

JOY RIOT

PROPOSAL FOR
GEORGE MASON UNIVERSITY
CREATIVE & MARKETING SERVICES

RFP# GMU-1692-21
DECEMBER 9, 2020

AGENCY CONTACT

Jessica Brown | President + Co-Founder

950 N. Washington Street

Alexandria, Virginia 22314

jbrown@joyriotagency.com

571.549.1569

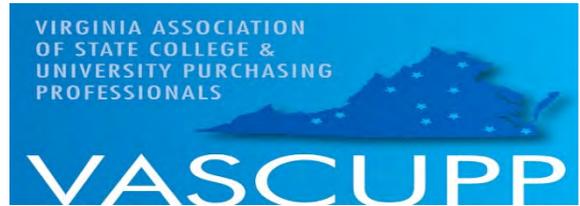
TABLE OF CONTENTS

1. PROCEDURAL INFORMATION	2
SIGNED COVER PAGE	3
ATTACHMENT A	4
ADDENDA	5
PAYMENT PREFERENCE	5
SWAM CERTIFICATION	5
2. QUALIFICATIONS & EXPERIENCE	6
ABOUT US	7
PHILOSOPHY	8
CAPABILITIES	9
EXPERIENCE PROVIDING COMPARABLE SERVICES	10
CORE TEAM	12
3. SPECIFIC PLAN (METHODOLOGY)	16
APPROACH	17
A. CREATIVE DESIGN	18
B. WEB DESIGN & PRODUCTION	18
C. COPYWRITING, PROOFREADING AND COPYEDITING	20
D. VIDEOGRAPHY, MOTION GRAPHICS & ANIMATION	20
E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS	21
4. CREATIVE SAMPLES	22
5. REFERENCES	46
6. PROPOSED PRICING	48
RATES	49
SAMPLE PROJECT COSTS	49

PROCEDURAL



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



**REQUEST FOR PROPOSALS
 GMU-1692-21**

ISSUE DATE: November 04, 2020
TITLE: Creative & Marketing Services
PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

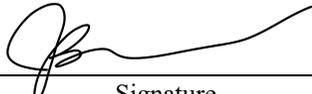
QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions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

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

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

Name and Address of Firm:

Legal Name: Joy Riot, LLC
 DBA: Joy Riot
 Address: 950 N. Washington Street
Alexandria, VA 22314
 FEI/FIN No. 82-2477591
 Fax No. _____
 Email: jbrown@joyriotagency.com

Date: 12/4/2020
 By: 
 Signature
 Name: Jessica Brown
 Title: President & Co-Founder
 Telephone No. 571-549-1569

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

SWaM Certification Number: 802458

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 (Customer Service).

Offeror Name: Joy Riot

Preparer Name: Jessica Brown, President & Co-Founder **Date:** 12/4/2020

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: 802458 Certification Date: 1/30/2018

Section B

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

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

Subcontract #1

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

Subcontract #2

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

ADDENDA

We have received Addendum 1, the Q&A.

PAYMENT PREFERENCE

Our preferred receipt of payment is Option #3:
Net 30 Payment Terms. Joy Riot will enroll in Paymode-X where all payments will be made electronically to Joy Riot's bank account.

SWAM CERTIFICATION

Joy Riot
Small Business
SBSD Certification #: 802458

A dark, moody photograph of a vintage car's engine compartment. The image is heavily shadowed, with the engine parts appearing as dark silhouettes against a slightly lighter background. A bright pink, rectangular stamp with a double-line border is overlaid diagonally across the center of the image. Inside the stamp, the word "EXPERIENCE" is written in a bold, white, sans-serif font. The overall aesthetic is gritty and industrial.

EXPERIENCE

ABOUT US

We create pleasant interruptions.

To us, the term “joy riot” is more than a clever juxtaposition of words. It’s the pure essence of what an ad should be: something that gets your attention—but for all the right reasons.

We work with clients to create content that makes their parents, children, and spouses think they have cool jobs. More importantly, we deliver for our clients by surpassing revenue goals and making mincemeat of KPIs. How? By cutting through the clutter and connecting on an emotional level with target audiences.

Our work isn’t defined by one particular category or region. The one thing our clients have in common? They’re unafraid to start a joy riot.

PHILOSOPHY

When thinking about your audience, we need to be aware of everything that is competing for their attention. On average, they're bombarded with 5,000 advertising messages per day. On top of that, their attention is constantly being pulled in different directions. As they binge-watch TV while scrolling through social media, their phone rings, their email dings, and suddenly there's a Pandemic update and the entire world is glued to the news.

That is your competition. You are fighting for the finite attention span of your audience. You offer a respite from all this freneticism.

Additionally, you're competing with the brain's limited storage capacity. Your audience can't remember everything they see or hear because the brain is constantly purging information it deems unnecessary. Therefore, in advertising we need to create a stickiness factor—an emotional connection that convinces the brain's purging center, "This is something valuable I should save!"

We pull off this feat by creating branding that is surprising, fresh, and emotionally and intellectually genuine. The first step is capturing attention. Then we establish a connection. And we repeat the process throughout our campaign.

WE CREATE PLEASANT INTERRUPTIONS



CAPABILITIES

Marketing Strategy

- Brand Strategy Development
- Marketing & Advertising Strategy
- Campaign Strategy
- Communication Planning
- Media Planning
- Market Research

Integrated Campaigns

- Video
- Print
- Radio
- Out-of-Home
- Digital
- Social
- Email
- Mail
- Event
- Point of Sale
- Collateral
- Non-Traditional
- Print Production
- Video/Photo Production
- Search Engine Marketing (SEM)/PPC
- Media Buying

Brand Identity

- Identity Systems
- Naming
- Logo
- Look/Feel/Voice
- Messaging
- Brand Guidelines
- Product Packaging

Content

- Editorial Calendars
- Video
- Static
- Asset Libraries
- Social Media Campaigns

Websites

- Customer Journey
- Content Assessment
- Site Planning
- Information Architecture
- Website Design
- Search Engine Optimization (SEO)
- Content Development
- Technical Development
- WordPress Development

EXPERIENCE PROVIDING COMPARABLE SERVICES

Joy Riot is an advertising agency that builds brands and creates fully integrated marketing campaigns and websites positioned to truly resonate with audiences. We have experience working with small and large clients across a variety of industries, including higher education—The George Washington University, Mary Baldwin University, Strayer University, Eastern University, The United States Naval Academy, and American University. We have also worked with associations who operate in the education space, including the National Association of Colleges and Employers, Teach for America, the American Society for Engineering Education, and the National Association for Music Education.

When it comes to all of your potential needs, having an integrated agency with expertise in building brands gives you an edge. We take a look at your brand from a holistic level, think strategically about where your brand could go and how your various tactical needs can take you there, and then we apply that in ways that will truly resonate with your audience.

For example, leading up to the 40th Anniversary season for the Gay Men’s Chorus of Washington, DC (GMCW), we were tasked with embarking on a major research project for the organization to help them better define their brand and create a new website to exude that brand. We needed to stay true to their history, while preparing for the ever-evolving future. We needed to dig deep into their humble beginnings of having to hide who they are, to performing at a presidential inauguration with an even more diverse membership expanding beyond gay men. We created a new brand identity, and brought that identity to life through their website. Their website had various goals and audiences, so we needed to tell their story to potential theatrical audiences, while also having core functionality that included making secure donations and purchasing tickets.

Consider the case of Strayer University. After a congressional investigation into the practices of for-profit education providers, Strayer was determined to be an example of best practices in the field. Where many competitors would accept and graduate any applicant, Strayer remained true to its standards. To capitalize on this finding and ensure its continuance, we launched a campaign that asked prospective students to self-select. If adults seeking a degree had achieved some level of success in their life outside of education—opening a small business, running for school board, or donating time to cause work—our message was simple and affirmational: You Got This. The OOH campaign test-launched in Washington, DC and Atlanta, where it performed so well we expanded into TV, radio, and digital across all of Strayer’s 35 national media market footprints.

Our video projects are extensive, and include everything from in-person interviews for the American Psychological Association, MurLarkey Distillery, and Mary Baldwin University; conference docuseries for multiple association clients, and live action spots for Collins Financial Group, Coldwell Banker, Toyota, and many others.

We have built brands from scratch, and produced brand evolutions and rebrands. We have created compelling marketing, from strategy through creative development, to execution and optimization. We have produced engaging videos that tell a story and drive results. We have designed and developed websites that tell a story and speak to both the humans and robots—the web crawlers that feed on SEO—that need to find information. We have worked with a variety of clients in higher education and beyond. And through all of this, we have achieved impressive results that have even surprised us. The combination of this experience positions Joy Riot to be able to apply our knowledge, strategy, and talent to develop all of your creative and marketing needs for George Mason University.

CORE TEAM

For this project, Jessica Brown will be your main point of contact and will manage the rest of the team internally at Joy Riot. You'll start with a core team of senior employees. Depending on key milestones, deadlines, number of different projects happening simultaneously, etc., we'll scale your core team up as needed.

JESSICA BROWN, PRESIDENT & CO-FOUNDER

Jessica started her ad career at McKinney. Then she moved to lead accounts at Hill Holliday, Toth+Co, and Global Thinking. Along the way, Jessica launched integrated campaigns in the fashion, luxury, lifestyle, hospitality, travel, consumer products, technology, sports nutrition, financial services, real estate, non-profit, and retail industries. Jessica graduated from GWU with a BBA in Marketing and International Business. There, she also earned her International Advertising Association's Diploma in Marketing Communications.

Qualifications: Account Management, Brand Research & Analysis, Strategy Development, Project Management, Production Management

Relevant Project Experience: Brand Strategy, Market Research, Brand Identity, Integrated Campaigns, Video, Radio, Print, Digital, Out-of-Home, Social, Event, Point-of-Purchase, Collateral, Experiential, Websites

Relevant Client Experience: Hickey Freeman, Grand Hyatt, Park Hyatt, Hyatt Place, Hyatt House, Bonterra, Big Boss, National Association for Music Education, Monumental Sports & Entertainment, Give A Note Foundation, American Peanut Council, American Society of Engineering Education, Gay Men's Chorus of Washington DC, Association on American Indian Affairs, Wild Bird Feeding Institute, , Association of Energy Engineers, MurLarkey

JOHN ARMSTRONG, CCO & CO-FOUNDER

John honed his craft in New York at Saatchi & Saatchi and Audible.com, a subsidiary of Amazon, before moving to Alexandria, VA to lead the DC advertising scene. The industries he worked for include food and beverage, automotive, education, technology, healthcare, financial services, real estate, apparel, and manufacturing. He is a graduate of Fordham University and the School of Visual Arts in New York.

