



TO: Honorable Mayor Diedrick and City Council Members
FROM: Steven Helget, City Administrator
DATE: June 22, 2016
SUBJECT: Joint EDC Meeting – Branding & Marketing Interview

The purpose of the Special meeting is to meet jointly with the Norwood Young America Economic Development Commission (EDC) to conduct a second interview of OrangeBall Creative. The Chamber of Commerce Board has also been invited to the meeting.

The EDC solicited Branding and Marketing proposals from two companies, OrangeBall Creative and FloraFauna. The EDC interviewed both companies and is in favor of recommending contracting with OrangeBall but prior to that, they desire the Council to meet with the company and hear their presentation.

Enclosed is a copy of OrangeBall Creative's original proposal. The following is a cost breakdown of their services:

Phase 1: Internal Discovery – Overall Strategy/Brand Voice Development - \$2,970

Phase 2: Brand Development

- Logo Design - \$2,160
- Tagline Development - \$1,680
- Style Guide Development - \$1,145

Phase 3: Additional Deliverables

- Brand Stationary/Collateral - \$1,080
- Print Piece Development (1) - \$1,350
- Website Landing Page - \$1,755
- Billboard (2) - \$810
- Social Media Strategy - \$1,620

The total of Phase 1 and Phase 2 is \$7,955 and the total for all three phases is \$14,570.

FloraFauna stated their full project cost would be about \$20,000. Enclosed is their proposal.

The following is a breakdown of their cost estimates:

Discovery: \$3,000 (RFP didn't ask for this phase, but they feel would be essential to doing the following work properly)

Logo Design: \$5,000

Tag Lines: \$3,000-\$5,000

Messaging - \$5,000

Style Guide: \$4,000-\$5,000

Flora
La
una

*WE LIVE TO CREATE, EVOLVE
& TRANSFORM BRANDS INTO
RESONANT, LASTING ICONS.*



BRAND EVOLUTION

We are a full-service design and branding collective – a real alternative to the bloated agency model with a responsive, scalable and accessible solution that connects the client directly to the maker resulting in brand communication that is transparent and timely. We utilize our network of seasoned professionals to our greatest advantage calling on experts that are suited to the needs of individual projects and clients. The result is a creative team that delivers the highest quality work, while adding the greatest value.

Hi,

Hello

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. A large, white, cursive font spelling "Hello" is overlaid on the image, with the word "Hi," appearing in a smaller, similar font to the left of the "H". The text is semi-transparent, allowing the city details to be seen through it.

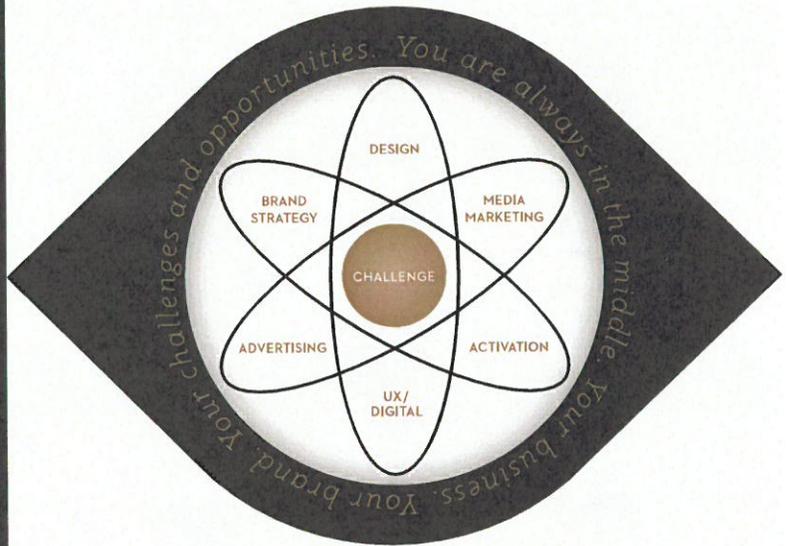


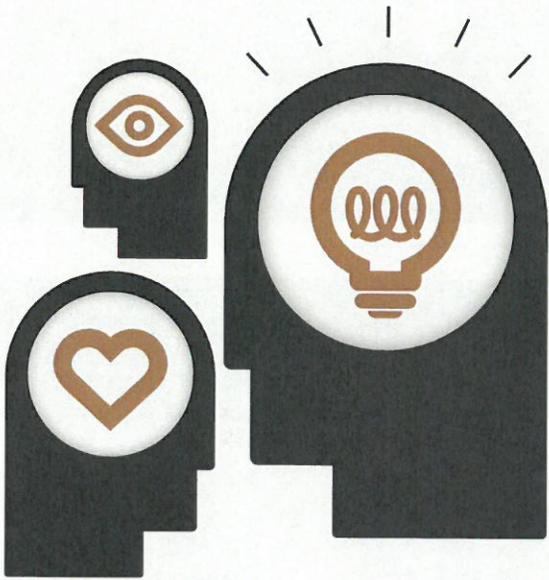
FLORAFUNA & PARTNERS.

