



# Hello, **George Mason University**

We're idfive. And this is your **Creative Services RFP Response.**

Request for Proposal GMU 1692-21

December 9, 2020

**Andres Zapata**  
**Co-Founder**

[andres.zapata@idfive.com](mailto:andres.zapata@idfive.com)  
443-615-7283

81 Mosher Street  
Third Floor  
Baltimore MD, 21217  
idfive.com

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**Brand, Web Design, UX, IA, Social Media, Advertising,  
Strategic Consulting, Marketing & Communications.**

That's what we do.

**Higher Education, Not-For-Profit, Advocacy,  
Healthcare, Arts & Culture, Development Fundraising.**

That's who we serve.

**Informed Design, Design with a Capital "D,"  
Long-Term Thinking, Results-Driven Execution.**

That's what we believe.

**No Surprises, Collaboration,  
Integrity, Pride, Structured Flexibility.**

That's how we work.

**We believe marketing can be a powerful and transformative  
force for good. And we can't help ourselves.**

That's why we do it.

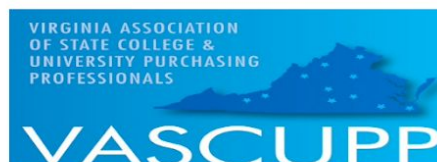
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# 1. Procedural Information



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



## REQUEST FOR PROPOSALS GMU-1692-21

**ISSUE DATE:** November 04, 2020

**TITLE:** Creative & Marketing Services

**PRIMARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director, [erauch@gmu.edu](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: idfive, LLC

Date: 12/9/2020

DBA:

Address: 81 Mosher Street  
Baltimore, MD 21217

By:   
Signature

FEI/FIN No. 20-3370211

Name: Andres Zapata

Fax No.

Title: EVP of Strategy

Email: andres.zapata@idfive.com

Telephone No. 443.615.7283

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

SWaM Certification Number: We realize it's not the same, but we are certified as a small business in Maryland.

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

**ATTACHMENT A**  
**SMALL BUSINESS SUBCONTRACTING PLAN**  
**TO BE COMPLETED BY OFFEROR**

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

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

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

**Offeror Name:** idfive, LLC

**Preparer Name:** Andres Zapata **Date:** 12/9/2020

**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>Convoy, LLC</u>	SBSD Cert #:	<u>703472</u>
Contact Name:	<u>Tim McDaniels</u>	SBSD Certification:	<u>Graphic Arts Services NIGP Code: 91548</u>
Contact Phone:	<u>434.296.9963 (x110)</u>	Contact Email:	<u>tim@convoy.design</u>
Value % or \$ (Initial Term):	<u>Contact Address: PO Box 2673   Charlottesville, Va 22902</u>		
Description of Work:	<u>Graphic Arts Services</u>		

**Subcontract #2**

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

## XV. Payment Terms / Method of Payment

idfive prefers **Payment Option #3**, Net 30 Payment Terms.

## 2. Qualifications and Experience

### Introduction

What's the future hold for communications at George Mason University?

As we're sure you know, that's not an easy question to answer. If a year ago someone had told us that colleges and universities all over the world would have to switch to online learning almost instantaneously, what would we have thought? Or that faculty and staff would work from home, students would feel uncertain about their education, and prospective students would question whether they should go to college at all? We would have thought they were alarmist at best and absolutely nuts at worst.

Welcome to the "new normal."

By now, it's clear that things aren't going back to the way they used to be any time soon — if ever — no matter how much we wish they would. Too much has changed. And communications must change with it.

If there's one word that encapsulates the past year, it's "disruption." The pandemic disrupted the grand narrative of our lives. With disruption comes uncertainty, and one of the first casualties of uncertainty is trust.

Students used to trust that college was a worthwhile investment. Today, when they're forced to learn in an environment that bears little resemblance to the "college experience" they expected, that trust is diminished. Prospective students who've had their high school lives turned upside down or their work and home lives made unrecognizable are reconsidering their educational plans altogether. As [recent studies](#) show, adult learners increasingly don't see a clear path forward anymore. That lack of clarity causes them to lose faith that more education will lead to a better career and a better life. Add to that an increasingly tenuous economic situation, and it's no wonder that people are taking a "wait-and-see" attitude about higher education.

In times like these, communications take on increased importance. When people are confused, communication must be clear. When people feel disconnected, effective communication can help draw them together, both to each other and to the institutions they want to connect with. When people are unsure if they're being told the truth, transparency can reassure them. And when they don't know where to go, communication that educates and informs can show the path forward.

Crafting successful communications for uncertain times takes a mindset that says, "we're listening to you." It means putting aside preconceived ideas and taking the time to hear what

your audiences are saying. It starts with understanding their thoughts and feelings, empathy about their situations, and the clarity to align that understanding with your institutional goals.

At idfive, we've built our business around these ideals. Rather than assuming we know best, we were founded on the idea that listening to our clients and our audiences is the key to creating communications that work. It's always been true, but it's truer than ever in today's world.

We can't tell you where things will go, but we can promise you that our insight and understanding will help GMU get where it needs to go. But telling you this is one thing; showing you that we can do it is what matters. Read on to see how we've spent nearly two decades helping schools navigate uncertain times through communications based on understanding.

## Experience/Profile

After three years of independent operation, two interactive media firms — Albright Cohen Partners and Smartank Group — merged in 2005 to form idfive. Led by some of the best interactive and marketing minds around, idfive leveraged the web development and marketing expertise of Dr. Sean Carton and Andres Zapata to become one of the leading higher education marketing and web development companies in the country.

## Location

Located on the Maryland Institute College of Art campus, idfive is the first tenant of the new 81 Mosher Street, MICA's collaboration project. Our 10,000-square-foot studio houses nearly 40 full-time employees, and we have room to grow. Here's [the story as reported by the BBJ](#).

## Mission

We exist to help brands on a mission.

## Design Philosophy

Design is really about beautiful solutions, regardless of channel or medium. To us, the code that underlies the backend of a website is just as important as the visuals that users interact with — on the screen or on paper. Great design appears effortless and inevitable. Consumers who encounter great design are given a window into your brand. Every time your audience interacts with you, they experience your brand. And each of these interactions should be as beautifully designed as possible.

## Case Studies & Awards

In addition to the examples below, we encourage you to review our comprehensive [portfolio online](#). More than a full-service, integrated marketing and communications agency, idfive is a nationally renowned web design and development firm.



Over the last 15 years, our creative work has been recognized with numerous national awards such as The Webby Awards, CASE, the IMA, and we've landed on the Inc. 5000 list three times in consecutive years.

We've won more than our fair share of local press too. The Baltimore Business Journal recognized idfive on their [Fast 50](#) list of growing companies. Baltimore Magazine called us a [Great Place to Work](#). We won numerous awards for our work, including a Gold Award from the [Collegiate Advertising Awards](#) and more [Addys](#) from the American Advertising Federation for more individual clients than any agency in Baltimore.

## Education Client-partners

A. James Clark School of Engineering	Laureate Education
American College of Financial Services	Loyola University
Baltimore City Public Schools	SUNY Potsdam
Bloomsburg University	Shippensburg University
Brandeis University	State University of New York (system)
College of Notre Dame of Maryland	St. Mary's College of Maryland
Colgate University	St. Paul's School
Cornell University	Towson University
D'Youville College	UMBC
Drexel University	University of Baltimore
Drexel University College of Engineering	University of Dallas
Drexel University LeBow College of Business	University of Hartford
Drexel University - Dornsife School of Public Health	University of Mary
George Mason University	University of Maryland, College Park
George Washington University	University of Maryland, School of Natural & Ag. Sciences
Goucher College	University of Maryland College of Agriculture & Natural Resources
Harvard Smithsonian Center for Astrophysics	University of Maryland College of Arts & Humanities
Howard University	University of Maryland School of Nursing
Jefferson Community College	University of Maryland School of Pharmacy
Johns Hopkins Alumni Association	University of Maryland School of Public Policy
Johns Hopkins Advanced Academic Programs	University of Maryland School of Medicine
Johns Hopkins Bloomberg School of Public Health	University of Maryland Women as Partners in Progress
Johns Hopkins Carey Business School	University of Maryland, Baltimore
Johns Hopkins Center for Educational Outreach	University of Sciences
Johns Hopkins Center For a Livable Future	University of Tennessee Health Science Center
Johns Hopkins Community	University of Washington
Johns Hopkins Extreme Materials Institute	Valencia College
Johns Hopkins Medicine	Washington College
Johns Hopkins Nursing	Worcester Polytechnic Institute of Technology
Johns Hopkins Office of Study Abroad	Wor-Wic Community College
JH School of Medicine Div. of Health Sciences Informatics	
JH Whiting School of Engineering	



## idfive Services

We offer a wide range of services based on our Informed Design philosophy. All of the following services are provided directly by idfive employees.



### Discover360

Research and analysis are at the core of our work. We conduct primary qualitative and quantitative research to unearth essential insights, including marketing goals, internal and external user needs and behaviors, technical requirements, brand platform challenges, institutional concerns, and more. These insights lay the creative foundation for everything we do for our partners.



### Web Design, Print & Motion

Our designers work across all media and help clients choose the medium that best fits their message and audience.



### UX Design & IA

Websites and software have to do more than just look good and work well, they need to employ the tenants of user-centered design. To ensure an optimal user experience, we create detailed information architectures, wireframes, personas, journey flows, and prototypes that we usability test and then calibrate and improve.



### Advertising

We offer full-service integrated advertising services from creative campaign creation to media strategy, planning, buying, and optimization.



### Social Media Marketing

As part of our integrated advertising, we offer extensive platform-appropriate social media marketing services that are tuned for response and brand marketing.



### Digital Marketing

As another part of our integrated advertising services, we offer search and display advertising, as well as remarketing services.



### Search Engine Optimization

Our SEO programs optimize your website's code and content to attract more qualified traffic.



### Brand

Brands exist in three planes, which include perceived, actual, and desired. We study our partner's brands and create brand platforms that are aligned with goals, relevant to consumers, authentic in presentation, and differentiated from the competition.



### Training

Many of our partners have in-house marketing teams that require specific training to support their marketing activities. We host two-to-three-day search engine optimization, social media management, front-and back-end development, user experience design, creative ideation, and other types of workshop sessions for groups of eight to sixteen people at a time.



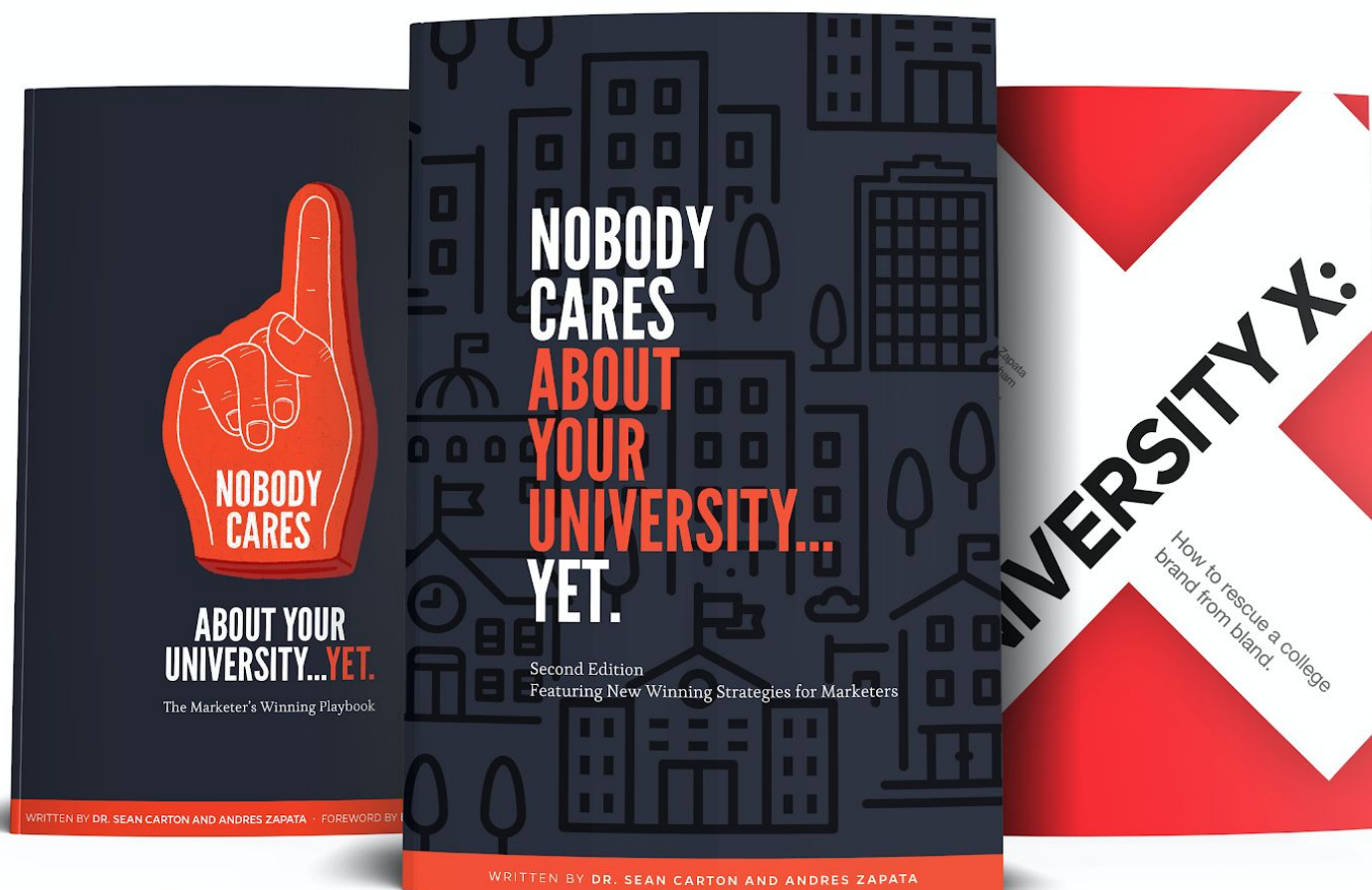
### Workforce Augmentation

When experiencing unexpected turnover or growth, clients can turn to us for help with both short- and long-term individual resources and team augmentation.

## EDU Focus

idfive is the marketing firm for brands on a mission. We primarily work with clients in higher education, not-for-profit, and healthcare spaces. Why? Because we want to use our marketing and communications powers for good. Since 2005, we've been singularly focused on working for clients whose missions are to advance the things we believe in and care about.

In fact, we are happiest when working in higher ed. More than 50% of our team has advanced degrees, and we have a Doctor in Communication Design on staff. Two team members teach at the undergraduate level and five others teach at the graduate level. We're so passionate about higher education that our thoughts on the matter have filled two books designed to share our expertise in marketing with the entire industry: "[Nobody Cares About Your University... Yet: The Marketers Winning Playbook](#)" (2016; second edition, 2020) and "[University X: How to Rescue a College Brand from Bland](#)" (2013).