Qualifications: Strategy Development, Creative Direction, Copywriting

Relevant Project Experience: Brand Identity, Integrated Campaigns, Video, Radio, Print, Digital, Out-of-Home, Social, Event, Point-of-Purchase, Collateral, Experiential, Websites

Relevant Client Experience: MurLarkey, National Association of Manufacturing, The National Museum of African American History and Culture, The National Association for Music Education, Give a Note Foundation, Association of Governing Boards of Universities & Colleges, National Association of Colleges & Employers, The George Washington University,

Strayer University, American Peanut Council, American Society of Engineering Education, Gay Men's Chorus of Washington DC, Association on American Indian Affairs, Planet Word, Wild Bird Feeding Institute, Association of Energy Engineers

JAMIN HOYLE, CREATIVE DIRECTOR & ART

As the most highly decorated art director in the nation's capital, Jamin has worked for clients large and small in some of DC's best creative advertising shops. He also graduated from and teaches at VCU's Brandcenter. His work has been recognized in Communication Arts, Lürzer's Archive, the Art Directors Club Annual, Graphis, the W3 Awards, Print Magazine, and the *New York Times*.

Qualifications: Creative Direction, Art Direction

Relevant Project Experience: Brand Identity, Integrated Campaigns, Video, Radio, Print, Digital, Out-of-Home, Social, Event, Point-of-Purchase, Collateral, Experiential, Websites

Relevant Client Experience: Gay Men's Chorus of Washington DC, Virginia Opera, The National Museum of African American History and Culture, Woolly Mammoth Theatre, Amtrak, Wolf Trap, Colonial Williamsburg, Bahamas, Association of Energy Engineers

NOAH GAMMELL, ASSOCIATE CREATIVE DIRECTOR & COPYWRITER

Noah learned his trade at Miami Ad School, and has worked on a wide range of clients—including Cartoon Network, The Macallan, and Hilton Worldwide. Before coming to DC, he worked at agencies in New York City, San Francisco, and Miami. His ads have been featured in the DC Ad Club, The Washington Post, and his mother's Facebook page. When he's not at work, Noah can be found golfing somewhere in the DMV.

Qualifications: Creative Direction, Copywriting

Relevant Project Experience: Brand Identity, Integrated Campaigns, Video, Radio, Print, Digital, Out-of-Home, Social, Event, Point-of-Purchase, Collateral, Experiential, Websites

Relevant Client Experience: MurLarkey, Hilton, Wolf Trap, Alexandria Pastry Shop, Holy Cow, Primanti Brothers, Roy Rogers, Quicken Loans National Golf Tournament, American Peanut Council, American Society of Engineering Education, Gay Men's Chorus of Washington DC, Association on American Indian Affairs, Planet Word, Wild Bird Feeding Institute, Association of Energy Engineers

RAPHAEL RIGAUD, DIRECTOR OF PRODUCTION & CINEMATOGRAPHER

Raphael Rigaud is a filmmaker with a passion to help companies tell their stories in a fun and unique way. He has directed or been a cinematographer on a number of productions for Non-profits, start-ups, and Fortune 500 companies for a number of years. He's a graduate of George Mason University where he also received his commission into the United States Army as a Second Lieutenant.

Qualifications: Director, Cinematographer, Video Editor, Animator

Relevant Project Experience: TV, Video Production, Documentaries, Branded Content, Animated Video, Video Editing

Relevant Client Experience: American Psychological Association, MurLarkey, National Association of Colleges and Employers, Dante Graves Training, Navy Federal, Adventist Healthcare, Association of Energy Engineers.

WYATT QUEENER, CREATIVE TECHNOLOGIST & LEAD DEVELOPER

Wyatt's work demonstrates that technology can be a creative medium to connect people and enhance communication while generating data that advances our understanding of the consumer-vendor relationship. He has brought this approach to strategic technology to clients in a variety of industries. His portfolio also includes major digital rebranding and development efforts for Tyco Flow Control, Tecumseh, Laureate International Universities and Select Comfort. He holds a Master's Degree in Computer Science from the University of Chicago, and a BS in English Literature from Wabash College.

Qualifications: Brand Strategy, Digital Strategy, User Experience (UX), Website Development, Migration Specialist, Automation Specialist

Relevant Project Experience: Brand Identity, Integrated Campaigns, Websites, Digital

Relevant Client Experience: Washington DC Economic Partnership, The World Bank, The National Cherry Blossom Festival, Taylor Gourmet, Carr Workplaces, Blue Cross Blue Shield, Pew Charitable Trusts, McDonald's, Johns Hopkins, Association of American Railroads, Hunter Fan Co.

DENNIS TURBEVILLE, UX DESIGNER & ART DIRECTOR

Dennis is a multi-disciplinary art director specializing in branding, digital, and user experience design. He began his advertising career working for major brands such as American Eagle Outfitters, Dell Computer Corp., and Pert Plus. He then transitioned to helping up-and-coming brands tell their stories and enter new markets. He's passionate about leading teams and using relationships to find the most effective and innovative solutions to each clients' business goals.

Qualifications: Creative Direction, Art Direction, Interactive Designer

Relevant Project Experience: Brand Identity, Integrated Campaigns, Websites, Digital, Print

Relevant Client Experience: American Eagle Outfitters, Dell Computer Corp., Pert Plus, USPS, Association of American Railroads, TravelPro Luggage, Hunter Fan Co.

CHI TRAN, SENIOR DEVELOPER

Chi is a full-stack developer who is passionate about using technology to drive business forward. With 10 years of industry experience, plus an eye for architectural patterns and strong computer science underpinnings, help him separate hype from quality and provide scalable, quality solutions in a variety of platforms and languages. Recently, he has led

e-commerce development teams on BonaKitchen and Lenet, and the mobile payment solution ZogoPay.

Qualifications: Website development, Mobile development, Phoenix/Elixir, Javascript, React.js, Angular. Js, PHP, Java

Relevant Project Experience: Website development, Mobile payment solutions, Mobile commerce, E-commerce Websites

Relevant Client Experience: Cyber Risk Institute, Gay Men’s Chorus of Washington DC, The National Cherry Blossom Festival, Taylor Gourmet, Carr Workplaces, Blue Cross Blue Shield, Pew Charitable Trusts, Hunter Fan Co.

MIKE FOX, JUNIOR DEVELOPER

Mike is a full-stack developer who specializes in supporting clients to navigate technical challenges. His experience as a developer makes him ideally suited to translate business goals into technical requirements for system improvement.

Qualifications: Website development, Mobile development, Phoenix/Elixir, Javascript, React.js, Angular. Js, PHP, Java

Relevant Project Experience: Website development, Mobile site, E-commerce sites

Relevant Client Experience: Cyber Risk Institute, Gay Men’s Chorus of Washington DC, The National Cherry Blossom Festival, Taylor Gourmet, Carr Workplaces

A dark, monochromatic photograph of a wall covered in graffiti. The graffiti includes various styles, such as block letters and stylized figures. A prominent pink rectangular sign with the word 'APPROACH' in bold, white, sans-serif capital letters is superimposed over the center of the image. The sign is tilted slightly to the right. The background wall is dark, and the graffiti is rendered in a lighter shade, creating a high-contrast, urban aesthetic.

APPROACH

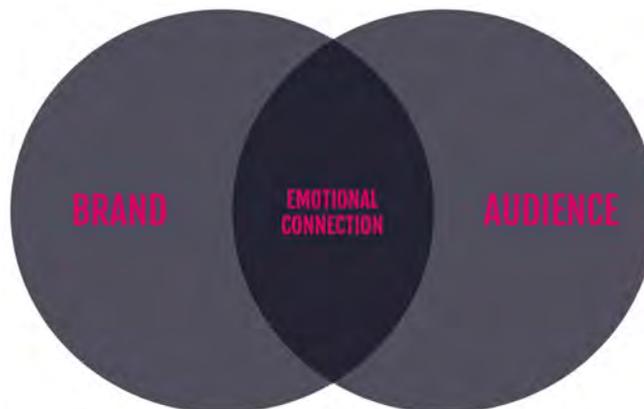
APPROACH

For any project, we'll start by immersing ourselves in the brand and gain a comprehensive understanding of your audience.

We ask questions. We're trying to gain a deep understanding of not just what we're trying to do, but *why*? Why was this initiative started? Why is this so important? Why does this help your audience?

On the audience side, we know you have many different audiences. We need to not only understand what you are to each of them from your perspective, but gain a deeper understanding of their psychographics: how they think, the rhythms of their daily lives, and most importantly, why they should care about what GMU has to offer.

By gaining a deep understanding of the brand, and a deep understanding of the psychographics of the audience, we can find the overlap where that emotional connection is built.



We want to reveal these core truths and insights so we can exude GMU's core values through each and every asset you create.

Those insights will guide our strategy development and inform the creative process.

Digging deeper into our methodology for all of your needs, the following outlines our typical approach to the deliverables listed in the RFP.

A. CREATIVE DESIGN

For any creative needs, once we've had a formal kick-off to understand your needs, goals, audiences and strategy development process, we end up with a creative brief. This document distills all of the information you've provided and that we've gathered into a *brief* document that will be used as the blueprint for the project. A way we can make sure we're all staying on strategy and moving toward your goals.

Then we kick off our creative team internally. We begin concepting a few big ideas to share with you, in order to net one. Once we have approval on the concept, we'll begin applying that to all the assets needed. We're able to fully execute the process from research and strategy, through creative development, and production/execution.

We can accomplish all of your creative needs: print, outdoor, broadcast, digital, direct mail, email, social media, collateral, newsletters, flyers, posters, brochures, booklets, etc. Our team is also skilled in creating all visual elements including photography or photo sourcing, graphic devices such as symbols and icons, and illustrations. We'll work with your team to make sure you not only have the right assets, but it all falls within the current GMA brand guidelines, communications platforms, and quality standards.

B. WEB DESIGN & PRODUCTION

Our team is highly skilled in website strategy, user experience, design, and development of websites of all shapes and sizes. We don't have a one-size fits all, templated approach. Our design and development capabilities can tackle all of your needs and focus on functionality requirements and KPIs, versus out-of-the-box solutions you'd have to adapt to.

For any website, microsite, or landing page, we always split the work into three distinct phases:

1. DISCOVERY PHASE

Any website project is a strategic engagement that must serve GMU after site delivery. As much as we are designing the site for the target audiences, we are also designing the back-end to be user-friendly and updateable by staff post-launch. Your goals will evolve over time. Your website should support them. The Discovery Phase allows us to set the right foundation for building your website. We want to learn more about your challenges, future needs, functionality requirements, and success metrics. The culmination of this phase is the strategy and project plan.

2. WEBSITE DESIGN

Based on the discovery phase, we move into the design phase, which not only focuses on the art and copy on the page, but also the design of the full user experience on both the front- and back-ends of the site.

Information Architecture and User Experience (IA/UX)

During IA/UX, we will draft the User Interface (UI) using **Wireframes**, create models for our customer base with **Personas**, and map out user flow. We will also create a **Site Map**, outlining the structure.

