

George Mason University

REQUEST FOR PROPOSALS GMU-1692-21

Creative & Marketing Services



Introduction

TDC is pleased to have the opportunity to submit this proposal to develop creative and marketing materials for George Mason University. TDC specializes in creative design and integrated marketing communications, with a majority of our assignments in the higher education arena. We've worked with Georgetown University's McDonough School of Business for over four years on a variety of admissions and communications material. We have also partnered with Capitol Technology University for over 10 years and recently designed and implemented a new admissions and recruiting campaign. We have also completed major assignments for Howard University, College of Southern Maryland, George Washington University, and Johns Hopkins University.

In this document, we have detailed our qualifications and experience in three of the five categories included in your RFP. We have also described our approach to providing the proposed services outlined in your statement of work. All in all, we aim to convey our commitment to becoming a valued partner with GMU on this creative and marketing services contract.

Furthermore, we hope to show you our experience and expertise in the education arena—specifically through our creative design capabilities, web design and production, and range of copywriting skills. Most importantly, we look to demonstrate our passion for designing top-notch creative and marketing strategies, and delivering superior service.

We look forward to hearing from you.

Sincerely,



David Franek
President

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Procedural Information

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

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.

Legal Name: The Design Channel, LLC

Date: 12/08/20

DBA: The Design Channel or TDC

Address: 5420 Wisconsin Avenue, Chevy Chase, MD 20815

By: 

Name: David Franek

Title: President

FEI/FIN No: 52-2350714

Fax No: 301-951-9197

Email: david@thedesignchannel.com

Telephone No: 301-951-9195

Cell phone No: 202-841-8287

SWaM Certified: Yes: ____ No: X

SWaM Certification Number:

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

b. Return Attachment A - Small Business Subcontracting Plan.

See next page

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

Our preference is:

Option#3—Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account.

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: The Design Channel, LLC

Preparer Name: David Franek

Date: 12/08/20

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

Subcontract #2

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

TDC plans on applying for a Small Business DSBSD certification.

2. Qualifications and Experience

Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following:

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

These services include:

- A. Creative design
- B. Web design and production
- C. Copywriting, Proofreading, and Copyediting

A. CREATIVE DESIGN

TDC will make substantive and meaningful recommendations for the creative direction and development of materials based on creative briefs supplied by GMU. We are big believers in brand quality and consistency and we will always strive for creative direction to ensure production of materials that will be consistent with Mason's marketing strategy, brand identity, communications platform, and quality standards.

We understand the basic requirements for this will be:

1. Creating, designing, and producing print, outdoor, broadcast, and internet branding campaigns.
2. Creating, designing, and producing enrollment/direct response campaigns that could include advertising, direct mail, landing pages, video and html emails, digital media, social media, etc.
3. Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, CDs, etc.
4. Creating illustrations and graphic devices (such as symbols).

The following are brief descriptions of some of our success stories specifically related to these requirements. Later in this proposal, in Section 4 ("Creative Samples"), there are links to full case studies showing complete examples of our creative design work.

Capitol Technology University

Since its founding in 1927, Capitol Technology University (formerly Capitol College) has thrived as the only independent institution of higher learning in Maryland dedicated exclusively to programs in engineering, computer science, information technology, and business. It is recognized for its practical, hands-on classroom instruction as well as for its online education that provides students with the knowledge and skills necessary to prepare for and advance STEM careers.

Capitol needed a more impactful branding, messaging platform, and integrated marketing communications campaign to reflect its unique educational programs and standing in a job market increasingly emphasizing technology and information science knowledge. After being selected to lead Capitol's rebranding effort, The Design Channel embarked on a deep-dive discovery process centered on interviews with Capitol administrators, staff, current students, alumni, and other external audiences to establish a foundation for messaging and creative

strategies. We also examined the branding and marketing campaigns of competitive schools and conducted an in-depth review of Capitol's marketing materials.

Our research and understanding led to a positioning and theme line that served as a campaign anchor for years to come: "Capitol College isn't for everyone. But it's perfect for me." This theme was implemented across print, digital, radio, video, landing pages, and outdoor, with targeted messaging and media buys for undergraduate and graduate campaigns, and with all tactics linked to a campaign microsite. Overall, our work defined the school's true brand appeal and our integrated marketing campaigns created higher brand awareness among prospects and helped increase enrollment.