Mutual respect, trust, and common values are the foundation for all of our working relationships. We will always partner with smart, talented people to create exceptional design and communications.

WE CAME TOGETHER WITH A PURPOSE.

We are leaders, not followers. Doers, not delegators. We think together, which kicks the pants off just working together. The desire to solve problems flows through our veins. When it comes to communicating, we prefer clear and direct – so we can knock it out of the park for you, every time.





*WE BELIEVE IN
COLLABORATION,
AND THAT GOOD
CHEMISTRY IS
THE CATALYST
FOR CULTIVATING
GREAT IDEAS.*



THE CORE COLLECTIVE.

Whether your focus is retail, lifestyle branding, B2B, or a mix, our team comes together with the experience and expertise to meet your needs and set you apart.



PAUL GARDNER
CREATIVE DIRECTOR/DESIGNER



BETSY TREINEN
BRAND STRATEGIST



BRYCE HOWITSON
UX DESIGNER / DEVELOPER



JULIE RYBARCZYK
COPYWRITER



SHERWIN SCHWARTZROCK
CREATIVE DIRECTOR / DESIGNER



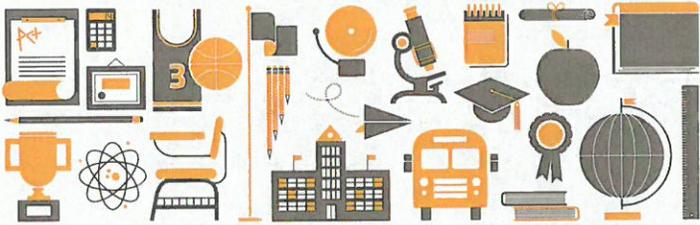
ERIC LOVOLD
ACCOUNT DIRECTOR / NEW BUSINESS

OUR WHEELHOUSE.

From design and branding, to marketing and advertising, to anything in between, our core of seasoned experts come together to form customized teams that deliver on-target, on-time, everytime.



STORYTELLING BY DESIGN.



The music-anthology marketing kit our team created for Josten's resonated strongly with high school yearbook adviser committees nationwide. This throwback-inspired, interactive sales tool includes both educational and entertainment components and helped to nearly double yearbook revenue sales in just one year – from 4.8 million to over 8 million dollars.



BREWING UP GOOD BRANDING.

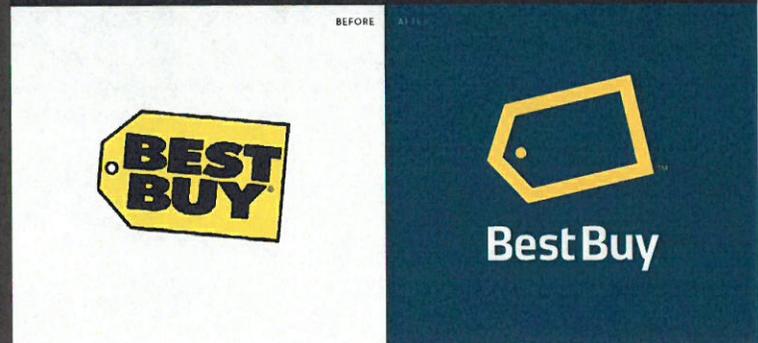
"Florafauna demonstrates a clear understanding of Summit's passion for handmade craft beer. They took the heart of our brewery and breathed our incredible legacy into the materials for our 25th anniversary."

*- Mark C. Summit,
Founder & CEO, Summit Brewing Company*



OPTIMIZING BRAND EQUITY.

The yellow price tag is Best Buy's most ubiquitous visual asset, and our team took great care to update its look while preserving its feel. We evolved the identity of Best Buy's flagship Mall of America store by replacing their old logo with a fresh and modern mark that maintains its iconic, timeless brand. The transformation was an attempt to usher the retail consumer-electronics giant into a new era.



