

PROPOSAL FOR
DULUTH ECONOMIC DEVELOPMENT AUTHORITY
MARKETING PARTNER FOR SMALL BUSINESSES

RFI# 23-AA08

MAY 26, 2023

AGENCY CONTACT

Jessica McCarthy | **President + Co-Founder**

950 N. Washington Street

Alexandria, Virginia 22314


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571.549.1569

TABLE OF CONTENTS

SUBMISSION COVER SHEET	2
COVER LETTER	3
BACKGROUND	4
ABOUT US	4
EXPERIENCE PROVIDING COMPARABLE SERVICES	4
RESUMES	5
EXAMPLE CORE TEAM	5
SMALL BUSINESS, MUNICIPALITY, TOURISM ORGANIZATION EXPERIENCE	7
REFERENCES	8
SERVICES OFFERED	9
COST	10
HOURLY RATE	10
IN-KIND MATCH	10
SAMPLE PROJECT COSTS	10
CASE STUDIES	12

**APPENDIX A - SUBMISSION COVER SHEET
CITY OF DULUTH
RFI# 23-AA08 MARKETING PARTNERS FOR SMALL BUSINESS**

Submitter Information:	
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Authorized Signature	
Name & Title of Authorized Signer	Jessica McCarthy, President & Co-Founder
Email of Authorized Signer	jmccarthy@joyriotagency.com

COVER LETTER

Dear Duluth Economic Development Association,

This proposal is in response to your Request for Information number 23-AA08, Marketing Partners for Small Businesses, due May 26th.

We are the perfect candidate because we have completed rebrands, design, and marketing campaigns for many organizations, including small businesses, municipalities, and tourism organizations.

Our creativity begins with developing a strategy rooted in a deep understanding of the brand itself, as well as the psychology and daily lives of the audience we're trying to reach. Through this process, we can ensure we create branding and marketing that truly resonates with your audiences and builds a halo effect for your small businesses. We can do everything you need from branding, marketing in all media, and websites.

Now, we look forward to helping you achieve your goals. The remainder of this proposal will provide more detail as to our qualifications. Thank you for your consideration.

Sincerely,



Jessica McCarthy
President & Co-Founder
Joy Riot
950 N. Washington Street
Alexandria, VA 22314
(571) 549-1569

BACKGROUND

ABOUT US

We create pleasant interruptions.

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

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

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

EXPERIENCE PROVIDING COMPARABLE SERVICES

When it comes to your branding, design, marketing, or website needs, hiring an integrated marketing agency with expertise in building brands gives you an edge. We take a look at your brand holistically, think strategically about where it could go and how to get you there, and then we apply that in ways that will truly resonate with your audience.

We’ve worked with a variety of small and large businesses, municipalities, and tourist organizations. We have built brands from scratch, produced brand evolutions and complete rebrands. We have created compelling marketing, from strategy through creative development, to execution and optimization. We have produced engaging videos that tell stories and drive results. And through all of this, we have achieved impressive results that have even surprised us. The combination of this experience positions Joy Riot to be able to apply our knowledge, strategic expertise, and talent to support the businesses of Duluth, MN.

RESUMES

Our team is made up of strategists, account managers, project managers, creative directors, designers, copywriters, UX designers, creative technologists, and web developers. As projects arise, we'll assign a team based on the expertise required to complete the job.

EXAMPLE CORE TEAM

At the beginning of each project, you will be assigned a core team of senior employees. Depending on key milestones, deadlines, number of different projects happening simultaneously, etc., we'll scale your core team up as needed.

JESSICA MCCARTHY, PRESIDENT & CO-FOUNDER

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

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

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

Relevant Client Experience: DC BID Council, Naperville Public Library, Northern Virginia Regional Park Authority, Washington DC, Saint Charles MO, Climb Upton, Chewish Deli, Alexandria Pastry Shop, Gay Men's Chorus of Washington D.C., Bonterra Wines, East Orange NJ, Old Saybrook Youth & Family Services, Park Hyatt, Grand Hyatt, Hyatt House, Hyatt Place, Cyber Risk Institute

JOHN ARMSTRONG, CHIEF CREATIVE OFFICER & CO-FOUNDER

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

Qualifications: Strategy Development, Creative Direction, Copywriting

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

Relevant Client Experience: DC BID Council, Naperville Public Library, Northern Virginia Regional Park Authority, Washington DC, Saint Charles MO, Alexandria Pastry Shop, Chewish Deli, Acton Public Library, Climb Upton, Gay Men's Chorus of Washington D.C., East Orange NJ, Old Saybrook Youth & Family Services, National Museum of African American History & Culture, Audi, Cyber Risk Institute

KATHERINE FLAHERTY, SENIOR ACCOUNT EXECUTIVE

Kate started her career in the non-profit sector, working with different groups both local and national as they honed their messaging and branding in the digital space. Taking her passions for project management and helping clients one-on-one to fine-tune their brand goals, Kate moved to the agency side. Since making the move she's worked on a wide array of clients from medical institutions such as Yale Medicine, to global reaching clients such as MPOWER Financing, and national preservation groups including the National Marine Sanctuary Foundation. When she's not at work you can find Kate teaching workout classes, hosting DnD sessions, or performing standup.