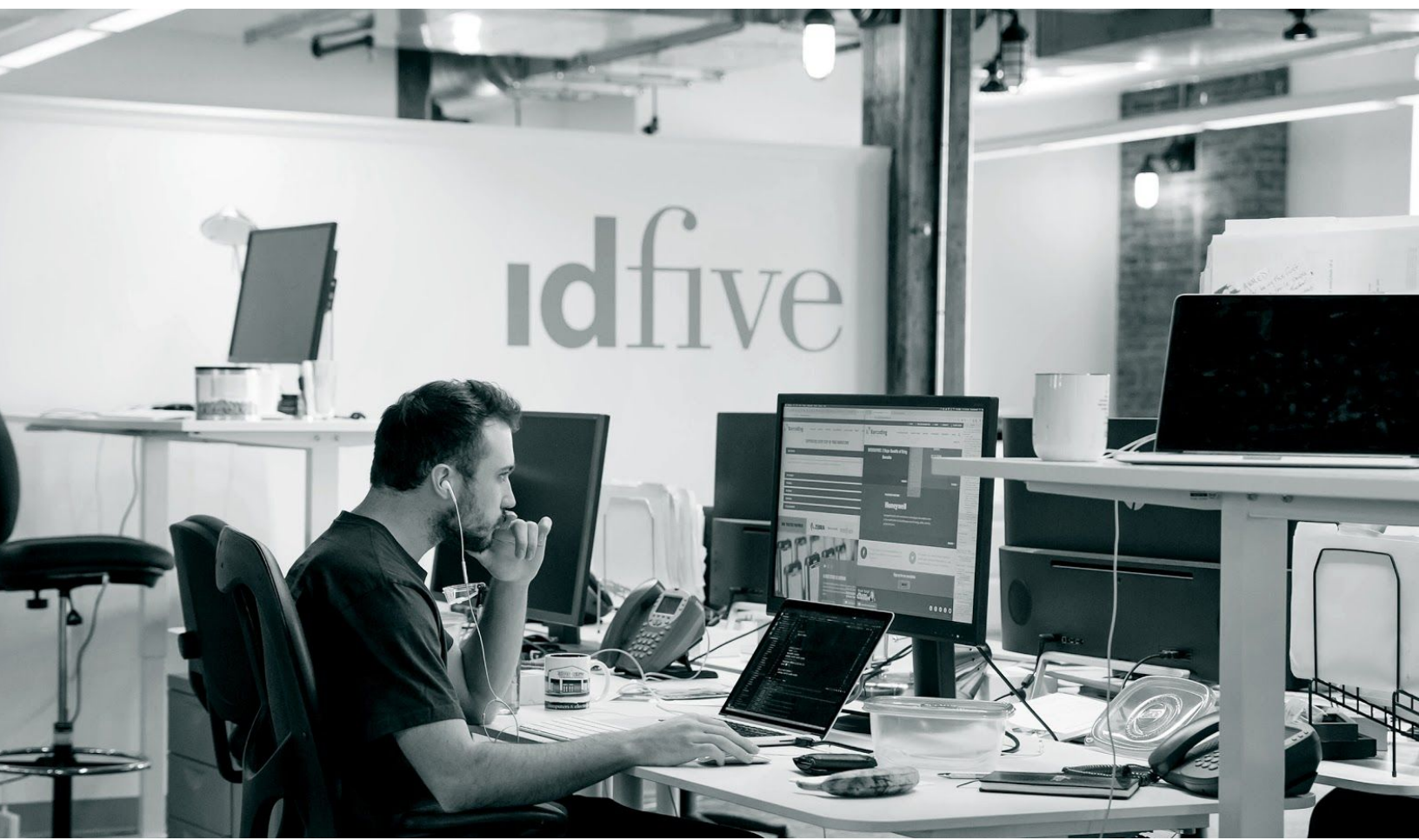


## What's it like to partner with idfive?

**Structured flexibility.** The “structured” part of that phrase comes from an understanding developed over many years of experience: there’s no way to get from here to there without a clear understanding of the territory that needs to be covered and the steps it would take to traverse it. The “flexibility” part comes from our understanding that the best-laid plans rarely emerge unscathed from the realities of the day-to-day. Goals change. Priorities shift. And humans... well, humans are humans. Our process is built to course-correct in real time. The difference between success and failure lies in having a clear vision of the path to success and the flexibility to make adjustments to overcome the challenges along the way.

**Collaboration.** The best results come from working together, and our process is designed to foster collaboration. Not only does a collaborative approach allow us to best leverage everyone’s contributions, but we’ve also found it helps develop consensus and true buy-in across the organizations with which we work.

**Understanding is truly the foundation of everything we do.** We believe that it’s impossible for us to truly realize our clients’ vision until we understand what everyone involved — from external audiences to internal constituencies — needs. What motivates them? What inspires them? What challenges do they face? And what are they ultimately trying to accomplish? This understanding allows us to grasp your vision and then apply each of our unique skills, talents, and creative ideas to help you achieve it.



## Names, Qualifications, and Expertise to Work with Mason

Mason will have access to the entire idfive team. The following “fivers” are the people Mason will see the most during research, strategy, and creative concepting.

<b>Fiver</b>	<b>Experience</b>	<b>Qualification</b>
Caitlin Currey	13 Years	M.F.A. in Creative Writing Candidate
Erinn Hesse	8 Years	B.A. Mass Communications (Dual Track: Public Relations and Advertising)
Andres Zapata, ABD	24 Years	Doctor of Science Candidate (Interaction and Information Design)
Matt McDermott	18 Years	M.A. Teaching (Concentration: Secondary School English)
Meagan Petri	16 Years	B.A. in Visual Arts, Graphic Design
Peter Toran	29 Years	M.F.A. In Theatre
Dan Rogers	12 Years	B.F.A. in Visual Communication



## Resumes of Personnel Working with Mason

### Caitlin Currey

#### **idfive, Baltimore, MD**

Associate Vice President

December 2018 - Present

*Partnering with clients across healthcare, non-profit, higher education, and big local companies to build web and campaign strategies that perform, while growing idfive's service offerings and expertise across paid media, brand, web, and content.*

- Grew, groomed, and led a team of 20 strategists, researchers, designers, and developers.
- Researched, strategized, led, and launched countless websites, marketing campaigns, and advancement/fundraising initiatives.
- Reinvented, restructured, and nurtured the media team.
- Crafted marketing and communications plans and editorial calendars.
- Supported the business development team to grow the company's revenue.
- Played a leading role in articulating and implementing idfive's strategic growth plans.
- Identified and nurtured opportunities to grow the scale and services offered to clients.

#### **idfive, Baltimore, MD**

Director of Client Services, Associate Director of Client Services, Account Executive

January 2014 - December 2018

- Led a team of designers, developers, strategists and account services people to hatch inventive websites and marketing campaigns.
- Managed and supported the team's professional growth plans.
- Coached and groomed a team of Account Executives.
- Supported the new business team at pitches and with proposal writing.
- Led research and discovery processes to inform strategy and direction.
- Successfully launched enterprise-level websites and national media campaigns.
- Grew client accounts through relationship management and continuous successful project delivery.

#### **ADG Creative, Baltimore, MD**

Client Relations Manager

October 2011 - January 2014

- Successfully proposed, pitched and won new commercial accounts that in time became loyal clients
- Cultivated new and grew existing national and international account relationships across varying sectors- including federal, banking, franchise, telecommunications, non-profit and small businesses
- Played a strategic leadership role in every account, successfully integrating branding and marketing campaigns across platforms- including direct mail, mobile, digital, social, print, media relations and trade show marketing
- Project managed campaigns and deliverables with aggressive timelines, keeping budget, scope and strategy aligned all while exceeding client expectations
- Partnered with creative teams from design to video, copy, social, and digital to create concepts that speak directly to the client's customer base

**Savannah College of Art and Design, Savannah, GA & Hong Kong**

Senior Communications Manager

May 2008 - August 2011

- Managed corporate marketing and communications functions, overseeing the university's most popular marketing events. Direct brand management, advertising, media relations, company positioning, campus launches, advertising, marketing collateral and tradeshow marketing.
- Developed and launched integrated, multi-channel print, web, and social media campaigns that propelled SCAD's brand both nationally and internationally.
- Managed market launch of SCAD's Hong Kong campus, coordinated Asian media agencies to identify advertising opportunities, social media strategies, events and print collateral
- Conceptualized and managed a comprehensive communications plan for the Savannah Film Festival, an eight-day event attended by 40,000 people annually.
- Led a team consisting of video, photo, advertising, interactive, social media and creative efforts both nationally and internationally on numerous brand awareness campaigns and marketing events.
- Managed marketing budgets for more than 10 SCAD national and international events and campaigns.

**Boys & Girls Club of Savannah**

Resource Development Director

May 2007 - May 2008

- Developed fundraising vehicles, created strategic marketing plans, obtained resources from grants, planned fundraising events, and boosted corporate sponsorships
- Obtained the resources from grants, fundraising and special events to open two new clubs, hire 6 new trained professionals and serve twice as many at risk youth since hire in May, 2007
- Increased our patron list by 200%
- Developed a complete marketing program where none previously existed by creating strong ties with community partners and leaders, media outlets and area businesses
- Set up and established a Resource Development Plan by:
- Devising a technique for marketing to potential donors through newsletters, ads, direct mailers, special events and web design
- Designing a stewardship calendar to be followed after receiving donations to ensure client return
- Implementing, installing and utilizing a new donor software to create prospect lists in order to determine best marketing/sales strategies to engage new and patron donors
- Serving as a liaison between the Executive Director, Board of Directors, staff and volunteers

**Education**

- MFA in Creative Writing & Publishing (Candidate) University of Baltimore, 2021
- BA Women's Studies, Old Dominion University, 2007

## Skills

- Leadership
- Management
- Research
- Presentations and Training
- Writing
- Project Management
- Conflict Resolution
- Creative Strategy
- Content Strategy



## Erinn Hesse

### **idfive, Baltimore, MD**

Associate Director of Client Services

January 2019 - Present (1.75 years)

- Cultivate and nurture relationships – serving as the main point of contact for clients, agency team members, and vendors.
- Dive head first in understanding client problems, opportunities, and needs to develop complex and impactful strategies.
- See strategies through to execution, helping to directly project manage and/or oversee the team that is.
- Co-manage teams profitability, productivity, and success on projects.

### **Planit Advertising, Baltimore, MD**

Account Supervisor

January 2012 - January 2019 (7 year)

- Collaborated with clients, colleagues, and external resources to successfully complete projects on time and on budget.
- Focus on direct results clients in the ecommerce and CPG vertical.

## Education

- B.A. Mass Communications (Dual Track: Public Relations and Advertising), Towson University, 2012

## Skills

- Self-motivated
- Obsessively Detail Oriented
- Brand Champion
- Data Lover
- Trend Stalker
- Team player
- Creative Problem Solver

## Andres Zapata, ABD

### **idfive, 2008 – Current**

#### EVP, Strategy

- Design and perform qualitative and quantitative, formative, and summative user research studies such as in-person, remote, moderated and unmoderated usability studies, tree tests, eye tracking, flow analysis, card sorting, and heuristics.
- Apply cognitive and neuropsychology knowledge to elevate design performance
- Create UX artifacts such as strawman information architecture, detail information architecture, wireframes, personas, affinity diagrams, workflow diagrams, mind mapping, journeys and prototypes
- Plan and lead day-long UX agile-style workshops with project stakeholders
- Lead requirement gathering for big and small experiences
- Sketch rapid prototypes to visualize ideas and early pressure-testing
- Lead and coached the UX team to learn seminal and late-breaking UX concepts, techniques and technologies
- Partner closely with development, design, and business stakeholders to create arresting, joyful, and useful experiences
- Perform detail content inventories, and technical analysis
- Use business intelligence and data visualization tools such as Tableau and Google Data Studio to unearth user insights from big data

### **idfive, 2005 – 2008**

#### Director of Information Design

- Perform user, competitive, heuristic, and traffic analysis
- Develop strategic, usability and creative imperatives
- Work closely with business, IT, and marketing client stakeholders to align expectations to strategy
- Conduct usability studies formal and informal
- Oversee all human factors related activities, including standards, processes, techniques, and metrics
- Design personas, usability studies, information architectures, wireframes and interfaces

### **Maryland Institute College of Art, 2001- Current**

#### Adjunct Faculty

Teach web design, web development, information architecture, user experience design to graduate students at MICA's Graphic Design M.F.A. program.

### **Smartank Group, 2002 – 2005**

#### Senior Solutions Architect

Used human-factors, user-centric, graphic design, communication theory, and business concepts to develop meaningful, agile, and lasting information architectures, user experiences, and business solutions. Designed IA and UX for sites deployed on various off-the-shelf and custom-developed content management systems. idfive purchased Smartank in 2005.

### **Carton Donofrio Partners 1996-2002**

#### Solutions & Multimedia Designer

Provided technical, marketing, and business solutions to fortune 500 businesses in technology, government, higher education, and healthcare by analyzing their business and communication models, researching the competition, evaluating products or methodologies, making recommendations and implementation.

## Education

- 2013—Current, The University of Baltimore. Doctorate in Science, Interaction and Information Design.
- 2005 The Johns Hopkins Carey Business School. M.B.A., Business Administration.
- 2001 University of Baltimore. M.A. in Publication Design.
- 1998 Goucher College. B.A. in Sociology; B.A. in Communications (honors).

## Skills

Requirement gathering & documentation, information architecture, usability design, workflow & data design, research, analysis, communication, public speaking, problem-solving, critical thinking, client relations, project management, leadership, and web operations management.

## Matt McDermott

**idfive** Baltimore, MD

*Associate Vice President, Creative Strategy // 2019 – Present*

*Creative Director // 2012 – 2019*

- Hiring, leading, following, and inspiring talented friends at an agency committed to helping brands on a mission.
- Leading a design thinking-inspired, multi-departmental creative process that unearths the truths that connect audience behavior and brand story.
- Helping to guide the culture and conscience of the agency — and strengthen our commitment to clients and staff.
- Working on the ground with teams from across the agency — design, copy, media, web, and account services — to tackle briefs and bring campaigns life.
- Researching, assessing, and pitching new business opportunities.
- Took over a small-agency creative department of two and grew it to 15.

**American Advertising Federation** Baltimore, MD

*President // 2018 – Present*

*Vice President // 2016 – 2018*

*Member of the Board of Directors // 2008 – 2016*

- Leading a talented mob of advertising, marketing, tech, media, design and communication leaders who continue to transform a 100-year old, mid-market ad club into an education, advocacy, and networking powerhouse for a new generation.
- Building partnerships with sponsors, members, and the community at large to increase and diversify the organization's revenue stream.
- Serving as the voice of the organization in the media and in the state legislature.
- Introducing and advocating for new diversity, inclusion, and equity initiatives as well as expanding the community the association serves.
- Championing efforts to modernize the association's brand, CRM, event management, and web presence.

**Towson University** Towson, MD

*Adjunct Professor, Advertising // 2017 – Present*

- Persuading the next generation that better advertising can save the world — or at least make it better than they found it.
- Developing a capstone course that provides students with real-world client engagement.
- Working with students to help small businesses and non-profits — especially those owned and managed by women and BIPOC — overcome business challenges.
- Connecting students with career opportunities and helping to expand their professional networks.

**Community Law in Action** Baltimore, MD

*Member, Board of Directors // 2016 – 2019*

- Joined forces with a team of leaders and influencers from Baltimore's business, education, and law communities to guide an organization that empowers city youth to be leaders, advocates, and community organizers.
- Helped manage fundraising, marketing, and the organization's brand.

- Worked with a diverse board of directors to administer the organization's budget, staffing, funding, and service offerings.

### **Maryland Institute College of Art** Baltimore, MD

*Adjunct Professor, MBA/MA in Design Leadership Program // 2013 – 2015*

- Helped some of the smartest, most ambitious graduate students in business and design learn techniques to sell their big, scary ideas better.
- Developed an interactive, student-driven curriculum that taught best practices for public speaking, researching audiences, and designing compelling pitches.

### **ADG Creative** Columbia, MD

*Senior Copywriter/Content Strategist // 2011 – 2012*

- Supported branding, messaging, integrated marketing strategy, and creative direction for clients.
- Developed social marketing strategy for the agency and clients alike.
- Pitched creative and new business.
- Created and executed a social marketing plan for the agency, boosting engaged audiences on social channels by nearly 50% in four months while bringing in multiple new business leads.
- Managed the overhaul of the underutilized agency blog and newsletter, improving Page Rank and driving 20% more traffic to the company website.

### **The Baltimore Sun** Baltimore, MD

*Contributing Writer // 2008 – 2011*

- Authored blogs and articles about local and national news, politics, media, and technology for readers in the 18-35 demographic.
- Promoted content through personal and professional social networks.
- Mentored young writers. Engaged audiences through on- and off-site engagement, delivering a better-than-average percentage of return visitors.
- Increased interaction on social channels and boosted total page views.