BRAND



IDENTITY.

The best logos are simple, distinct, memorable, and, above all, timeless. Our team creates logos that instantly communicate a clear and compelling message, becoming the singular visual statement that defines a brand's identity.



SONIC SENSIBILITY.

DJ duo Hi-Fi /Lo-Fi offers no gimmicks, no shtick. Just the right music for the right crowd and vibe. These guys believe that a soundtrack can make or break an occasion – so they rely on experience and intuition to provide a fun, creative, and authentic atmosphere at every event. Together, we created a visual identity system that reflects the personality and values of this unique pair.



BUILDING BRAND TRUST.

Bloomington Drug is a pharmaceutical company that practices the art of drug compounding, or combining multiple medications into custom-tailored formulas for each individual patient – allowing patients to get more accurate dosages with a lower risk of side effects. Our team created environmental graphics for their manufacturing facility and also their retail store with visuals that speak to how an old process has been made new again in this ever-changing market.



SPACES THAT INSPIRE.

CHALLENGE Create an inspiring and unified look for Target's electronics department.

SOLUTION Evolve Target's existing electronics department assets to create an entirely new retail look and customer experience.

RESULT An elevated product category that showcases Target's premium merchandise resulting in increased consumer awareness.



Music that's good to go.

Escape Sounds Great.

MP3 player, 30 preloaded hits, and room for 200 more.

groove to:
 Britney Spears *Carnival* Mike
 Jai Maran *Let's Groove*
 Boys Like Girls *Great Escape*
 and more great songs

Workout to:
 Pink *Get The Party Started*
 OutKast *The Way You Move*
 Chris Brown *Hunt &
 Kill* and more great songs

Relax to:
 Mat Kearney *Acoustic*
 The Fray *How to Save a Life*
 John Legend *Labyrinth* Prequel

G3

iPod

Work out the world with noise-canceling headphones.

Which iPod are you?

MODERN SOUNDS. VINTAGE STYLE.