Qualifications: Account Management, Strategy Development, Project Management, Copywriting, Social, Websites, PPC, SEO

Relevant Project Experience: Brand Identity, Integrated Campaigns, Websites, Social, App Design, User Experience (UX)

Relevant Client Experience: East Orange NJ, Northern Virginia Regional Park Authority, Old Saybrook Youth & Family Services, W Hotels, National Marine Sanctuary Foundation, Yale Medicine, ASK DC and UASK DC, Arcus Foundation, CREW Network, HIAS, MPOWER Financing, National Education Foundation, Foremost Medical Equipment, Merck - Belsomra, AstroStyle, American Security Project, Seekadoo, Outdoor Advertising Association of America

BRIAN BOBB, SENIOR ART DIRECTOR

Brian harnessed his creative thinking at Savannah College of Art and Design earning a Masters degree in Advertising. His experience in Atlanta consisted of a variety of clients including The Clinton Foundation, The Coca-Cola Company, Penguin Publications and Simmons Beautyrest Mattress Company. After his migration from the Peach State to the Northeast, he worked at agencies throughout the DMV and continues to bridge the gap between conceptual thinking and detail-oriented design. When he is not working you can find him adjusting his camera settings, improving his golf swing and checking off his bucket list of outdoor adventures.

Qualifications: Creative Direction, Design

Relevant Project Experience: Brand Identity, Integrated Campaigns, Video, Print, Digital, Out-of-Home, Social, App Design, Point-of-Purchase, Collateral, Experiential, Websites, Photography, User Experience (UX), Virtual Reality (VR)

Relevant Client Experience: The Coca-Cola Company, American Cancer Society, Washington DC, DC BID Council, NOVA Parks, Climb Upton, Saint Charles MO, East Orange NJ

JIMMY FIGLIOLA, COPYWRITER

Jimmy has always had a love of language and the musicality of words. As a Creative Advertising major at Virginia Commonwealth University, he was able to sharpen this skill set and translate his written communication abilities into the sphere of advertising. Jimmy's approach to copywriting takes cues from a wide breadth of inspiration, but retains a core philosophy: copy should be engaging and accurately represent the unique voice of a brand.

Qualifications: Copywriting, Brand Strategy

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

Relevant Client Experience: East Orange NJ, The Donohoe Companies, Cyber Risk Institute, Convergence, Death Wish Coffee, Beach Station Farm & Nursery

SMALL BUSINESS, MUNICIPALITY, TOURISM ORGANIZATION EXPERIENCE

We have a lot of experience working with small businesses, municipalities and tourism destinations, including, but not limited to:

- Alexandria Pastry Shop
- Baldus Real Estate
- Better Business Bureau
- Big Boss Beer
- Bootstrap Bands
- Chewish Deli
- Collins Investment Group
- Colonial Williamsburg
- DC BID Council
- DC Deputy Mayor's Office for Planning & Economic Development
- Dominion Jewelers
- East Orange, NJ
- Hardwood Artisans
- Hatch Brilliance
- Inova Health System
- Old Saybrook, CT: Acton Public Library, Old Saybrook Youth & Family Services
- MurLarkey Distilled Spirits
- Naperville, IL: Naperville Public Library
- National Museum of African American History and Culture
- Neighborhood Health
- Northern Virginia Regional Park Authority
- Libertyville, IL: Libertyville Foundation
- Saint Charles, MO
- The Bahamas
- Washington, DC
- Woolly Mammoth Theatre Company

REFERENCES

RICK AMMIRATO

(Former) Executive Director

DC BID Council

rickammirato@gmail.com

917-538-3608

Services: Market Research, Marketing Campaign, Video, Print, Social, Digital, Email, Out-of-Home, Signage, Media Planning, Media Placement, Microsite Design and Development

KELLY GILFILLIN

Director of Marketing & Communications

NOVA Parks - Northern Virginia Regional Park Authority

kgilfillen@nvrpa.org

703-359-4603

Services: Brand Identity Development, Photo & Video Shoot, Marketing Campaign, Video, Social, Digital, Print, Out-of-Home, Radio, Media Planning, Media Placement, Analysis & Optimization

TRENTE ARENS

Marketing and Communications Manager

Naperville Public Library

tarens@naperville-lib.org

630-637-4913

Services: Brand Research Study, Brand Identity Development, Collateral

SERVICES OFFERED

Marketing Strategy

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

Brand Identity

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

Content

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

Integrated Campaigns

- Video
- Print
- Radio
- Out-of-Home
- Digital
- Social
- Email
- Direct Mail
- Event
- Point of Sale
- Collateral
- Non-Traditional
- Print Production
- Video/Photo Production
- Media Buying

Websites

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

COST

HOURLY RATE

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

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

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

IN-KIND MATCH

We are willing to provide an in-kind match of up to \$5,000 for strategy and creative development services rendered

SAMPLE PROJECT COSTS

We understand your desire to compare costs for services. Therefore, below we have provided sample scopes with sample pricing. Once a scope is determined, we will provide an estimate for the service fees.

