

*Purpose, planning, and intent. And a very generous dose of creativity.*

*Those are a few of the skills Redhead brings to every problem we solve and every challenge we meet. We're pretty keen on ensuring whatever we build is not only beautiful, but smart.*

*And what do our ideal clients bring? A goal oriented mindset and an openness to new ideas. An enthusiasm for working together and for creating something your audiences can really use.*

*Perhaps, together, we can build great things.*



**PREPARED FOR:**

Michigan Statewide Independent  
Living Council

**SUBMITTED BY:**

Redhead Creative Consultancy  
113 S. Washington Square  
Lansing, MI 48933

September 24, 2021

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## *General Information*

### **General Information**

Redhead Creative Consultancy  
113 S. Washington Square  
Lansing, MI 48933

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**website:** [redhead.studio](http://redhead.studio)

#### **email:**

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Jen Estill, Creative Director & Principal

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**RFP Source:** Michigan Nonprofit Association website

## Opening: Project Approach

Our approach to the Outreach Plan will be based on collaboration with your team. You're experts in your field and have all the data and details that are necessary to frame the plan.

We'll work together to discuss goals, breaking them down further to be as clear and succinct as possible. We'll outline target audiences and discuss each one to further understand their needs and the gaps this plan will help fill. We'll talk capacity and capabilities and resources available to us as a team. We'll ask about what has worked in the past and what hasn't. What grand ideas you all might have but are unsure on how best to proceed. We'll collect all this information and data and use it to build a strategy that works for your audiences and your organization.

We'll be honest, we're not fans of RFPs. They don't allow for good conversation that brings with it a discovery phase and dialogue to truly understand your need, and brainstorm in a meaningful way. Those conversations almost always uncover something new. The good news, we'll get to do that together when we kick off the project. The missing piece is that the conversation is not reflected in this response.

You've outlined needs based on your understanding of the gaps and listed them under nine bullets. The way we see it, this is what you're looking for.

1. A plan to guide the outreach initiative based on a set of goals, with emphasis on increasing a social media presence, in addition to having the ability to share information through presentations and community-outreach events. This includes strategies and tactics that work toward the defined goals.
2. Implementation of the plan within budget allotted.
3. Training and assisting staff to continue the work of the plan, specifically social presence.
4. Evaluation of the work.

Everything else you outlined falls within one of the above categories. Newsletter, educational materials, and community presentations? Those are tactics that would fall under a strategy we'd identify and materials we'd produce for your use.

A social plan will be a component of the outreach plan and we'll outline specifics for channels we recommend based on audiences. We'll also outline a social strategy for increased engagement with our identified audiences.

Together, we'll outline all needs and parameters and from there, the rest of the pieces will fall into place and be developed and executed as agreed to.

What the plan will also define is language and tone of voice that the outreach initiative will follow. Visuals will get the audience's attention, but if the message doesn't resonate, we won't be able to move the needle. And the goal is to connect with the audience and allow them to see what a resource we can be for them to support their needs.

The following pages outline who we are and our philosophy, which will shed a light on how we like to work, experience, skills, and our overall approach.

We believe that, to truly have a healthy and thriving Michigan, we must support all populations and provide them with the opportunities, services, and help that is necessary for success and safety. Through our work with Peckham Inc., we gained tremendous knowledge in how we are able to best support persons with disabilities, what it means to be truly accessible, and how to reach out to them and ensure the message is clear and supportive.

We'd be honored to help you increase awareness and reach unserved and underserved populations in our state.

## About

Redhead, in business for 21 years, specializes in brand strategy and marketing for social change. We help mission-led organizations improve our world to make it a smarter, more beautiful, and more equitable place.

We believe that effective campaigns require two elements: overarching strategy (such as understanding your business goals, target markets, and key performance indicators) and effective tactical execution (such as managing vendors, timelines, deliverables, and efficiencies).

Our in-house capabilities are as follows:

### STRATEGY

Positioning  
Research  
Analysis  
Marketing plan development  
Consulting

### MANAGEMENT

Campaign deployment  
Budgeting  
Subcontractor management  
Metrics & measurement  
Reporting  
Training

### BRAND DEVELOPMENT

Naming  
Visual Identity system  
- logo  
- graphic language  
Voice Identity  
- tagline  
- messaging  
Standards manuals & style guides  
Identity materials

### WEBSITE DEVELOPMENT

Planning  
Development  
Design  
Content development  
Management

### CAMPAIGN DEVELOPMENT

Concept development  
Tactics ideation  
Press releases  
Content development  
- print  
- digital  
- social  
Collateral materials  
Advertising

## Our Philosophy

We believe that through sound strategy, creativity, and execution, we can help improve our world and make it a smarter, more beautiful, and more equitable place. We choose to work with clients who share the following values:

### **1. Successful work hinges on a strong client-agency team.**

Both client and agency bring invaluable expertise to the table. To create an effective outcome, one side's voice cannot overshadow the other; it's a balance that requires all decision makers to be engaged. We seek clients who share this philosophy, and are willing to share their own knowledge and acknowledge ours.

### **2. It's our job to make your job easier.**

This means checking our ego; holding ourselves accountable and catching the things that fall; being friendly, inclusive, and helpful; being transparent. It means a deep focus on project management and account service, which fosters excellent outcomes. Of course clients want excellent work (we'll get to that). We believe a positive experience helps that happen.

### **3. We respect expertise.**

We strongly believe in working with the best and recognizing excellence. We enjoy assembling teams of like-minded expert practitioners. We understand that you come to us with your own highly-skilled internal team or trusted existing relationships. We can't wait to get to know them and work together.

### **4. Exceptional work is non-negotiable.**

Premium work is the core of what we do—mediocre work would be a disservice to the agency-client relationship, to the goals at hand, and ultimately to your mission. This means we subscribe to the notion of kind ruthlessness—occasionally telling you what you don't want to hear or pushing boundaries respectfully. We do this in order to meet your goals and respect our own standards.