Creative Development

After modeling UI, we create the site's design system, including typography, image treatment, color palettes, iconography, and page layout. This begins with presenting homepage design options. Once an option is approved, it's applied to key subpages, which serve as the site's visual templates.

Content Development

We ensure your key pages are created to fit within the correct tone and messaging, while also taking into consideration the customer journey and user experience. We want to make sure we're providing the right information, while also pushing users down a path toward taking action.

3. WEBSITE DEVELOPMENT

We know that not everyone at GMU is a coder so we want to ensure the site is easily updatable by staff. We use a modern development toolset to ensure the site is easy to use on the front and back ends. Our development is driven by requirements, not off-the-shelf features available in a CMS.

Content Model

Simply put, content modeling is the art of structuring content so that it is easily managed and can be reused in multiple areas of a website, or websites. This is one of the most important touch-points in the collaboration between design and development. We will develop your website so that managing content is as easy as writing a memo or a press release.

Front-end & Back-end Development

We use a modern development toolset, including SASS as our CSS preprocessor of choice, gulp.js for automation of tasks, and virtualization for standardizing our development environments. We also leverage a responsive grid system in conjunction with SASS for many of our projects, including our own website. Client code is managed using git and the gitflow

development methodology. This allows for multiple developers working on multiple features to work simultaneously, and for incremental builds to be released for review during development.

What do you get out of this? Fewer surprises, dependable systems, and ease of maintenance going forward.

Quality Control

Once back-end development is complete and the front-end code is fully integrated into the website platform, we will execute a formal round of tests. We will perform a functional review of the site as well. Defects identified during this testing period will be logged and routed to our development team for remediation. The penultimate activity in this phase is a “Go/No Go” call in which we receive final approval to make the site “live”. Upon approval, we will deploy your new site to the agreed upon production hosting environment and verify that everything works as specified using the pre-launch checklist.

Training

Once everything is ready to go, we’ll train your core team on how to make updates and monitor everything on the site. We work to make it as easy as possible to you and keep the back end functionality simple and intuitive.

C. COPYWRITING, PROOFREADING AND COPYEDITING

For all of your copywriting needs, whether in conjunction with creative development or standalone, we’re able to match your current brand guidelines to ensure a consistent tone and voice throughout your work. We can develop both long- and short-form content for advertising, sales/marketing, scripts, informational or technical assets. We can start from a blank page or edit a current draft provided by GMU.

D. VIDEOGRAPHY, MOTION GRAPHICS & ANIMATION

We have experience in all types of videos you may note: long or short-form content, interview-style, scripted, b-roll, seasonal, etc. We can do full-scale video shoots, COVID-safe video shoots, royalty-free stock footage editing, custom motion graphics, and animation.

Our typical process for any of your needs is similar to our creative development process. Once we understand the key information and develop the strategy, we begin by conceptualizing options for what the video could be, both from a creative perspective, but also from a production perspective.

Once we have an approved concept, we move into production. For a shoot, that could mean casting on-camera and/or voiceover talent, securing locations on campus, gathering props, wardrobe, hair and makeup, or any other needs to ensure a smooth shoot production. For animation, it's about determining the right animation style before we move into animating the entire video.

Then, we edit. We take all of the footage and/or animation and make sure you have the right cuts based on your specs. We have check-ins and reviews throughout the process to ensure you're getting the right materials you need.

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

In addition to higher education, we have a lot of experience in (and love for) the visual & performing arts space. We've worked with Woolly Mammoth Theatre Company, Virginia Opera, and most recently, the Gay Men's Chorus of Washington, DC. We've created brand identities, websites, marketing materials, and collateral, including all of the assets you outline as potential sample projects.

When it comes to marketing for the performing arts, it's not just about what the next show is. It's about bringing the full experience to life. Nowadays, it's all about the experience (even the virtual ones) so through each piece of communication, we want to exude that experience of all that the College of Visual & Performing Arts, Center for the Arts, and Hylton Performing Arts provide.

At the onset of every project, as part of our information immersion, we want to make sure we also understand your budget and production schedules. This helps us make sure as we're concepting, we're providing options and ideas that not only fit within your budget, but that we can determine the right development schedule to hit your milestones.

Sample production schedule for performance flyer:

- Week 1: Kick-off, strategy/creative brief development
- Week 2-3: Creative concepting
- Week 4: Client review
- Week 5: Revisions
- Week 6: Print Production Begins



SAMPLES

STRAYER UNIVERSITY

Everybody deserves a quality education. But not every student is ready or able to pursue a degree the traditional way—off-campus, from ages to 18-22, dedicating all their time to school work.

Strayer understands that. Which is why they provide an alternative. Only problem is, many prospective students who are older, employed, or have families believe the time for college has passed.

So we created a campaign that built up their confidence by demonstrating that if they've tackled all the other adult tasks in life, they're ready and able to get their degree.

The campaign was so successful in the initial test cities of Washington, DC and Atlanta, that Strayer eventually rolled it out to every major metropolitan area where they have campuses.

LIFE'S TAUGHT YOU WELL:

HUMAN RESOURCES

SERVICE

FEAST

MARKETING

TEAMWORK

DISCIPLINE

YOU'RE READY TO EARN YOUR DEGREE.

We've been educating working adults like you for over 120 years. You're ready for this. We can even give you credit for the things you've already done. And let you choose from classes online, on campus, or both. So you can earn a degree from an accredited university in less time, and for less money, than you think. Get your Personal Education Plan at strayer.edu.

STRAYER UNIVERSITY

FLEXIBLE / AFFORDABLE / VALUABLE

LIFE'S TAUGHT YOU WELL.

YOU'RE READY TO EARN YOUR DEGREE.

Get your Personal Education Plan at strayer.edu.

STRAYER UNIVERSITY

LIFE'S TAUGHT YOU WELL.

YOU'RE READY TO EARN YOUR DEGREE.

Get your Personal Education Plan at strayer.edu.

STRAYER UNIVERSITY

YOU'RE MORE READY THAN YOU THINK.

STRAYER UNIVERSITY

strayer.edu

6 Atlanta Area Campuses

YOU'RE READY FOR THIS.

PERSPECTIVE

LIFE'S TAUGHT YOU WELL.

STRAYER UNIVERSITY

strayer.edu

YOU'RE READY FOR THIS.

STRAYER UNIVERSITY

strayer.edu

YOU'RE READY FOR THIS.

STRAYER UNIVERSITY

FLEXIBLE / AFFORDABLE / VALUABLE

strayer.edu

10 Washington, DC Area Campuses

NAFME

In promoting music as part of a well-rounded education, the National Association for Music Education (NAfME) spoke directly to its constituents—teachers, students, administrators, parents, sponsors, and more—about everything from membership to advocacy to performance opportunities. But these were individual, transactional conversations. The organization lacked a strong, unified brand voice.

Our creative team devised a distinct look and feel for NAfME to talk to its various audiences, about different topics, in a unified and clear voice. This more cohesive approach allowed NAfME to reinforce its image and strengthen its brand with every message it put out.

Giving NAfME a brand voice began with identifying the brand's core belief, the "why" or overriding truth, about the organization. Something irrefutable from which all other messaging could be developed. "Music education builds a better society." The idea here was that music education goes beyond music or even education by teaching confidence, passion, patience, perseverance, commitment, and many other social skills that benefit students, and their communities, well into adulthood.

We then developed a series of bold, typographically-driven ads to run on social media, and other highly-targeted media placements in this integrated campaign—places where we knew the messaging would be seen by the association's various audiences. It was important to run a wide variety of ads to build the voice and to get across NAfME's authority on all things music and music education-related. The more ads we ran, the stronger their brand became.

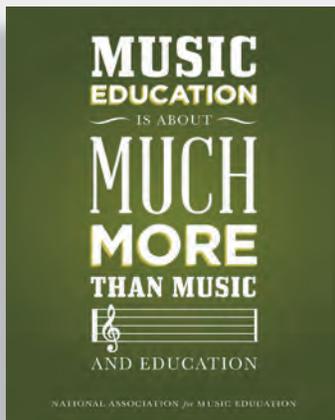
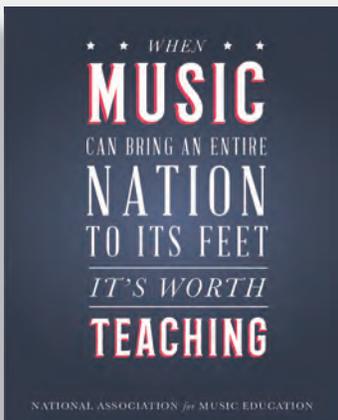
The many layers of the new brand look and feel were also laid out in a detailed style guide covering everything from typefaces to layout, consistency of messaging and tone, and how to use visual elements in place of conventional punctuation to ensure the messaging was read properly.

In terms of social media engagement, the campaign has been hugely successful, with paid posts garnering anywhere from 6,000 to 9,000+ likes, thousands of shares and hundreds of comments, as opposed to anywhere from 20 to 200 likes for previous posts.

It's safe to say that we helped give NAfME its voice.



NAFME



ADD TO LIFE'S
HARMONY

BECOME A MEMBER

JOIN NOW

NATIONAL ASSOCIATION *for* MUSIC EDUCATION

THANKS TO **YOU**, COMPLETE STRANGERS SING AS **ONE**

JOIN NOW

NATIONAL ASSOCIATION *for* MUSIC EDUCATION

WE'LL SUPPORT YOU THROUGH **FLAT & SHARP**

JOIN NOW

NATIONAL ASSOCIATION *for* MUSIC EDUCATION

YOU DON'T
— HAVE TO GO —
SOLO

JOIN NOW

NATIONAL ASSOCIATION *for* MUSIC EDUCATION

.... LET US BE
INSTRUMENTAL
≡≡≡ IN YOUR ≡≡≡
SUCCESS

JOIN NOW

NATIONAL ASSOCIATION *for* MUSIC EDUCATION

THINK
OF US
.. AS YOUR ..
PERSONAL
RHYTHM
SECTION

JOIN NOW

NATIONAL
ASSOCIATION
for MUSIC
EDUCATION

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

Students attend college to study, to earn a degree, and to better position themselves for employment. The first two are taken care of by their chosen school. The second requires a bridge between the school and employers.

The National Association of Colleges and Employers builds that bridge.