College of Southern Maryland

College of Southern Maryland (CSM) is a state institution that serves students on four campuses in southern Maryland and offers degrees in arts and sciences, education, applied science, allied health, and other fields. The school was looking to raise its visibility among college-bound students and their families. It lacked a strong brand image and knew that outside help was needed to reinforce its marketing assets.

After interviewing key stakeholders and students, we learned that many high school graduates were unsure of their career pursuits. However, they believed that spending two years figuring out their future was more appealing than being locked into a traditional four-year undergraduate liberal arts program. With this knowledge, we helped re-energize CSM's positioning to focus on helping students realize their potential. We created a suite of recruitment materials, including direct mail postcards, a viewbook, an academics and transfers booklet, a "How to Afford College" mailer, Open House emails, and more.

The campaign was highly successful in meeting admissions goals of increasing inquiries and Open House participation. The college has used the look-and-feel we developed to brand all of its marketing and communications materials, including campus banners, kiosks, admissions catalogs, event materials, and more.

Campaign Against the New COVID Threat

The Frederick County Health Department (MD) enlisted our team to develop a broad-based PSA campaign around the emotional stress from the pandemic. It aimed to let county residents know that resources and guides for identifying and getting help for conditions such as depression, drug abuse, trauma, and suicide were available for family members or friends who were suffering or endangering others.

One of the first campaign elements that we established was a theme line that assured county residents that they didn't have to face their difficulties alone—"A Way Forward Together." In addition, our online research, in conjunction with resources provided by Frederick County, yielded content that served as the foundation for messaging. The theme line, and an accompanying logo and overall campaign look-and-feel we designed, anchored a wide scope of communications that included online assets, a campaign landing page, social media, print, TV and radio spots, outdoor, and collateral materials which directed audiences to appropriate resources for help.

B. WEB DESIGN AND PRODUCTION

TDC will provide web development consulting services and the design, creation and programming of web templates. We will employ applications using the latest industry-standard tools as well as best practices for the chosen platform. We understand that the final product may include programming in various industry-standard web languages such as CSS, HTML, XHTML, etc., that meet Section 508 compliance.

Basic requirements include:

1. Creating, designing, and producing landing pages, mini websites, and other web templates
2. Providing proposed site/information architectures, page prototypes, and illustrations
3. Creating, designing, and producing web applications
4. Creating, designing, and programming CSS web templates, blog skins, etc.

The following are brief descriptions of some of our success stories specifically related to these requirements. Later in this proposal, in Section 4 (“Creative Samples”), there is a link to our web projects case study showing complete examples of our web design and production work.

Morehouse School of Medicine

Morehouse School of Medicine was launching a major capital campaign to fund new facilities and advancements in key strategic areas. It enlisted TDC to develop a campaign-exclusive look-and-feel and brand theme, which was applied to an array of collateral materials and, most importantly, to a campaign website. Our site delivered narrative to the areas of focus, a dynamic approach to bringing the campaign theme line (“IMPACT—The World Needs What We Do Best”) to life, and compelling profiles of individuals who represented the finest of what the School offered to the world.

msmimpact.com

Functionality and features included:

- Site architecture and navigation system
- Responsive design
- WordPress CMS
- Search Engine Optimization
- Integrated video slider
- Interactive fundraising counter
- Strategic initiative sections
- Accordion content access

Burgundy Farm Country Day School

This independent PreK–8th grade school in Northern Virginia, among the first in the country to champion a hands-on, progressive approach to education, wanted to distinguish itself from other schools adopting similar practices. After a comprehensive discovery and brand analysis process, we created a fresh brand look-and-feel, positioning, and messaging theme (“Grow Beyond the Boundaries”) that better underscored Burgundy’s strengths and offerings. We redesigned Burgundy’s website while incorporating these elements to give greater exposure to the school’s unique community, values, facilities, and resources.

burgundyfarm.org

Functionality and features included:

- Site architecture and navigation system
- Mega menu interface
- Responsive design with mobile-first functionality
- WordPress CMS
- Search Engine Optimization
- Integrated fundraising and event payment platform
- Parallax scrolling