## *On Diversity, Inclusion & Accessibility*

One of Redhead's long-term goals is to actively work toward an inclusive environment. In order to create a truly equitable world, we must build a diverse community and provide support and mentorship to lift others up. Simply put, diversity builds more successful companies, laws, and communities. But don't take our word for it, [science tells us so](#).

As you'll note, we're not there yet. And it isn't for a lack of trying. Data shows that the communications field is a majority of white graduates, and that the people of color within the field tend to move to larger markets. However, our commitment remains a priority.

Diversity in staff, for us, means more ideas and perspectives that only translate to success for our clients and their audiences. The more we are able to tap into the minds of people we are trying to reach, the more successful our efforts will be.

Our job, as an agency, is to get inside the heads of both client and target markets. We're not all mothers or fathers or college students or disabled, but we spend the time, put in the effort, and work hard to understand these markets and speak to them respectfully. The very nature of being in communications is understanding the client and using their voice appropriately.

We have great confidence in our ability to understand and speak to audiences, as shown through our past work. We've developed campaigns that speak to all levels of literacy, from complicated reports that are delivered to legislatures, to materials that are intended for families with no college education.

That's why when we work on a project that requires perspective outside of our lived experiences, we look to a circle of advisors to share their insight, information, and expertise. This often includes community leaders, activists, local business owners, national and international artists, and sometimes, our own neighbors.

Additionally, our partners of choice are no accident. For Ingham County Health Department's breastfeeding campaign, we selected a photographer who had recently become a dad; he and his wife spoke frankly about the struggles of breastfeeding. Because he was living the experience, he was able to connect with new moms and make them feel safe. Every local mom we photographed felt comfortable and welcomed as they breastfed their child.

With the Refugee Development Center's We Contain Multitudes campaign, we looked for a photographer who was an immigrant and refugee themselves. It was important to us that the refugee

community was represented honestly and by someone aware of unique cultural dynamics. (We're also happy to report that the photographer and one of the models hit it off and realized that their villages were not too far from one another.)

When it comes to diversity, inclusion, and accessibility, our role is to continue to actively learn, grow, and listen to experts within our target audiences; use data to confirm our direction; and actively use diverse and inclusive messaging to support a world we're proud to live in.

## *Project Team*

*Redhead's business model relies on keeping high-level competencies in-house: account service, strategy, research, creativity, content development, project management, website infrastructure, design and development. We then assemble teams of experts in related fields as required to round out each unique client team.*





**JENNIFER ESTILL**  
Principal & Creative Director  
She/Her/Hers

Jen is a veteran brand-builder. As principal, creative director, and founder of Redhead Design Studio, she blends more than 20 years of marketing and creative development experience with her penchant for advocacy work, particularly in education, community development, and the environment.

Through decades of working with nonprofits, Jen has developed a sound marketing and branding perspective that exercises both sides of the brain; she plans strategic, goal-oriented plans for clients, while also conceptualizing creative and innovative solutions that result in award-winning work. Jen develops long-standing partnerships with mission-driven clients to help them redefine themselves and craft communications with lasting, positive impact.

At her core, Jen is a grassroots activist and community developer — building neighborhoods where there are none, conceptualizing events that create a sense of place, and championing the micro-infrastructures that make a city livable and family-friendly.

**HIGHLIGHTS**

- Michigan State University*, Bachelor in Journalism
- The Speak East Podcast*  
Cohost 2017 - present
- Old Town Commercial Association*  
Board member 2004 - 2008
- Board member 2013 - 2015
- Volunteer/  
Committee 2004 - 2016
- Educational Child Care Center*  
Board member 2002 - 2013  
2020 - present
- Board chair 2006 - 2010
- Email: jen@redhead.studio
- At Redhead since 1998.



**RACHA KARDAJI**  
Account Services Director  
She/Her/Hers

As account services director at Redhead, Racha uses strategic planning expertise to build custom solutions for each client. Her focus on identifying new avenues for growth extends far beyond meeting deadlines; Racha works to help clients reach their goals and, ultimately, make an impact on the world.

A first-generation Palestinian-Lebanese immigrant, Racha's experiences growing up as the daughter of a refugee shape her world view and continue to fuel her passion for working with clients dedicated to human rights, equity, and social change. Speaking three languages, she brings a new perspective to the work we provide to our clients and consistently drives us to consider the long-term social impact of our clients' endeavors.

Racha volunteers relentlessly across town, particularly for advocacy organizations such as the Refugee Development Center and the Firecracker Foundation.

**HIGHLIGHTS**

- Northwood University*, Bachelor in Business Administration, minor in Marketing
- Davenport University*, MBA, concentration in Strategic Management
- Wharton Center for the Performing Arts*  
Advisory Council 2018 - present
- DEI Committee 2020 - present
- Firecracker Foundation*  
Community Ambassador 2020 - present
- Refugee Development Center*  
Board member Jan. 2021 - present
- Old Town Commercial Association*  
Festival director 2005 - 2006
- Volunteer/  
Committee 2005 - 2016
- Email: racha@redhead.studio
- At Redhead since 2013.



**ROSIE TULGETSKE**

*Design Director  
She/Her/Hers  
email: rosie@redhead.  
studio  
tenure: 3 years*

For Rosie, the most important qualities to bring to the design process are empathy and curiosity. In her role as a designer at Redhead, she creates mindfully, conceptualizing powerful, accessible design that speaks directly to the heart of the audience.

Over the years, Rosie has experimented with a number of different visual mediums ranging from metals to painting to experimental film photography. This led her on a natural path to graphic design. Today, she leads numerous design projects for clients in the nonprofit space, including MSUFCU’s Desk Drawer Fund, Michigan College Access Network, and Peckham Inc.