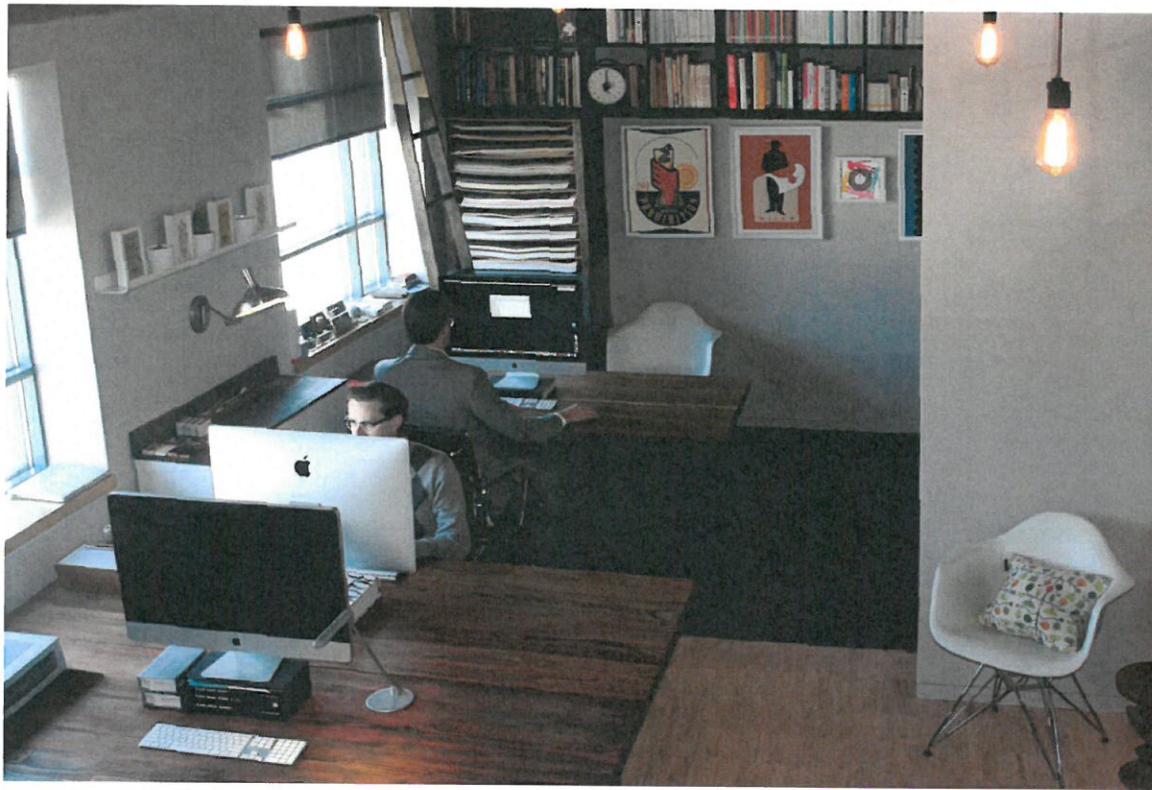


BOOSTING ONLINE PRESENCE.

CHALLENGE Build an online presence that embodies the PEAR brand vision; create your ultimate workout experience.

SOLUTION We developed a brand voice that speaks directly to the consumer by asking leading questions that aim to motivate and ultimately inspire you to take action.

RESULT An online presence that showcases PEAR's product features and functionality that also integrates PEAR's active lifestyle brand story.



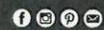
LET'S BEGIN.

*Ready to start the conversation
about how, together, we can evolve
your brand story – and help you
thrive in a market of visual clutter
and constant change?*

Let's connect

PAUL GARDNER
paul@florafairworld.com
612-759-7575

www.florafairworld.com





www.orangeballcreative.com

HELLO.

We're OrangeBall Creative, a full-service creative firm that believes your brand should move forward with agility and confidence.

It should be full of energy and personality. It should have **BoUnCe!**

Large clients or small, we are experts in bringing BoUnCe to your brand.

PRINT

- Branding and Identity
- Full Campaigns
- Packaging
- Ads
- Brochures
- Media Kits
- Presentation Materials
- Promotions
- Event Graphics
- Outdoor
- Style Guides



DIGITAL

- Websites
- App Development
- Social Media
- Email Blasts
- Banner Ads
- Video
- Animation
- Copywriting
- Content Management Systems
- Tracking and Results



THE 3Cs OF BRANDING

CREATIVITY

We believe that there are “3Cs” that define every great brand. At the core is Creativity. It has the power to spark curiosity, start conversations, grab someone’s attention and hold on to it. Let’s face it, no one ever says “Let’s be less creative.” It’s what differentiates the memorable from the easily forgotten. We think it matters so much we put it in our own name.



CONSISTENCY

Consistency is the second of the 3Cs. It’s one of the key elements consumers look toward in developing trust and confidence in you and your brand. It simply involves delivering one consistent message, with one voice, to ensure that all your marketing efforts strengthen one another.

CONNECTIONS

Your company has a story to share. From the words and visuals you choose, to where you decide to share that story, you have the opportunity to create real experiences for your customers. Think for a moment... How is your brand currently connecting with your customers? Are you stirring curiosity, launching conversations and creating interaction through your marketing?