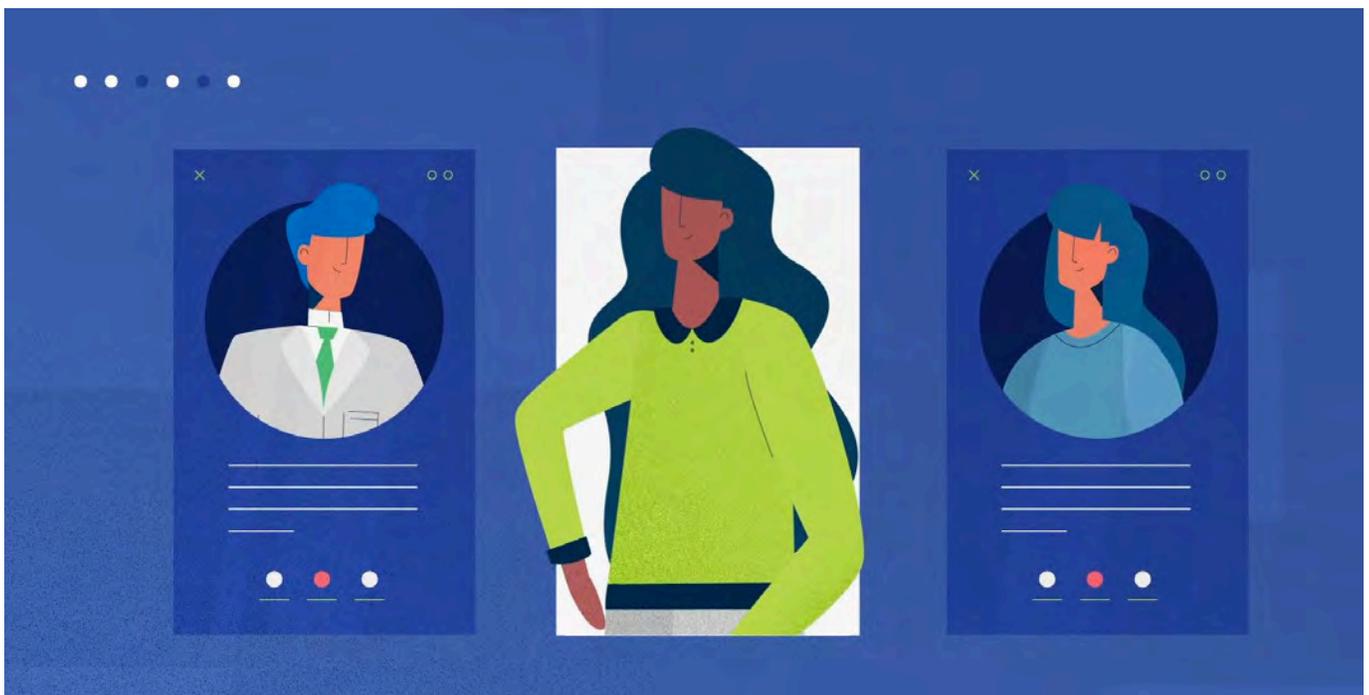
The pivotal moment of their year is their annual event. The big event brings together sponsors, exhibitors, and advertisers to a single location—in 2019 it was Disney World, Florida—to get in front of career counsellors and employers looking to tap into the college market.

Each audience type has a distinct reason to attend.

And NACE asked us to include all of them in a single video that would be shown in-person, on tablets, and displayed on their microsite, in order to drive attendance.

We decided animation was the key to making it work. It gave us the most control over the content, and allowed us to consolidate time efficiently while maximizing their budget. We were able to convey all the specific calls-to-action in one :60 spot, leaving no target or selling proposition untouched.

The result was a success. NACE19 bested performance of all previous conferences, and we'd like to think the opportunity to wear mouse ears had nothing to do with it.



[Click Image to Watch Video](#)

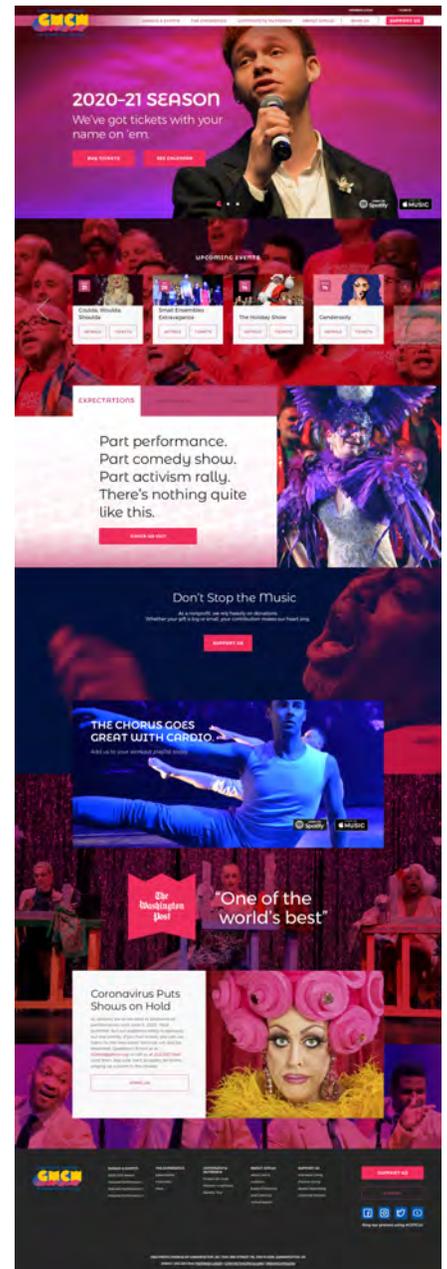
GAY MEN'S CHORUS OF WASHINGTON, DC

During its forty years in existence, the Gay Men's Chorus of Washington, DC has gone from having to hide who they are to performing at a presidential inauguration. Their standing in society, and how they view themselves, has changed remarkably during this period.

With that change has come some disunity as a result of differing perspectives. Are they primarily an arts, social, or cause-driven organization? With the chorus membership expanding beyond just gay men, what does that do to the culture, sound, and impact of the chorus? And depending on the answers, is their name appropriate and what should their logo be?

We undertook a research project to uncover the answers. They gave us license to view their treasure trove of archives, stored at George Washington University. We interviewed and surveyed members, leadership, staff, and the public, both in-person and online. And we presented our findings to an eighteen-person Discovery Committee.

We determined the name is still appropriate and valuable; the logo and accompanying identity pieces were updated, including their subbrands and ensemble groups; and the website was relaunched to kick off their 40th anniversary year. The response so far has been overwhelmingly positive.



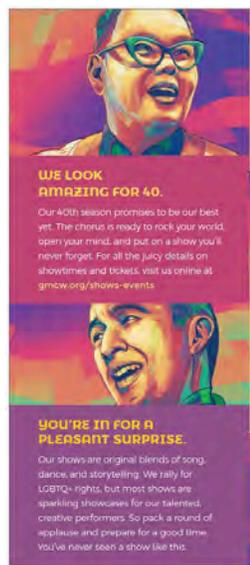
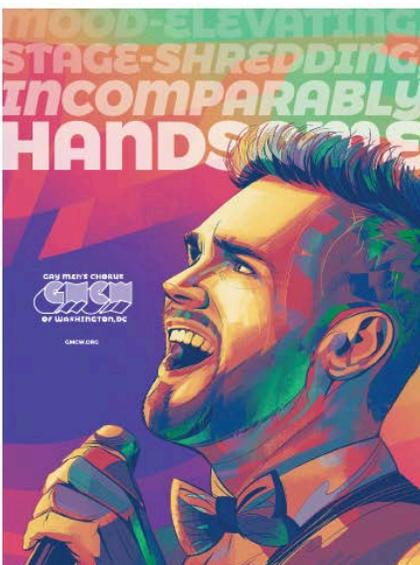
GAY MEN'S CHORUS OF WASHINGTON, DC

The Gay Men's Chorus of Washington (GMCW) was turning 40. They asked us to help commemorate the milestone. This was a big deal; GMCW is one of the country's best choruses. And surviving as a non-profit, in the face of adversity, for 40 years, was quite the accomplishment. The problem? While those that knew them, loved them. But there were too many others who didn't know they exist.

So we focused on the product itself—the chorus. People didn't understand how good they were. They're a well-rehearsed, seriously-talented collective of singers, dancers, and storytellers. They're comparable with a Broadway show. But you wouldn't know it, unless you'd seen it.

We identified a library of photos; chorus members singing with raw emotion. But the photos themselves weren't good enough. So we tapped an versatile illustrator to transform these images into original illustrations. Then we paired those with poignant descriptors around how professional, skilled, and entertaining the chorus is.

The ads were impossible to miss.



WOOLLY MAMMOTH THEATRE COMPANY

DC's iconic Woolly Mammoth Theatre Company wanted a new brand to re-establish themselves as long-standing, inside-the-beltway outsiders. We worked collaboratively with the client to develop new strategic positioning and mission statements for the theatre, settling on "rousing, visceral epiphanies" as the central creative idea behind the theatre's mission.

Taking inspiration from street protests and guerrilla artists, we designed an expressive new brand identity from the ground up, including logo, typefaces, custom glyphs, backgrounds and marks.

It's a little bit Banksy and little bit Subcomandante Marcos.

In the board retreat that followed the rebranding, the theatre co-founder and artistic director called the new mission and identity "one of the greatest gifts in the history of the theatre," and said that he uses that phrase "rousing, visceral epiphanies" to guide all his decisions about the theatre.



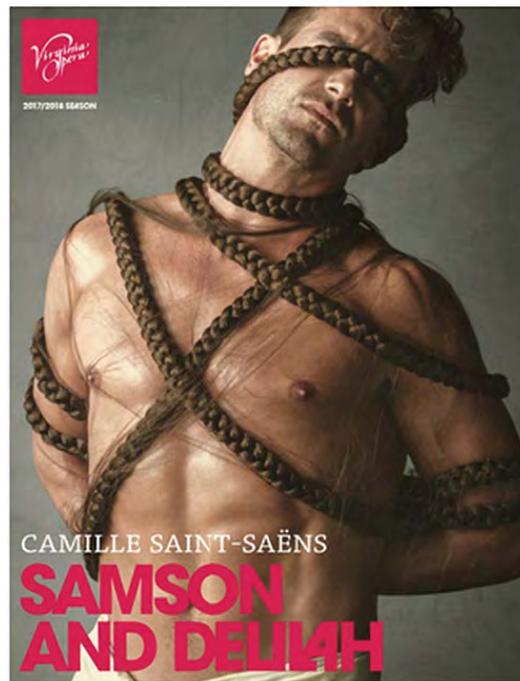
VIRGINIA OPERA

Based in Norfolk with satellites in Richmond and Fairfax, Virginia Opera is the official opera company of the State of Virginia. They are well known for staging performances by renowned historical composers. And it's been that way since 1974.

However, that longevity has its limitations. When they came to us, their audience was aging the wrong way—toward oblivion. While they could recast and reset their actual performances, they needed to get the word out that Virginia Opera was not your grandmother's libretto.

So we hired talent from the modelling industry to charge our work with sexuality. We included blood and bondage to suggest violence. For each composition, we found the most dramatic point in each opera and built a single modern, hyperreal version of that scene.

