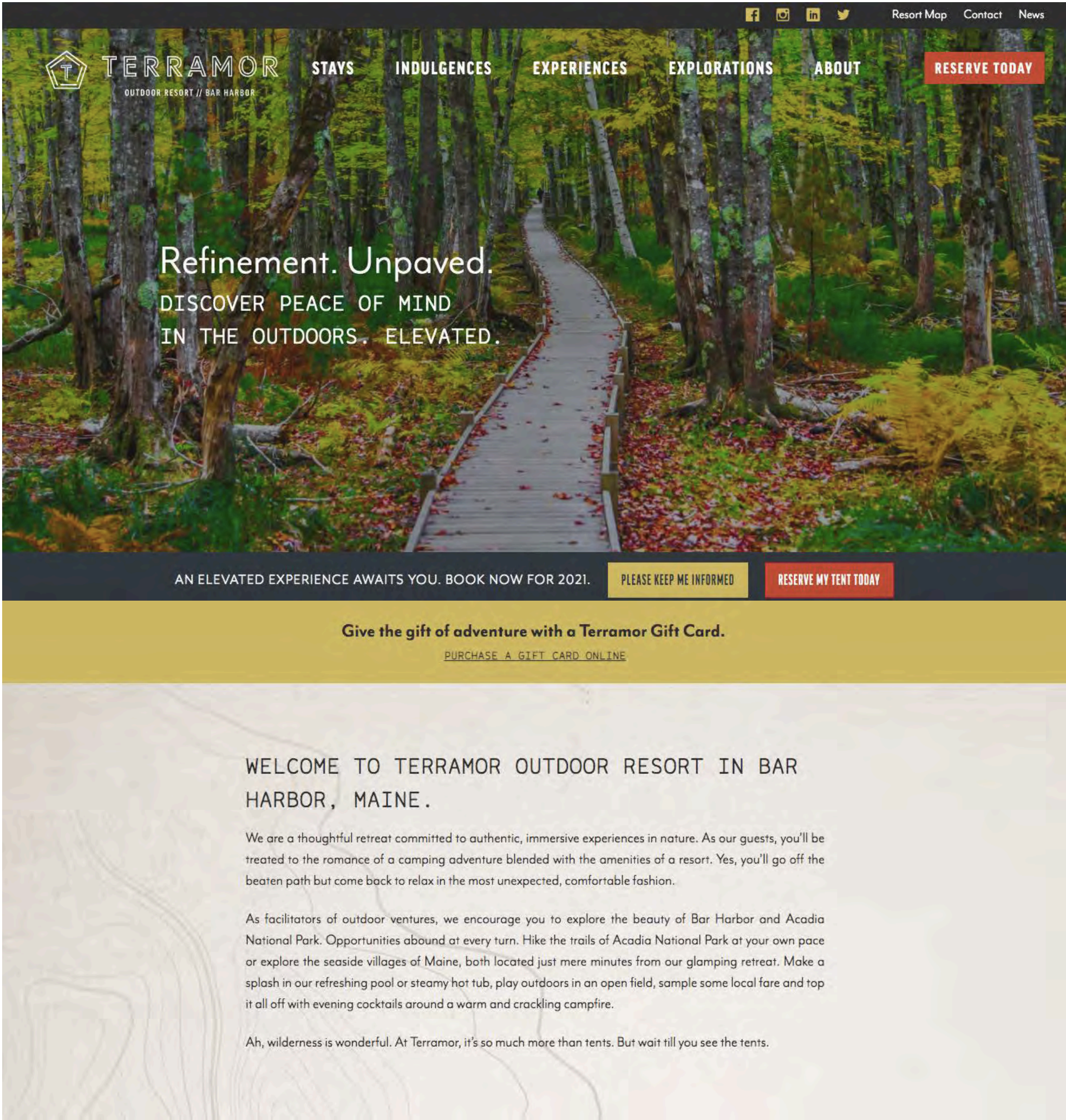
With DeltaQ technology, new SoundMatch array loudspeakers more precisely direct sound to the audience in both installed and portable applications. Each array module offers field-changeable waveguides that can vary coverage and even create asymmetrical patterns. The result is unmatched sound quality and vocal clarity for every seat in the house.

Learn more at [SHOWMATCH.BOSE.COM](https://www.bose.com/showmatch).



# XII.B.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.



*(Long-form copy for Terramor Outdoor Resort Website)*

Refinement. Unpaved.  
Discover peace of mind in the outdoors. ELEVATED.

WELCOME TO TERRAMOR OUTDOOR RESORT IN  
BAR HARBOR, MAINE.

We are a thoughtful retreat committed to authentic, immersive experiences in nature. As our guests, you'll be treated to the romance of a camping adventure blended with the amenities of a resort. Yes, you'll go off the beaten path but come back to relax in the most unexpected, comfortable fashion.

As facilitators of outdoor ventures, we encourage you to explore the beauty of Bar Harbor and Acadia National Park. Opportunities abound at every turn. Hike the trails of Acadia National Park at your own pace or explore the seaside villages of Maine, both located just mere minutes from our glamping retreat. Make a splash in our refreshing pool or steamy hot tub, play outdoors in an open field, sample some local fare and top it all off with evening cocktails around a warm and crackling campfire.