**CREATIVITY,
DELIVERED
CONSISTENTLY,
INSPIRES
CONNECTION.**



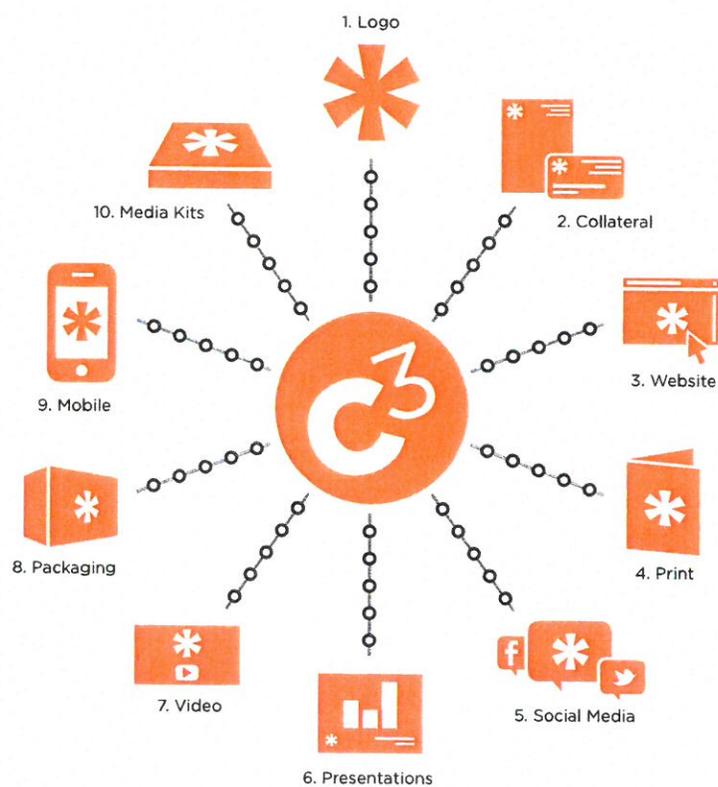
ABOUT ORANGEBALL CREATIVE

OrangeBall is a boutique strategy and marketing firm with its original roots in Waconia. The three partners who make up OrangeBall Creative all originally came together while employed by ValuSoft, a video game and entertainment publisher that resided in Waconia in the early 2000s.

Today, two of the three partners reside in Victoria and Norwood Young America, so they have a very current knowledge of the area and are patrons of many local businesses. That knowledge provides OrangeBall with an intimate understanding of the local communities, how they work and what makes them attractive. OrangeBall recently completed a project with the Waconia Chamber of Commerce over the summer of 2015, developing a multi-strategy Shop Local campaign and working beside them to drive local business as they dealt with numerous road improvement projects.



THE 3Cs OF BRANDING



The 3Cs directly affect the success of your brand. They're at the core of everything we do, and we carry them through every piece of work we design. It begins with your logo, as the foundation. Then we carry that identity through your website, your print materials, your email communications... literally everything. That's where your brand comes to life.

OUR PROCESS



LISTEN.

It all begins with listening. We want to find out what your goals are, who your customer is, what they want and how you address that need every day.



EXPLORE.

Next, we look closely at your competitors and current trends within your industry. What words are they describing themselves with, what visuals are they using to build their brands and where are they connecting with their customers?



STRATEGIZE.

Then, we develop a strategy for your branding based around the elements of the 3Cs - Creativity, Consistency and Connections. We focus in on your message, the relationships you want to create and how we are going to accomplish that with you.



DESIGN.

With a strategy in place, concepts are implemented and then refined as we dial in on a solution that addresses all of your branding needs. Here we explore everything from fonts and colors to the visual icons that will build your brand, ultimately creating your company identity.



DEPLOY.

Once your identity is finalized, we launch the final phase of the process, deployment. At this point, the roll out of your brand takes shape in everything from your business cards and print marketing to your online presence and everything your brand touches.



OUR VISION FOR YOUR PROJECT

OBJECTIVE

The goal of this project is the development of new branding for the NYA Economic Development Commission including logo, tagline, brand voice and messaging. These items will provide a foundation for the Commission's communications and public interaction, and will serve to promote NYA as a destination for business and development.

PHASE 1: BRAND DISCOVERY PROVIDING DIRECTION FOR THE JOURNEY



Internal Discovery (3-4 Weeks)

The first stage of the project would begin with an internal discovery session between OrangeBall and the NYA Economic Development team. The discussion would be facilitator-led using OrangeBall tools and would focus on the following elements:

- Identifying existing brand perceptions
- Establishing brand values
- Discovering brand vision
- Determining organizational goals
- Reviewing competitive landscape

This discovery process provides the foundation to all work moving forward. Our goal in this work, which is extensive, is to understand where you are, where you have been, and where you want to go. Then, based on those answers and the information we collect, the voice of the NYA Economic Development group will begin to define itself and create the building blocks for all of the elements to follow. This is where all of the brand development begins and sets the tone for where we will go together as we enter in to logo development, taglines and defining additional marketing strategies.

PHASE 2: BRAND DEVELOPMENT TRAVELING FROM POINT A TO POINT B



Logo Development (3-4 Weeks following Phase 1)

Phase 2 begins using the findings of Phase 1 as foundational elements. Based on those elements, OrangeBall will begin development of the new NYA Economic Development logo and associated tagline. We will launch this portion of the project by designing 6-8 initial options for the main logo in black and white. Based on feedback from those initial options, we will go through 2-3 more rounds of refinement. By the third round, we will begin introducing colors to the design. Once the logo is finalized, OrangeBall will provide working files for use in all print and digital communications.

Tagline Development (3-4 Weeks following Phase 1)

Based on the results of Phase 1, and a collection of OrangeBall tools designed to facilitate the discovery of a brand's voice and message, we will begin refining our suggestions for a new NYA Economic Development tagline. We will begin by introducing a set of relevant keywords, and based on those, 6-8 versions of a tagline. Conversations will be had between OrangeBall and Economic Development team, and we will distill those 6-8 down to 3 taglines that everyone is on board with. At that point, we would suggest serving those options out to a larger group of local decision makers for their input. Once we land on a final tagline, we will design options of the new logo that include it.