Rosie revels in the small details of each project that comes through Redhead’s door. She listens intently and asks a lot of questions in order to present a product that aligns with the clients’ broader missions, and speaks to its audiences. Graphic design, as a discipline, is a powerful conduit for enhancing accessibility and inclusion, if done properly. With every strategic design decision, Rosie aims to amplify advocacy and inspire positive change. Rosie holds an associate’s degree from Washtenaw Community College with a specialization in graphic design and illustration.

**HIGHLIGHTS**

Email: rosie@redhead.studio

At Redhead since 2018.



**KELLY GLASS**

*Designer  
She/Her/Hers*

In Kelly’s eyes, design is about transforming the dull into something magnificent. She favors cheery color schemes, fun illustrative elements, and anything with a little quirk to it. Here at Redhead, Kelly designs with an air of playfulness and the intent to uplift people through her work.

Kelly studied Art and Design at Lansing Community College and then at Northern Michigan University soon after. The multiform nature of design inspires her, so she committed to a degree in graphic communications.

A creative career was never the question for Kelly – just which one exactly. Now, as a graphic designer at Redhead, she employs her skills across many types of projects – from designing web pages to creating print spreads to illustrating for video. No matter the task, Kelly creates striking work – much like a ray of sunshine on a cloudy day.

**HIGHLIGHTS**

Email: kelly@redhead.studio

At Redhead since 2021.



**ALLISON RAECK**  
*Content Director*  
*She/Her/Hers*

Allison believes that a brand’s voice is more than its words; rather, it’s a comprehensive strategy with a tone and objective that is very much intentional. As a writer at Redhead, Allison creates and amplifies each brand’s strategic voice across mediums, from social media to brand platforms to web copy.

In past roles, Allison performed outreach for large-scale public relations campaigns for technology, government, and nonprofit organizations, which included writing press releases and contributed articles. Today, she executes copywriting, branding, media relations and outreach projects, including developing social media strategies and content for the City of Lansing and the Ingham County Health Department. She is passionate about using her writing to evoke positive change, which draws her to nonprofits, the arts, and campaigns that make an impact.

Allison graduated from the University of Michigan with a bachelor’s in communications and minors in business and writing.

**HIGHLIGHTS**

Email: [allison@redhead.studio](mailto:allison@redhead.studio)

At Redhead since 2018.



**ZACH KOMOROWSKI**  
*Writer*  
*He/Him/His*

Zach believes that the ability to listen well is paramount to creativity. As a creative intern at Redhead, his words are the product of open ears and an empathetic mind. Zach started college at Michigan State University in pursuit of a computer science degree, but pivoted to creative advertising in order to better satisfy his creative itch.

Through his technical experience, he can think analytically before transforming that garnered insight into creative output. At Redhead, Zach provides writing support for creative web, print, and social copy. Outside of the office, his writing experience includes everything from copywriting to craft beer reviews to poetry.

A current student at MSU, Zach is finishing up his bachelor’s in creative advertising with a minor in computer science.

**HIGHLIGHTS**

Email: [zach@redhead.studio](mailto:zach@redhead.studio)

At Redhead since 2019.



**LINDA ESTILL**  
*Office Manager*  
*She/Her/Hers*

Linda is the glue who makes sure this passel full of creative types has its head on straight. As our fearless bookkeeper, she keeps track of our accounts and ensures we all get paid. And no, it's not a coincidence that her last name is "Estill." She happens to be Jen's mother-in-law, and the ipso facto mom about the office.

Linda keeps us all in line, in the black, and on top of every single detail. Trendy things that Linda excels at that she was doing long before they were cool include canning her home-grown fruits and veggies, knitting the most amazing sweaters ever, and baking pies that Martha Stewart would drool over.

#### HIGHLIGHTS

Email: linda@redhead.studio

At Redhead since 2010.



**BOBBY EARLS**  
*Executive Assistant*  
*He/Him/His*

Bobby explains creativity as the ability to imagine something and then bring it to fruition. As Redhead's executive assistant, Bobby understands our processes to a T. While he isn't on the frontlines of client projects, he works hard behind-the-scenes and provides invaluable support to ensure the team has what they need to get the job done.

Bobby studied interior design at Lansing Community College and worked at a studio in SoHo, and later returned to Michigan to reconnect with and expand his roots. With his past experiences and background in design and creativity, Bobby knows what's necessary to keep the Redhead machine fueled and optimized to produce excellent work. As a community-based person, you'll be able to find him at any local event or Lansing happening.

#### HIGHLIGHTS

Email: bobby@redhead.studio

At Redhead since 2019.

## References

### **Amber Paxton**

DIRECTOR, OFFICE OF  
FINANCIAL EMPOWERMENT

Department of Neighborhoods & Citizen Engagement  
City of Lansing  
124 W. Michigan Ave  
Lansing, MI 48933

(p) 517-483-4530  
(e) amber.paxton@lansingmi.gov

As you'll note from the case study on [page 20](#), our work with BOLD Lansing ranged from naming, to brand development, to website development. Additionally, we created a marketing and communications plan that they have been utilizing ever since to develop brand equity and support for the program.

They've been able to bring in brand ambassadors, a recommendation from the marketing plan, in addition to stay relevant in the news, despite a global pandemic. As we all know, early education and financial empowerment are two of the strongest pillars for a bright future for all Michigan children.

### **Samantha Harkins**

CONSULTANT

One Hundred Place Consulting  
Lansing, MI

(p) 517-285-8996  
(e) Samantha@hundredplace.com

While Samantha was Deputy Mayor for the City of Lansing, we worked on a 10 year vision plan for the city, developed a lifestyle brand and campaign, through community input, which included 1:1 interviews, surveys, and other means of data collection.

[Page 23](#) outlines the full case study and our work on this campaign.