SAMPLE PRICING	
TYPES OF PROJECTS	COST
Modification of existing logo (depending on parameters)	\$1,350+
Marketing Campaign Development (depending on final assets needed)	\$10,000+
One (1) single-page flyer or brochure	\$1,250
One (1) pop-up banner design	\$350

ADDITIONAL COST CONSIDERATIONS

Hard Costs

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

Production Costs

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

Media Spend

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

CASE STUDIES

The following case studies provide a sample of recent relevant work we have completed both in terms of scope and industry.

DC BID COUNCIL

Covid-19. Didn't see that one coming. It impacted all of us. It even impacted municipalities.

Washington, DC was not immune. There were times when it had some of the country's highest rates. Therefore, DC instituted strict safety mandates. Eventually, those mandates compromised area businesses—coffee shops, restaurants, bars, dry cleaners, clothiers, museums, stadiums, and other landmarks where commuters spend money.

To entice them back once rates subsided, we launched the Return to DC campaign, working with the Deputy Mayor's office and 11 DC Business Improvement Districts (BIDs).

DC RETURN TO CITY LIFE



DMPED @DMPEDDC
Or maybe you're better suited for a bike? 100s of miles of designated bike paths and trails stretch throughout the city, allowing quick and safe access to neighborhoods throughout the District. Bring a helmet and a friend on your next adventure. Live your best city life by visiting [ReturnToDC.com](#).

#ReturnToCityLife #WashingtonDC #ObviouslyDC

DC RETURN TO CITY LIFE
THAT TIME YOU PULLED OFF A SICK, BUT UNINTENTIONAL, FIGURE-EIGHT ROLLER BLADING IN ROCK CREEK PARK.

DC Bid Council @dcbidcouncil
Put on your best disguise—and comfortable shoes—and take your secret agents out for a fun-filled afternoon in the Nation's Capital. Museums, galleries, and other family-friendly activities are available across the city. Live your best city life by visiting [ReturnToDC.com](#).

#ReturnToCityLife #SWDC



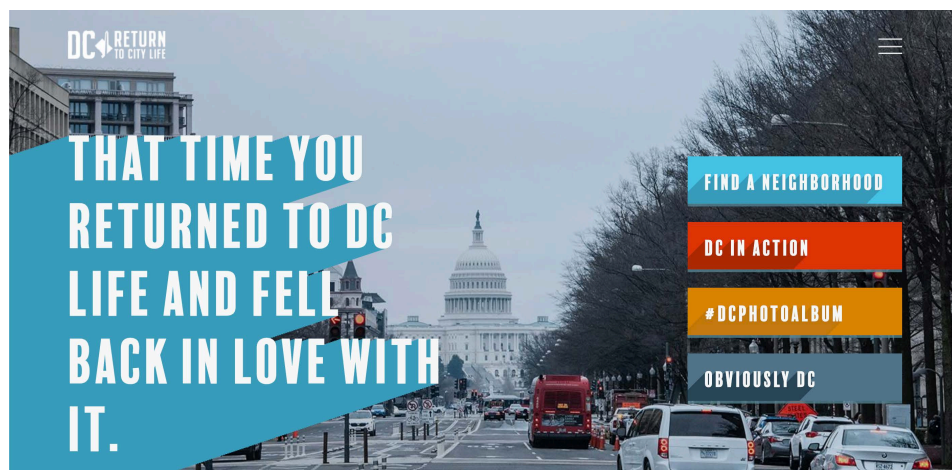
DC RETURN TO CITY LIFE
THAT TIME YOU WENT UNDERCOVER AND BROKE THE CODE AT THE INTERNATIONAL SPY MUSEUM.

THAT TIME THE PRESIDENT GAVE YOU AN EXCUSE FOR BEING LATE.

Qualitative and quantitative research told us that people react most strongly to FOMO: Fear of Missing Out. So we reminded them of “That Time...” all the funny, crazy, romantic, and otherwise memorable moments occurred to them in DC.

The campaign launched in digital banners, digital out of home, traditional out of home, social, and emails that all pointed back to a microsite where residents took part in challenges that encouraged them to return, post evidence on Instagram, and tag the BIDs.

Overall campaign performance was exceedingly high. In addition to people engaging with the BIDs online—social media alone earned 20x the typical CTR—there was a 42.5% increase in commuters returning to their DC office, according to Kastle Systems' access control system data reports.



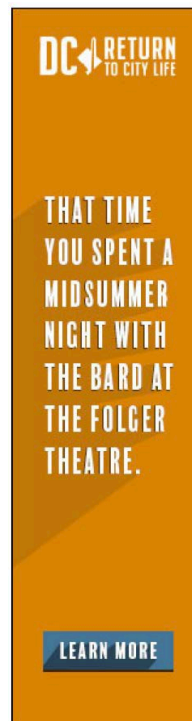
DC RETURN TO CITY LIFE
THAT TIME YOU RETURNED TO DC LIFE AND FELT BACK IN LOVE WITH IT.