### **National Geographic Channel** Washington, DC

*Freelance Copywriter // 2008 – 2011*

- Collaborated over three seasons with creative directors, designers, and program producers to create ad sales materials promoting Nat Geo's entire programming lineup at the network upfronts.
- Worked on a limited edition ad sales book to promote the launch of the mini-series Great Migrations – the largest production in the channel's history. The program saw steady ad sales during a very tough economic climate.
- Developed copy for Great Migrations materials that was ultimately adapted for a consumer-facing campaign, including the tagline for the entire program brand.

### **Renegade Communications** Hunt Valley, MD

*Creative Director // 2009 – 2011*

*Associate Creative Director // 2008 – 2009*

*Senior Copywriter // 2006 – 2008*

*Copywriter // 2000 – 2002*

- Oversaw creative development and developed strategy for campaigns.
- Developed copy strategy for brands and campaigns.
- Mentored and managed a team of copywriters and designers.
- Worked alongside the account team to draft briefs.
- Pitched creative and new business.
- Created, branded, and marketed the agency's proprietary social marketing platform.
- Founded and edited a successful agency blog that generated new business leads and was recognized by Ad Age's Power 150 and the Baltimore Sun.
- Directed strategy and creative on a multi-million dollar telecom account, helping to grow the subscriber base by nearly 25% at a time when other brands in the industry were posting record customer losses.

### **Baltimore City Public Schools** Baltimore, MD

#### *High School English Teacher // 2002 – 2005*

- Taught English and Media Production in a high-needs, inner-city school.
- Adhered to strict (and sometimes random local and state standards).
- Developed and executed multimedia presentations to facilitate the learning process.
- Provided counsel, mediation, and professional support for students and colleagues.
- Worked with my students to boost their Maryland State Assessment pass rate by more than 100%, year over year.

### Education

- M.A. Teaching (Concentration: Secondary School English), Johns Hopkins, 2004
- B.S. Mass Communications (Concentration: Film, Video and Media), Towson University, 2000
- B.S. English (Concentration: Writing), Towson University, 2000

### Skills

- |                                 |                                |
|---------------------------------|--------------------------------|
| • Campaign Development          | • Fundraising and Development, |
| • Copywriting                   | • Group Facilitation           |
| • Creative Process              | • Lean UX Strategy             |
| • Content Strategy              | • Public Speaking              |
| • Curriculum Development        | • Servant Leadership           |
| • Design Thinking               | • Strategy Development.        |
| • Film Direction and Production |                                |

## Meagan Petri

### idfive

Associate Creative Director

May 2019 - Present

- Delivers strong, sound, unexpected concepts from websites to campaigns and inspires the same among the creative team
- Works collaboratively across disciplines to make sure the best work gets done
- Builds productive, trusting relationships with clients
- Mentors creative team members and grows their skill sets to promote continual creative improvement
- Serves as creative lead, directing all phases of creative work from concept to production.
- Develops processes to streamline work and ensure the delivery of pixel-perfect work

### University of Maryland Baltimore County

Adjunct Professor, Visual Arts Department

January 2017 - December 2019

- Taught a concluding course in the Graphic Design program, an advanced user experience and user interface design class. Students learn to define problems and goals, conduct team research, design and build interactive prototypes, and UX/UI best practices.
- Taught a web design course teaching students the basics of digital design and beginning HTML and CSS principles.
- Taught an early class in the Graphic Design program designed to arm students with practical knowledge of working as a graphic designer, touching on research, project briefs, presentation skills, and best practices in a variety of projects.

### Planit

Art Director

December 2013 - May 2019

- Considered user behaviors and analytics data to craft exceptional user experiences.
- Led designers and developers on the project team to ensure delivery of the creative vision while keeping the greater project goals in mind.
- Responsible for transforming ideas into engaging creative from wireframe to final product. Managed multiple clients and projects, working within tight deadlines.
- Developed trusted relationships with clients, routinely presenting creative and solving problems from client and user feedback.
- Closely collaborated with client services as well as the strategic and technical teams to produce smart, innovative solutions for digital, motion and print.

### Ads Next

Lead Designer and Front-End Developer

March 2010 - December 2013

- Designed and integrated websites with Wordpress.
- Worked closely with the SEO marketing team, guaranteeing sites performed well and adhered to the best practices in user experience.
- Analyzed client competition to ensure concepts were exceeding in quality, design, and user experience.



- Designed concepts for clients to be carried throughout their media, including print, web, and email marketing.

## **Herrmann Advertising Design / Communications**

Designer

May 2006 - March 2010

- Designed ad campaigns, logos, collateral, motion graphics, and websites for the agency.
- Worked on email campaigns and front-end development projects for client sites.
- Art-directed photo shoots and retouched photography to achieve the intended vision of the design concept.
- Developed HTML/CSS skills outside of working hours to enhance web development knowledge.

## Education

University of Maryland Baltimore County (UMBC), Class of 2006

Bachelor's Degree in Visual Arts, Graphic Design Concentration

Minor in Art History

## Skills

- |                    |   |                   |
|--------------------|---|-------------------|
| • Invision         | • UX/UI Design                            | • Motion Design   |
| • Sketch           | • Art Direction for Photo or Video Shoots | • Teaching        |
| • Photoshop        | • HTML                                    | • Mentoring       |
| • Illustrator      | • CSS                                     | • Leadership      |
| • InDesign         | • PHP                                     | • Collaborative   |
| • AfterEffects     | • Wordpress                               | • Detail-oriented |
| • Print Production | • Print Design                            | • Problem solver  |
| • Brand Design     |   |                   |

## Peter Toran

**idfive, Baltimore, MD**

*Lead strategist*

*September 2018 - Present*

- Conduct research and stakeholder interviews to inform website redesign projects, recruitment strategies, and branding/positioning campaigns.
- Develop and monitor *U.S. News & World Report* national ranking strategies for graduate and professional programs.
- Support higher education and nonprofit clients with recommendations and training in web writing, strategy, governance, and content maintenance.
- Audit client communications for consistency in branding and messaging.
- Engage a wide range of campus constituents — from university presidents to students — to inform institutional positioning.
- Create engaging, accessible copy from highly technical, scientific subject matter.

### **TBD+ Communications | Strategy | Design**

*Co-founder and Principal, 2017 – 2018*

- Responsible for creative writing, communications and strategic planning for boutique agency focused on Baltimore-area educational institutions and nonprofits.

### **University of Baltimore**

*Vice President of Communications and Planning, 2008 – 2016*

- Engaged the campus community in the formulation, implementation and ongoing assessment of university-wide strategic planning.
- Crafted communications and outreach on behalf of the Office of the President for internal and external constituencies, including speeches, University System of Maryland reports, press releases and major campus announcements.
- Oversaw institutional marketing, advertising, the University Web presence, social media, public and media relations, internal communications, crisis management and special events.
- Represented the President and the University in select community and Baltimore City initiatives; member of the President's Cabinet.
- Conceived and promoted UB's Finish4Free program, which provided free tuition for the final semester to undergraduate students who graduate in four years.
- Developed a successful \$1 million grant proposal to establish The Bob Parsons Veterans Center, The Bob Parsons Veterans Advocacy Clinic and The Bob Parsons Psychology Clinic.
- Spearheaded a comprehensive redesign of the UB Web presence, resulting in new websites for the central University, four schools/colleges and library.
- Supported strategic enrollment growth of 33% (headcount) from 2002-2013.
- Served as Baltimore Colletown Board President, 2008 – 2010; as President, expanded board to include representatives of Baltimore City and County.

**University of Baltimore***Vice President of Planning and University Relations, 2002 - 2008*

- Completed a comprehensive rebranding campaign, resulting in a redesigned logo, new University colors and a revised tagline.
- Developed advocacy materials in support of UB gaining state approval to return to four-year undergraduate education.
- Conceived and promoted the UB First Scholars in support of the University's first freshman class in 37 years; program provided free tuition to all members of the 2007 freshman class.
- Launched Spotlight UB, a performing arts series that includes campus, local community, national and international artists.
- Administered the UB City Fellows Program, in which select Baltimore City employees received tuition-free graduate education.

**University of Baltimore***Adjunct Faculty, College of Arts and Sciences, 2002 – 2015***Northwestern University, 2002***Guest Artist, School of Music***Center Theatre, Chicago, IL 1998 – 2001***Artistic Director 2000 – 2001; Instructor*

- Provided executive and artistic leadership for Chicago's first professional theatre school. As artistic director, duties included all areas of operation, including student recruitment; finances and fundraising; facility management and maintenance; and hiring.

**Columbia College, Chicago, IL 1995 – 1997***Guest Lecturer***Wayne State University, Detroit, MI 1991 – 1994***Instructor***Education**

M.F.A. in Theatre, Wayne State University

B.A. in English, summa cum laude, Tufts University

**Skills**

Strategy and Strategic Planning | Research | Writing | Content Strategy | Campus Engagement and Shared Governance | Leadership | Communication | Team Building

## Dan Rogers

### idfive

Director of Development

April 2015 - Present

Engaged in all aspects of quality Web and Application Development, and Engineering.

### Eye Byte Solutions, LLC

UX & Web Development Director

May 2012 - March 2015 (2 years 11 months) Jackson, WY

- In this position, I am responsible for all development-related projects that come through the firm. This includes both physically coding a good majority of these projects, as well as overseeing other staff, and freelancers on a per-project basis.
- Mainly, my focus has been on the Drupal CMS these last few years. This includes several government level builds & consultations, as well as lots of smaller projects for private enterprises, and non-profits. Focus has been mainly on-site building, theming, front end development, and some minor module development/maintenance as well.
- In addition, I have also been interested in mobile development, specifically hybrid mobile development and the cordova platform, and MVW's like angular. In fact, I gave a talk about the concept of combining that approach and using Drupal CMS as a back-end, at the 2014 drupal camp Baltimore.

### NOLS Wilderness Medicine Institute (WMI) Admissions Assistant

January 2012 - October 2012 (10 months) Lander WY

I took a temporary position with the National Outdoor Leadership School In Lander, WY after completing the Wilderness Emergency Medical Technician Course, in order to get experience in outdoor medicine.

### Northwest Youth Corps

Crew Leader/ Assistant Crew Leader

May 2011 - November 2011 (7 months)

Eugene, Oregon Area / Leavenworth, Washington Area

For a break from the tech field, I took a position as a Crew Leader for Northwest Youth Corps's Trail Crew Program, based in Eugene, OR. My responsibilities here mainly involved supervising a crew of ten youth (aged 16-20) along with my co-leader. Together, we lead the crew through tough assignments, a good portion of which are extremely remote. I managed, supervised, and participated in all aspects of crew life from hauling rocks to washing dishes.

### Eye Byte Solutions, LLC

Web Designer & Developer

May 2009 - May 2011 (2 years 1 month)

Worked as a Designer/Developer at Eye Byte Solutions, a design firm based in Baltimore.

Responsibilities included both web and print design, client management, as well as web development and social media for major government clients. Designing and developing online learning tools for AmeriCorps and AmeriCorps VISTA, which are used daily by groups and individuals serving our country. I also had the pleasure of being involved with President Obama's Serve.gov project, and the national MLK Day of Service campaign.

**AIPT**

Web & Graphic Designer

August 2008 - May 2009 (10 months)

Worked with the communications team to create marketing materials for both web and print. During my time here I was personally responsible for updating and refreshing almost 100% of their existing marketing material, including rebuilding four major websites from scratch.

**AMVETS**

Graphic Design Intern

February 2008 - April 2008 (3 months)

Worked with the communications department team to update and create multiple websites, HTML e-mail, and e-publications, as well as some print work and file preflighting for their monthly print publication.

**US Army**

Infantry Fire Team Leader

June 2004 - November 2005 (1 year 6 months)

- Led four to eight soldiers on all kinds of combat and humanitarian assistance missions.
- Trained, equipped, and supervised all assigned soldiers.
- Managed over \$100K in equipment.

**US Army**

Gate NCOIC (Non-Commissioned Officer in Charge) April 2002 - May 2003 (1 year 2 months)

Controlled vehicle and personnel access to a major military base in Virginia. Led two to six soldiers on a daily basis in support of security operations.

**US Army**

Fire Support Specialist

August 1998 - August 2000 (2 years 1 month)

Controlled ground, air (fixed-wing and rotary), and naval gunfire in support of land operations in the Republic of South Korea.

**Education**

- American InterContinental University BFA, Visual Communication · (2006 - 2008)
- Montana State University-Bozeman undergraduate work, Graphic Design · (2003 - 2004)
- Anne Arundel Community College undergraduate work, General Studies · (2000 - 2002)

**Skills**

- |                           |                                    |   |
|---------------------------|------------------------------------|---|
| • Application Development | • Content Management Systems (CMS) | • API Development                             |
| • Web Applications        | • JAMstack                         | • API Integration                             |
| • HTML                    | • JavaScript                       | • Semantic HTML                               |
| • AngularJS               | • Mobile Application Development   | • Accessibility                               |
| • WordPress               | • Back-End Web Development         | • Web Content Accessibility Guidelines (WCAG) |
| • PHP                     |                                    | • Headless Drupal                             |

## 3. Specific Plan (Methodology)

### A. Creative Design

Our creative strategy team uses design thinking principles to identify, distill, and reframe our clients' challenges. The audience's perspective is our North Star; we use primary, secondary, and ethnographic research to unearth the artifacts that drive your consumer's behavior. Is it fear? Is it value? Is it love? For us, research rules — as long as it leads us to new insights, offers greater understanding, and drives actionable next steps.

Our process is not a black box. Clients are encouraged to join and contribute to our creative strategy efforts through workshops, creative reviews, interactive prototyping, and transparent documentation that draw clear lines from idea to execution. Our team includes a number of former teachers and active college faculty who are well-versed in facilitation and collaboration. We know how to guide. We know how to inform. And we know how to inspire.

Although we're seasoned, we're also lifelong learners. The average member on our team has more than 15 years of experience and has cross-trained in multiple competencies. Our researchers can develop content strategy. Our copywriters know their way around a CMS. And our design team works seamlessly across traditional and non-traditional media.

In short, we're an experienced, hybrid team that can bring you closer to your audience's truth, through research best practices and uninhibited collaboration.

#### Approach Activities:

- Brand standards review
- Qualitative and quantitative research
- Competitive analysis
- Author creative and strategic brief
- Media/creative performance review
- Creative concepting, review, calibration
- Creative samples to visualize the creative direction in situation
- Creative testing (as needed and required)
- Finalize creative direction

## B. Web Design & Production

idfive is a digital-first agency. Founded by advertising veterans who pioneered practices in web development and digital advertising before there was a dot-com era to go bust, idfive has literally written the book(s) on the subject, with a particular focus on its impact in higher education.

We're including this section on web design and production capabilities so you can compare us to our competitors, but more to the point: we consider constructing online digital experiences — on the web, in social media, on mobile platforms, or even as part of stand-alone environmental installations — to be the core of what we do. We couldn't imagine any other way if we're going to do what it takes for our clients to be successful. It's not enough to attract prospects to a destination: the destination has to meet or exceed the expectations created by our advertising and marketing campaigns. And once prospects respond at that destination, we need to engage and nurture them into enrolled and matriculating students. Digital isn't *part* of the "communications ecosystem," it is the ecosystem.

As a result, there is no "digital" or "web development" department at idfive. Everyone — from the account executive to the copywriter to the web developer — is hired, trained, and assessed on their ability to seamlessly integrate across web development projects and campaigns. As a result, we're able to move effortlessly between working on enterprise-scale web development projects for major institutions and creating, launching, monitoring, and optimizing recruitment and marketing campaigns that integrate with the experiences we create.