### **Mary McGuire**

COMMUNICATIONS MANAGER

Michigan Fitness Foundation  
535 Chestnut, Room 300  
East Lansing, MI 48824

(p) 517-908-3861  
(e) MMcguire@michiganfitness.org

Full case study may be located on [page 21](#). Our team began working with the Michigan Fitness Foundation on this campaign back in April 2018. We worked closely with Mary and team to redefine the campaign slogan, reframing it to speak to the audience in a more supportive manner, than the previous campaign headline.

We worked on a statewide outdoor campaign, in addition to getting their social presence up an dsrunning in an organic way. Due to grant funding and federal assistance aspect of this project, we navigated strict parameters, while developing a strong and solid campaign. We are currently working on the next batch of assets that will continue to support the campaign and launch in 2022.

## Project Plan & Budget

Whether internal or external, our communication is consistent, transparent, and constant. We promise no longer than 24 hours to respond to requests — while we might not have an answer or resolution, we will acknowledge receipt and outline a plan of action. We provide clear timelines for each task and project, and work with you to build realistic schedules. We endeavor to use processes and services that fit in well to your workflow. Slack, email, Dropbox and Google are tools we deploy to support communication and meetings with your team.

For a successful project, we always request the following from clients:

1. A point person from your team. Our point person will be [Racha Kardahji](#).
2. Documentation such as communication, marketing and/or strategic plans.
3. Brand standards.
4. A kick off meeting with your decision makers.
5. Expectations for communication turnaround from your end.
6. Calendars and dates from your organization that will affect availability and responsiveness.
7. Communication of outside projects or sources that might have an effect on our work.

The following are the steps in our process, each of which will have key milestones and communication points.

### 1. Discovery

We first hold an intake meeting, a formal project kick-off that involves your decision makers. During this meeting, we explore your intended outcomes. We gather insights from your team to help direct our research and thinking. If you have any business, marketing and/or strategic plans in place, we review them. We discuss who is filling what roles. This session is a deep sharing of information, and ensures that all teams are headed in the same direction as the project unfolds.

### 2. Alignment

We then develop a Creative Brief, outlining audience segments, competitors, characteristics, and differentiators. It formalizes goals and metrics. This document is used to ensure consensus with the client team regarding the ultimate direction and goals of the project, and is considered the guiding document for subsequent decisions.

### 3. Strategy & Planning

Next, the internal work begins. We audit your landscape, your current brand, your messaging and materials. We review data you have provided, and we conduct our own research into your competitive landscape. Guided by this information, we develop frameworks for project direction, attending to over-arching strategy to accomplish your goals. We then share these recommendations with your team, gathering your feedback and noting any necessary adjustments. The final deliverable in this stage is a plan that we'll set in motion and implement.

### 4. Execution

Finally, we execute the project. This follows a specific set of steps:

- **Realignment:** A touch point to ensure approved goals, strategies and messaging are sound. Ensure no external factors (such as a pandemic!) necessitate adjustment.
- **Development:** Create/secure all materials, content and assets approved and outlined.
- **Deployment:** Launch and implement tactics as outlined in the planning stage.
- **Measurement:** Analyse quantitative results. Adjust accordingly.

We repeat the execution series as necessary until objectives are achieved. In longer campaigns, we find the realignment step to be quite beneficial to ensure a campaign is responsive and agile.

## ... Continued

### Timelines

We find that developing timelines without a conversation between both parties isn't as productive, inclusive, or fruitful. However, we understand needing to know an approximate amount of time something might take.

The proposed timelines are based on the time it takes to research, develop creative, and finalize implementation. Redhead will work with the client to identify milestone dates and deliverables once a kick off meeting is scheduled.

### Development of Outreach Plan

- Client and Redhead will meet to define expectations, goals, and purpose. Client team will provide Redhead with all data and information that's requested and available.
- Redhead to outline and develop a plan based on approved parameters.
- Plan to include concept direction, both visual and messaging.
- Plan will outline strategies and tactics to meet confirmed goals.
- Presentation of plan & concept to client.
- Up to 2 rounds of feedback from client.
- All associated administrative and project management costs, internal team meetings, and internal creative direction.

ESTIMATED TIMELINE	6 - 8 WEEKS
PLAN & CONCEPT DEVELOPMENT 100 HOURS	<b>\$15,000</b>

### Approved Tactics & Materials Development

- Confirm list of tactics and deliverables from the plan before work to begin. This will include a newsletter template and materials for presentations. We'll uncover what else will be needed for a successful campaign.
- Define each deliverables' needs (language, distribution method, production budgets, etc)
- Development of each deliverable, including copywriting and design.
- Up to two rounds of edits to each deliverable.
- All associated administrative and project management costs, internal team meetings, and internal creative direction.
- Printing costs not included.

ESTIMATED TIMELINE	5 - 7 WEEKS
MATERIALS DEVELOPMENT	<b>\$15,000</b>

*Please Note: Materials and tactics require different development and production times. Hours needed will depend on the material and its complexity. Once we have an approved list of deliverables, we'll develop timelines for each.*

## ... Continued

### Social Media Content & Training

- Gather keys and permissions for all necessary social media accounts or work with the client to set up accounts.
- If requested, Redhead will integrate your accounts into our Buffer account for management.
- Redhead will develop a social strategy plan which will serve as the guide for long term engagement and social media planning.
- Up to two rounds of edits and feedback from you before final approval.
- Redhead will develop a social media calendar based on approved strategy. Calendar for up to three months.
- Next, content generation — writing, visuals, etc.— for different social media platforms.
- Outline posts for client approval.
- Client to provide feedback or approve posts.
- Redhead will manage publishing and engagement for up to three months.
- Redhead will spend up to two hours training staff in a formal setting.
- Next, Redhead will train the client via a hand's on approach. Client will utilize the developed plan and already approved posts to create posts and content, and Redhead will provide feedback.
- All associated administrative and project management costs, internal team meetings, and internal creative direction.