Virginia Foundation for Healthy Youth

VFHY enlisted us to redesign and produce its micro website for FeedVA.org. It is a website that serves as a hub for connecting providers, sharing resources, strengthening local food systems, and accelerating efforts to help end childhood hunger in Virginia. TDC designed the site, which includes a comprehensive collection of statewide and localized data and resources, to make exploring Virginia trends in hunger, food access, and health easier and to help interested individuals and organizations participate in the cause.

www.feedva.org

Functionality and features include:

- Site architecture and navigation system
- Responsive design
- WordPress CMS
- Search Engine Optimization
- Integrated maps for learning more about hunger in Virginia
- Search functionality for maps and resources

C. COPYWRITING, PROOFREADING, AND COPYEDITING

TDC will ensure that copywriting is completed in a style and manner consistent with the approved creative direction of an assignment and with associated materials.

Basic requirements include:

1. Providing different types of copy, such as technical copywriting, advertising copywriting, sales/marketing copywriting, scriptwriting, and informational copywriting.
2. Writing, editing, and proofreading all copy before presenting to GMU for approval.

TDC has a senior writer who is an integral part of our team. He has years of experience in writing advertising copy; sales and marketing communications copy; scripts for TV, video, and radio; informational collateral copy; social media and blog writing; and technical writing. We also have a reliable writing and proofreading process that includes content research as necessary, initial drafts, review and refinements, and ongoing editing and proofing before final submission to our clients for approval.

The following are brief descriptions of some of our success stories related to these copywriting requirements. In Section 4 ("Creative Samples"), you will find links to full case studies showing examples of our work.

SIR Residency Essentials (Online Learning Program)

The Society of Interventional Radiology (SIR) is a medical organization focused on the advancement, education, and ongoing issues of interventional radiologists and associated professionals nationwide. This past year, SIR engaged TDC to develop a wide range of marketing and technical messaging assets around Residency Essentials, a turnkey online curriculum platform that SIR was launching. We developed:

- A brand theme line
- Landing page content
- Scripting for a video demonstration of Residency Essentials
- Email messaging
- Print ad copy
- Social media messaging
- Copy for assorted collateral materials

Amid an extremely challenging sales environment, our messaging and copy support were instrumental in helped SIR achieve its first-year sales goals for Residency Essentials after just four months. In addition to our work for Residency Essentials, TDC also edited and proofread content for SIR's 2019 Annual Report.

Patient First

A longtime client, Patient First is an urgent care provider that has turned to us for an extremely wide range of online, printed, and direct mail communications. In addition, TDC has conceptualized and scripted numerous television and radio spots for Patient First that have been broadcast across the Mid-Atlantic over the past 12 years. These spots have covered messaging that promotes Patient First's competitive benefits, unique services and accommodations during the pandemic, as well as broader branding messages that convey Patient First's core values and commitments. We are currently in the process of developing another TV spot for Patient First to air in early 2021.

K12

K12 is the nation's pre-eminent provider of online education curricula, programs, and services for kindergarten through 12th grade students. The company enlisted TDC to provide extensive copy and proofreading support for a variety of text- and data-heavy sales and marketing materials targeting education system administrators and parents. These included:

- A comprehensive digital brochure for full-time online students
- Common core and STEM brochures
- A year-end academic report
- A white paper
- Case study sheets
- Presentation templates
- Assorted collateral material

2. Qualifications and Experience

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

c. Resumes of personnel working with Mason.

Below are profiles of TDC team members who could be engaged on GMU assignments.

We are including a range of people here so that you can see that we have flexibility in sizing a team that would be optimal for each assignment. For example, on small assignments, we would have a team consisting of one designer, perhaps our writer, and a project manager. On larger assignments or campaigns that may require research, creative strategy development, possibly branding work, and the creation of multi-faceted marketing materials, we would have a larger team consisting of a creative director, art director, writer, designer, interactive developer, and project manager. This flexibility in personnel engagement would help keep costs down based on individual hourly rates.

We also know that having a larger team would provide the ability for us to give priority to GMU assignment in order to meet deadlines for deliverables.



David Franek — President and Chief Creative Officer

In addition to providing overall brand strategy for accounts, David is responsible for managing and

directing The Design Channel team and overall client relationships. David has owned and managed branding, design, and marketing communications firms for over 25 years in the Washington, DC metro area. He has been a creative resource for clients regionally and nationally, working with education, non-profit, and member organizations.