[FIND A NEIGHBORHOOD](#)

[DC IN ACTION](#)

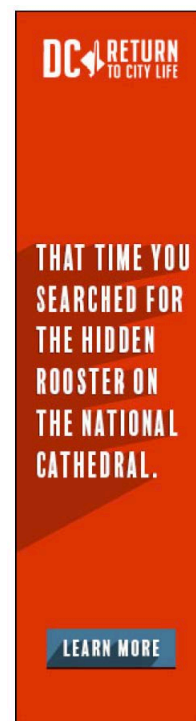
[#DCPHOTOALBUM](#)

[OBVIOUSLY DC](#)



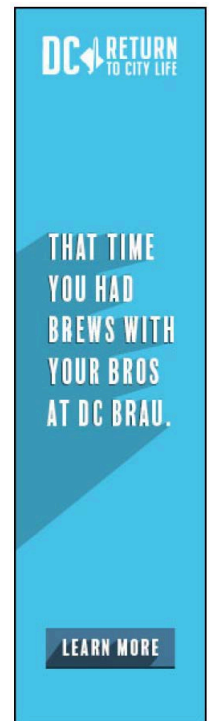
DC RETURN TO CITY LIFE
THAT TIME YOU SPENT A MIDSUMMER NIGHT WITH THE BARD AT THE FOLGER THEATRE.

[LEARN MORE](#)



DC RETURN TO CITY LIFE
THAT TIME YOU SEARCHED FOR THE HIDDEN ROOSTER ON THE NATIONAL CATHEDRAL.

[LEARN MORE](#)



DC RETURN TO CITY LIFE
THAT TIME YOU HAD BREWS WITH YOUR BROS AT DC BRAU.

[LEARN MORE](#)

[Click image to watch video](#)

CHEWISH DELI

A business owner had a unique dilemma: his business and product were already out in the world. But he lacked a name, a look, and a brand.

He sold staple Jewish and Jewish-American foods. Made them from scratch, the old-fashioned way. And delivered to his customers' doors.

Although bagels were his marquee product, he was more than a bagel shop. He sold sandwiches, such as reubens and pastrami on rye, as well as challah, rugelach, coffee, and juices. So we decided he would call his store a deli.

Longstanding deli names follow a recognizable formula—Katz's Deli, Liebman's Deli, Langer's Deli.

New ones are more creative, such as Call Your Mother. And because our client is extroverted and gregarious, we leaned into the fun and called his business... Chewish Deli.

The logo is built from mid-century fonts, from the time when delis first became known in this country outside of Jewish neighborhoods, with shades of blue and white that are theologically important in Judaism.

And while his signage features the main attraction—bagels—large and often, we made sure to include that his product is hand-rolled and made in the New York style. Those who know what that means, know it means quality.

Now, Chewish Deli has a cult-like following. The two brick-and-mortar locations consistently sell out. And, people love the name so much, his branded merchandise flies off the shelf.



ALEXANDRIA PASTRY SHOP

If you know cannolis, you know the nation's best come from Jersey. That's where the best bakeries have perfected the old Italian confection. Alexandria Pastry Shop knows this. That's why they import their cannolis from the Garden State. Problem is, their regulars didn't buy it. Why would a bakery import a baked good? Get outta here.

We wanted to settle this, once and for all. So we peppered the shop with posters, table toppers, and to-go stickers. And made it crystal clear where APS gets their cannolis. Seriously. It. Couldn't. Be. Any. Clearer.

Finally, the customers caved. The once-skeptics bought 'em up in bulk. And got to experience the Jersey love that's baked into every bite.



NAPERVILLE PUBLIC LIBRARY

The Naperville Public Library has been rated the #1 public library system in the United States. Locals love it.

However, as a bedroom community of Chicago, there was a significant population of newcomers who didn't appreciate the draw of the library upon arrival. They especially weren't impressed by the outmoded and confusing former logo.

So we redid it entirely.

We studied the locations of the three branches. They form almost an exact triangulation of the town layout. And while each is unique, they all boast superior technology, including 3D printers, and other offerings you don't expect in your common public library.

The primary type we chose is a contemporary rendering of a classic serif, blending the traditional idea of a library with their modern amenities. The mark is three distinct elements that are the same shape but different, vibrant colors, and each wraps on the end to show a three-tiered back that is reminiscent of both library stacks as well as a computer chip.

As you can see, we developed their brand guidelines, including look, feel, voice—who we are, who we are not—and applied that to their collateral.

The new brand has had an overwhelmingly positive response from employees and the Naperville community.



POSITIONING

The Naperville Public Library is where minds meet. *They meet each other, they meet us.*

WE ARE

Curious:
Weekend chess classes are forming. Players of all skill levels are invited to join.

Inspiring:

03

TYPOGRAPHY

These typefaces, logo, the bold serif, second sans

04

COLOR PALETTE

The color palette consists of three primary colors, three secondary colors, and three tertiary colors.