ESTIMATED TIMELINE **3 MONTHS**  
SOCIAL CONTENT & TRAINING **\$13,000**  
86 HOURS

*Please Note: 3 months indicates live time of content generation and posting. Planning for social will occur concurrently with the outreach plan.*

### Evaluation

Knowing that we want to create awareness, we should be measuring volume, reach, exposure, and amplification. We'll need to outline metric goals for each of the above for each social channel so we can work toward that goal.

Redhead will collect weekly data and then present a findings document at the end of the project. The evaluation will include recommendations for continued growth.

ESTIMATED TIMELINE **2 WEEKS**  
PLAN & CONCEPT DEVELOPMENT **\$2,000**  
13 HOURS



# Proposal for Services

September 24, 2021

Michigan Statewide Independent Living  
Council (MiSILC)

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Plan & Concept Development	\$15,000
Materials Development	\$15,000
Social Media & Training	\$13,000
Evaluation	\$2,000

**TOTAL \$45,000**

Hourly Rate: \$150

This estimate is valid until December 30, 2021

I accept this estimate and authorize Redhead to begin work.

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CLIENT SIGNATURE

---

DATE

---

REDHEAD CREATIVE CONSULTANCY

---

DATE

## TERMS

- A signed estimate and purchase order are required to begin work.
- Projects with a budget under \$10,000 will be billed in full at start of project.
- Projects between \$10,001 and \$20,000 will be billed in increments of 50%. The first, at the start of the project and the second at completion.
- Projects over \$20,000 will need a deposit of 25% due upon acceptance of estimate, additional billings will be made monthly or according to progress made on the project.
- If the client is unable to adhere to the approved production schedule, a new/ revised schedule will be outlined, which may cause the end date of a project to change.
- Client alterations and/or additional rounds of edits above what is included in this estimate will be billed at Redhead's hourly rate of \$150/hour.
- In the event of a client's cancellation of project, or absence of progress or communication of more than 1 month, we will invoice for work completed to date, including expenses.
- Additional stock photography needed beyond stated budget, will be billed, separately.
- Domain name purchases and web hosting will be billed separately, unless outlined in the estimate.
- Plug-ins and additional pay to purchase features will be billed separately upon approval by client.
- All unfinished work or unused concepts remain property of Redhead.
- Client retains rights of reproduction of all completed concepts and/or finished creative products.
- Redhead reserves the right to use all work for our own promotional materials.
- Invoices due Net 30. 1.5 interest (compound) added to account over 30 days. Annual percentage 18%.
- A 4% surcharge applies to credit card payments.

## ASSUMPTIONS

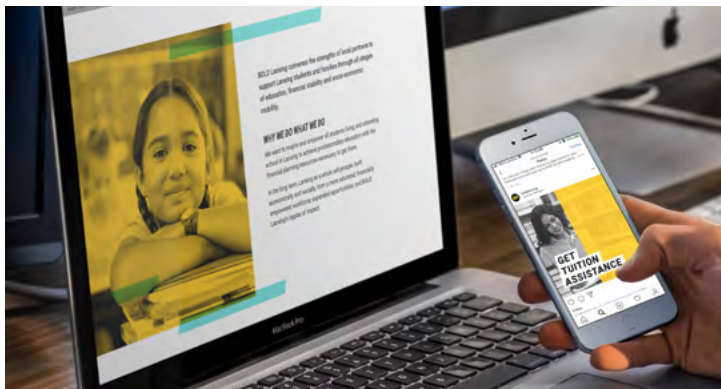
- Client to provide all logos or necessary artwork as vector-based or high-resolution digital format (.tif or .eps preferred).
- Client is responsible for all proofreading, including confirming spelling of proper names and contact information (addresses, web sites, phone numbers, technical specifications, etc.).
- Client to provide necessary background material and final copy in digital format (such as MS Word document).
- Copy/content and rounds of edits from the client shall be provided in aggregate. Providing copy/content and/or edits piecemeal may result in additional project management charges.
- Proofreading services can be estimated at your request.
- In-depth copywriting services can be estimated at your request.

*Work Samples*

# BOLD Lansing

BRAND DEVELOPMENT | COLLATERAL DEVELOPMENT | STRATEGIC CONSULTATION

[BOLDLANSING.ORG](http://BOLDLANSING.ORG)



## Discovery & Alignment:

BOLD Lansing empowers Lansing students and families to attend college and become financially independent. The organization came to us – with funding from Results for America – with the need for a unified name and brand. One of our challenges was to bring together five very distinct entities under this unified brand and common cause. The goal of this innovative initiative was to engage and support audiences early in the process of planning and saving for postsecondary education.

The initiative supports students and families—particularly low-income—starting at kindergarten all through high school and beyond. It provides financial education to families and adults, helping them thrive.

## Strategy & Planning:

We knew that we would need to get each partner to work together in order for this umbrella entity to be cohesive and effectively communicate with the target audience. We held meetings to get each partner’s perspective on the challenges associated with encouraging local families to aspire to and save for higher education, and we used those insights to outline what exactly would be needed.

We used client-collected data from focus groups and surveys to support our messaging and direction. We landed on a hyper-accessible, straightforward brand that would simplify complicated information and become the hub of information for families as they plan for their future.

## Execution:

We conceptualized a new name and logo for the organization that expressed its innovative structure as well as its ability to empower families to boldly chase a strong future. We then developed two versions of a website for BOLD Lansing to house its resources and action plan, as well as to articulate its mission and purpose in a clear manner that is accessible for the average user. This project included wholesale content generation, from start to finish, as well as social media and consultation.

This one-of-a-kind concept officially launched at the 2020 State of the City. COVID slowed down progress, however, plans to continue to build marketing efforts will continue once additional funding is secured.

