*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 F OR:

Michigan Statewide Independent Living Council

### SUBMIT TED BY:

[Redhead](http://redhead.studio/) Creative Consultancy

113 S. Washington Square Lansing, MI 48933

September 24, 2021

General Information3

Opening: Project Approach 4

About 5

Our Philosophy 6

On Diversity, Inclusion & Accessibility 7

Project Team 8

References 13

Project Plan & Budget 14

Proposal for Services 17

Work Samples 18

In Conclusion 27

**General Information** Redhead Creative Consultancy 113 S. Washington Square

Lansing, MI 48933

**phone:** 517-853-3681

**website**: redhead. studio

### email:

Racha Kardahji, Account Services Director

**email:** racha@redhead.studio

**cell:** 517-214-3789

Jen Estill, Creative Director & Principal

**email:** jen@redhead.studio

**cell:** 517-285-3117

**RFP Source**: Michigan Nonprofit Association website

Our approach to the Outreach Plan will be based on collaboration with your team. Your 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 ensure 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 bring 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 increased 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:

### ST RAT EGY

Positioning Research Analysis

Marketing plan development Consulting

### MANAGEMENT

Campaign deployment Budgeting

Subcontractor management Metrics & measurement Reporting

Training

### BRAND DEVEL OPMENT

Naming

Visual Identity system

* logo
* graphic language Voice Identity
* tagline
* messaging

Standards manuals & style guides Identity materials

### WEBSITE DEVEL OPMENT

Planning Development Design

Content development Management

### CAMPAIGN DEVEL OPMENT

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:

## 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.

## 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.

## 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.

## 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.](https://builtin.com/diversity-inclusion/diversity-in-the-workplace-statistics)

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 Centers, 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*



### R ACHA KARDAHJI

*Account Services 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.

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.

### HIGHLIGHT S

*Michigan State University,* bachelor’s 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.

### HIGHLIGHT S

*Northwood University,* bachelor’s 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.



### R OSIE TUL GET SKE

*Design Director She/Her/Hers*

*email: rosie@redhead. studio*

*tenure: 3 years*



### KELLY GLASS

*Designer She/Her/Hers*

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 degree from Washtenaw Community College with a specialization in graphic design and illustration.

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.

Email: rosie@redhead.studio At Redhead since 2018.

### HIGHLIGHT S

Email: kelly@redhead.studio At Redhead since 2021.



### ALLISON R AECK

*Content Director She/Her/Hers*



### ZACH

**KOMOR OW SKI**

*Writer He/Him/His*

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.

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.

Email: allison@redhead.studio At Redhead since 2018.

### HIGHLIGHT S

Email: zach@redhead.studio At Redhead since 2019.



### LINDA ESTILL

*Office Manager She/Her/Hers*



### BOBBY EARL S

*Executive Assistant He/Him/His*

creative types have 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.

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.

Email: linda@redhead.studio At Redhead since 2010.

### HIGHLIGHT S

Email: bobby@redhead.studio At Redhead since 2019.

## Amber Paxton

### DIRE CTOR, OFFICE OF

**FINANCIAL EMP OWERMENT**

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](#_bookmark10), 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](#_bookmark12) 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.](#_bookmark11) 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 audiences 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 and running 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.

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 kickoff 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.

## 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.

## 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.

## Strategy & Planning

Next, the internal work begins. We audit your landscape, your current brand, you’re 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.

## 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: Analyze 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.

## 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 kickoff 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.

### ES TIMATED TIMELINE 6-8 WEEK S

**PLAN & CONCEP T DEVEL OPMENT $15,000**

**100 HOURS**

## 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.

### ES TIMATED TIMELINE 5-7 WEEK S

**MATERIAL S DEVEL OPMENT $15,000**

*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.*

## 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 hands-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.

**ES TIMATED 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.

### ES TIMATED TIMELINE 2 WEEK S

**PLAN & CONCEP T DEVEL OPMENT $2,000**

**13 HOURS**

September 24, 2021

Michigan Statewide Independent Living Council (MiSILC)

|  |  |
| --- | --- |
| Plan & Concept Development | $15,000 |
| Materials Development | $15,000 |
| Social Media & Training | $13,000 |
| Evaluation | $2,000 |
| **TOTAL**Hourly Rate: $150 | **$45,000** |

This estimate is valid until December 30, 2021

I accept this estimate and authorize Redhead to begin work.