The response was exactly on point. Our work appeared in advertising, posters, collateral, and the playbills themselves. We were able to both increase overall attendance, and thus revenue. But just as important, the average age of Virginia Opera's audience members dropped fifteen years.



CYBER RISK INSTITUTE

Cyber risks are a constantly evolving threat—especially for banks. Luckily, front line defenders are there to mitigate the threats.

But the current regulatory environment hampers those defenders. It consists of multiple regulatory bodies that issue cumbersome, redundant forms which add up to thousands of questions. Answering those forms keeps front line defenders away from their most important task—staying vigilant against threats.

So the Bank Policy Institute created the Cyber Risk Institute. CRI boiled down the questions to one set of 277, and called it The Profile.

But they needed a logo, branding, and a website to promote their new, streamlined method to banks, regulators, and anyone in the financial industry who could become a member.

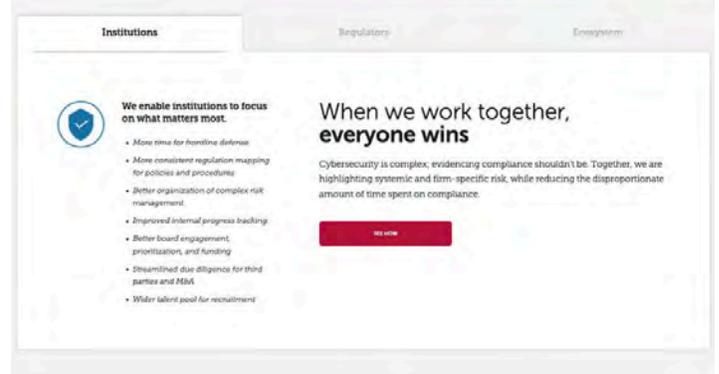
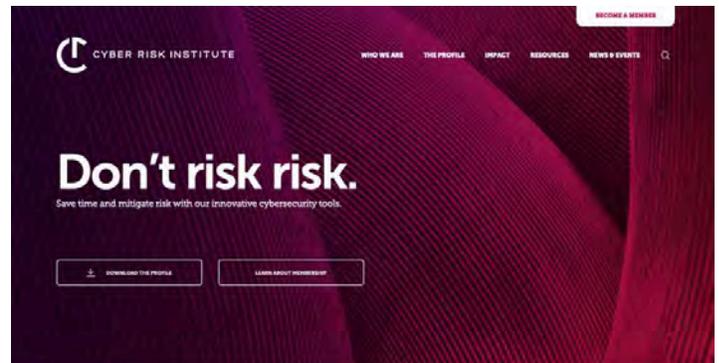


We created a logo that uses their acronym to form a power button, consisting of a thin but balanced sans serif font, and a bold combo of red and purple—which pays homage to the Bank Policy Institute.

The art direction for their collateral and other pieces features abstract elements that flow, just like information. With imagery, we stipulate that it demonstrates order, alignment, and adheres to their brand colors.

The website fits all the necessary content for regulators, banks, and the press into a tabbed, modulated system that's easy to navigate.

The marketing campaign focuses in digital and social media, where we can use highly-targeted measures to ensure we're getting in front of the right audience. That coupled with PR pushes to the key industry publications and ongoing social media community management ensures we maintain a surround-sound approach and consistently reach our target where they are most engaged.



“
Meeting regulatory demands with consistency is incredibly difficult. For the first time, the industry is coming together to solve the problem.

— Cybersecurity Director / Tier 1 Institution

GIVE A NOTE

Give A Note Foundation raises funds to provide instruments, other resources, or straight cash to music educators and to save failing programs. But the website through which donations were solicited was not as functional or inviting as it needed to be. The new design addressed these issues through several vital updates.

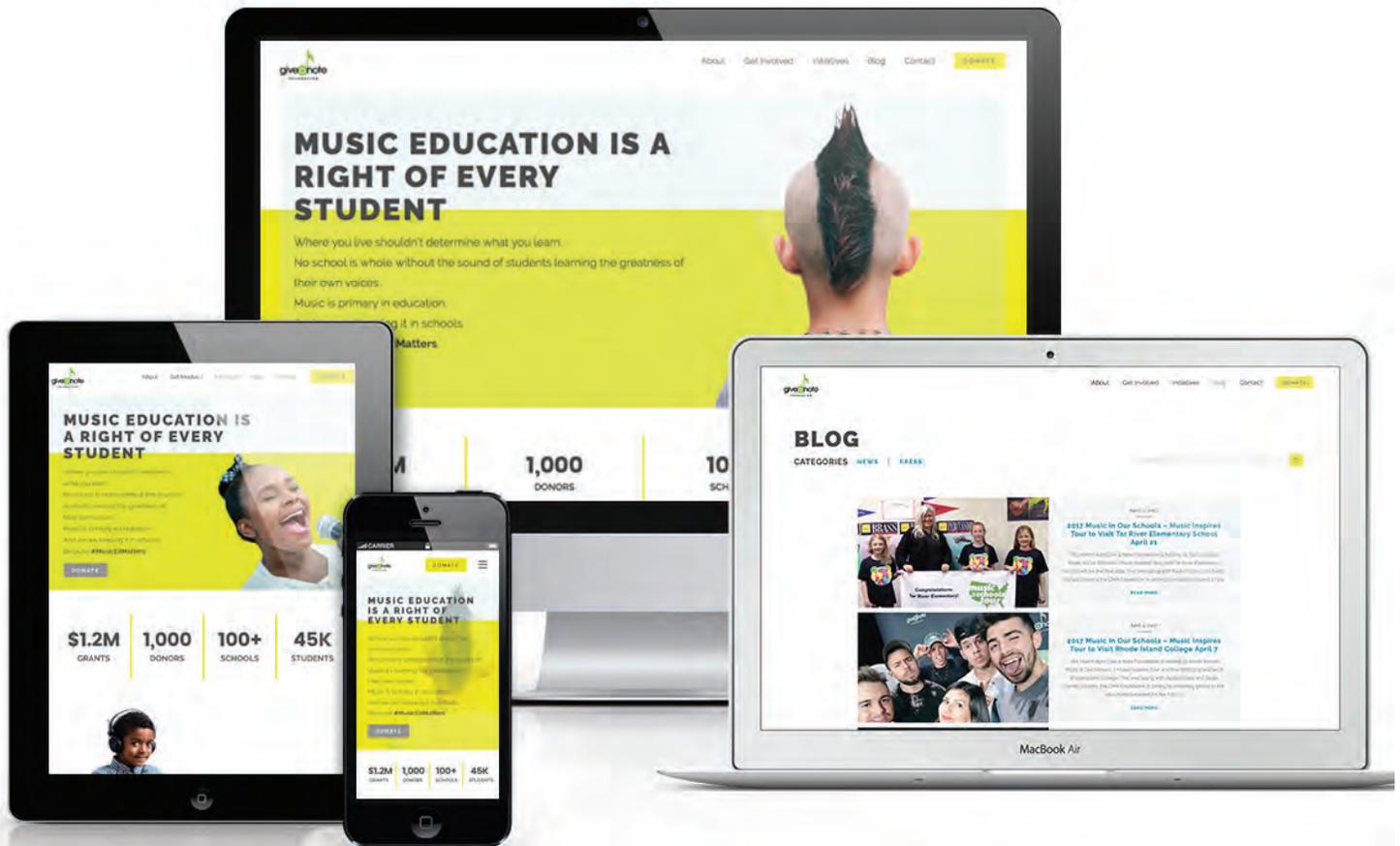
First, we developed a comprehensive style guide to serve as a how-to manual for all the work we would undertake on the site and later in Give A Note advertising. It included a color palette, a template for each page, and a list of brand voice “do’s” and “don’ts” for all future copy and site updates. There were strict guidelines on image selection—not only did the photography need to be inclusive from a gender and ethnicity standpoint, but also in terms of children who seemed distinct in style and personality. They needed to look unique.

Then we reorganized all site pages under a limited but still comprehensive navigational system that made finding pertinent information much more logical—including and especially how to donate.

We wrote compelling headlines, a manifesto, and matched that copy with imagery that was true to the types of students who benefit from Give A Note’s mission.

Then the teams tested different design options and configurations to make sure the site was responsive across all devices.

The relaunch provided Give a Note Foundation with an authentic look and consistent message for presenting their story and seeking donations.



ASSOCIATION OF ENERGY ENGINEERS

When you picture an environmentalist, what comes to mind? A protestor marching with a sign, someone wrapped around a tree, a science teacher?

Or do you think of an engineer?

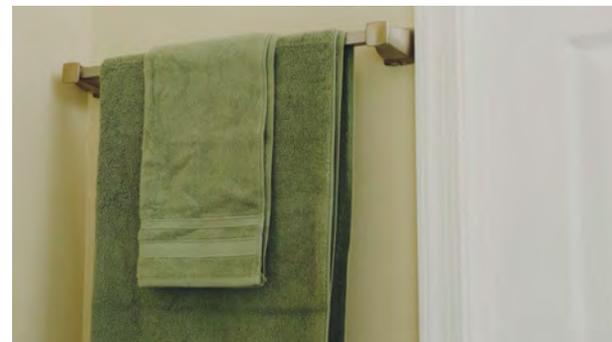
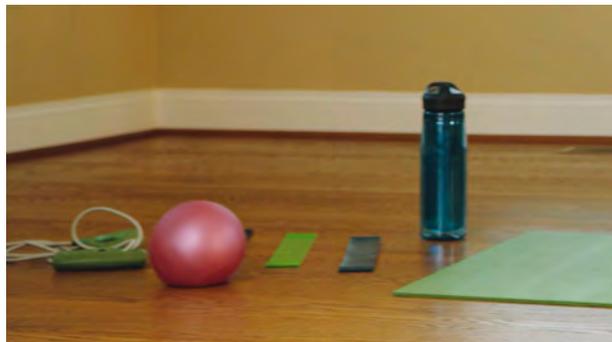
From now on, consider an energy engineer when you think of those who are fighting to save our planet. Because by building and designing more energy efficient living and working spaces, they contribute directly to the health of our world.

That's the message we sent with our social, digital, and video campaign for the Association of Energy Engineers.

The point was awareness about and advocacy for the often overlooked yet existentially crucial benefit of energy engineers.

We used imagery of people doing normal, everyday activities—eating, sleeping, riding a bike, jogging, even changing diapers or playing the drums—while wearing the signature headgear of an energy engineer, the white hardhat. Point being, energy engineers never stop thinking of ways to stop climate change through efficiency.

The results were tremendous. Clickthrough rates to our landing page beat industry average by five times for digital, by double for Facebook, and by twelve times for Twitter.