# Ingham County Health Department

STRATEGY | CAMPAIGNS | COLLATERAL DEVELOPMENT



## Discovery & Alignment:

Over the last eight years, we've worked on eight campaigns for the Ingham County Health Department (ICHD), on topics from breastfeeding awareness and support, to HIV anti-stigma and testing, to COVID-19 rapid response. ICHD is charged with improving the health and well-being of our residents — a never-ending, perpetually underfunded task. Every facet of communications is juggled by a single person. They consistently choose Redhead for complicated, sensitive, and high-pressure engagements, particularly when the audience or topic is delicate or needs a thoughtful approach. We become their extension — a team of experts in writing, design, development, strategy, and management toward equity in health.

## Strategy & Planning:

For each campaign, we dove into the specific audiences, needs, and outcomes; while these were all public awareness campaigns, it was critical to get specific when determining their unique target audience, and then use that target demographic to inform our communications strategy. (Most audiences included low-income individuals and families in Ingham County.) In the research stage, we worked with the client through diverse data collection mechanisms and approaches, depending on budget and timeline. We then outlined strategies and tactics and developed unique concepts, visuals, and messaging that supports our findings. Finally, we developed deployment plans, managed vendors and talent, and coordinated logistics.

## Execution:

Across all campaigns, we've delivered custom photography, translations, and audience-specific messaging that considers the audience's experiences as part of the process. Other deliverables included strategic social media campaigns; innovative guerrilla marketing tactics; outdoor advertising; production of digital, broadcast, and print materials; internal communications plans and content writing; community outreach; and long-term communications consulting.

We also perform a follow-up check on efficacy and to lend support post-campaign. For ICHD, our work repeatedly results in better outcomes, higher utilization rates, and improved public opinion.

# Michigan Fitness Foundation

STRATEGY | CAMPAIGN DEVELOPMENT | CONTENT DEVELOPMENT



## Discovery & Alignment:

The Michigan Fitness Foundation's previous campaign, They Learn from Watching You, was around for about a decade. After conducting focus groups and speaking to audiences, there was evidence that the messaging was construed as too harsh and a little on the judge-y side. We agree.

Additionally, the visuals were not resonating and felt like "clip art." The client's words, not ours. We also happen to agree.

## Strategy & Planning:

The client came to us with the following goals;

- Improve the nutrition and physical activity patterns of Michigan's SNAP-Ed participants.
- Encourage families to be active daily and purchase healthy food for their children and themselves. (Reaching Stage 5 of the USDA's 5-step conversion process.)
- Develop key nutrition education messages that are relatable and reproducible at the local level.

We then went to work. We audited similar programs across the country, reviewed data and focus group findings, and outlined recommendations for the client.

## Execution:

We scouted talent and locations for photography, art directed and designed billboards for statewide placement and developed social media assets to aid the client with their campaign push. We also designed trade show materials with cohesive visual and messaging. The materials were translated in three (3) other languages to resonate deeply with the audiences.

Additionally, we develop content and manage strategy for their social media channels, manage vendor and ambassador relations, and provide consultation for campaign awareness tactics for increased audience engagement.

# City of Lansing: Lifestyle Campaign

STRATEGY | BRAND | CAMPAIGN

[LANSINGFORWARD.COM](http://LANSINGFORWARD.COM)



## Discovery & Alignment:

When Mayor Schor took office in 2017, the transition team recommended, “a strategic marketing and communications campaign.” And his year of door-knocking confirmed a hunch: Lansing is its own worst critic.

Redhead dove into qualitative interviews with residents from every zip code to understand what was going right and what could use some improvement. We also dove into the research regarding perceptions, habits, and trends among coveted Millennial populations, which was a target audience the city was working to retain and cultivate.

## Strategy & Planning:

Data led us to three important recommendations: First, that it’s not infrastructure or amenities that make this city great, but the people. A successful campaign should hinge on that aspect, particularly in efforts to attract and retain Millennials.

Second, that in order to launch a campaign, the city’s leaders first needed to set some goal posts. Thus, we recommended the Mayor develop a 10-year vision for where he wanted to take the city — an aspirational concept of the future that every stakeholder could rally behind.

And finally, that Lansing needed something visual to latch on to that wasn’t the stuffy and formal city seal.

## Execution:

- Working alongside the city’s leadership team, we drafted a 10-year vision for the City of Lansing, from overarching goals down to measurable data points.
- The “My Kind of People” campaign spotlights residents from across the city through [photography](#) and [video content](#), giving the audience an engaging mirror in which they can see themselves represented.
- The “stacks” lifestyle brand celebrates the unique, the upstart, the creator, the inventor, the dreamer — the kind of people who make Lansing great.

Ongoing digital advertising and organic posts support lasting cultural shift for the city.

# Refugee Development Center

BRAND | CONSULTATION | CAMPAIGN DEVELOPMENT



## Discovery & Alignment:

After 15 years of operation, the Refugee Development Center (RDC) of Lansing was in need of a brand to reflect their status as a mature, successful nonprofit. The brand needed to serve as a visual identifier for their clientele of newcomers, as well as funders and the general public. We worked with their Executive Director and staff to develop a SWOT analysis, gather insights, and identify needs.

We concluded that we would need to face the challenge of positioning the RDC and their services from similar organizations while remaining accessible to audience members of all backgrounds.

## Strategy & Planning:

Our main objective was to create a brand that was accessible by their non-English-speaking clientele; representing a successful non-profit business; and was visually unique in the nonprofit refugee services community.

We conceptualized a new brand suite, as well as a campaign to launch at their spring annual fundraiser in 2016, *We Contain Multitudes*. The campaign showcased the variety of refugees, their distinguishing personalities and traits, and their value to the community.

The campaign gained traction and was emulated by other organizations to show support for their refugee communities, especially after the 2016 election.