He has extensive experience with higher education clients, including Georgetown University, Howard University, Johns Hopkins University, Capitol Technology University, Morehouse School of Medicine, George Washington University, and others. He also has education experience working with independent schools and national organizations such as Communities In Schools and K12, and educational associations such as CASE and AACOM.

David received his degree in communications from the Pennsylvania State University. In 2004, he was given the Alumni Achievement Award from the College of Arts and Architecture. David has received more than 100 awards from local, regional, national, and international

organizations. His creative work has been published in *Communications Arts*, *AIGA*, *Print* magazine, *Art Directors Club Annuals*, and *Graphis* magazine. Recently his company was named one of the top 10 design firms in the Baltimore/Washington region.



Cory Farrugia — Account Director/ Project Manager

Cory is an agency principal and account director, with responsibilities that include managing the account

team and day-to-day client relationships, working with our media partner, and making sure we stay on budget and on schedule.

He has been in the agency business for over 25 years, with proven expertise in integrated and direct marketing strategy. In addition, Cory has extensive project management experience with higher education institutions, member organizations, financial services, and government agencies. Cory has managed education clients such as Capitol Technology University, Howard University, Communities in Schools, and Johns Hopkins University, as well as leading health care clients such as Patient First, National Institutes of Health, and others. Cory graduated from Michigan State University with a degree in advertising and has been with TDC since its founding.



Rachel Deutsch — Creative Director

Rachel is responsible for directing the creative team and high-level creative strategies on assignments. She has worked in advertising and marketing communications for over 20 years and has been responsible for successful strategies on numerous campaigns for local and national organizations. In the higher education arena, she has led assignments for Capitol Technology University and Howard University. Rachel graduated from the University of Maryland and has been with TDC since the firm's founding. She has received many awards and professional recognition for her work; these include honors from MarCom Awards, Art Director's Club, *Print* magazine, and many others.



Mike Yue — Senior Copywriter and Brand Strategist

Mike's responsibilities include deep dive research, positioning, branding strategy, and copy development.

For nearly 20 years, Mike has applied his marketing insights, creative vision, and content development skills to positioning and branding, award-winning advertising, direct response, and interactive communications. He has experience in integrated campaigns across a wide range of media, including print, TV, radio, online, out-of-home, collateral, and direct mail for national and regional brands. Mike was instrumental in our deep-dive discovery and brand strategy efforts with Howard University, Capitol Technology University, Germantown Academy, and many other education brands.

Mike received his degree in integrated marketing communications from Northwestern University. He has been with TDC for 12 years.



Jonathan Bruns — Senior Art Director

Jon has over 16 years of design experience and is responsible for overall design and art direction, hiring and directing photographers and illustrators, as

well as managing designers on the creative team.

He is proficient in all creative software applications. Jon received his Bachelor of Arts degree in graphic design from the University of Maryland and has been with TDC for 14 years.



Dan Coury — Digital and Social Media Specialist

Dan is our point person on all digital media strategy, implementation, and execution. He works directly with clients as well as with outside providers to manage the digital aspects of all of our campaigns. Dan has over seven years experience in digital and social media and in marketing roles. He manages blogs and email campaigns, enhances the social media presence of brands, and utilizes a variety of analytical tools to drive online engagement. Dan received his Bachelor of Science degree in sports marketing & media from Full Sail University.



Brigitte Baker — Designer

Brigitte assists the creative team in a variety of tasks, including developing concepts, creating web page prototypes, developing site maps, migrating and updating content, and more. Brigitte has a high degree of proficiency with the Adobe Creative Suite. She received her BFA degree in graphic design from the University of Hawaii.



Paul Hrusa — Senior Art Director

Paul works with the creative and account team, and our clients, to program and develop websites, landing pages, microsites, and interactive pieces. He has extensive experience as a WordPress developer and has proficiencies in HTML5, CSS#, JQuery, and PHP. He is also well-versed in SEO and has a deep understanding of Google Analytics. Paul received his BFA degree from Syracuse University and is also an accomplished fine art painter.