One major advantage of this approach is that every member of the team is collaborating on web projects from the very beginning. From Day 1, our strategists are brainstorming with developers about technical requirements and dreaming up ideas for applications to engage and inform the site's audiences. Our IA/UX people are working with our designers to bring our clients' brands to life online. Our copywriters and content strategists are digging into site governance, content development processes, and communications objectives to create content that persuades prospects and their influencers, moves them to action, and nurtures their relationships with the institutions we're working with. It's truly a team effort, and we wouldn't have it any other way.

When it comes to developing effective web presences, we believe that the creative and the technical are inseparable. As a result, we maintain a "platform-agnostic" approach that puts the communications objectives first, matching the technology to what our clients are trying to achieve rather than forcing our clients' goals to fit the technology we're already committed to using. That's why we've become well-versed in a wide range of web technologies, ranging from small-scale CMS deployments to large scale projects, that integrate enterprise-scale content management systems with CRM and ERP implementations. We work constantly to stay on the



cutting edge of web technologies so we're prepared to offer whatever our clients need — from integrating an LMS or building tighter links with social media to bringing complicated concepts to life with fully-interactive 3D models and augmented reality (AR) mobile experiences. We're prepared to meet any tech challenge. And we do.

Finally, our web design and development capabilities are also prepared to support and enhance our clients' online experiences after we launch their site. Because we were founded as a digital agency, our teams excel at helping our clients get the most out of their investments through ongoing maintenance and enhancement plans, search engine optimization (SEO) programs, analytics monitoring and ongoing optimization, and content development.

#### Approach Activities:

- Discovery, user research, and strategic planning
- Creative and strategic brief
- IA/UX development and design
- Creative concepting, review, calibration
- Creative testing (as needed and required)
- Front-end development
- CMS integration
- Back-end development
- Usability testing and optimization
- Content migration
- Launch planning and deployment
- Ongoing monitoring and optimization
- Content strategy and content development
- Search Engine Optimization

## C. Copywriting, Proofreading, and Copyediting

Great campaigns and digital experiences rely on the combined impact of images, words, and interactivity. While it's the visual elements that attract audiences and influence their emotions and the interactive experiences that engage them, it's the words that ultimately inform and persuade them to take action. When it comes to achieving your communications goals, content is key.

Although visual design and technology often deliver the “wow” factor that gets noticed first, in today's digital communications ecosystem, content drives just about every marketing and communications effort. Whether it's attracting prospects and their influencers on social media, getting noticed in search engine results, spurring audiences to action in advertising, building relationships to convert prospects via one-to-one communications, or retaining students by enhancing their website experience, delivering the right messages in the right way to the right people is what effective copywriting is all about.

At idfive, we understand the importance of content. We know the challenges that creating, deploying, and maintaining effective content can pose to the institutions that we work with (some of us, from our direct experience!). We know there can be a gap between understanding the importance of content and actually delivering it.

To close that gap, we offer a wide variety of services to help our clients actualize their intentions — to literally put those intentions into words. These services range from content strategy and institutional governance standards to tactical and support activities. Our proven experience includes crafting high-traffic social media and blog posts, creating effective metadata to enhance search engine positioning, editing website content to make it more user-friendly and effective, and writing impactful fundraising case statements and solicitation letters. We also offer several training products and services to help clients become more content self-sufficient, ranging from one-page reference guides to multi-day content strategy and “writing for the web” workshops. If you've got a content issue, we're confident that we can help.

### Approach Activities:

- Advertising copywriting
- Long-form copywriting and content development for web and print
- Ebook research, writing, and copyediting
- Content strategy
- Content governance consulting and process engineering
- Content standards development
- Content development workshop and training
- Content proofreading and copyediting
- Scriptwriting

- Social media and blog post writing
- Advancement copywriting and solicitation campaigns
- Alumni relations copywriting and outreach

## D. Videography and Motion Graphics / Animation

When it comes to creating media of any kind, it takes a multi-disciplinary team and access to specialized equipment to get the best results. When doing print, we do the creative and then we turn to printers for the finished product. When we're creating out-of-home communications, we partner with out-of-home companies to bring our finished product to life. When recording audio, we know that we're going to get the best results when we work with a professional studio where we can access the best equipment and the most skilled audio engineers.

We believe in playing to our strengths, and partnering with those who are stronger when we need them. And our friends at Kapowza are the strongest partners we know when it comes to shooting video. We do the front-end creative work — concepting, scripting, and creative directing — and then tap into the talents of our partners to shoot and produce the video.

Kapowza is an eclectic team of experienced producers and designers located in Baltimore, MD, not far from idfive' offices. We've worked with them for years now on projects in higher education, healthcare, and, most recently, recruiting for the Baltimore Police Department. We know through our ongoing relationship that we can count on them to bring our vision — and the vision of our clients — to life through the kind of engaging, emotional connection that's only possible with the moving image.

### Approach Activities:

- **Scripting:** The writing done prior to production that outlines what we'll need to shoot and what the video will ultimately do. (idfive)
- **Producing:** We'll organize all the moving parts for the day of production. (idfive/Kapowza)
- **Directing:** This is where we bring the vision crafted through the scripting, outlines, and other conversations we've had to life. (idfive/Kapowza)
- **Filming/Shooting:** This will be the footage we're able to collect. (Kapowza)
- **Editing:** Tying together the shot and stock footage (if necessary) into a video that we're all proud of at the end of the day. (idfive/Kapowza)
- **Mixing:** This involves adjusting the audio levels of the music, sound effects from the recorded or stock footage, to create a rich soundscape for your videos. (Kapowza)
- **Graphics Template:** Creating a robust, cohesive graphics package to utilize across all video needs. (idfive)
- **Final Delivery:** The video will be exported and delivered in whatever format you need to play seamlessly on any platform. (idfive/Kapowza)

## E. Visual Design for the College of Visual & Performing Arts

We hope it's apparent by now that idfive is well-equipped to serve GMU's needs across the institution, including the College of Visual & Performing Arts. We're excited to tell you more about our specific experience with — and passion for — working with arts organizations.

Since the beginning, we've worked with some of the leading arts and cultural institutions in the region, including:

- **The Baltimore Office of Promotion and the Arts (BOPA)** — a nonprofit organization that serves as the arts council, events producer and film office for the city.
- **The Maryland State Arts Council** — the agency responsible for promoting the arts in Maryland.
- **The University of Maryland College of Arts & Humanities**
- **The Smithsonian Institution**
- **The Maryland Opera**

Our work spans the breadth of the services you're looking for, from branding to web development and from fundraising and to collateral.

Outside of idfive, many of us are involved in the arts in various ways. Our people are visual artists, musicians, actors, and writers all active in the local and national arts scene. Several members of our leadership team currently teach at Maryland Institute College of Art (MICA), an institution we've formed close ties with over the years, jointly developing an internship program and even relocating our offices to be on their campus (in fact, idfive was the first outside entity to do so).

In all the ways we've experienced the arts, both professionally and personally, we've come to understand arts organizations in both the academic and not-for-profit spaces. We recognize the unique fundraising challenges you face, as well as the challenge of establishing a distinct identity within the framework of a larger university. We understand that the students you want to attract will respond best to messaging that's different from other Mason colleges. We know you need to maintain your unique identity as you leverage the advantages of the University as a whole. It's not an easy balancing act — especially at a time when the arts colleges have to work harder to justify themselves to parents, college counselors, and other influencers. But it's a challenge we know well, a cause we fiercely believe in, and an opportunity we're thrilled to be considered for.

## References:

**Steven Skerritt-Davis**

Deputy Director

Maryland State Arts Council

[steven.skerritt-davis@maryland.gov](mailto:steven.skerritt-davis@maryland.gov)

443.690.2353

**Carolyn Curry**

Vice President for Institutional Advancement

Executive Director, SMCM Foundation, Inc.

St. Mary's College of Maryland

[cscurry@smcm.edu](mailto:cscurry@smcm.edu)

302.632.5230

## 4. Creative Samples

### A. Creative Design

#### Center for Astrophysics | Harvard & Smithsonian

Branding, Messaging, and Web Design

CENTER FOR  
**ASTROPHYSICS**  
HARVARD & SMITHSONIAN





## Challenge

Over the past half-century, the Harvard & Smithsonian Center for Astrophysics has become one of the world's leading institutions for the study of astronomy and astrophysics. Formed as a joint venture between the Harvard College Observatory and the Smithsonian Astrophysical Observatory united under a single director, the CfA has leveraged the strengths of both institutions to make ground-breaking discoveries in physics, high energy astrophysics; optical and infrared astronomy; radio astronomy; solar, stellar, and planetary sciences; and theoretical astrophysics.

But even with all of these accomplishments, the CfA had a problem: everyone had a hard time understanding its unique structure. The resulting confusion impacted everything from attracting prospective donors to recruiting new scientific talent and winning new grants to fund research. While the CfA operates a dozen research facilities, explores the heavens through telescopes in locations across the globe, and employs hundreds of scientists leading projects to answer humanity's greatest unresolved questions about the nature of the universe, even insiders had a hard time explaining who they were to the outside world and, sometimes, to each other.

To support fundraising, marketing, and communication efforts, the CfA needed to define its brand so that insiders could better communicate the amazing work they were doing and outsiders could understand how to support it.

## Solution

Informed by extensive research that included an intensive analysis of current communications, an ethnographic brand assessment, and multiple internal and external interviews, the new CfA brand emphasizes science and research while representing the heritage of the CfA's institutional collaboration.

The center's new official name, "Center for Astrophysics | Harvard & Smithsonian," puts science first, emphasizing the pre-eminence of the center, its scientists, and the amazing discoveries they make on a regular basis while maintaining a strong association with great institutions who founded it and continue to support it.

The new CfA logo is wrapped in a symbolic gradient reminiscent of a spectrum. It represents the core spirit of collaboration and the diversity of scientific inquiry that define the organization. The typography used in the logo echoes these values and positions the organization for the great work to come by being both modern and scientific, classic and yet oriented toward the future.

The redesigned CfA website (publishing in December of 2020) features copy guided by updated messaging and a design informed by updated brand visuals. The website's content strategy puts

science first by prioritizing ongoing research via the “Big Questions” section and highlighting research, people, and facilities within the navigation.

Through all of our work, idfive has helped the CfA navigate a complicated institutional environment to ultimately implement a clear, compelling, and consistent brand that speaks to both outsiders and insiders. United and energized by the new brand and marketing, communications, and fundraising tools, the CfA can now focus on the incredible research and discoveries that lie ahead.

# Drexel University LeBow College of Business

Viewbook



**Challenge**

Throughout idfive's engagement with the Drexel LeBow College of Business, we've focused on their core differentiators: an experiential and multi-disciplinary education, focus on their students' employment outcomes, and a deep commitment to reinvigorating business in Philadelphia and beyond. So when the school needed a viewbook, the challenge was to relay the same brand narrative while targeting a universal audience—including prospective undergraduates, graduate students, donors, and alumni. This brochure had to sum it all up and do more than generate enrollment — it had to build a continued sense of pride in association with Drexel LeBow.

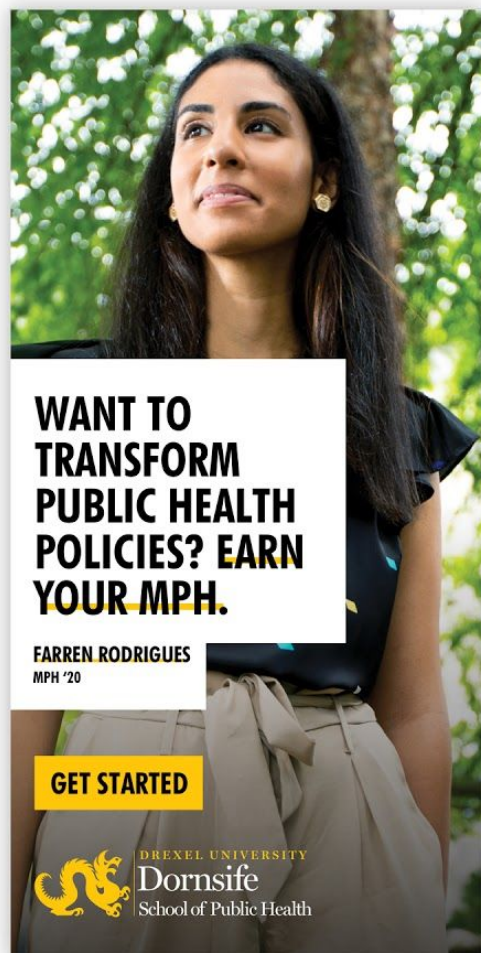
**Solution**

idfive designed the Drexel LeBow viewbook to express the business school's uniqueness in true "show, don't tell" fashion. With tactile flourishes such as a textured cover and logo, and creative executions including vellum overlay of a quote from Philadelphia innovator Benjamin Franklin, flipping through the viewbook feels like attending Drexel LeBow: experiential, multi-disciplinary, and immersed in Philly's city life. This is further reinforced by heavy use of action-oriented photography, bold layout choices, student testimonial quotes, and compelling copy. The result is a paper brochure that captures the essence of the Drexel LeBow College of Business, and has everybody (including us) brimming with pride.



# Drexel University Dornsife School of Public Health


## Marketing

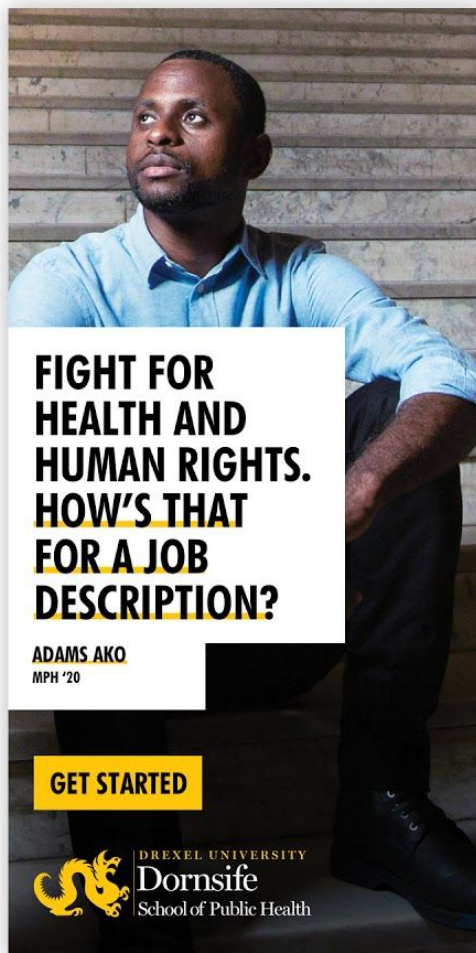


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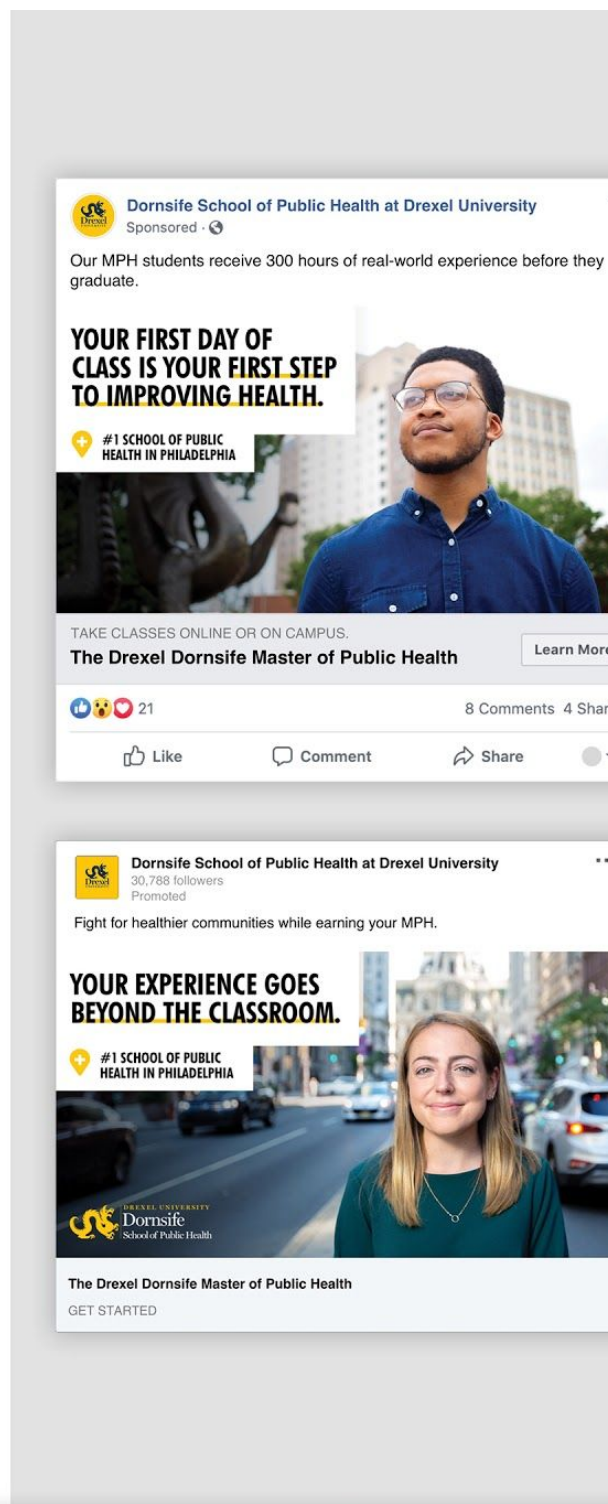
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#1 SCHOOL OF PUBLIC HEALTH IN PHILADELPHIA



**The Drexel Dornsife Master of Public Health**  
**GET STARTED**

**WANT TO FIGHT FOR HEALTH AND HUMAN RIGHTS? EARN YOUR MPH.**

UNIVERSITY CITY, PHILADELPHIA





**GET STARTED**

**Challenge:**

Drexel University's Dornsife School of Public Health has a strong foothold in its Philadelphia hometown. At the same time, it's a nationally ranked Top 20 school with a global reputation as a leader in urban public health.