HEADLINE

LEXIA BOLD
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY	PURPLE	GREEN	ORANGE
C: 70 R: 82 M: 77 G: 43 Y: 5 B: 137 K: 1 # 522b89 PMS: 7678C	C: 48 R: 130 M: 12 G: 172 Y: 91 B: 40 K: 2 # 82ac28 PMS: 7737C	C: 1 R: 249 M: 60 G: 102 Y: 77 B: 41 K: 0 # f96629 PMS: 165C	
SECONDARY	LT. PURPLE	LT. GREEN	LT. ORANGE
C: 48 R: 133 M: 58 G: 89 Y: 0 B: 168 K: 0 # 8559a8 PMS: 2587 C	C: 34 R: 168 M: 2 G: 211 Y: 86 B: 49 K: 0 # abd331 PMS: 367 C	C: 1 R: 250 M: 47 G: 137 Y: 44 B: 10 K: 0 # fa896e PMS: 1635 C	
TERTIARY	CREAM	BLACK	WHITE
C: 2 R: 255 M: 3 G: 251 Y: 11 B: 238 K: 0 # fffbee PMS: 1-U	C: 0 R: 0 M: 0 G: 0 Y: 0 B: 0 K: 100 # 000000 PMS: 303 CP	C: 0 R: 255 M: 0 G: 255 Y: 0 B: 255 K: 0 # ffffff PMS: 11-0601 TCX	



NAME SURNAME

POSITION
XXX.XXX.XXXX
EMAIL
WEBSITE
200 W. JEFFERSON AVE.
NAPERVILLE, IL 60540



WELCOME TO THE NAPERVILLE PUBLIC LIBRARY!

LOCATIONS
Nichols Library
200 W. Jefferson Ave., Naperville, IL 60540
Naper Blvd. Library
2035 S. Naper Blvd., Naperville, IL 60565
95th Street Library
3015 Cedar Glade Dr., Naperville, IL 60564

HOURS
Monday - Friday 9 a.m. to 9 p.m.
Saturday 9 a.m. to 5 p.m.
Sunday 1 p.m. to 5 p.m. (June-Aug)
*Naper Blvd. Library closes at 5 p.m. on Sundays year-round.

CONTACT
Phone 630-407-4100
Fax 630-407-4100
Email 630-407-4100
Website 630-407-4100

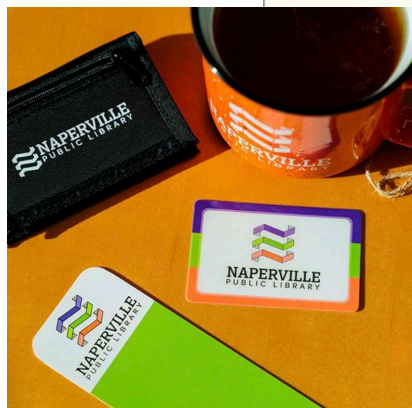
CHILDREN'S SERVICES
Nichols Library 630-407-4100
Naper Blvd. Library 630-407-4100
95th Street Library 630-407-4100

ADULT SERVICES
Nichols Library 630-407-4100
Naper Blvd. Library 630-407-4100
95th Street Library 630-407-4100

TEEN SERVICES
Nichols Library 630-407-4100
Naper Blvd. Library 630-407-4100
95th Street Library 630-407-4100

TEXT & LIBRARY
Sign up for our email newsletter at www.naperville-il.org/news
Sign up for our mobile app at www.naperville-il.org/mobile
Sign up for our mobile app at www.naperville-il.org/mobile
Sign up for our mobile app at www.naperville-il.org/mobile

RETURNING ITEMS
Items can be returned at any Naperville Public Library location, using the drive-thru book drop, 24/7.