Click Images above to Watch Video

Association of Energy Engineers
November 24 at 6:01 PM · 🌐

Our engineers are offsetting climate change. By using strategies that are alternative and sustainable, members help eliminate greenhouse gases. They love to do it. Even if it's past their bedtime.

Learn more at <http://ow.ly/WAxM50CjcQo>
#aee #earthsenergyengineers #climatechange



Energy engineers burn the midnight oil. Unless there's a better way.

CEE
EARTH'S ENERGY ENGINEERS

Association of Energy Engineers
Sponsored · 🌐

Our members are keeping up with climate change. Worldwide, energy engineers interpret trends, conduct audits, identify reductions, and set up GHG management programs. Can they keep it up? You bet.

Learn more at earthsenergyengineers.com
#aee #earthsenergyengineers #climatechange



When it comes to slowing climate change, our members go the extra mile.

CEE
EARTH'S ENERGY ENGINEERS

EARTHSENERGYENGINEERS.CO...
Earth's Energy Engineers

[LEARN MORE](#)



Energy engineers fight climate change. Even when they're running on empty.

CEE
EARTH'S ENERGY ENGINEERS

WILD BIRD FEEDING INSTITUTE

There are more ways to beautify your backyard than using a lawn mower and a pair of pruners. One of the best is inviting nature to return to yards that have been cleared for humans.

The Wild Bird Feeding Institute understands this, and promotes it for its members, who are the business end of the wild bird feeding industry.

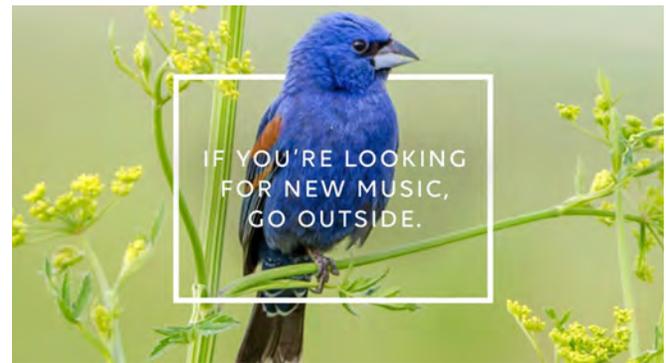
They asked us to develop their very first consumer campaign that would drive interest in using bird feeders to beautify backyards. We targeted female suburban homeowners interested in health, home improvement, and nature.

Our research suggested that interaction with birds is beneficial to our mental health. So we asked our audience to not only consider feeders as a way to beautify their backyards, but also as a way to relieve stress and achieve a sense of calm.

The digital, social media, and video campaign rolled out with captivating imagery and compelling headlines describing the benefits of attracting birds to your backyard. Each ad ended with the same call-to-action: to visit our new landing page. Here, consumers could learn more about feeding birds. And input their zip codes to find nearby WBFi retailers.



Click Images Above to Watch Videos



MURLARKEY DISTILLED SPIRITS

MurLarkey is a distillery in Bristow, VA. Their product has been awarded internationally, and their Divine Clarity vodka is a two-time gold medalist—as in, best in the world. But while the judges loved them, many consumers didn't know about them.

To help spread the word, we created content for social media—and beyond. This included videos and static posts. The videos were gorgeously shot, showcasing the distillery's inviting interior. More importantly, we focused on the founders. This was their story, and it overlapped perfectly with the history of distilling in Virginia.

In addition, we created a second campaign that was ripe for social media. Inside, the distillery walls are filled with fun, drinking-related quotes. So we made a dozen of our own to be used on social and printed as postcards.

Since the work, business has surged. Social media engagement was 4x greater than any previous post. And there's not a bad comment in the bunch. Given our outrage era, it's nice to know good clients and good work can still make a positive impact.



[Click image to watch video](#)



MURLARKEY DISTILLED SPIRITS



[Click image to watch video](#)

BONTERRA

Bonterra was organic before organic was cool. In fact, this plot of land was the first organic farm in the country. So when you look at Bonterra, you see pure beauty. A lush, open landscape whose natural condition invites lots of bugs. Which means more birds and other bug-eating animals. It's really an all-out spectacle of flora and fauna.

We were tasked with rebranding and marketing their wine. And obviously, we wanted to stay true to the farm's roots. So each wine bottle was designed with fauna you'd spot on the farm—and corresponding flora, too.

We used light, natural colors you'd see there on a sunny day. And those provided a sense of airiness; as if you're actually there.

Our messaging touted the benefits of organic wine. And we created a website to show the farm's natural beauty that trickles into each bottle. After all, it's more than just grapes.

Today, Bonterra isn't just the first organic farm and vineyard. It's also the largest producing (and selling) organic vineyard in the US.

2006
89 POINTS
WINE ENTHUSIAST
May 2008

WE USE ORGANIC GRAPES.
BECAUSE THE LESS WE ADD, THE MORE YOU TASTE.

Since 1987, we have carefully crafted our award-winning wines with grapes from our certified organic vineyards. Without the use of pesticides and fertilizers. By stripping away everything unnecessary, you are able to experience the true nature of wine.

Bonterra
ORGANIC VINEYARDS

EVERYTHING IN BALANCE • DRINK RESPONSIBLY • BONTERRA.COM • Facebook

2008
88 POINTS
WINE ENTHUSIAST
July 2010

WHEN EVERY GRAPE IS ORGANIC,
EVERY SIP IS A REVELATION.

We believe nothing should come between you and the true nature of wine. So since 1987, our certified organic vineyards have been free of pesticides and fertilizers. This allows us to capture the natural intensity of the grapes within every award-winning bottle.

Bonterra
ORGANIC VINEYARDS

EVERYTHING IN BALANCE • DRINK RESPONSIBLY • BONTERRA.COM • Facebook

BONTERRA



OUR COMMITMENTS WINES WINE CLUB BONTERRA LIFE SHOP



Organically Farmed Collection

The iconic collection of America's favorite organically farmed wines; bright, fresh and balanced varietals just as they're meant to be.

[Learn More](#)

OUR COMMITMENTS WINES WINE CLUB BONTERRA LIFE SHOP

Our Commitments

Home - Our Commitments

Organic Farming

The mission for growing this wine was simple: organic grapes produce the sweetest expressions of the varietals and land on which they are farmed.

Biodynamic Farming

The principles of Biodynamic Farming is the greatest way to understand what it is: a living organism which is self-sustaining, self-cleaning, and follows the cycles of nature.

Our Team

Our passion-driven team ensures that our mission is reflected in everything we do: creating the highest quality wine while honoring our respectful collaborations with the land.

Let's Keep in Touch!

Join our mailing list and receive 10% off your first order - plus monthly updates and offers!

ENTER EMAIL SIGN ME UP

Connect with Us

[f](#) [@](#) [v](#)

2016 American Winery of the Year

Contact | Policies | FAQ | Trade and Media | Site Map

© Bonterra Organic Vineyards, Healdsburg, CA

OUR COMMITMENTS WINES WINE CLUB BONTERRA LIFE SHOP

Bonterra Life

ENTERTAINING EVENTS FOOD & WINE HOME & GARDEN RECIPES

Oysters 6 Ways

Not many things pair better with a glass of oysters than our beautifully crisp Sauvignon Blanc. Bring out the organic brightness of ripe citrus peels and mirror notes with our 6 recipes for dressing your favorite seafood, using fresh...

Roasted Harvest Salad

Incorporate your organic summer harvest in a mix of flavor and textures by using our roasted harvest salad, made with seasonal vegetables and fresh greens. For a special treat, we love pairing alongside our Young Red or Espinon Red!

Homemade Compote: Tips & Tricks

Celebrate Organic September by learning to make your own organic compote! Help your garden thrive with our tips and tricks for saving common mistakes that fall for your organics and flowers. Advice for Beginners: Keep in mind that your...

Squash Salad

Your squash salad starts with all your summer favorites - especially organic! The right profile of our 2017 Young Red! What better way to use your fresh, organic, summer organics than in this easy-to-thank salad? Topped with homemade...

Organic Practices to Help your Garden Thrive

While some events are complicated pests and grow times that many gardeners can actually play an integral role in keeping your garden healthy? Help your plants thrive with these simple... Bonterra Life...

Juicy Watermelon Salad

Looking for the perfect complement to our 2017 Young Red? Try this juicy summer salad. Made with sweet seasonal fruit and topped with feta and fresh herbs. We love enjoying this salad during the hot late weeks of summer as in...

Contact | Policies | FAQ | Trade and Media | Site Map

© Bonterra Organic Vineyards, Healdsburg, CA

OUR COMMITMENTS WINES WINE CLUB BONTERRA LIFE SHOP

Wines

Home - Wines

One Cent Shipping

ON 12 BOTTLES OR MORE
Any order of 12 bottles or more qualifies for 1¢ shipping. Orders of 1-11 bottles are charged a flat rate of only \$10.

ALL WINES TOP RATED RED WINES

LEYSAN COLLECTION CELLAR DOOR COLLECTION WHITE WINES

ORGANICALLY FARMED BIODYNAMICALLY FARMED PINNACLES

Organically Farmed Collection Biodynamically Farmed Collection

Young Red \$16.99

Dry Muscat 2017 \$16.99

Espinon Red 2016 \$16.99

Contact | Policies | FAQ | Trade and Media | Site Map

© Bonterra Organic Vineyards, Healdsburg, CA

COLLINS INVESTMENT GROUP

Financial planners like to coin proprietary wealth creation theories that are shrouded in secrecy and only available to highly trained initiates. They're usually highbrow and confusing, just like that last sentence.

Collins Investment Group isn't one of those financial planners. They've got two basic rules, which are easy to follow. Unless, of course, you allow greed or rashness to cloud your judgment.

We created a pre-roll commercial that states those two rules simply. And reminded prospective clients why they're important to follow.

From a visual standpoint, going plain-Jane wasn't an option. YouTubers aren't there to see commercials. In fact, they're overly eager to hit that "Skip Ad" button ASAP. So we used a financial metaphor that explained—and entertained. A man fights a bear and loses the shirt off his back. It's weird, funny, and action-packed. And it definitely wasn't ignored.



[Click Image to Watch Video](#)

HICKEY FREEMAN

Since 1899, Hickey Freeman has sold high-quality, tailored clothing for men. But classic qualities like craftsmanship and care weren't resonating with newer generations. Even with major product changes (modern fabric, newer options, etc.), they couldn't capture their younger demo's heart.