Here's how idfive told that impactful story to a diverse audience to increase applications for the program.

In 2019, the American Public Health Association held its Annual Meeting & Expo in Philadelphia, attracting over 17,000 attendees. Dornsife had an opportunity to make a powerful statement in its hometown. The event was also an opportunity to promote Dornsife's Master in Public Health program to the public health community.

**Solution:**

The campaign focused on the school's global impact while reinforcing Dornsife's strong foothold in Philadelphia. With emotional imagery and stories of Drexel Dornsife students and faculty who are solving public health problems locally and across the globe, the creative served as both lead generation and general awareness messaging. The targeted campaign supported Drexel Dornsife's admissions team efforts to increase MPH program enrollments by 25% by increasing brand awareness as measured by an increase in branded search, and the number and frequency of ad impressions. We engaged qualified prospects, seeing increases in RFI submissions, CTR rates for all campaigns, and an overwhelming response on social media in likes, shares, saves, and clicks.

idfive created an experiential conference space, sponsorship banners, charging stations, and print ads to boost brand awareness. The environmentalals offered compelling stories about education and research — from national safety for firemen to research about the inequality of health in Philadelphia's neighborhoods. The campaign included strategic billboard placements and delivered ads to audiences in close proximity to the conference center to support awareness of Dornsife's differentiators.

Working closely with the marketing and admissions team at Dornsife, idfive helped to position the School as the top public health program in Philadelphia.

By leveraging the school's prominence at the annual APHA conference in Philadelphia, and by using OOH, lookalikes, retargeting, and contextual tactics, we were able to boost enrollments 25% YoY, and 35% including online and in-person enrollments.



# Johns Hopkins Carey Business School

## Recruitment Campaign



**Challenge:**

The market for graduate business education is challenging as economic, political, and demographic forces erode enrollments across the country. But as a decidedly different business school where students are immersed in mastering the skills that are valued in an ever-evolving world, Johns Hopkins Carey Business School had a different story to tell. With a brand new website and reimagined MBA program with multiple pathways in Analytics and Health and Technology, the Carey Business School needed a print campaign to drive awareness and reach a targeted audience through the print medium, but also meet prospective students where they are.

**Solution:**

Through intensive research and collaborative workshops, idfive identified trends in graduate business education and key insights into JHU Carey's prospective MBA student. Using geographic, demographic, psychographic data, and media consumption habits, we created fully developed audience personas and identified priority campaign markets.

Our initial media strategy included targeting locations with a high likelihood of prospective students who may have an interest in graduate business education. This included Playbill Magazine at in-theater performances of top musical productions, American Airlines inflight magazine on all American Airlines flights and covering the back ticket jacket on all Amtrak trains in the northeastern corridor.

Once Covid 19 struck, in collaboration with the client, we made the decision to pivot our print strategy to locate prospective students where they were — at home. A new magazine cover wrap campaign was developed using job title and geographic targeting to deliver six successive issues of Fortune Magazine wrapped with JHU Carey content to 1,000 targeted subscriber recipients at home.

The print campaigns for out-of-home audiences had a circulation of over 1.4 million pieces in locations where audiences were highly captive and receptive to viewing print materials.

The in-home cover wrap campaign in Fortune Magazine created an opportunity to build brand equity among 1,000 qualified, targeted, and selected groups of recipients. With highly engaging creative and content throughout the series that included thought leadership pieces aligned with the editorial content of the magazine, readers were able to see JHU Carey as a leader in graduate business education.



# Johns Hopkins Bloomberg School of Public Health

*Feel Good Campaign*

Marketing Campaign



## Challenge

As the U.S. News & World Report's No. 1 School of Public Health, the Johns Hopkins Bloomberg School of Public Health attracts top students from across the globe. To continue its success, the school wanted to create an integrated campaign to both attract and bond the best public health students in the world while promoting its illustrious brand. As a trusted partner that has produced award-winning work for the school year after year, idfive was brought in to help.

## Solution

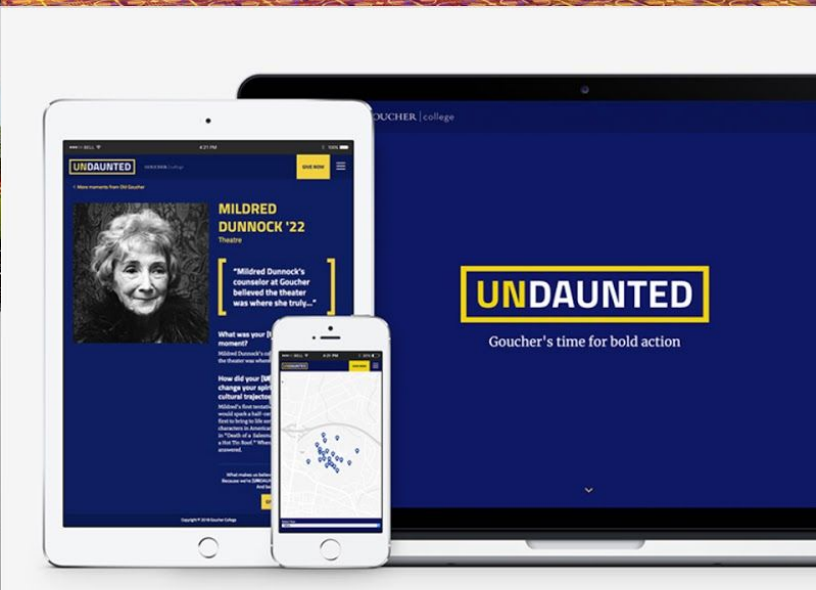
Working with the school, idfive created an advertising campaign to appeal to the hearts and heads of top-tier students. The "Feel Good" campaign includes banner ads and magazine print ads, as well as a landing page that collects and funnels prospective students to the admissions team. Targeted to top prospects, the campaign invites students to join a school whose mission isn't just to educate but to advance research and save lives. The immensely optimistic tagline "feel good about the future of the human race" (excerpted from a speech given by the school's dean) is supported in the print ads and a landing page with real stories about students, faculty, and researchers who've made a tremendous impact on the public health community. As the first-ever national campaign in the school's 100-year history, the series of ads both persuaded top students to apply and promoted the school's brand and public health significance to a national audience.



Collegiate Advertising Awards, Gold, Web Advertising

# Goucher College

## College Advancement Campaign





## Challenge

Goucher College announced its intention to raise \$100 million dollars by 2022 for an ambitious campus construction and renovation effort. To do that, it would need to inspire donors, alums, and stakeholders—many of whom had no contact with the school in years—to reconnect and give. The school's change from female to co-ed in 1987 and the addition of new degree programs made the challenge of meaningfully engaging alumni even more complex. Despite the significant changes at the school over the decades, leadership believed there was still an emotional thread that connected all Goucher students. The college partnered with idfive to find it and reignite support for the school's future.

## Solution

Through a comprehensive discovery process, idfive and Goucher College found that what excited alumni most was recounting the personal moments at the school that changed the trajectory of their lives. It could have been the day they chose to explore a new discipline, a lesson learned in defeat, or an opportunity to stand up and speak their mind.

Inspired by these stories of students taking their first tentative steps despite the uncertainty that lay ahead of them, we developed [Goucher Undaunted](#), comprehensive online and offline fundraising effort. Each of the campaign's tactics invites audiences to remember the moments that matter to them while asking them to support the moments-to-come for future students.

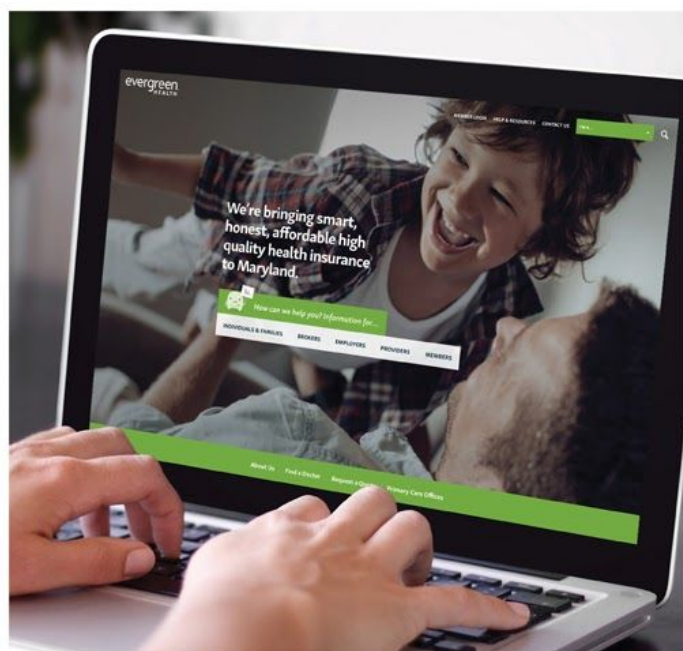
A giving page features stories of Goucher alumni plotting the moments and places on an interactive campus map. A video shared over social media and during the campaign's opening gala expresses Goucher's underlying legacy. And a series of digital and print assets communicate the Goucher Undaunted mission.

In its first year, the campaign raised half of the entire campaign fundraising target while giving alumni a reason to reconnect with Goucher College and each other.

<https://undaunted.goucher.edu/>

# Evergreen Health

## Marketing



**Challenge**

Evergreen Health is a Maryland based health insurance provider, established in 2012 as a result of the Affordable Care Act. While a majority of the smaller healthcare companies created with the affordable care act to serve as alternatives to larger, nationwide insurance failed, Evergreen Health found success. But to continue competing with larger insurance carriers and succeed at its mission to bring honest and affordable healthcare to Marylanders, Evergreen had to build greater awareness and affinity among Maryland residents — a challenge that required a refined brand, a new website and a fully integrated marketing campaign.

**Solution**

Supported by extensive research into Evergreen Health's audiences and company goals, the "Healthcare. Only braver." campaign was designed to increase insurance enrollment while introducing Evergreen Health as a company that provides smart, honest, and affordable high quality health insurance. idfive enhanced the brand with new design elements, a new tagline and a brand mascot that embodies the unique insurance carrier.

With these brand elements in effect, a variety of integrated marketing tactics including banner advertisements, email marketing, advertorials and an e-book entitled "The World's Easiest Health Insurance Guide (EVER)", drove leads to unique landing pages and a redesigned website. With the e-book especially, the company was able to commit to their mission of demystifying healthcare and assisting families and individuals, while at the same time gathering interested leads for the sales team. In a field dominated by large corporations, Evergreen Health was able to stand out as a truly approachable, technologically disruptive and ethically committed health insurance option.

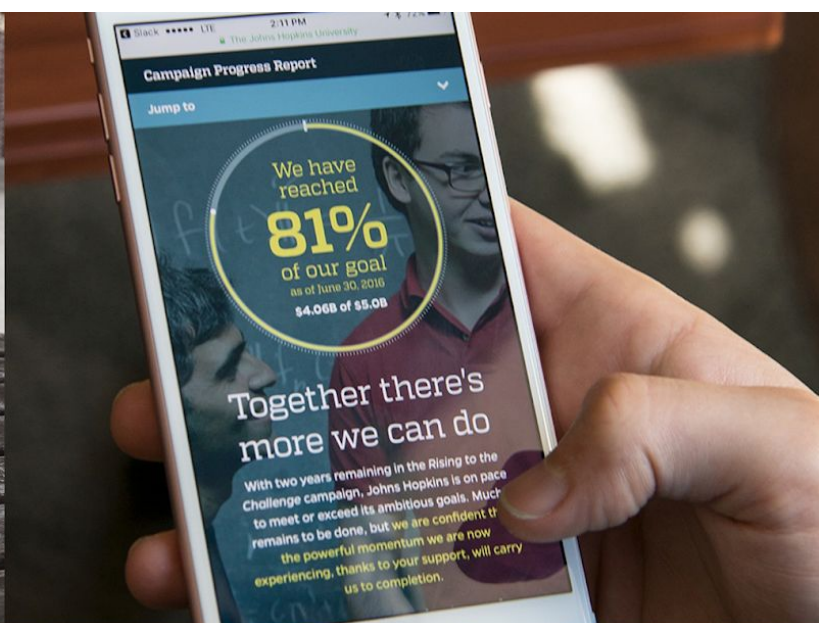
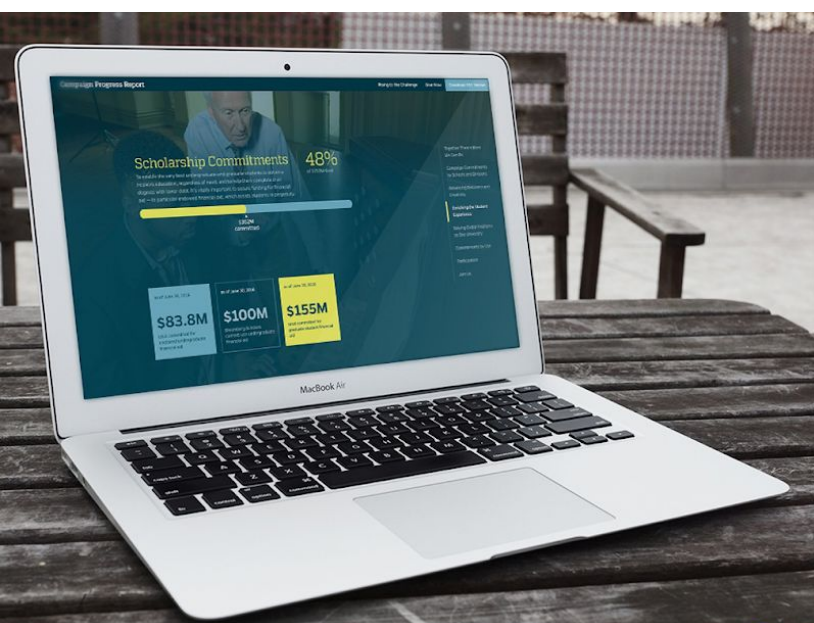


## B. Web Design & Production

# Johns Hopkins Development & Alumni Relations

*Rising to the Challenge Website*

## Web Strategy & Design



## Challenge

In 2010, the Johns Hopkins University Department of Development and Alumni Relations started Rising to the Challenge, an 8-year, \$5 billion fundraising campaign. It was, by far, the most ambitious fundraising initiative in the institution's history. At more than 80% complete, Rising to the Challenge needed to connect and engage the distinguished volunteers and donors who support the campaign, rally them to the cause, and finish strong. The goal was to create both a website and a booklet that told the story of the campaign's progress through engaging data visualization, driving the narrative of the campaign's accomplishments and aspirations. Obviously, \$5 billion is a lot of data to visualize. And all of the figures on the website need to update quarterly.