GAY MEN'S CHORUS OF WASHINGTON, DC

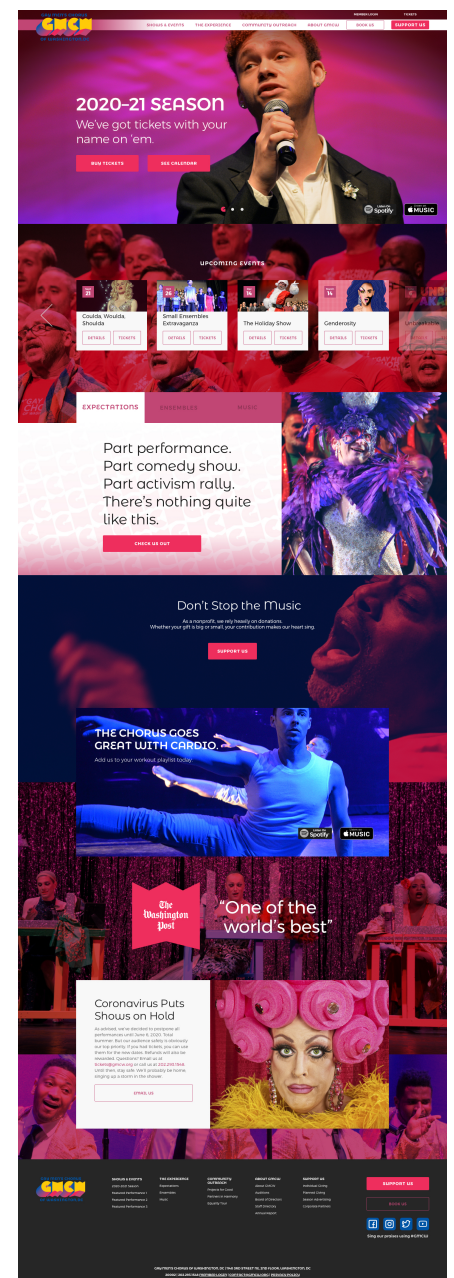
BRAND IDENTITY & WEBSITE

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

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

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

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



GAY MEN'S CHORUS OF WASHINGTON, DC

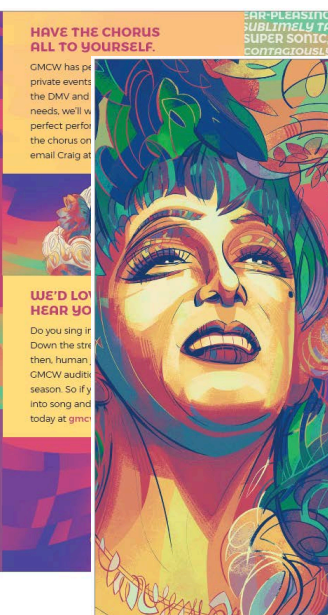
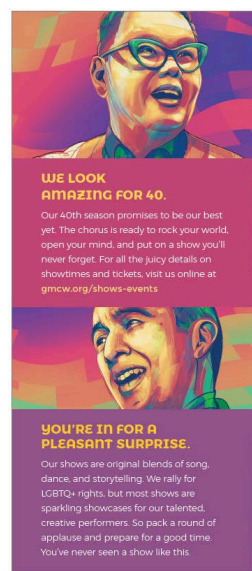
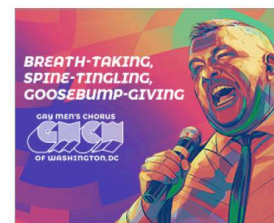
MARKETING

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

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

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

The ads were impossible to miss.



EAST ORANGE, NJ BRANDING

East Orange, New Jersey has a fascinating history. Its Central Avenue was once considered The Fifth Avenue of the Oranges. Shopping there was a “hats and gloves” affair. And it was voted America’s tidiest city.

Since that time, multiple factors contributed to its demographic and economic shifting. The suburbs grew, the 1960s erupted into riots, and massive roadways cut through its downtown.

Recently, East Orange decided to lean into their new reality in order to inspire a renaissance, as occurred next door in Newark. They’re embracing their cultural diversity as well as their location as the Crossroads of New Jersey.

The logo we created embraces these characteristics, as its layers overlap the same way East Orange’s populations overlap with each other to create new and unique identities, and its major highways, rail, and nearby air travel options overlap to bring people into the city to live, work, and play. Through this initiative, East Orange is attracting new businesses and residents who will be part of the next phase of the city’s rebirth.

Who We Are

We Are Inclusive
“East Orange is a city for everyone. Our voice doesn’t just speak, it listens- taking all walks of life, in our city, into account.”

We Are Not Gated
“We don’t speak in a manner that projects exclusivity. East Orange welcomes new perspectives and opportunities.”

We Are Dynamic
“Our community is a tapestry of...”

We Are Not Frigid
“Our tone is never cold and...”

Core Message

Experience the vibrant and dynamic crossroads of New Jersey.

Meet the Family

Franklin Gothic

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines & Body Copy

Use the following typefaces and weights for content that features headlines or body copy to establish hierarchy.

60pt **Main Headlines** always use **Franklin Gothic Medium.**
Sub in Book.

Primary Color Palette

Our palette is a modernized take on the mid-century city flag. The palette projects the electrifying cultural-infusion experienced in East Orange. Do not alter or substitute hues.

Vivaldi Red

C: 0 R: 237
M: 93 G: 56
Y: 85 B: 54
K: 0

#ed3836
PANTONE: 179 C

Casandora Yellow

C: 0 R: 255
M: 20 G: 204
Y: 74 B: 92
K: 0

#ffc05c
PANTONE: 135 C

Jewel Teal

C: 71 R: 71
M: 33 G: 168
Y: 49 B: 150
K: 0

#47a896
PANTONE: 7723 C

Baltic Prince

C: 87 R: 23
M: 44 G: 92
Y: 61 B: 87
K: 30

#176657
PANTONE: 7476 C



NOVA PARKS: CLIMB UPTON

NOVA Parks needed to launch its new attraction: Climb UPton. It's a massive structure unlike any other. And that was part of the problem. Not only did our client need help selling it. They also needed help describing it.

So we built the brand from the ground up. We used pinpoint language with targeted appeal. And we decided Climb UPton was exactly this: a 90-piece aerial ropes course—a vertical adventure. Next, we nailed down an enticing tag (Are you up for it?). And assigned specific language to everything they needed: tickets, employees, and customers.

Our next move was the strategy behind the ads. We needed to bring the experience of Climb UPton to life.

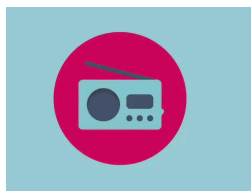
We undertook a logistically-complex photo and video shoot. We shot it from every angle, capturing individual climbing elements and wide-angled structure shots. All outdoors, while hundreds of actors and volunteers took on the structure from dawn to dusk.

We executed for video, print, digital, digital OOH, radio and social media. We started with a teaser campaign which had people literally lining up opening day for tickets, both online and off. The sustained marketing created huge demand, and we were able to secure editorial in local publications.