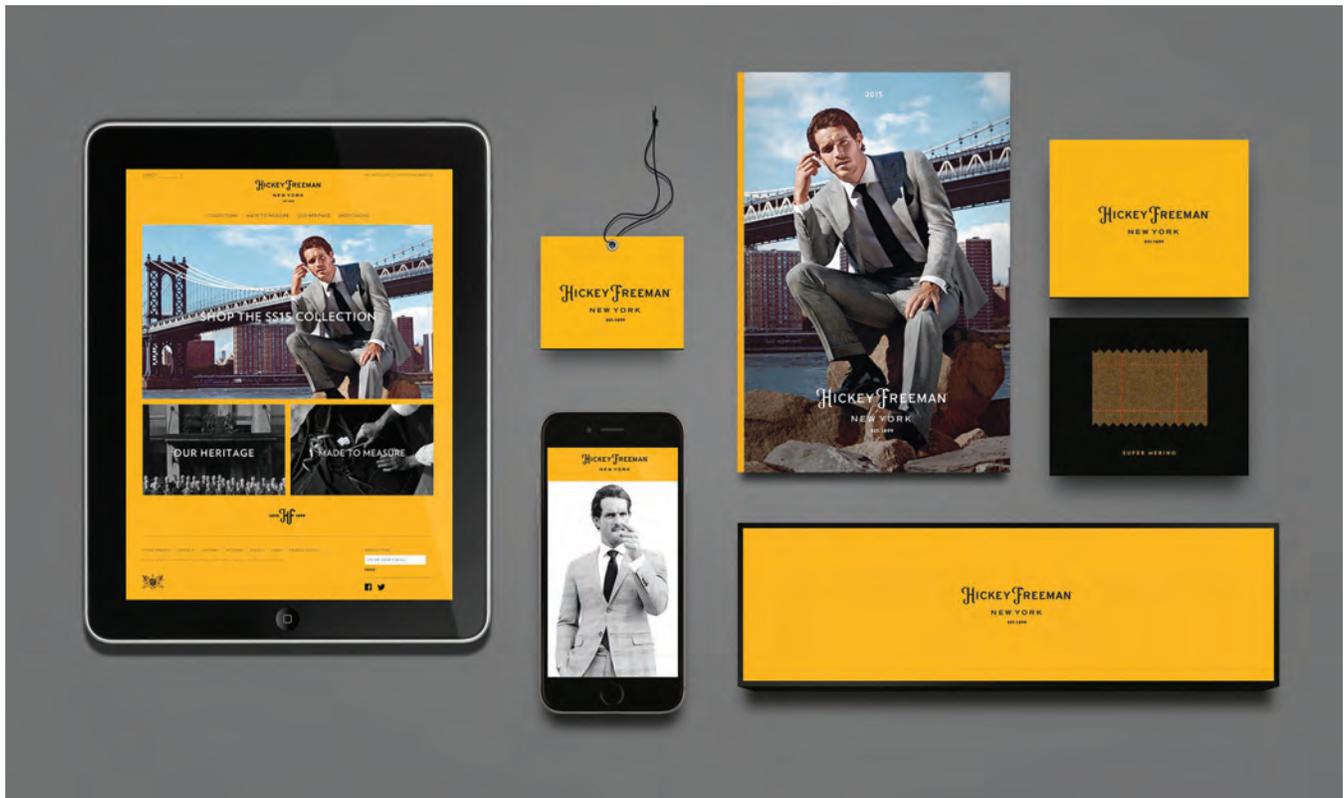
So we dug deep into the brand. We visited their archives, pulled up old iconography and illustrations, and scoured fonts and lettering. During the process, we uncovered the heart of the brand: the Hickey Freeman crest; classic measuring tape; needles and thread. We also found out their clothing isn't just made in America. It's made in New York. And we needed to weave all of those elements into a modern rebrand.

First, we updated the logo. We gave it a clean, modern look, but still paid homage to their longstanding history. Then, we

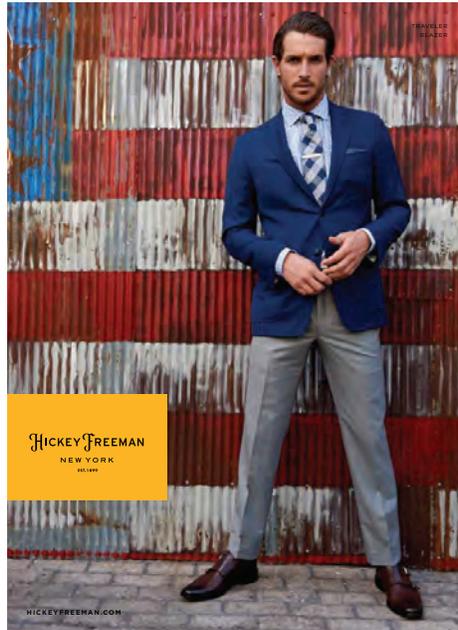
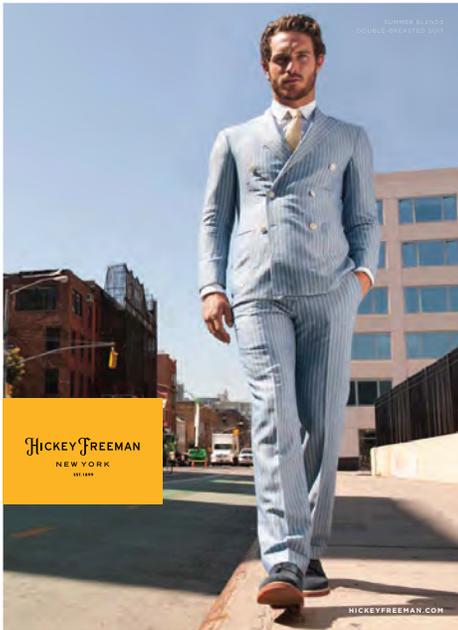
updated their labels using a rich, gold palette (inspired by tailor's tape) to give their retail displays an attention-grabbing pop of color. And finally, we used patterns, colors, and other elements that were quintessentially New York.

From there, we put the new brand on everything we could: clothing labels; made-to-measure sample boxes; the website; and finally, the stores themselves. Yu Tsai shot our gorgeous ads on Brooklyn's grittiest streets. And we piggybacked the youthful, all-American looks of model Justice Joslin to appeal to the younger audience.

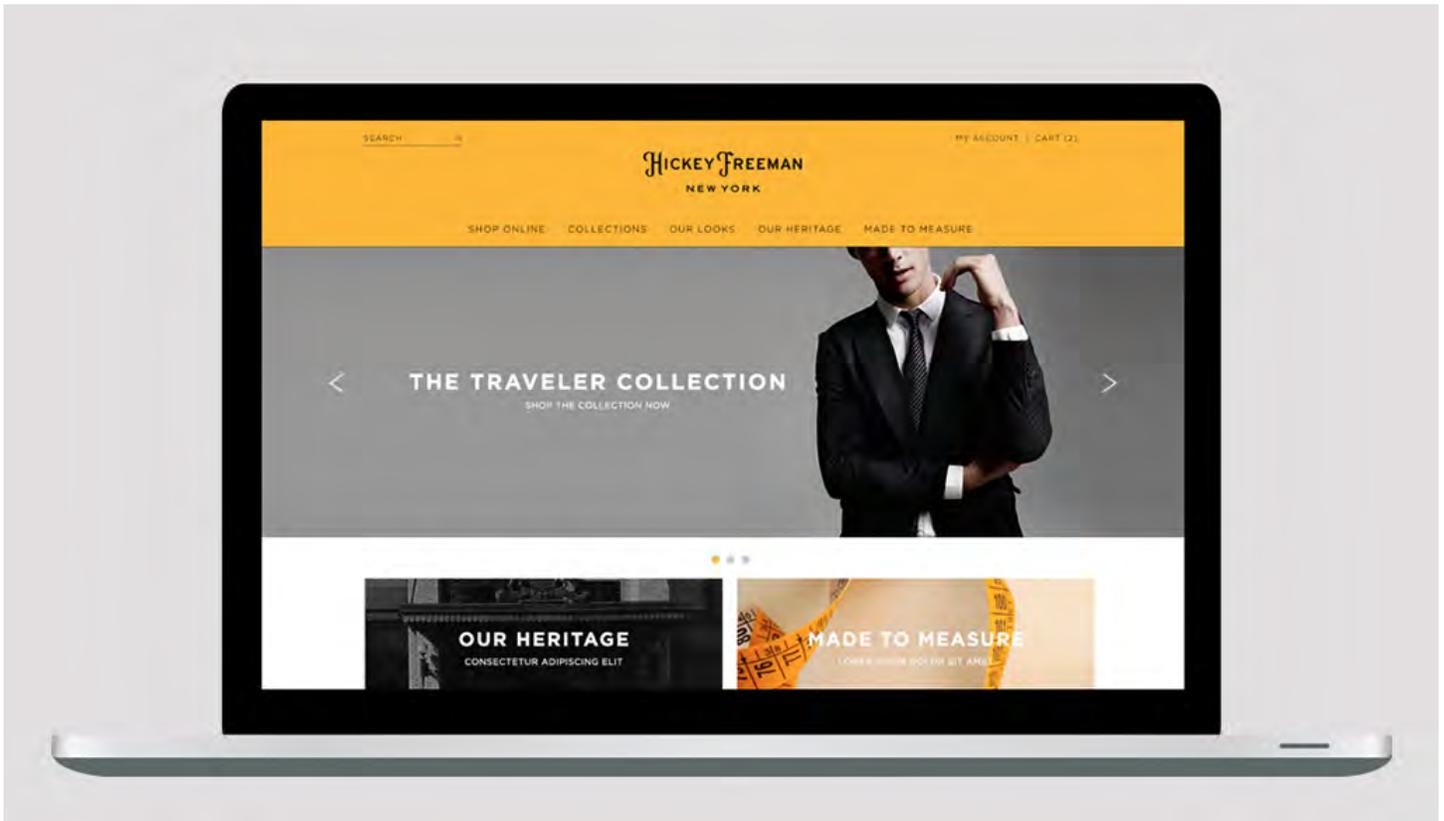
By juxtaposing high-end suits with hard-working, historic roots, we were able to maintain the brand's history and appeal to a younger target. Our creative problem-solving came through big. All we had to do was pull up our sleeves.



HICKEY FREEMAN



HICKEY FREEMAN



THE TEMPLE

That's what everyone calls it: the Temple to Fine Tailoring. Two young entrepreneurs named Jacob Freeman and Jeremiah Hickey built it in the early years of the 20th century. Their plan was to bring high-quality hand-tailoring to men from coast to coast. As they envisioned it, a Hickey Freeman suit would be a testament to both the delicate artistry of hand-craftsmanship and the steady consistency of modern technology.

Their idea turned into an epic American success story. Men of style and achievement have, for generation after generation, turned to Hickey Freeman for authenticity and quality, elegance and innovation. They still do.



THE VERY PINNACLE OF AMERICAN TAILORING

The Temple — a 225,000-square-foot factory in Rochester, New York — is where it all happens. Tailors from around the world gather in Rochester's sartorial sanctuary to set sleeves and stitch collars and roll lapels. Each tailor has a different specialty, but they all share a common goal: to create suits that represent the very pinnacle of American tailoring.