Ah, wilderness is wonderful. At Terramor, it's so much more than tents. But wait till you see the tents.



# **XII.B.4: CREATIVE SAMPLES**

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

- 1. PRODUCING SHORT TOPIC VIDEOS FOR USE AT EVENTS OR POSTING ON YOUTUBE, DEPARTMENT WEB SITES, SOCIAL MEDIA SITES, ETC. THAT INCORPORATE MUSIC, FULL-MOTION GRAPHICS, AND ANIMATION**
- 2. PRODUCE SHORT FULL-MOTION GRAPHIC OR ANIMATED VIDEOS FOR USE AS E-HOLIDAY CARDS, E-GREETING CARDS, OR E-SOLICITATIONS.**
- 3. VIDEOTAPE, EDIT, AND DELIVER VIDEO FILES OF SPEECHES, PANELS, CONFERENCES, INTERVIEWS, ETC.**



# XII.B.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.*



Norfolk State University

<https://vimeo.com/460590182/e5a41410bb>



Northeastern University

<https://vimeo.com/fuseideas/review/388225963/co43bb5ec5>



Bose

<https://vimeo.com/314530917>



Tourism Santa Fe

<https://vimeo.com/fuseideas/review/388223954/4841afd151>



Healthworks

<https://vimeo.com/359992380>



Boston Bruins

<https://vimeo.com/314533387>



# XII.B.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.



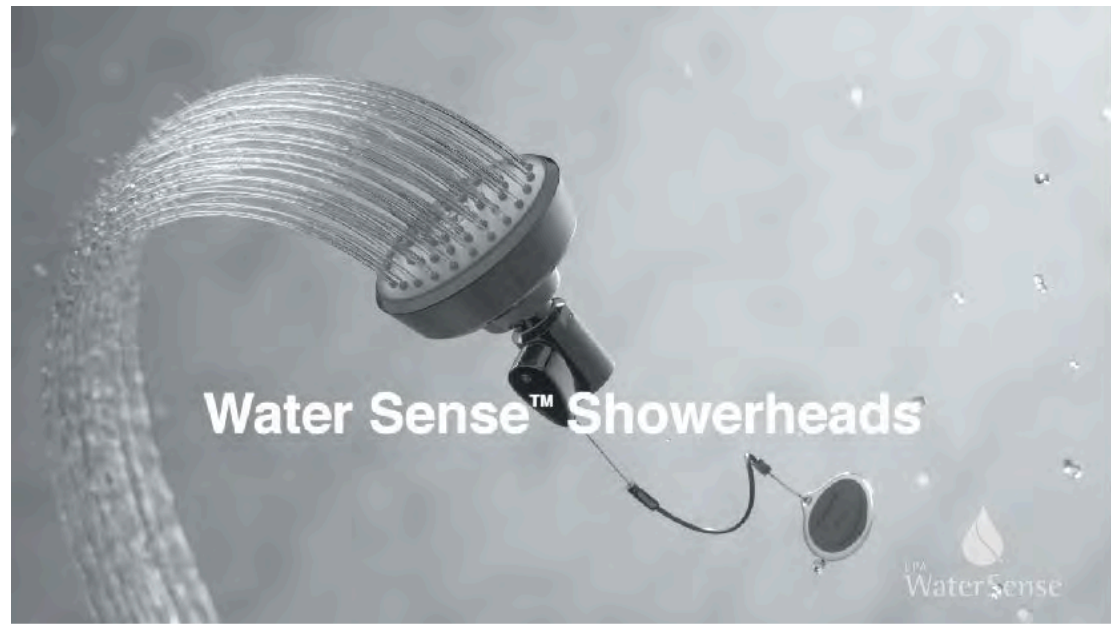
National Grid  
<https://vimeo.com/469797978>



Maine Lottery  
<https://vimeo.com/477198279>



Vermont Lottery  
<https://vimeo.com/479909880>



National Grid  
<https://vimeo.com/485530081>



Maine Lottery  
<https://vimeo.com/418430957>



Vermont Lottery  
<https://vimeo.com/314526365>



# XII.B.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.*



**InvestBuffalo — BeInBuffalo Virtual Event**  
<https://vimeo.com/446496449>



**Destinations International — Marketing Conference Video**  
<https://vimeo.com/469579605>



## **XII.B.5: REFERENCES**



# XII.B.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.*

## WILLIAM PATERSON UNIVERSITY

300 Pompton Rd., Wayne, NJ 07470  
Stuart Goldstein  
Associate Vice President for Marketing and Public Relations  
E: goldsteins@wpunj.edu  
P: (973) 720-2978  
Contract Duration: 2012–Present  
Work Performed: Agency of Record including: Brand and Marketing Strategy, Creative, Media Planning and Buying, Website Development, Video Production