## Solution

Working with the Department of Development and Alumni Relations, the idfive team laid out a website design that made heavy use of interactions and scroll detection to prevent visual overload, while focusing attention with a soothing yet high-contrast color palette and clean, smooth animations. Our team dug deep into the JavaScript playbook to find dynamic ways to animate all data points. The visuals produced were then translated into a dynamic print piece used to further engage supporters of the campaign. The result was a pair of matching digital and print communication pieces that each tells the larger story of Rising to the Challenge in easy-to-process stages. The website's animations served as subtle and recurring visual reminders of all the campaign accomplished, encouraging participants to go the extra mile to bring the campaign home.



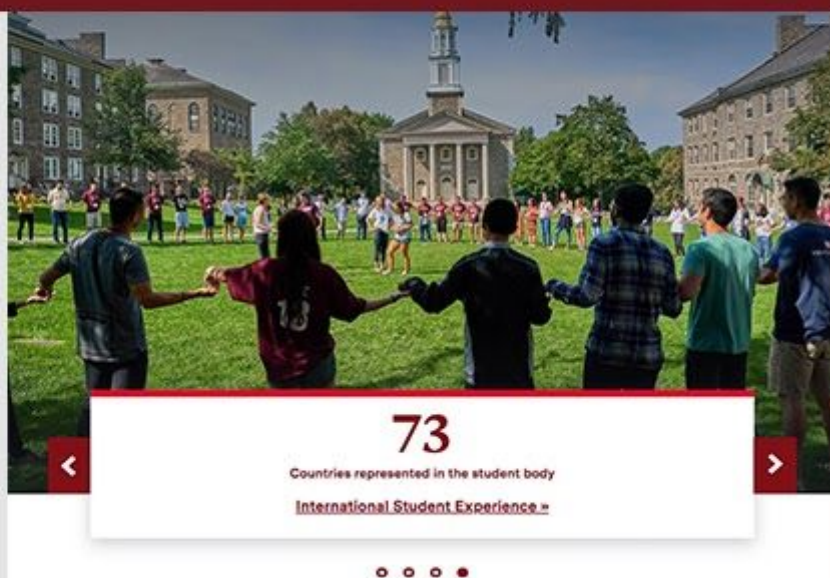
CASE Circle of Excellence Silver Award



# Colgate University

Web Design & Development

<https://www.colgate.edu>



**Challenge**

Colgate University needed to redesign its website to better engage visitors, present a meaningful brand story, more intuitively and enjoyably lead audiences to the information they seek, and reflect an update to their visual identity. Focused on attracting best-fit prospective students, the website also needed to communicate key aspects of the student experience, including a legacy in the liberal arts, demanding academics, and a bucolic campus that inspires intellectual and personal growth.

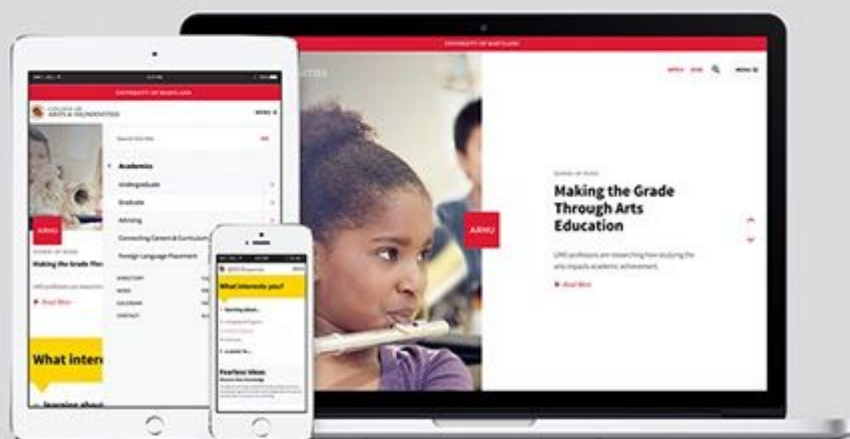
**Solution**

Colgate University's redesigned website highlights the school's top features and conveys the history and prestige of the close-knit, living-learning community. Statistics and testimonials provide an authentic look at the university's different programs and offerings, while video and imagery immerse users in the beautiful campus and diverse student experience. From design to development, the website also meets high accessibility standards and makes pertinent information easy to find. Colgate University's tradition of excellence in preparing students for life's greatest pursuits lives on in this redesigned site.

# University of Maryland College of Arts & Humanities

Web Design & Development

<https://arhu.umd.edu>



## We Are ARHU

Experience the tight-knit feel of a small liberal arts college with all the perks of a national research university.

### Academic Units

### Institutes, Centers & Galleries

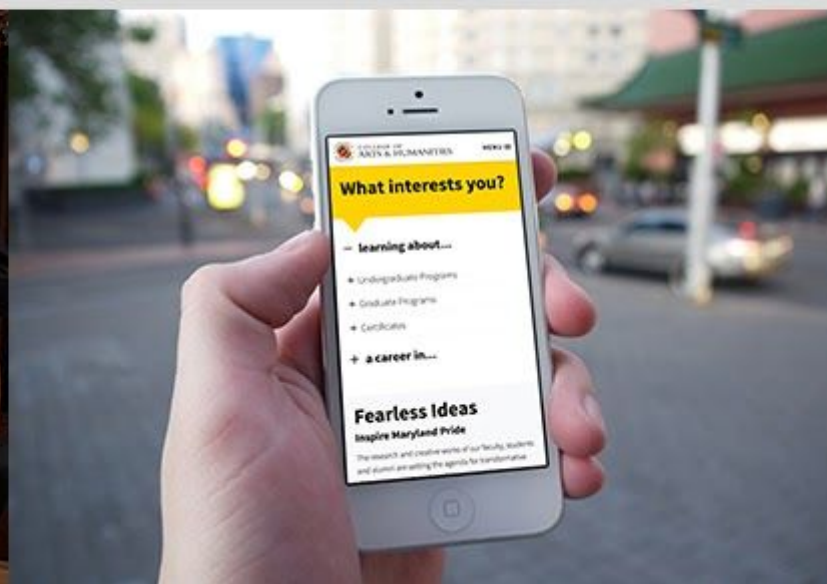
Arts and Humanities Center for Synergy  
Center for East Asian Studies  
Center for Global Migration Studies  
Center for Health and Risk Communication  
Center for Literary and Comparative Studies  
Center for Political Communication & Civic Leadership  
Consortium on Race, Gender and Ethnicity  
David C. Driskell Center for the Visual Arts and Culture of African Americans and the African Diaspora  
Herman Merrill Gallery  
Latin American Studies Center

Maryland Institute for Technology in the Humanities  
Maryland Language Science Center  
Michelle Smith Collaboratory for Visual Culture  
Nathan and Jeanette Miller Center for Historical Studies  
National Foreign Language Center  
Roshan Institute for Persian Studies  
The Clarice Smith Performing Arts Center  
The Joseph and Alma Gildenhorn Institute for Israel Studies  
The Potomac Center for the Study of Modernity  
University of Maryland Art Gallery  
Writing Center

14  
DEPARTMENTS

26  
ACADEMIC MAJORS

9:1  
STUDENT/FACULTY RATIO



**Challenge**

For the University of Maryland College of Arts and Humanities, a website redesign was an opportunity to bolster the reputation of the college for both internal and external audiences. While the college serves a majority of the university's students through core education requirements, it isn't always thought of as its own entity. To correct this misconception, the website needed to provide compelling answers to a simple question: What is the College of Arts and Humanities? With 14 unique departments (and numerous centers, institutes, and galleries) all housed under one roof, answering this question became complex. How could the new site communicate the shared goal of exposing people to new and innovative ways of thinking about human experience?

**Solution**

Informed by audience and stakeholder interviews and an in-depth website scan, the redesigned website highlights the College of Arts and Humanities' vital role in education, research, and advocacy. The new design offers the flexibility to feature student, faculty, and alumni achievements through engaging homepage interactivity and microinteractions, while additional content allows for easy exploration and provides a vibrant space to celebrate the work of the college. Accessible, mobile-first design and content structure aimed at triaging audience needs ensure a positive and on-brand experience for all users.

# SUNY Potsdam

Web Design & Development

<https://www.potsdam.edu>



**Challenge**

Nestled in the shadow of the Adirondack Mountains, SUNY Potsdam is not like most schools — and that's what students love about it. With its natural amenities, close-knit community, and stellar arts and science programs, the university is a place for students to explore, find their path, and excel in their learning. Partnered with the university, idfive took on the challenge of redesigning its website to express its unique student experience, service a variety of audiences and their needs, and attract students who are a perfect fit.

**Solution**

The redesigned SUNY Potsdam website differentiates the university and captures exactly what it's like to be a student there. The design showcases the campus's beauty, welcoming environment (in all seasons), and standout programs through illustration and dynamic photography and video, while messaging punctuated by bold typography conveys the vast opportunities for students to learn, grow, and find their calling. The website also encourages prospective students to not just reflect, but act, with calls-to-action such as "Request Info," "Visit," and "Apply" placed on high-traffic web pages. Confirmed through end user-tested navigation, the website helps all users easily find information and utilizes features such as a multimedia news section and a mobile-optimized event calendar.



# University of Hartford

Web Design & Development

<https://www.hartford.edu>



Seven Schools and Colleges.  
**ENDLESS POSSIBILITIES.**



**Challenge**

Comprised of seven renowned schools and colleges, the University of Hartford offers an array of experiences and interdisciplinary learning opportunities for its students. To celebrate these diverse experiences while unifying them under a single brand, the University sought to redesign its website — the primary destination for prospective students and their parents interested in the University. Through the redesign, the University aimed to not only bring their core brand to life, but to help students discover their own unique educational path while developing a connection with the University at large.

**Solution**

The redesigned University of Hartford website establishes a cohesive digital identity for the University while serving the needs of prospective students and other audiences. Informed by idfive's extensive Discover360™ process, the website's new content structure and design offer a unique brand experience, while anchoring all seven schools and colleges with unique homepages, exemplifying how these sites can be both distinctive and connected. Additional features such as the homepage's program explorer, user-tested navigation, and strategically positioned call-to-action buttons help users find the information they are looking for while encouraging them to learn more about the institution. Executed through a mobile-friendly design with high usability standards, these solutions align with the University's vision, and match the incredible student experience the University provides.



# Johns Hopkins Applied Physics Lab Civil Space

Web design and development

<https://civspace.jhuapl.edu>

## APL CIVIL SPACE

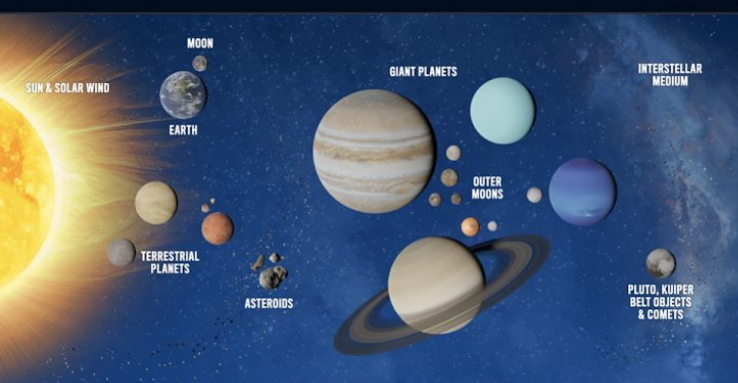
APL JOHNS HOPKINS  
APPLIED PHYSICS LABORATORY



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APL Leads the Double Asteroid Redirection Test (DART) — NASA's first planetary defense mission and demonstration of a method to deflect an asteroid.

[READ ABOUT DART](#)



[Home](#) / [People](#) / [Robert Allen](#)

### ROBERT ALLEN

#### SPACE PHYSICIST

[Robert.Allen@jhuapl.edu](mailto:Robert.Allen@jhuapl.edu)  
240-592-0452

#### PHD, Physics

2017, University of Texas at San Antonio

#### B.S., Physics

2011, University of Texas at Arlington

My research interests lie in space plasma phenomena. This includes particle acceleration in the solar wind, interactions between the solar wind and planetary magnetospheres and surfaces, sources and evolution of magnetospheric plasma, wave-particle interactions, and space flight instrumentation. Experience includes comprehensive studies of solar wind-originating plasma

## Challenge

When explaining something simple, it's pretty common to joke "Hey, it's not rocket science!"

But what if it is?

That's the challenge we faced when asked by the Johns Hopkins University Applied Physics Lab Civil Space division to redesign [their website](#). How could we take an incredibly complicated topic — exploring the universe using some of the most advanced technology ever created by humans — and make it accessible to everyone from school kids to amateur space enthusiasts while also presenting enough technical detail to satisfy the space science community of academics and space exploration partners?

## Solution

We began the project by learning as much as possible about what the folks at APL Civil Space did and how people on the outside interacted with them. We interviewed APL space scientists, engineers, and mission leaders as well as a wide range of partners at NASA, the Planetary Society, and other space-related organizations and partners. We also reached out to educators and space journalists to discover their interests.

After talking to all these people, we discovered something surprising: while the spacecraft and the discoveries were obviously important to the mission of APL Civil Space, people were also interested in the *people* creating those spacecraft and making the discoveries. We also were able to grasp the core "magic" of APL: everything they do is a team effort and all of their efforts build on each other. It wasn't about "technology" or "science" or "cool stuff in the universe," it was about bringing all of those things together to expand humanity's vision of the solar system, and beyond.

The site was constructed around these principles, using a robust taxonomy and tagging system to link together the people and the missions and the bodies in space they explored. While the main organization of the site was surprisingly simple, arranged into four main sections — Destinations, Science, Engineering, and People — the site's taxonomy allows users to seamlessly navigate between sections, bringing the work of APL Civil Space to life. For users who want a more guided experience, a Stories section takes a more narrative approach.

Because space is pretty cool, we wanted some cool features. The site makes extensive use of interactive 3D models of spacecraft and destinations, and an Augmented Reality feature allows users to even view planets and other space objects in the real world. Video, stunning images, and detailed artist renderings help create a rich experience that entertains while it educates and informs the public and the space community about the amazing work APL Civil Space is doing every day.



## C. Copywriting, Proofreading, and Copyediting

# The American College of Financial Services

Media, Design, Copywriting

**Build a career that beats forecasts.**

The new Personal Pathway™ ChFC®/CFP® education programs put you in control.

**TRY A FREE SAMPLE LESSON**

**Grab the bull by the horns. Even if it's a bear.**

Take control with the new Personal Pathway™ ChFC®/CFP® education programs.

**TRY A FREE SAMPLE LESSON**

**Brand New Learning Model. Time-Tested Results.**

**Access to Engaging Faculty and Thought Leaders**

The College is known for its renowned faculty — and you'll be able to engage directly with them. It also has several opportunities to connect on terms of your own. In a rich, multimedia lesson review, the experts bring together text, video, practice questions, and extended learning opportunities to increase your mastery of the course content.

**Interactive Lesson Reviews**

Once you complete a lesson's reading assignment, you'll be able to read what you learned — and test your understanding of the most important concepts — in a rich, multimedia lesson review. The experts bring together text, video, practice questions, and extended learning opportunities to increase your mastery of the course content.

**Sample Exam**

Before you take a course final exam, you'll have the opportunity to complete a sample exam. This will help you know what to expect so you can fully prepare and earn the best possible score.