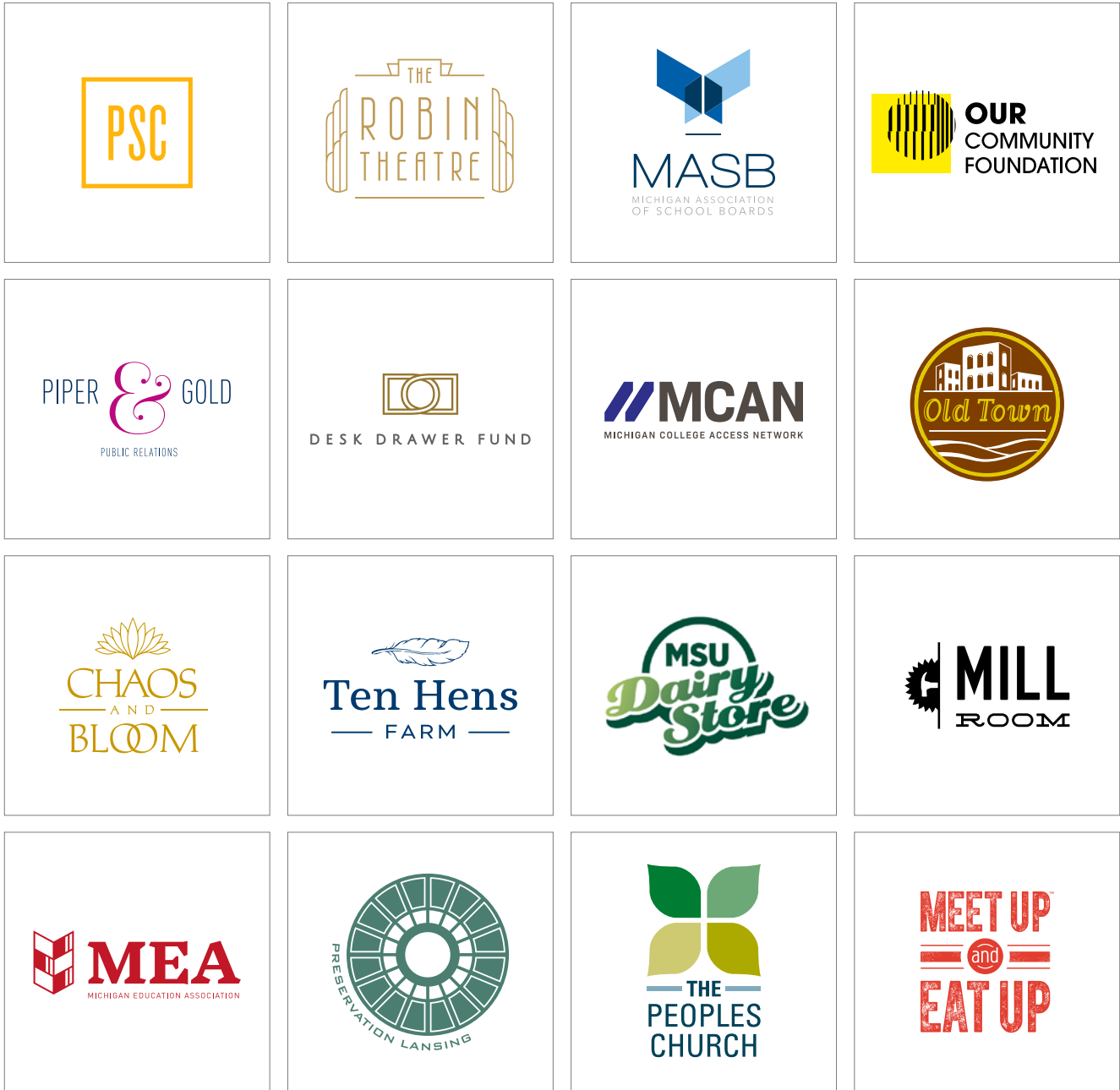
## Execution:

We first got to work on the brand, developing a new logo and marketing materials for RDC that expressed its welcoming tone with an edge of professionalism. For the campaign, we coordinated and art directed custom photography of newcomers and worked with them to translate messaging into a variety of languages that represented the landscape of the refugee population in Lansing.

Quantitatively, the rebrand and campaign improved brand recognition, expanded the RDC's visibility in the community and beyond, and increased donors and supporters. On a broader scale, however, this campaign sparked brand loyalty, cultivating a sense of pride and building a community for both staff, newcomers, and supporters.

