



NEWPORT INDEPENDENT SCHOOLS

BRANDING & MARKETING PROPOSAL

Superintendent Tony Watts
Newport Independent Schools
City of Newport, Kentucky

Dear Superintendent Watts,

Thank you for the opportunity to collaborate with the Newport Independent School District to develop a cohesive brand implementation and marketing strategy that matches your mission and vision. The results you are looking for come from a combination of dynamic creativity, engaging stakeholder communication, and strategic process development. The unique personalities that comprise the KYDA Consulting and Strategic Advisers team are changing the way organizations experience the brand development process.

The foundation of our process is listening and learning. We spend three times as many hours becoming experts on your organization and vision than we do in production. Stakeholder and community buy-in is critical to the success of any branding strategy. Engaging selected key stakeholders in our perspective gathering process creates a team of advocates whose voices, and involvement will frame the perceived success of the branding process.

This critical information becomes the life we breath into your brand, voice, and tone. In every graphic, paragraph, piece of print, digital asset, sign, and conversation location. You are in control of the design of our framework of measure for every aspect of your organization identity. We've mastered the craft of taking your information and delivering a brand development strategy that exceeds your expectations. The following are the stages of our brand development process.

THE KYDA CONSULTING EXPLORATION PROCESS – PHASE ONE

In our experience, we are not in the business of telling organizations to change their brand. It's the identity that has stood for hard work done by people that care about the organization's outcome.

We invite you to take part in an engaging process dedicated to building trust. Trust that we have the accurate and transferable understanding about your organization and the needs of your audience. We also believe you must earn the right to create anything that represents another organization. Our goal is to humbly take on the responsibility of creating a genuine voice, tone, and feel to your brand identity.

The outcomes our clients have experienced go far beyond a new logo. They've gained control over their identity, marketing, and communication. Their marketing becomes agile, content development is process driven, and communication is always audience focused. Additionally, their entire team is a part of the future marketing efforts. We'll dive into the interactive workshop that's a highlight of the Exploration process.

Exploration Meetings

The brand process begins with Exploration meetings held with selected key stakeholders whose voices must be included in the branding process. Each participant is invited to a phone or virtual meeting with a member of our team. We want to collect the perspectives that can provide insight into your mission, vision, history, audience, communication needs, and goal setting. We conduct individual and confidential interviews to gather the most genuine and natural responses possible because this information is critical to the next stage of the process. Here are potential categories of key stakeholders in this project:

- Superintendent Watts
- Newport Independent Staff
- Principals
- Board Members
- Students
- Residents
- Realtors
- Any additional requested

Branding Workshop

If you ask clients that have experienced the workshop, this is the special part of the branding process. All the information collected during interviews, surveys, and public meetings are fed into an engaging branding workshop. The selected key stakeholders will take part in a custom branding workshop that puts every idea collected on the table and requires the refinement of ideas into actionable steps in design and branding. These ideas will become the framework for developing a cohesive voice and tone to your brand. We have never developed a brand that changed an organization. Instead, we have empowered organizations by delivering a brand that truly represents them. Here are a few examples of questions we aim to answer in the Exploration process:

- Does the brand need to change and what do you want from the change?
- What is fiscally possible for a full rebrand & launch?
- Who are your target audience personas?
- Where do conversations take place with those personas?
- What do they need, what is required to give it to them, how can we make it special?
- What makes your organization unique now?
- What will make your organization unique in the future?
- What does your brand need to say to current and potential students?
- What does your brand need to say to current and potential parents?
- How will the brand create activation and engagement?
- What aspects of the Newport Independent's identity is not told in the current brand?