**The American College of Financial Services**  
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There's never a webinar fee with Personal Pathway™ ChFC®/CFP® programs. Participate when you can, from wherever you are.

**Webinars, live or on-demand.**

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The American College

Get Started

👍👎❤️ 21      8 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share

**The American College of Financial Services**  
30,788 followers  
Promoted

Get more access to instructors with the New Personal Pathway™ ChFC®/CFP® education programs.

**Even advisors need advice.**

**Start a ChFC®/CFP® Today.**  
The American College of Financial Services

Register

**Be a portfolio's greatest asset.**

The new Personal Pathway™ ChFC®/CFP® education programs put you in control.



**Challenge:**

The American College of Financial Services has always had industry-leading educational programs for financial professionals. The launch of Personal Pathway™ was giving them a top-level learning model too — but no one had ever heard of it or knew how it worked. The College partnered with idfive to ensure the rollout was worthy of the product.

**Solution:**

The Personal Pathway™ learning experience provides a lot of advantages. Students can learn on their own time and schedule, choose a structured or more customized path, access interactive texts and lesson reviews, and prepare to pass the required courses and exams for two of the most valuable professional designations in the financial advisor field.

Communicating that many advantages required an expansive strategy. Working with The College, our team developed a customer journey that began with targeted online display and social media ads and then led prospects to multiple touchpoints designed to provide a fuller overview and increase interest. These touchpoints included campaign landing pages, emails, an online guide to the learning experience, and a sample lesson only accessible once prospects fill out an RFI. Within this, we also integrated messaging about introductory pricing, creating a customer journey in which each stage increased prospects' understanding of the product *and* their desire to enroll.

**Design:** The creative design accentuated the program's main value proposition, using bold headlines and strong imagery to brand Personal Pathway™ as an experience that puts you in control of your future.

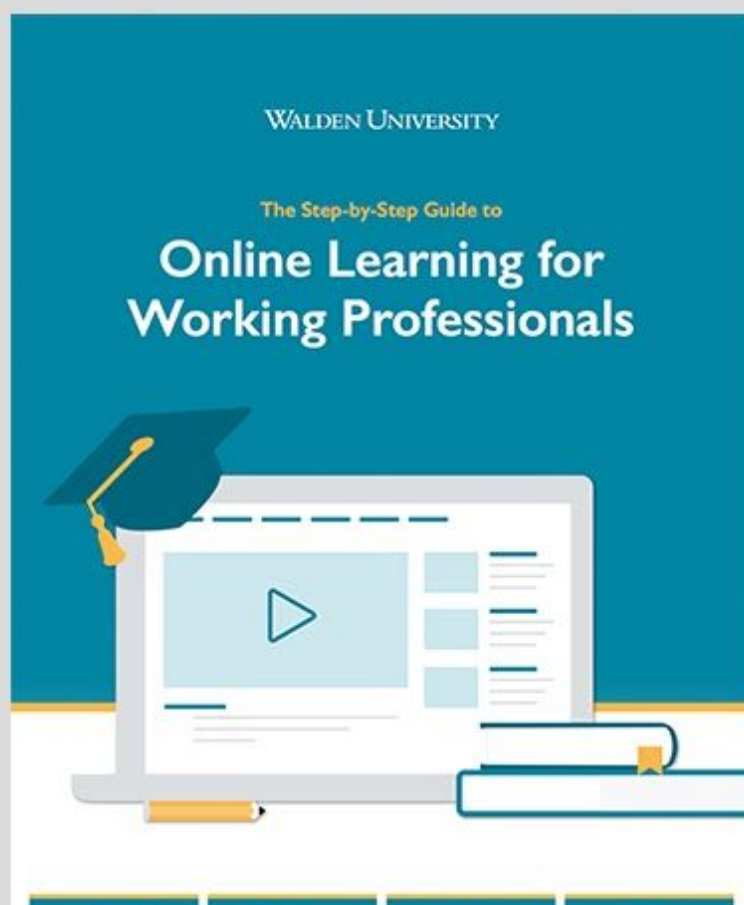
**Copywriting:** In addition to campaign headlines, idfive copywriters wrote a series of copy-intensive assets ranging from an expansive e-book to callouts in The College's existing website. The copy leaned heavily on the product's key selling points while maintaining a consistently bold tone.

**Media:** To ensure financial professionals knew about Personal Pathway™, idfive's media team sought out placements that would hit the right market at the right time. We targeted financial professionals with online display ads as well as Facebook and LinkedIn image ads, lead-gen ads and video ads. We followed-up with retargeting ads and dynamic search ads that captured prospects actively seeking the kind of educational experience Personal Pathway™ provides.

**Outcomes:** 35.6% increase in enrollments, 120% in revenue, 378% increase in conversions, 180% increase in transactions, 78% increase in promoted program pageviews, 7% increase in time on site of promoted program pages, and 155% increase in overall website traffic.

# Walden University

## Content Marketing



### STEP 1

## Identify Your Goals

Like all important endeavors, advancing your education online starts with creating a plan based on specific goals. This leads to a very important question:

Why are you considering online learning?

"I haven't really started a 'career' yet, but I want to feel like I'm on a path forward."

Online learning may help you:

- Start and/or complete a degree.
- Work toward career-relevant licensure.
- Pursue generalized study in a field that interests you to get a better feel for specific career options.
- Create a meaningful career.

"My current career isn't right for me. I want to explore new options."

Online learning may help you:

- Earn a degree or certification that qualifies you to work in a new field.
- Gain practical experience.
- Build a professional network with connections to a different industry.

"I like my career, I want to stay up to date, and a pay bump wouldn't hurt."

Online learning may help you:

- Brush up on emerging technology.
- Work toward certification in a trending specialty skill.
- Earn an advanced degree to qualify for a pay increase.

"I want it all: more salary, more respect from colleagues, and the opportunity to make more of an impact."

Online learning may help you:

- Develop professional relationships with experts in your field.
- Pursue academically rigorous study that strengthens your professional reputation.
- Accelerate your studies to achieve your career goals sooner.

"I'm happy in my career. I just want to explore new ideas and new subjects."

Online learning may help you:

- Enroll in a series of shorter programs or in programs that allow you to tailor your studies to your interests.
- Broaden your professional network to colleagues in numerous fields.

"I'm looking for a way to advance my education and career, and traditional schools don't offer what I need."

Online learning may help you:

- Pursue a degree or certificate program with flexible scheduling.
- Identify a program format that works best for your learning style— instructor led or self-paced.
- Get the academic support, peer networking and career-focused skills you need to move ahead.

### Do these goals align with your career expectations?

If so, online learning may be the answer. The key to determining if it's right for you is to learn more about your options, choose the best fit based on your goals and values, and find out more about what you need to do to succeed.

**Challenge**

To enhance its lead nurture strategy, the marketing team at Walden University understood it must connect with prospective adult learners earlier in their decision-making process. Knowing how overwhelming the process of choosing a college program can be for busy professionals, Walden enlisted idfive to help develop a comprehensive guide to provide advice and insight.

**Solution**

idfive's content strategy team collaborated with Walden to draw up a plan to release and promote an e-book, "The Step-by-Step Guide to Online Learning for Working Professionals." idfive conceived, wrote, and designed the book to be a quick but essential read. Its mission was to help audiences determine if online education is right for them and provide tips for how to get started — all without the pressure of a sales pitch. Prospective students were encouraged to sign up for the free e-book, which provided Walden recruiters with information for additional outreach and a great conversation starter.

Since launching, the e-book has led to prospect conversion rates more than 190 percent higher than Walden's typical lead acquisition efforts.

<https://www.waldenu.edu/-/media/Walden/files/online-learning-for-working-professionals.pdf>



## D. Videography and Motion Graphics / Animation

### St. Mary's University

Commemorative to Enslaved Peoples of Southern Maryland

Video Editing and Scripting, Creative Direction, Website Design, UX, Social Media

<https://www.smcm.edu/commemorative/>



## Challenge

St. Mary's College's Commemorative to Enslaved Peoples of Southern Maryland is a powerful place for reflection about our history's roots in slavery. Working with the College and other partners, idfive needed to capture that power on webpages and video to help connect a wider audience to the project and its dedication ceremony.

## Solution

St. Mary's College of Maryland's Commemorative project was rooted in discovery even before idfive became a part of it. During the course of an archaeological survey to build a new stadium complex, the College team uncovered artifacts indicating evidence of 19th-century slave quarters on what is currently campus property. Consistent with the College's belief that our past informs and present and future, the institution's leadership engaged the campus community in a dialogue to document the discovery, recognize its impact, and create a lasting memorial that would view slavery from the perspective of the enslaved.

With a commemorative structure inspired by “ghost frame” architecture and augmented by erasure poetry drawn from actual slave advertisements and runaway slave notices, the project compels visitors to literally fill in the blanks and confront what our shared past means to our collective future. idfive's creative team interviewed a wide range of stakeholders — from the College's leadership and students to prominent alumni and elected officials — to extend the College's focus on ongoing discovery, dialogue, and inclusiveness.

When COVID-19 forced the Commemorative Dedication to be reimaged, idfive provided creative direction to the College's internal and external project partners to create videos and web pages that brought the power of the site experience to a virtual audience.

To help promote the virtual dedication event, idfive created a teaser video for the media and for the College's Instagram account.

The virtual dedication ceremony was covered by major national news outlets, including NPR, PBS Newshour, The Washington Post, and The Baltimore Sun.

The Commemorative videos and webpages help turn the discovery of slave quarters on St. Mary's College of Maryland's campus into an immersive learning experience — one that makes the invisible visible and gives voice to the previously voiceless.



## Other Videography and Motion Graphics/Animation Examples

Goucher College - Undaunted:

<https://www.youtube.com/watch?v=hN6W9cy-xe0&feature=youtu.be>

Chase Brexton - 1 of 7 - TheWholeYou - <https://youtu.be/7kfgZnrdQZA>

Chase Brexton - 2 of 7 - BeforeYourVisit - [https://youtu.be/\\_YLPktXisrw](https://youtu.be/_YLPktXisrw)

Chase Brexton - 3 of 7 - During Your Visit - <https://youtu.be/KyEYj653qWE>

Chase Brexton - 4 of 7 - PatientPortal - <https://youtu.be/uvM9EqXxoUw>

Chase Brexton - 5 of 7 - Insurance & Billing - <https://youtu.be/v5AYIHQt9nM>

Chase Brexton - 6 of 7 - CallUsFirst - <https://youtu.be/ELGFkc9oku0>

Chase Brexton - 7 of 7 - ForTheWholeFamily - <https://youtu.be/FXscSG1aX8A>

Baltimore Police Department - Who Do You Stand For? [https://youtu.be/R\\_sudbXsjR0](https://youtu.be/R_sudbXsjR0)

Baltimore County Golf - 2018 Commercial:

[https://www.youtube.com/watch?v=V\\_IRh7GUxfl](https://www.youtube.com/watch?v=V_IRh7GUxfl)

BARCS - Giving Tuesday Appeal 1 - <https://youtu.be/SAzd2UqEC9I>

BARCS - Giving Tuesday Appeal 2 - <https://youtu.be/7QKhKdeVQeY>

Global Obesity Prevention Center at Johns Hopkins - <https://youtu.be/Rkq9bsEOoNU>

University of Baltimore - Learn. Think. Do:

[https://www.youtube.com/watch?time\\_continue=1&v=FiA7jkzOxj8](https://www.youtube.com/watch?time_continue=1&v=FiA7jkzOxj8)

Brookes Publishing - How One Child Care Center Uses ASQ-3:

<https://www.youtube.com/watch?v=FBKuceTHujA&feature=youtu.be>

Brookes Publishing - TILLS:

<https://vimeo.com/180346796>

Password to access video: mystoryfarm

UMD AGNR - Website Hero Video:

<https://vimeo.com/298320229>

UMBC - Learn More:

<https://youtu.be/Q1Cy3VZSgLU>

HIDTA - ODMAP

New Jersey State Police + ODMAP

<https://youtu.be/T-XpKW8sT7Q>

Shelby County Health Department

<https://youtu.be/yqGfsEKeGCA>

Erie County, NY

<https://youtu.be/BSmA-DeJrZg>

Washington/Baltimore HIDTA - ODMAP

<https://www.youtube.com/watch?v=Z7-gZSkU0D4>

<https://www.youtube.com/watch?v=Nmpnwllmles&t=3s>

<https://www.youtube.com/watch?v=BSmA-DeJrZg>

<https://www.youtube.com/watch?v=yqGfsEKeGCA&t=11s>

<https://www.youtube.com/watch?v=T-XpKW8sT7Q&t=1s>

Urban Teachers Baltimore Team

<https://vimeo.com/285504726/99117dd87d>

Change Starts in the Classroom

<https://vimeo.com/214039258/c3dfd2d672>

ICSC 2019

<https://vimeo.com/336909724/0ff55158ee>

Baltimore (Join UT)

<https://vimeo.com/260461784/583c3f536b>

Cabone Presentation Part 1

<https://vimeo.com/296126591/6068e36ad1>

Cabone Presentation Part 2

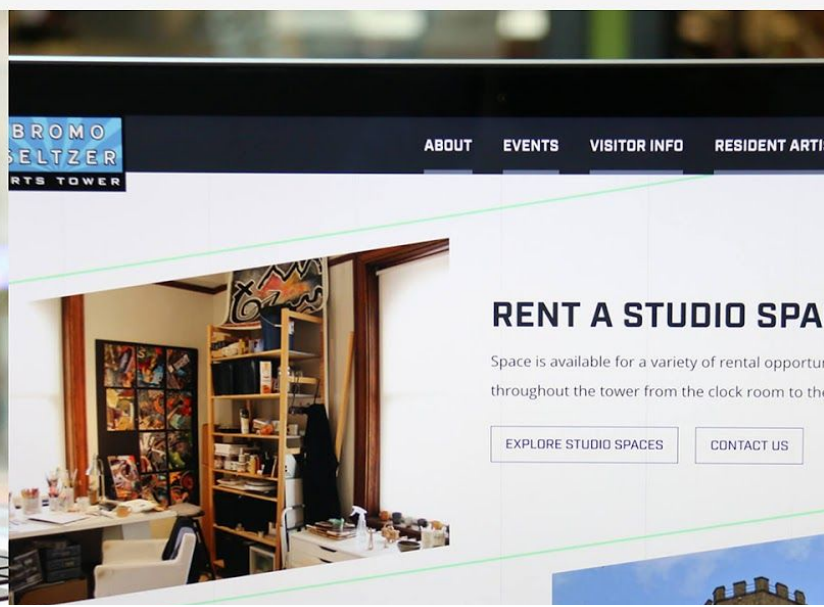
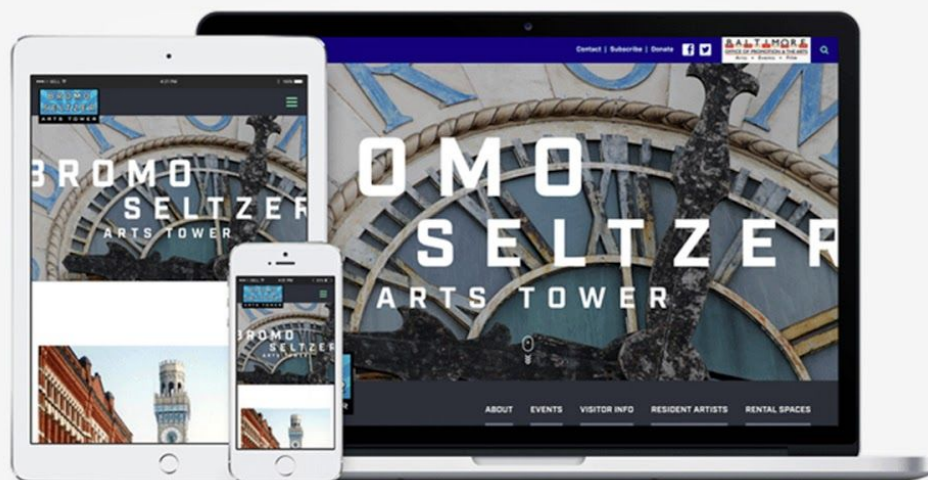
<https://vimeo.com/296126310/b890cb94a2>

## E. Graphic Design for the College of Visual & Performing Arts

### BROMO Seltzer Arts Tower

Web Design & Development

<https://www.bromoseltzertower.com>



**Challenge**

Supported by the Baltimore Office of Promotion & The Arts (BOPA), the Bromo Seltzer Arts Tower is an iconic landmark that rents studio space to the Baltimore area's most talented visual and literary artists. It's a space for dreamers, makers, and doers of all kinds to create their work, but with an outdated website, the welcoming spirit and artistic energy that floats through the 15-story building was lost online. To show the tower's true colors and draw in more renters, BOPA needed a new website that could capture the building's creative atmosphere, its value to working artists, and appeal to locals and tourists of all kinds.