Today, web traffic is booming and the general public is buzzing about Climb UPton.



Click Image above to Watch Video



Click Image above to Listen to Radio

MURLARKEY DISTILLED SPIRITS

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

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

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

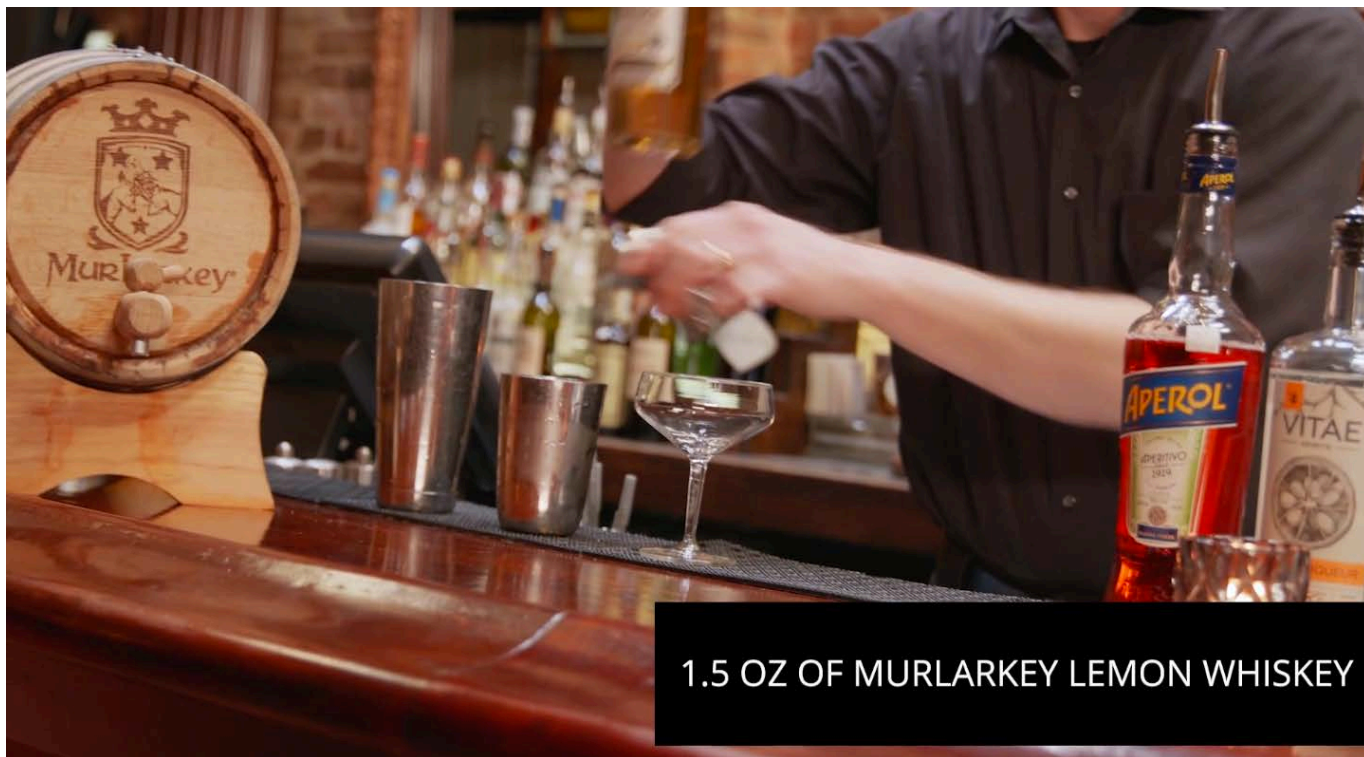
Since the work, business has surged. Social media engagement was 4x greater than any previous post. And there's not a bad comment in the bunch. Given our outrage era, it's nice to know good clients and good work can still make a positive impact.



[Click image to watch video](#)



MURLARKEY DISTILLED SPIRITS



[Click image to watch video](#)

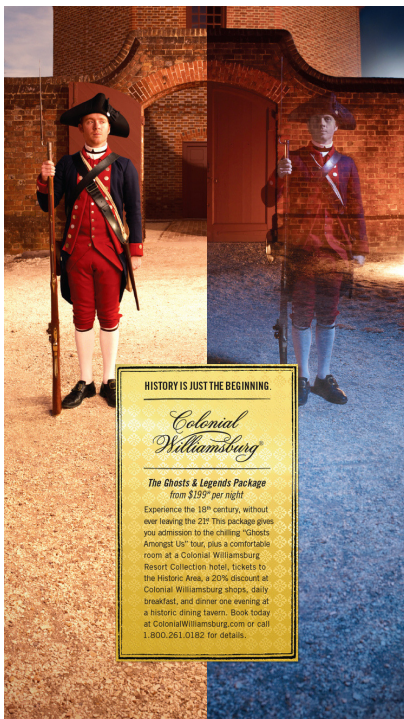
COLONIAL WILLIAMSBURG

Here's the conundrum of Colonial Williamsburg: Its unique selling proposition and raison d'être is the historic area. But it measures KPIs in hotels, restaurants, spas, and golf courses on the resort side. Which means, to stay in business, they need to drive attention to both aspects of their offering.