Crafting the Branding Framework

At the finish of the branding process you will have completed the following:

- Collected key stakeholder and audience perspectives
- Defined your target personas (audiences) and know who the brand is talking to
- Determine where those personas interact with your brand
- Initiate the vision for the development of your brand identity
- How your brand is delivered at the conversation locations where your information meets your audience
- What type of content needs to be generated to own those conversation locations
- How your brand will be delivered and how your identity will be formed



Exploration Recommendations

At the end of the Exploration process, we will provide a summary of the perspective interviews, workshop, and brand development recommendations. Before we put pencil to paper, we will explain the principles that will drive your custom branding strategy. We will present the specific design efforts that will be made, such as coloring, styling, feel, positioning, and a hand drafted sketch will be approved prior to moving into full production.

At this time, if you disagree with the direction or recommendations of the KYDA/Strategic Advisers team you can select to either be specific and definitive about your design request or choose to discontinue the program. A successful branding strategy connects with the people invested in it and our process invests in making your key stakeholders advocates of the new brand. Their genuine buy-in is important.

Exploration Timing

Completing the Exploration process is based on the ability to schedule key stakeholders, a strategic public communication schedule, and the desired client timeline. An estimation of this timeframe can be delivered once the required scope is clear. On average, it is a three-to-four-month process.

The cost of the full KYDA Brand Exploration process and Strategic Advisers Public Relations strategy is based on the following:

- Total hours of Perspective Interviews collected.
- Total hours of Leadership meetings.
- Total hours of public communication, meetings, data collection, data review, and result delivery.
- Historical research on Newport Schools, existing conditions study, and comparable research.
- Creation and delivery of socially safe in-person or virtual branding workshop.
- Creation and Management of public relations throughout the process by Strategic Advisers.
- All presentation and deliverables required for delivering Exploration results.
- All communication required to execute the KYDA Exploration process.

Exploration

\$10,000

This amount is based on the time needed to complete all research, communicate with an estimated 15-plus key stakeholders, conducting the 8-person workshop (estimated), and a three-month goal of completion of this process. COVID and public health concerns can affect the delivery date.

THE KYDA ALIGNMENT PROCESS – PHASE TWO

The confirmation of your vision, mission, and the results of the Exploration process all lead to the development of a dynamic brand image. The conversation mapping completed previously will also guide the design of your brand concept and marketing strategy.

The strength of the KYDA branding development comes from the Exploration process and is rivaled only by our ability to create dynamic designs. In the Alignment phase we will create your brand identity begin building your brand strategy guide.

Brand Development

- Brand identity recommendations based on vision and Exploration
- Single concept delivery – unlimited revisions and concept alteration
- Brand Strategy Guide including logos, iconography, styles, fonts, positioning, content writing, website update recommendations, social media strategy, and collateral update recommendations.
- Full logo set – portrait, landscape, potential compact and alternative versioning
- All launch and implementation logos and files
- Core Brand Launch
 - Email Signature – implementation dependent on technology used
 - Business Cards

- Letterhead
- Socialrebrand strategy – banners, profile content, event banner template
- **File customization and replacement on all identity locations**
 - Rebranding of any programs or art that involves the previous branding
 - Examples:
 - Cat's Kitchen
 - Athletic Hall of Fame
 - Transportation
- Social media rebranding
 - Banner and event banner template
- Three-month social media strategy calendar including images and content
- Website update recommendations
 - Positioning
 - Content
 - Images
 - Communication
 - Technology
- Google brand strategy
 - Google profile
 - Google description
 - Google images
- As required conceptual review meetings
- All materials and consultation time included

Brand Development

\$15,000

This amount is based on the delivery of your logo, iconography, brand strategy guide, website recommendations, file development, meetings, travel, and creative services.

CONCLUSION

Our community-driven approach to branding is the perfect fit for your organization. The strategy developed in this agreement is thorough and provides the support you need to ensure a smooth brand launch. We are anticipating the custom design of logos/iconography outside of the main Newport Schools branding and we will uplift all logos that play a role in the overall Newport Schools identity. The brand strategy guide is the deliverable that will help maintain consistency and craft the delivery of your vision. Aspects of our strategy can be discussed. If you find efforts are unnecessary for your organization, we can discuss those and look at the effect on the process and pricing.