**Solution**

The new Bromo Tower website is a window into the prominent Baltimore landmark. The website's layout — with callouts to resident artists and their work, arts-based events and a description of the neighborhood — reveal a welcoming artistic community, while the design of each webpage conveys an overall creative energy unique to the Tower. Additionally, an interactive virtual tour provides glimpses of the tower's history, amenities, and residents, allowing prospective renters to picture themselves in the tower before they visit. The finished website shows just how perfect the tower is for working artists, allowing BOPA to not only draw more renters but to also promote the arts community that it supports.



# Maryland Opera

Opera Company Launch & Marketing

Branding, Print Collateral, Marketing Strategy



## Challenge

Championing the tagline “Opera For All,” Maryland Opera brings the beauty and excitement of live opera to audiences of all ages and backgrounds. The organization dismisses the notion that opera is an “art form for the wealthy,” and instead sees it as a cultural gem that every great city needs. In order to bring opera to Maryland’s cities (along with educational programs and outreach to underserved communities), the organization needed a stand-out brand and marketing strategy appealing to modern and traditional opera fans alike.

## Solution

The Maryland Opera’s brand and marketing strategy is a contemporary and unexpected take on operatic traditions. The “M” and “O” in the logo reference the first letters of Maryland Opera, as well as two important operatic symbols: a “trill” (M) and a significant high-note (O) that’s sung in opera. This logo works in tandem with a design layout used across multiple promotional pieces. Featured on postcards, posters, pins, and more, five lines representing the operatic scale overlay an evocative illustration taken from the Metropolitan Museum of Art archive.

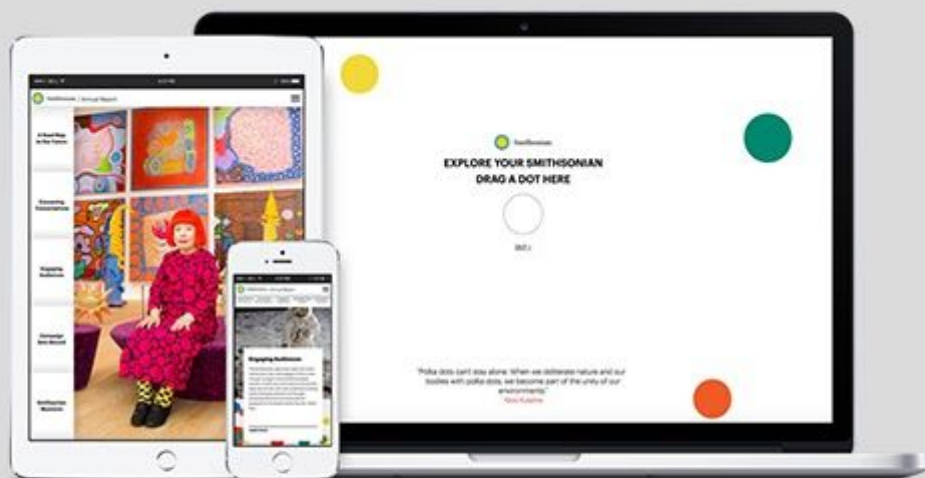
With this brand, idfive executed a marketing strategy that included email, digital/social, radio, direct mail, and event signage for the organization’s opening shows. Both of the opening shows played to a sold-out crowd. And the introduction has positioned Maryland Opera as one of Maryland’s most exciting new artistic endeavors.



# Smithsonian Institution Annual Report

Web Design & Development

[https://support.si.edu/annual\\_report/2017/reports/SI-FY17-Annual-Report.pdf](https://support.si.edu/annual_report/2017/reports/SI-FY17-Annual-Report.pdf)



## Earth Optimism

**Steven Monfort** Acting Director, National Zoological Park, and John and Adrienne Mars Director, Smithsonian Conservation Biology Institute





**Challenge**

Comprising over 19 museums, galleries, archives and the National Zoo, the Smithsonian is the world's largest museum, education and research institution. Critical to its mission is the support of donors and a committed community. To engage this audience, the Smithsonian produces an annual report each year that reviews recent accomplishments and looks to the future. While the Smithsonian produces the printed annual report themselves, they require a creative partner to create an online component that matches the print version's visual theme and content, implements multimedia experiences, and encourages readers to stay connected over the coming year.

**Solution**

Honored by the American Advertising Federation for its design and interaction, the 2017 Smithsonian Online Annual report compliments the printed report and represents the Institution as a powerhouse of knowledge and research. The website's design and interactive homepage largely reference the Smithsonian's Yayoi Kusama: Infinity Mirrors exhibit, which invited visitors to engage with art and each other by placing colored dot stickers throughout an all-white room. This design style is carried throughout each webpage where content from the print piece is broken up into easy-to-navigate sections and enhanced by videos, animations, and sound bites. In support of the Smithsonian's engagement strategy, the website ultimately guides users towards an email sign-up and donations page that's easy to use and designed for a mobile experience.



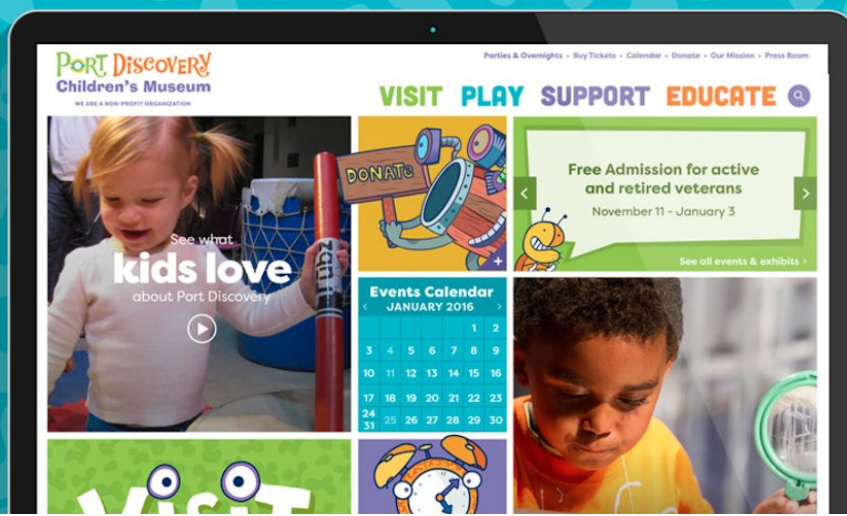
American Advertising Award, Baltimore: Gold Award & Special Judges' Award

American Advertising Award, District II: Gold Award

# Port Discovery

Web Design & Development

<https://www.portdiscovery.org>



## Challenge

Baltimore's Port Discovery Children's Museum provides families with innovative programs, exhibits and games that promote learning through purposeful play. Partnered with idfive, the organization's goal was to better align how people felt on the website with how they felt at the museum. The redesign also needed to drive ticket purchases and donations. Finally, the redesign had to be mobile and accessibility-friendly.

## Solution

Driven by the Discover360™ process, idfive and Port Discovery reimagined the organization's website with user experience at the core — digitally enhancing its missions to educate and inspire curiosity among visitors. With a user-friendly design, audiences can easily find general information, such as hours and event details, while also exploring additional services such as birthday party hosting, overnight adventures, and membership. Bolstering the site's intuitive information architecture are a number of interactive features that capture the museum's playful side. Much like Port Discovery, there is fun and adventure throughout, but a core purpose to educate.



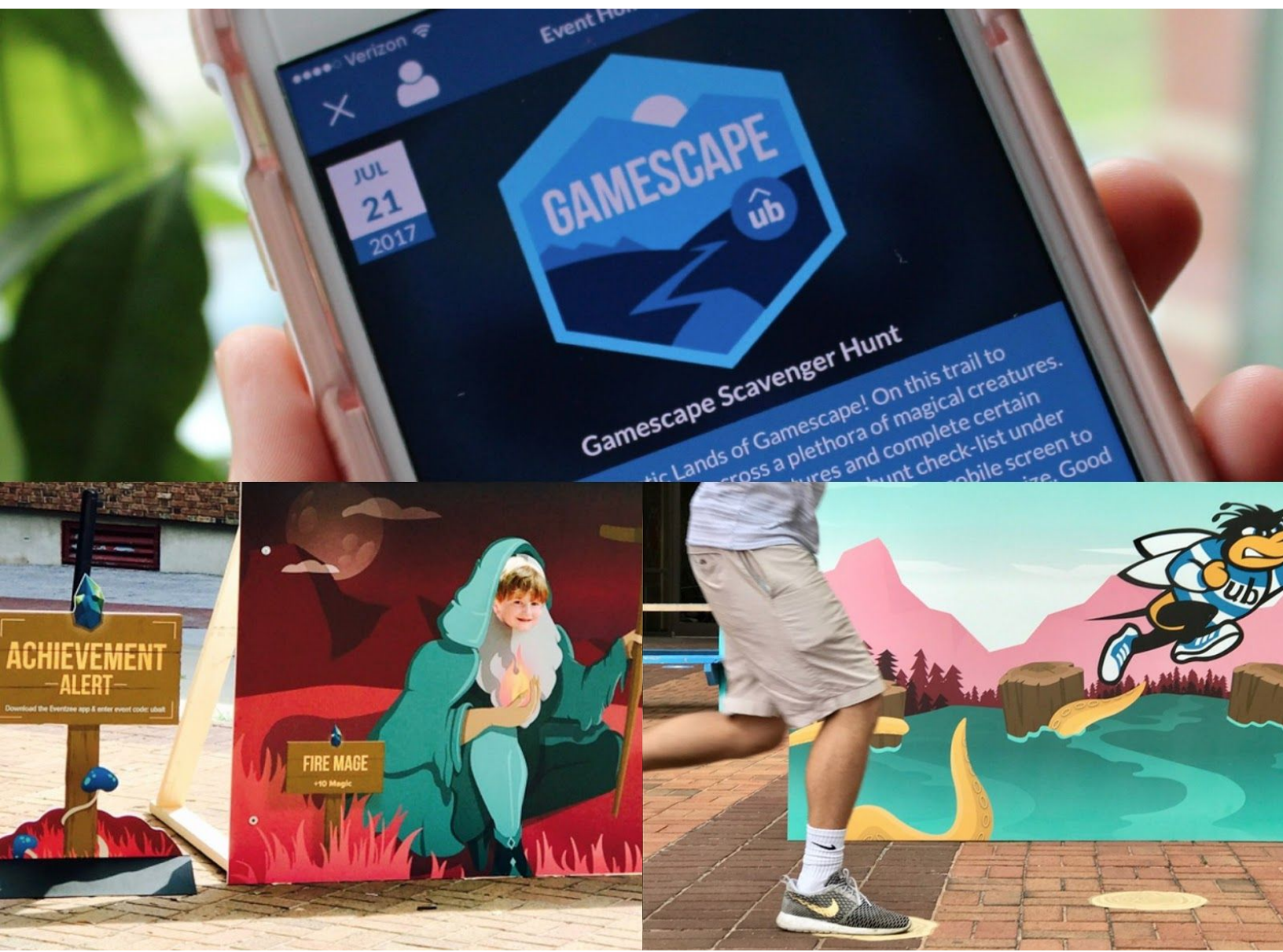
American Advertising Award, Baltimore: Silver Addy Consumer Website  
& Silver Addy Interface & Navigation



# University of Baltimore

*Gamescape*

**Branding, Education Marketing, & Event Installation**



## Challenge

For three consecutive years, idfive partnered with the University of Baltimore to create a branded outdoor environment for Gamescape, the indie gaming expo the school holds as an addition to the free arts festival, Artscape. The event is a major marketing opportunity for the school, and each year the goals are the same: develop a theme that's complementary to Artscape and the university's brand, attract visitors by driving them to the expo inside the university building, and to think bigger than the year before.

## Solution

Gamescape 2017's theme tied together the festival's Camp Artscape theme with Gamescape's celebration of video game technology. Dozens of props, cardboard photo-ops, and a 40-foot window cling set the scene for what was called The Mystic Lands of Gamescape—a cross between classic American camping aesthetics and fantasy adventure video games.

The event was a major hit, with hundreds of visitors being drawn into the event and flooding social media with photos of the unique environment. Phone-charging stations and branded handouts like water bottles and sunglasses attracted additional visitors, while a scavenger hunt designed and implemented by idfive let them explore Gamescape, win prizes, and challenge their friends to fun games.



American Advertising Award, Baltimore: Two Silver Awards

## 5. References

**Trishana Bowden**

Vice President, Advancement & Alumni  
Relations  
President, George Mason University  
Foundation  
703.993.8756  
[tbowden2@gmu.edu](mailto:tbowden2@gmu.edu)

**Emily Leineweber**

Marketing and Communications Director  
Ashley Treatment  
410.273.2292 x800  
[ELeineweber@AshleyTreatment.Org](mailto:ELeineweber@AshleyTreatment.Org)

**Daniel McEvily**

Director of Marketing & Communications  
Chase Brexton Health Care  
410.837.2050 x1050  
[dmcevily@chasebrexton.org](mailto:dmcevily@chasebrexton.org)

**Alexa Milanytch**

Director of Development  
Chase Brexton Health Care  
Director of Development  
410.837.2050 x1144  
[amilanytch@chasebrexton.org](mailto:amilanytch@chasebrexton.org)

**Laurie Greene**

Marketing Project Manager  
Sheppard Pratt  
410.938.3133  
[lgreene@sheppardpratt.org](mailto:lgreene@sheppardpratt.org)

**Molly Polk**

Vice President for Marketing and Enrollment  
University of Hartford  
860.768.4267  
[mpolk@hartford.edu](mailto:mpolk@hartford.edu)

**Meg Kimmel**

Executive Vice President, Programs & External  
Affairs  
Maryland Food Bank  
443.297.5166  
[mkimmel@mdfoodbank.org](mailto:mkimmel@mdfoodbank.org)

## 6. Proposed Pricing

### Blended Hourly Rate

We charge for the time we invest in making you successful. Graphic Design, Creative Strategy, Audience Research, Usability Design — no matter what we do for you, it's all based on one blended hourly rate. idfive's blended hourly billable rate is \$210/hour. It's our cost to operate and competitively compensate the top-level talent in our ranks.

Our discounted nonprofit, higher education, and government hourly rate is \$170. However, we've discounted our blended billable rate further to \$150/hour for Mason to demonstrate our commitment to you and your mission.

We really want to work with you and ask that you focus more on fit than budget. Budget is something that can be worked out, chemistry is not.

### Media

idfive is a full-service integrated marketing and communications firm. As such, we offer media strategy, planning, buying and optimization services. Our pricing structure for these professional services is the same as our pricing structure for all other professional services: a blended hourly rate. Additionally, we charge 4% of media run cost to our clients. This small service charge helps us pay for the insurance cost and administrative services we incur to traffic our client's media budgets.

### Stock Media

If any stock media, such as stock photography, stock video, stock audio, or other must be purchased, idfive will provide an estimate to the client for approval before media is purchased for use in campaign assets.



-- End of Proposal --