Our campaign didn't shy away from presenting both sides. Instead, we combined them.

We showed why they're both fun. And implied that, in a whimsical way, they're related. Because after spending all day wondering how your tour guide stays in character wearing wool in the summer heat, it's nice to take a dip in the hotel pool.

The campaign was a success, with increases in not only click-thru rates and site visits, but bookings throughout Williamsburg.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

The Ghosts & Legends Package
from \$199* per night

Experience the 18th century, without ever leaving the 21st. This package gives you admission to the chilling "Ghosts Amongst Us" tour, plus a comfortable room at a Colonial Williamsburg Resort Collection hotel. Tickets to the Historic Area, a 20% discount at Colonial Williamsburg shops, daily breakfast, and dinner one evening at a historic dining tavern. Book today at ColonialWilliamsburg.com or call 1.800.261.0182 for details.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

Inspired by the 18th Century. Equipped for the 21st.

Planning a meeting here is both a smart decision and a responsible one. Not only will you get access to state-of-the-art facilities, a "Top 100" golf course, an award-winning spa, as well as first-rate lodging, dining, and shopping, but you'll actually help preserve a vital part of the American story. To book today, visit ColonialWilliamsburg.com or call 1.800.822.9127 for details.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

Winter Getaway
from \$149 per night* including \$100 resort credit per stay

Experience the 18th century, without ever leaving the 21st. Enjoy a great room at the Williamsburg Lodge and a 20% discount at Colonial Williamsburg shops. Arrive Sunday through Tuesday and receive a \$100 resort credit good at our restaurants and taverns, our world-class golf courses, our award-winning spa, our specialty shops, and more. Book today at ColonialWilliamsburg.com or call 1.800.261.0182 for details.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

The Spa Escape Package

Experience the 18th century, without ever leaving the 21st. This package includes a 60-minute massage, a 60-minute facial, and a 60-minute hair treatment. Book today at ColonialWilliamsburg.com or call 1.800.843.3049 for details.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

Autumn Getaway
from \$149 per night including \$100 resort credit

Experience the 18th century, without ever leaving the 21st. Enjoy a great room at the Williamsburg Lodge and a 20% discount at Colonial Williamsburg shops. Arrive Sunday through Tuesday and receive a \$100 resort credit good at our restaurants and taverns, our world-class golf courses, our award-winning spa, our specialty shops, and more. Book today at ColonialWilliamsburg.com or call 1.800.843.3049 for details.



HISTORY IS JUST THE BEGINNING.

Colonial Williamsburg

The Revolutionary City Package
starts at \$99*

Experience the 18th century, without ever leaving the 21st. This package gives you a night of sleep, admission to the Historic Area—including Revolutionary War-themed theatrical programs that bring the American Revolution to life. Plus, you'll get a continental breakfast at an official Colonial Williamsburg hotel, and daily live entertainment. Book today at ColonialWilliamsburg.com or call 1.800.843.3049 for details.

THE DONOHUE COMPANIES *THE PARC* BRANDING

We were asked to build an identity for a building nestled in one of the most natural settings in the otherwise bustling nation's capital. Another building we branded, 4K, shelters it from busy Wisconsin Avenue, and it looks upon Glover Archbold Park.

Prospective renters were expected to be older clientele downsizing from close-by suburbs, such as Chevy Chase, Bethesda, and Rockville. They would experience the proximity to all the city has to offer, while retaining the solitude of a leafy green setting.

We named this building The Parc. It's a twist on the bucolic neighbor to the immediate west, with the "k" replaced by a "c". Did we name it after the French spelling of the same word, or because "c" stands for "city"? That's for us to know.

The palette is a sophisticated green and gold, with a distinct leaf over the serif P. The brand guidelines ensure anybody working on this building's brand—in voice, tone, or other applications—will maintain its unique identity.



The Parc: Logo Font Family

Scotch Display

The Parc: Tone and Key Messaging

The serenity of our living environment appeals to those seeking a quiet escape from

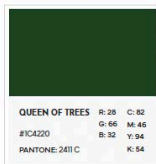
The Parc: Who We Are

We Are **Peaceful**

We Are Not **Mundane**

The Parc: Color Palettes

Primary Colors



QUEEN OF TREES R: 28 G: 66 B: 32
#1C4220
PANTONE: 2411 C

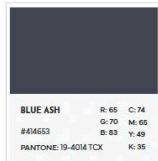


HONEY GOLD R: 195 G: 155 B: 55
#B89537
PANTONE: 10121 C

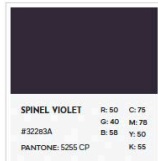
Secondary Colors



LACQUER GREEN R: 27 G: 48 B: 42
#1B302A
PANTONE: 5535 C



BLUE ASH R: 65 G: 70 B: 83
#414653
PANTONE: 19-4014 TCX



SPINEL VIOLET R: 50 G: 40 B: 58
#32293A
PANTONE: 5255 CP

TERTIARY COLORS

SHADES OF GRAY