TOTALS AND BILLING

Phase One

Exploration	\$10,000
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Phase Two

Alignment - Brand Development with Brand Strategy Guide	\$15,000
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Billing Structure

The phases presented in this proposal are designed to be strategically scheduled. This allows for payments to be made in sections as phases are started and completed. As in any great partnership, all we ask is that everyone is at the table equally in order to start the process. Once approved and prior to work beginning, 50% of all phases will need to be paid up front. The remaining 50% will be due upon approval of phase deliverables.

THANK YOU

Thank you for the opportunity to earn your business. If you have any questions about our proposal or the details, please reach out to our Creative Director and we will schedule a meeting to review all aspects of our proposal.

Dustin Miller
Creative Director
KYDA Consulting
513.439.4190
dustin@kydaconsulting.com

Superintendent Tony Watts
Newport Independent Schools
City of Newport, Kentucky

Dear Superintendent Watts,

I am very happy to share my experience going thru the branding process with KYDA Consulting and Dustin Miller. Dustin was introduced to me by a trusted advisor for a new logo design; the discussion with Dustin and his company led to a discussion about my entire brand. I realized in the process that my logo would live for a long time and really needed to become part of our brand.

KYDA immersed themselves in our business and thru their unique process we all became clear on our story and our brand. What I learned about my company, the perspectives of others, and forward-thinking marketing was invaluable. The brand development experience we had with KYDA helped my team see the need and build the emotional investment in this new direction, brand and final logo.

At the end of the process, we not only had a fresh new identity, but we also changed the way we positioned our services to our customers. How the KYDA team was able to forecast our marketing needs and craft our identity from graphics to written content has open doors to marketing we didn't have before.

A year removed from the rebranding and we are now in the Stimulation phase of the process and the fruits of our hard work are paying off. Of course, COVID has made things challenging but marketing with KYDA is a team effort and they get my entire staff involved.

Looking back, I truly see the value of involving my team in the process. As Dustin told us, "it will be the people inside that change the company not the branding. Let's focus on educating your valued staff." My entire team thinks with a marketing mindset and the ideas they have are really making a difference.

I would highly recommend Dustin and the KYDA process. I found the value of a real Brand to be much more valuable than a simple logo.

Feel free to reach out to me directly. I am happy to discuss.

Best Wishes,

Denise Bartick

Denise Bartick
President and CEO
513-322-8888



Superintendent Tony Watts
Newport Independent Schools
City of Newport, Kentucky

Superintendent Watts,

The City of Erlanger set our sights on a new community event that would create a highlight on our event calendar. While attending our Erlanger Business Council meeting, I met Dustin Miller of KYDA Consulting and recognized what I was looking for in our event branding. The event branding came out better than I had envisioned and the efficiency in which it was created allowed for me to start approaching sponsors earlier than expected.

I was impressed by the comprehensive nature of their work. The impact it had on my potential sponsors was mentioned in multiple meetings.

I looked at our city branding and marketing next to the event designs and it showed me we had our own opportunities for improving our brand. Knowing KYDA has a staffed urban planner active in the brand development process gave me the confidence they could put together a proposal that would help us reach our goal.

When I received the proposal and noticed it included a significant amount of research and a workshop, I knew this was the type of process I was looking for. They spent time interviewing my staff, residents, business owners, and requested meetings with multiple realtors.

My staff walked away feeling more educated on why the brand is important and the workshop triggered many discussions on what we want people to know about our city. I'm not sure they left a question unanswered.

I believe we now have branding that doesn't just represent who Erlanger is but who we are going to be. I wasn't handed a design. I was a part of a process with the ability to make decisions along the way and I absolutely love the final product.

I'm an advocate of their process and their talents. I would recommend their creative and design services to anyone.

Sincerely,

Jessica Fette

Mayor Jessica Fette
City of Erlanger, Kentucky