# Brand Development

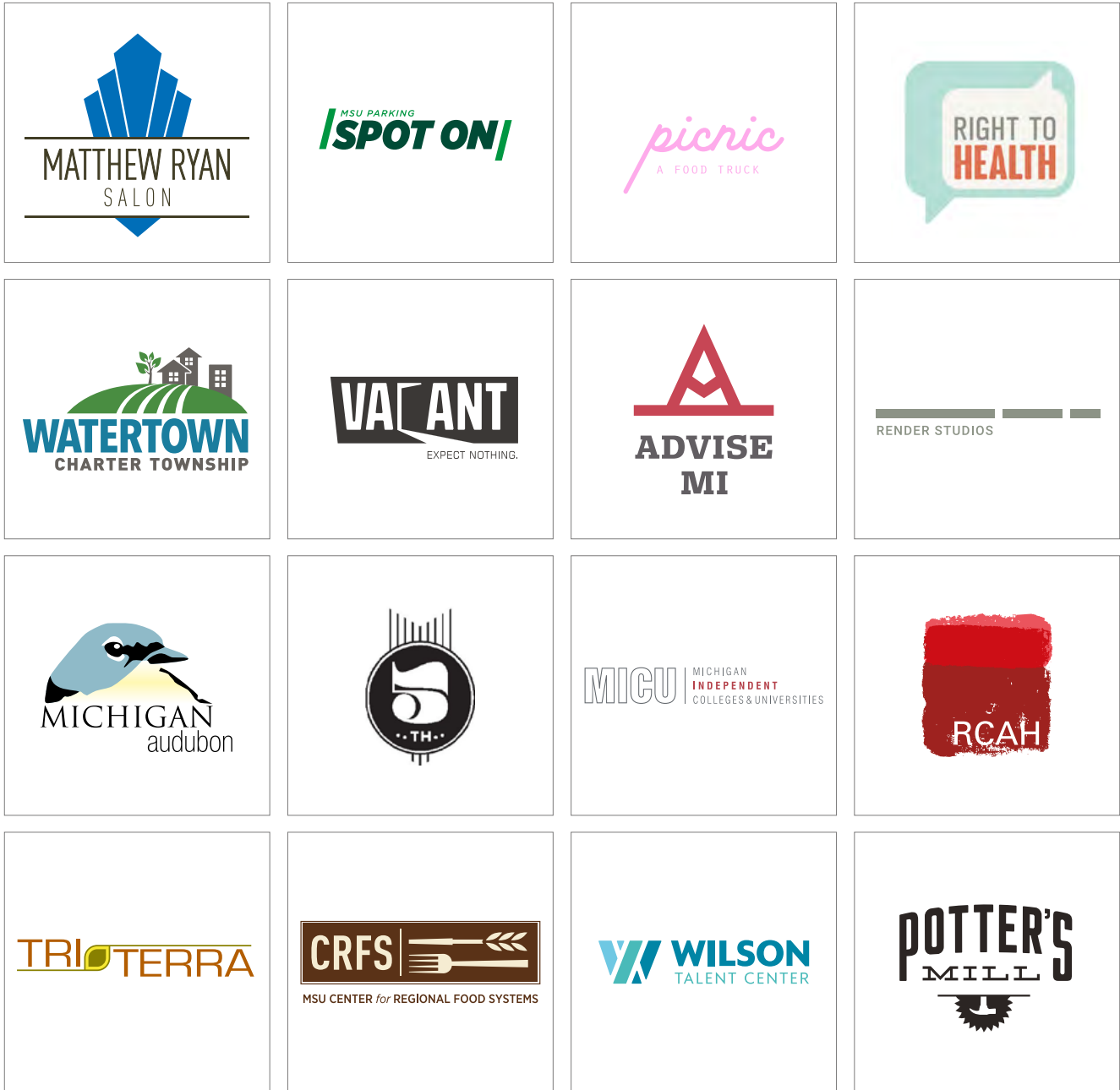
A SAMPLING OF OUR AWARD-WINNING BRAND DEVELOPMENT WORK





# Brand Development

A SAMPLING OF OUR AWARD-WINNING BRAND DEVELOPMENT WORK



## Client List

A partial list of clients we have served over our 21 year history.

Agate Software	Michigan Association of School Boards	Office of the University Physician
Barry County Health Department	Michigan Association of United Ways	MSU BEST
Bath Farmers' Market	Michigan Audubon Society	MSU Museum
BOLD Lansing	Michigan College Access Network	Undergraduate Education
Capital Region Community Foundation	Michigan Council on Crime & Delinquency	University Scholarships & Fellowships
City of Charlotte	Michigan Department of Community Health	MSU Federal Credit Union
City of Lansing	Michigan Department of Education	Michigan Supreme Court
City of Mount Clemens	Michigan Environmental Council	Michigan Works! Association
City of Wyoming	Michigan Fitness Foundation	Middle Grand River Organization of Watersheds
Center for Healthcare Research & Transformation, University of Michigan	Michigan Forest Products Council	Neway Manufacturing
Community Economic Development Association of Michigan (CEDAM)	Michigan Independent Colleges & Universities	Peckham, Inc.
Delta Institute	Michigan Promise Zones Association	PICNIC, a food truck
Do 1 Thing, Emergency Preparedness	Michigan State University	Public Sector Consultants
Devereaux Sawmill	ABLE Change	Refugee Development Center
Educational Childhood Child Care Center (EC3)	Broad College of Business	Render Studios
EVE, Inc.	College of Agriculture & Natural Resources	The Robin Theater
Firecracker Foundation	Department of Biochemistry & Molecular Biology	School-Community Health Alliance of Michigan
Gift of Life Michigan	Department of Family Medicine	Sparrow Foundation
Global Ties Kalamazoo	Department of Fisheries & Wildlife	Sparrow Health System
Habitat for Humanity Capital Region	Department of Pharmacology & Toxicology	State of Michigan, Department of Technology, Management & Budget
Ingham County Health Department	College Advising Corps	Ten Hens Farms
Ingham Intermediate School District	College of Engineering	Triterra
Johnson Center @ GVSU	College of Law	United Dairy Industry of Michigan
Lansing 5:01	Health Team	United Way for Southeastern Michigan
Lansing Art Gallery	Move Safe	University Club of MSU
Lansing Community College	Neighborhood Student Success Collaborative	Quantum Medical Concepts
Lansing Mayor's Office		Watertown Charter Township
Lansing Symphony Orchestra		Wharton Center for Performing Arts
		Wilson Talent Center

## *In Conclusion*

*Our goal as an agency is to work as a partner with our clients. We want to understand your organizational model, your goals, how you need to grow. We enjoy clients who are good people, have missions we can believe in, and take pride in their contribution to society. We are capable of producing great work in all mediums— from print, to web, to radio, and beyond— and work to form lasting relationships with our clients.*

*Working with Redhead means working with the whole team. We don't have assistants and tiers of service based on client type and budget. We pride ourselves as a small agency that provides the same process, service, and enthusiasm to any project, big or small.*

*Thank you for taking the time to review this proposal, and for considering Redhead Creative Consultancy. We are very enthusiastic about the prospect of working with you. We hope you'll choose Redhead as your partner, and we promise that we will give you the service, professionalism and creativity you deserve.*

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