Home > Shop Online



HATCH BRILLIANCE

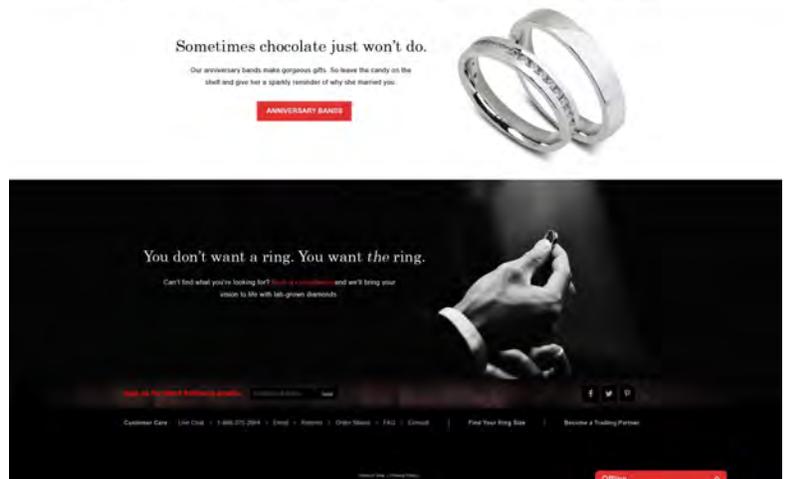
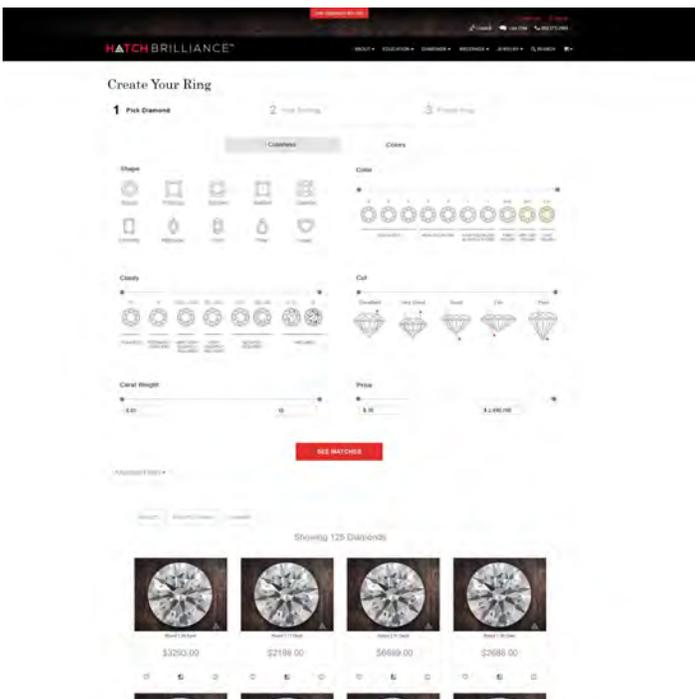
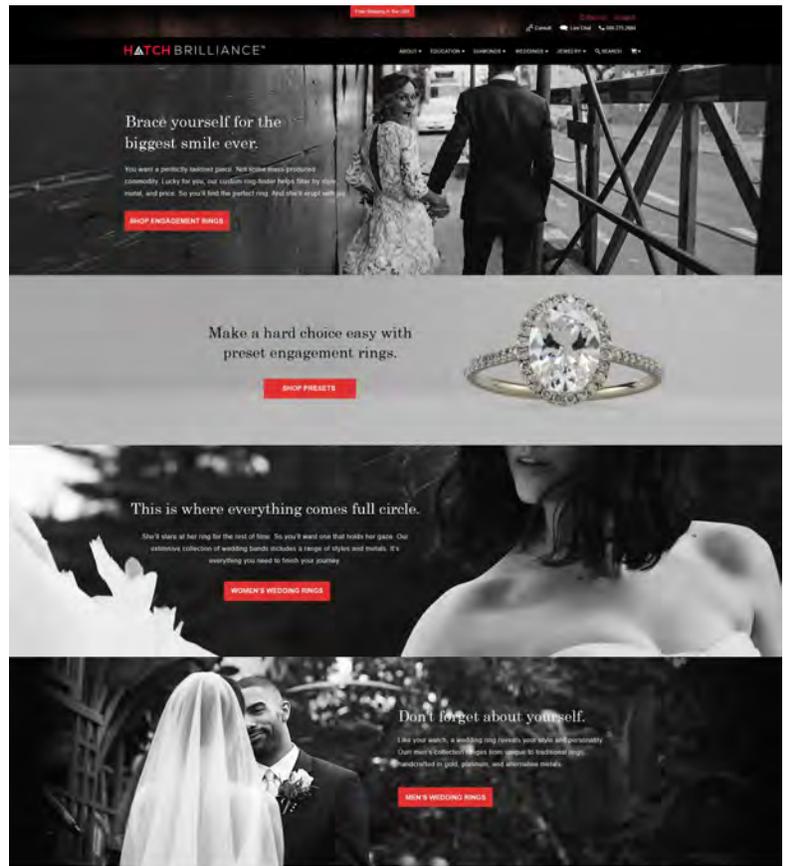
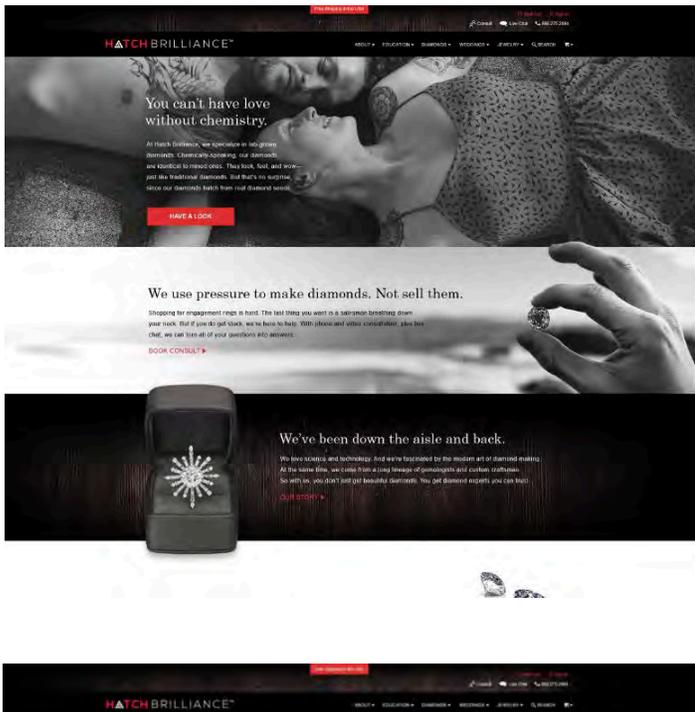
Hatch Brilliance is a new marketplace for lab-grown diamonds. They came to us needing a brand and a website. And that's exactly what we gave 'em.

To start, we dove deep on the competition. Turns out, 90% of jewelry websites were the same: stark white backgrounds with generic, retail-centric copy. Boring.

Next, we dug into the target.

These were smart, scientific, thirty-something males with an affinity for high-end brands like Apple, Tesla, and Suntory—a Japanese whiskey-maker. These brands had plenty in common: reds, whites, and blacks. Plus clean backgrounds and lots of wood grain.

We meticulously melted everything together to form a bold, unmistakable look. And finished things off with a confident and friendly voice that matched the authentic personalities of the owners.



WOLF TRAP

Wolf Trap is one of the nation's most unique concert venues. Their hybrid, indoor-outdoor amphitheaters are a venerable favorite among DC-area residents. But they needed a TV campaign to match their recent brand refresh, so we jumped at the opportunity.

There were a couple big challenges here. They wanted to implement their new colors and brand elements. But really, they wanted to showcase their upcoming artists. And they wanted a budget-friendly "template" they could use for years to come.

Our design and edit team solved the problem with a minimal, yet super fresh template. We matched the look and feel to their current brand. And paired concert footage with bold, artist labels to make future swaps nice and easy. To put a bow on everything, we licenced a song from underground artist, RJD2, whose cross-genre sampling appealed to Wolf Trap's broad audience.



[Click Image to Watch Video](#)



REFERENCES

STEPHANIE HARRINGTON

**Director, Development and Membership Marketing
American Society for Engineering Education**

s.harrington@asee.org

202-331-3521

Services: Brand Research, Brand Platform, Branding, Campaign Strategy, Campaign Development & Execution

Length of Service: February 2019 - Present

JUSTIN FYALA

Executive Director

Gay Men's Chorus of Washington, DC

jfyala@gmcw.org

202-293-1548

Services: Brand Research Study, Brand Identity Development, Website, Marketing Campaign

Length of Service: January 2019 - September 2020

MICHAEL HEWSON

Brand Management & Creative Director

Association for Energy Engineers

michael@aeecenter.org

404-819-9260

Services: Campaign Development: Social Media, Video, Digital

Length of Service: September 2020 - Present

ALAN CARROLL

Vice President

Cyber Risk Institute

alan.carroll@cyberriskinstitute.org

734-645-0598

Services: Brand Research, Brand Identity, Website, Collateral, Marketing Strategy, Marketing Campaign: Digital And Social Media, Social Media Community Management & Maintenance, Press Releases, Blog, Monthly Newsletter

Length of Service: January 2020 - Present



COSTS

RATES

Our pricing model is different from other agencies. We do not charge hourly rates.

Instead, we will estimate costs by project based on the final scope of work. We find this is more economical for our clients to get what they paid for, no matter how long it may take us to solve.

As each project or need arises, we will work with you to determine the scope of the project and then will provide you with an estimate for approval, prior to moving forward.

SAMPLE PROJECT COSTS

We understand your desire to compare costs for services. Therefore, below we have provided sample scopes with sample pricing.

SAMPLE PRICING	
TYPES OF CREATIVE DEVELOPMENT	COST
Campaign strategy development, creative concepting & application to 3 print, 3 digital banners (5 sizes each), 10 social posts, video storyboard. Production costs not included.	\$12,500
Design of logo, with brand guidelines including color palette, typography, visual elements, tone/voice	\$5,000
Design & copywriting of single-page brochure or flyer	\$1,875

ADDITIONAL COST CONSIDERATIONS

Hard Costs

Hard costs including but not limited to, stock imagery or video purchase, illustration, fonts, etc. are not included in fees and will be estimated separately as needed.

Production Costs

Production of creative assets including but not limited to video production and editing, photo shoots and retouching, music licenses, voiceover or on-camera talent usage rights, animation, print production, shipping, etc.

Media Spend

The costs to buy media placements, such as social promoted posts, digital networks, singular ad placements, etc. are not included in the fees. They will be based on your budget and the strategy developed. We will outline our recommendations for how to get the most for your budget and negotiate on your behalf.