## UNIVERSITY OF BALTIMORE

1420 N. Charles St., Baltimore, MD 21201  
Daniel Mills  
Interim Director of Marketing  
E: dmills@ubalt.edu  
P: (410) 837-5881  
Contract Duration: 2017–Present  
Work Performed: Agency of Record including: Brand and Marketing Strategy, Creative, Media Planning and Buying, Website Development, Video Production

## NORFOLK STATE UNIVERSITY

700 Park Ave, Norfolk, VA 23504  
Stevalynn Adams  
Executive Director of Communications and Marketing  
E: sadams@nsu.edu  
P: (757) 823-2658  
Contract Duration: 2015–Present  
Work Performed: Agency of Record including: Brand and Marketing Strategy, Creative, Media Planning and Buying, Website Development, Video Production, Crisis Communications and Reputation Management,



## **XII.B.6: PROPOSED PRICING**



# XII.B.6: PROPOSED PRICING

We believe working with you should be based on a partnership and should be strategic in nature. In our client engagements we typically work on a hybrid retainer and pool of hours to deliver the most effective campaigns. This not only allows us to provide discounted rates, but also ensure we are always on, thinking of your business. As we work with you, the below provides you with insight into some considerations based on our full-service agency structure, fully understanding that all services may not be wanted or necessary.

## MONTHLY STRATEGY AND ACCOUNT SERVICE RETAINER

This is critical for success and ensures our most senior staff are continuously working on your strategy and making adjustments as necessary. Allocation includes time for account service, project management, and ongoing strategy. This ensures a dedicated team on the account and coverage 24/7/365.

## CREATIVE CAMPAIGN ALLOWANCE

This is a budget for us to produce the final approved campaign assets based on the final and approved media plan. This is typically a “bank of hours” which we draw upon as campaign assets are required.

## MONTHLY DIGITAL MARKETING & OPTIMIZATION (PAID SEARCH & SOCIAL)

Once a paid search or paid social campaign is launched, it must be monitored, nurtured and optimized on a near daily basis in order to maximize performance. We typically set aside some monthly hours to accomplish this as we believe it is critically important in order to achieve ROI.

## MONTHLY CAMPAIGN ANALYTICS/ROI REPORTING

Each month during the months that our campaign is running (or there is activity), we will prepare reports on performance and optimizations and also help build quantifiable ROI for each initiative. This will be provided through our Datorama dashboard along with a Summary Report and monthly presentation to marketing leadership.

## MEDIA SUPPORT

Our media fees are typically based on the gross media budget and the level of effort for digital and paid social efforts. We typically charge a percentage as Media Service Fee.

## OPTIONAL WEBSITE ENHANCEMENTS

Fuseideas can work with you to ensure the website is performing to the highest level possible. This can be provided as a fixed price estimate or bank of hours.

## OPTIONAL OUT OF POCKET COSTS

There are typically external videography and photography needed to develop the campaigns. Fuseideas conducts well over 100 campaigns a year and when external resources are needed, we always provide multiple quotes and select vendors based on a combination of capability, price, and ability to meet the objectives of the campaign.

DEPARTMENT	FUNCTION/TITLE	STANDARD RATE	DISCOUNTED BLENDED RATE FOR GEORGE MASON UNIVERSITY
Client Services	Director/CEO/SVP	\$275/hour	\$160/hour
	Account Director	\$225/hour	\$160/hour
	Project Manager	\$175/hour	\$160/hour
	Web Project Manager	\$200/hour	\$160/hour
Creative	Chief Creative Officer	\$275/hour	\$160/hour
	Senior Art Director	\$225/hour	\$160/hour
	Art Director	\$200/hour	\$160/hour
	Senior Designer/Copywriter	\$175/hour	\$160/hour
	Designer/Copywriter	\$150/hour	\$160/hour
	Web/Digital Designers	\$175/hour	\$160/hour
Media	Media Director	\$225/hour	\$160/hour
	Media Planner	\$200/hour	\$160/hour
	Media Buyer	\$175/hour	\$160/hour
	Media Reconciliation Specialist	\$165/hour	\$160/hour
Interactive Technology	SVP of Engineering	\$250/hour	\$160/hour
	Business Analyst/Delivery Manager	\$175/hour	\$160/hour
	Web Programmer	\$150/hour	\$160/hour
Digital Services	VP Digital Services	\$250/hour	\$160/hour
	VP Analytics	\$250/hour	\$160/hour
	CRM Specialist	\$175/hour	\$160/hour
	Marketing Analyst	\$175/hour	\$160/hour
	Inbound Marketing Specialist	\$175/hour	\$160/hour
	SEO/SEM Specialist	\$175/hour	\$160/hour
	VP of Social Media	\$200/hour	\$160/hour
	Content Curators/Generators	\$150/hour	\$160/hour
Production	Studio/Traffic Manager	\$175/hour	\$160/hour
	Production Staff (Designers/Writers)	\$150/hour	\$160/hour
	Video/Broadcast Producer	\$175/hour	\$160/hour
Public Relations	Public Relations Director	\$200/hour	\$160/hour
	Public Relations Associate	\$175/hour	\$160/hour
	Public Relations Crisis	\$275/hour	\$160/hour



**THANK YOU**