**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.

### ASSUMP TIONS

* 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 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.
* 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.
* 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.
* Proofreading services can be estimated at your request.
* In-depth copywriting services can be estimated at your request.

# Work Samples

**BRAND DEVEL OPMENT | COLLATERAL DEVEL OPMENT | S TRATEGIC CONSULTATION** [**BOLDLANSING.ORG**](https://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.

**S TRATEGY | CAMPAIGNS | COLLATERAL DEVEL OPMENT**

**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.

**S TRATEGY | CAMPAIGN DEVEL OPMENT | CONTENT DEVEL OPMENT**

## 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.

**S TRATEGY | BRAND | CAMPAIGN** [**LANSINGF ORWARD.COM**](https://lansingforward.com/)

**Discovery & Alignment:** When Mayor Schor took office in 2017, the transition team

recommended, “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.

**BRAND | CONSULTATION | CAMPAIGN DEVEL OPMENT**

**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.

PSC

The Robin Theatre

MASB

Our Community Foundation

Piper & Gold

Desk Drawer Fund

//MCAN

Old Town

Chaos and Bloom

Then Hens Farm

MSU Dairy Store

Mill Room

MEA

Preservation Lansing

The Peoples Church

Meet Up and Et Up

Matthew Ryan Salon

MSU Parking Spot On

Picnic a Food Truck

Right to Health

Watertown Charter Township

Vacant Expect Nothing

Advise MI

Render Studios

Michigan Audubon

5th

MICU

RCAH

Tri Terra

CRFS MSU Center for Regional Food Systems

Wilson Talent Center

Potter’s Mill

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

Agate Software

Barry County Health Department Bath Farmers’ Market

BOLD Lansing

Capital Region Community Foundation

City of Charlotte City of Lansing

City of Mount Clemens City of Wyoming

Center for Healthcare Research & Transformation,

University of Michigan

Community Economic Development Association of Michigan (CEDAM)

Delta Institute

Do 1 Thing, Emergency Preparedness

Devereaux Sawmill

Educational Childhood Child Care Center (EC3)

EVE, Inc.

Firecracker Foundation Gift of Life Michigan Global Ties Kalamazoo

Habitat for Humanity Capital Region

Ingham County Health Department

Ingham Intermediate School District

Johnson Center @ GVSU Lansing 5:01

Lansing Art Gallery

Lansing Community College Lansing Mayor’s Office Lansing Symphony Orchestra

Michigan Association of School Boards

Michigan Association of United Ways

Michigan Audubon Society Michigan College Access Network

Michigan Council on Crime & Delinquency

Michigan Department of Community Health

Michigan Department of Education Michigan Environmental Council Michigan Fitness Foundation Michigan Forest Products Council

Michigan Independent Colleges & Universities

Michigan Promise Zones Association

Michigan State University ABLE Change

Broad College of Business

College of Agriculture & Natural Resources

Department of Biochemistry & Molecular Biology

Department of Family Medicine

Department of Fisheries & Wildlife

Department of Pharmacology & Toxicology

College Advising Corps College of Engineering College of Law

Health Team Move Safe

Neighborhood Student Success Collaborative

Office of the University Physician MSU BEST

MSU Museum Undergraduate Education

University Scholarships & Fellowships

MSU Federal Credit Union Michigan Supreme Court Michigan Works! Association

Middle Grand River Organization of Watersheds

Neway Manufacturing Peckham, Inc.

PICNIC, a food truck Public Sector Consultants

Refugee Development Center Render Studios

The Robin Theater

School-Community Health Alliance of Michigan

Sparrow Foundation Sparrow Health System

State of Michigan, Department of Technology,

Management & Budget Ten Hens Farms Triterra

United Dairy Industry of Michigan

United Way for Southeastern Michigan

University Club of MSU Quantum Medical Concepts Watertown Charter Township

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.*

**JENNIFER ES TILL**

Principal & Creative Director

 jen@redhead.studio

**RACHA KARDAHJI**

Account Services Director

racha@redhead.studio