3. Specific Plan (Methodology)

Explain your specific plans for providing the proposed services outlined in the Statement of Needs including:

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

We are submitting this proposal for providing the services below, so we will formulate our answers accordingly:

- A. Creative design
- B. Web design and production
- C. Copywriting, proofreading, and copyediting

A. CREATIVE DESIGN

When approaching a creative design assignment, TDC has a proven process that we follow based on years of experience and knowledge.

At the beginning of any assignment, we assess the supplied creative brief and make sure we fully understand the assignment. If not, we will ask questions for clarification and make sure we have all client-supplied assets to proceed. From there we assemble our team and conduct an internal kick-off meeting.

Regardless of the size of the project, we always start with a team discussion. This ensures that the account and creative teams know what the assignment will entail, what the client is seeking to accomplish, the time frame of the assignment, and the process for completing it.

After concept and copy development, we present initial layouts/prototypes to our client for review, comments, edits, and approval. We usually present several creative options to choose from and we will ensure our work complies with university brand and graphic standards. Upon approval, we will prepare the final files (for print files, we will send them to the client or upload to a printer of choice with full printing specifications included).

The account manager is your point of contact with the agency and is responsible for interfacing with the client and creative teams and keeping the project moving according to schedule. That said, at TDC we encourage client interaction with everyone on the team.

We encourage frequent and continuous client communication to ensure that we are meeting your needs throughout the creative development process. To that end, we employ a variety of tools, including emails, Zoom meetings, phone calls, and texts to stay in touch regularly. We also prepare weekly or bi-weekly status reports and encourage having weekly status meetings via Zoom to keep everyone informed and on-track on all projects.

B. WEB DESIGN AND PRODUCTION

We go through a multi-step process when developing a website, microsite, or landing pages. On smaller web design projects, such as a landing page, these steps are compressed and/or completed simultaneously. On full websites or larger microsities, the steps taken are more deliberate and linear.

Step 1 — Initial Planning

Establish objectives and vision for the new web project and set up a development schedule and base camp portal (for larger web projects). TDC will engage with GMU through Zoom meetings to develop the web project objectives, and establish a schedule and deliverables. We will follow these meetings up with a “job starter” plan document for review and approval.

Step 2 — Site Architecture and Navigation

Develop site architecture documents, web page schematics, wireframes, and functionality features.

Again, on smaller web projects this is a simple document done for planning and approval purposes. On larger web projects, this document is more extensive, containing the navigation plan, wireframe page schematics, and functionality logic.

Step 3 — Design and Prototyping

Create a visual look-and-feel for the web project. Typically we will design at least three prototype options for client review. We make refinements as necessary to arrive at a final approved design option.

Step 4 — Content Gathering and Writing

Develop content plan, migrate/or write copy and content, incorporate SEO strategy, and set up development site.

Step 5 — Production and Programming

Develop functional versions of site and set up CMS (if necessary). All programming is done at this step and a fully functional version of the site is prepped for review by TDC and client teams. TDC makes refinements and prepares for final testing.

Step 6 — Beta Testing

Conduct quality assurance testing.

Step 7 — Final Implementation and Launch

Go live with the web project and conduct CMS training (if necessary). The training is done via Zoom and is followed up with video tutorials.

C. COPYWRITING, PROOFREADING, AND COPYEDITING

Our approach to copywriting is devoid of shortcuts. We take the time to thoroughly understand the purpose, parameters, and ultimate goal of every assignment before we begin writing or brainstorming, based on the approved creative brief. We supplement any client-provided background information or content with our own desktop research to ensure we are looking at the assignment from as many perspectives as possible.

When it comes to the actual content/copy creation, we never settle for anything that fails to engage, intrigue, or excite the audience. We understand that if a message doesn't capture attention at the outset, then all that follows is moot. At the same time, we know that a compelling appeal has to be supported by a meaningful statement or perspective, and we ensure that all of our messaging strategies live up to that standard.

We take pride in the quality control of our work and have a process in place to ensure that our clients receive clean, mistake-free copy at every stage of an assignment.

- 1) After the writer completes a copy draft, it is reviewed internally by the project manager.
- 2) Any noted edits are incorporated into the draft by the writer, and then forwarded to the client for review.
- 3) After client revisions are received and edited, if necessary, by the writer, and incorporated into a second draft, the copy is forwarded to the art direction team for design, layout, etc.
- 4) Following the insertion of copy into the visual piece, the execution is proofread again by the writer before it is forwarded to the client for a second review.

4. Creative Samples

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

The following is a link to our in-depth client success stories. We chose to provide a link rather than adding dozens of additional pages in order to keep our proposal as streamlined as possible.

www.thedesignchannel.com/Mason

A. CREATIVE DESIGN

The following are relevant samples of creative design work included in the link above:

- Capitol Technology University — Branding and integrated marketing communications campaign
- Capitol Technology University — Admissions and recruiting campaign
- Morehouse School of Medicine — Branding and integrated marketing communications
- Georgetown University McDonough School of Business — Graduate and executive programs
- Burgundy Farm Country Day School — Branding and integrated communication
- College of Southern Maryland — Rebranding and integrated admissions recruiting campaigns
- Germantown Academy — Research, positioning, branding, and admissions campaign
- Howard University — Research, positioning, and branding strategy
- Communities In Schools — Variety of projects

B. WEB DESIGN AND PRODUCTION

This web project case study presents a variety of our web work and can be accessed in the link above:

- Interactive Case Study

C. COPYWRITING, PROOFREADING, AND COPYEDITING

The following work presents examples of our copywriting work and can be accessed in the link above. Also, all of the samples in the “Creative Design” section are written and proofread by our copywriter.

- NRTC — Variety of projects
- K12 — Variety of projects
- Management Concepts — Variety of projects

5. References

No fewer than three (3) that demonstrates the Offeror's qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service.

Dianne M. O'Neill

Senior Vice President for Enrollment and Marketing
Capitol Technology University
11311 Springfield Road, Laurel, MD, 20708
301-655-7062 (cell)
dmoneill@CapTechU.edu

Client from 2009 to present — Our work includes research, branding, positioning, tagline, messaging, strategy and planning, marketing and advertising campaigns, undergrad and grad admissions campaigns, design of admissions support materials, email marketing, website microsites, and campaign landing pages.

Ronna Charles

Former Director of Marketing and Communications
Morehouse School of Medicine
720 Westview Drive, SW
Atlanta, GA 30310-1495

She is now Director of Marketing and Communications at WellStar Health Systems

678-592-3847 (cell)
ronna.charles@wellstar.org

Client from 2010 to 2020 — Our work includes research, branding, positioning, tagline, messaging, strategy and planning, digital and traditional marketing and advertising, collateral, e-newsletter design and copy, and campaign landing pages.

Cheryl Sadowski

Senior Director of Communications, Publications and Marketing
Society of Interventional Radiology
3975 Fair Ridge Drive, Suite 400 North
Fairfax, VA 22033
703-403-1263 (cell)
CSadowski@sirweb.org

Client from 2019 to present — Our work includes research, branding, positioning, tagline, logo design, messaging, creative strategy and planning, marketing and advertising campaigns, campaign landing pages, infographics, and annual report. One recent campaign promoted an online learning curriculum; we are currently working on rebranding SIR's entire clinical curricula portfolio.

Chris Martin

VP, Member & Industry Relations
NRTC
2121 Cooperative Way, Suite 600
Herndon, VA 20171
571-643-3556 (cell)
CMartin@nrtc.coop

Client from 2012 to present — Our work includes branding, creative design, copywriting, creative strategy and planning, marketing and advertising campaigns, developing collateral, landing pages, creating symbols/icons and infographics, videography and scripting, and creating whitepapers and reports.

6. Proposed Pricing

Costs include consultation, planning, strategy, presentations and meetings, creative direction and design, production, writing, programming, and project management. Pricing is based on our assessment of the scope of work outlined in previous pages and our proposed team. This proposed pricing has individual hourly rates and an overall blended rate.

Contract Hourly Rates

TDC Team Member	Category	Hourly Rate
David Franek	President and Creative Officer	\$120
Cory Farrugia	Project/Account Manager	\$115
Rachel Deutsch	Creative Director	\$115
Mike Yue	Senior Copywriter	\$115
Jonathan Bruns	Art Director	\$ 95
Paul Hrusa	Interactive Developer	\$ 90
Brigitte Baker	Designer	\$ 75
Dan Coury	Digital and Social Media Specialist	\$ 75
Blended Rate		\$100

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