Style Guide (1-2 Weeks following the completion of the logo and tagline development)

Having developed the logo and associated tagline, along with the basic building blocks of the NYA Economic Development voice and message, OrangeBall will develop a 4-6 page Style Guide to be used by all involved in the group's communications and marketing. This will include defining logo usage, the tagline, colors, fonts, brand voice and messages, etc. This will be provided to the group in print and digital formats.

PHASE 3: ADDITIONAL DELIVERABLES CONTINUING THE BRAND CONVERSATION



Based on the work completed in Phase 2 and the overall brand strategy, OrangeBall would consider the following marketing components as additional deliverables to build on the brand foundation we have laid.

Brand Stationery/Collateral (1-2 Weeks following Phase 2)

Letterhead, envelope, business cards, mailing labels, generic notecards. If you require print partners for these assets, OrangeBall has existing relationships with local partners that may be of interest.

Print Materials (3-4 Weeks following Phase 2)

Depending on your needs and what we discover in Phase 1, we would look to design a one sheet, postcard or brochure that can be used as a leave-behind or mailer to prospective targets.

Website/Landing Page (Timing TBD)

It is very likely that once an initial introduction is made, potential targets will look for you online. We would look to develop a scrolling, one-page landing site for those prospects to go to learn more and find links to local areas of interest.

Billboards (3-4 Weeks following Phase 2)

If supported by the overall strategy, we would include the design of 2 billboards.

Social Media (3-4 Weeks following Phase 2)

OrangeBall would assist with the development of an overall social media strategy, constructing a basic month-to-month calendar, and design of some initial branded posts that can be used by the Economic Development team.



ESTIMATED PROJECT PRICING

PROJECTED COST BREAKDOWNS BY PHASE

Based on the information included on the previous pages and what we know today, we anticipate the following costs:

Phase 1: Internal Discovery

- Overall Strategy/Brand Voice Development - \$2,970

Phase 2: Brand Development

- Logo Design - \$2,160
- Tagline Development - \$1,680
- Style Guide Development - \$1,145

Phase 3: Additional Deliverables

- Brand Stationary/Collateral - \$1,080
- Print Piece Development (1) - \$1,350
- Website Landing Page - \$1,755
- Billboards (2) - \$810
- Social Media Strategy - \$1,620

TOTAL Phase 1 + Phase 2 (Requested items within RFP): \$7,955

TOTAL Phase 1 + Phase 2 + Phase 3 (Includes Requested Items + Additional Deliverables): \$14,570

NOTE: This list is intended to be an a la carte menu, where you can pick what you want to move forward with based on budget and priorities. Our goal would be to work with you to define the right strategy and direction to ensure the best use of your resources.

OUR REFERENCES



Kellie Sites

Waconia Chamber of Commerce
ksites@destinationwaconia.org
952-442-5812

If small businesses are the backbone of America, then this is even more true for businesses in a small town. A summer of road improvements was looming over the city of Waconia and would affect access to many businesses. Waconia's Chamber of Commerce came to OrangeBall to help promote shopping local and increase support for the city's economic engine during this time of construction and for years to come. We took a grassroots approach to the solution, centering around the idea of people and patience. During construction, getting to the shops only took a minute (or two) longer, but it meant everything to the owners. With that, the campaign was born. "What will you do with your Waconia Minute?" From singing a song in the car with your kids to an impromptu ice cream stop, the opportunities to "take a minute to make a moment" were endless. Social media networks provided a perfect platform to help spread the word and share the moments. The hashtags #WaconiaMinute and #ShopWaconia were used to tag Facebook posts, Tweets and Instagram photos - shared by both business owners and patrons. In Waconia, "Small Business Saturday" has turned into "Small Business Summer" and beyond... #WaconiaMinute



Shonna Caswell

Unhinged Pizza
shonna@unhingedpizza.com
952-797-2706

Unhinged Pizza is truly a "soup to nuts" client. Or should we say, "dough to toppings." From branding to website to menus to delivery car wraps to interior signage to napkin holders to... you get the idea. There are a lot of layers to building a pizza franchise from the ground up. It's loaded with planning, topped with creativity and stuffed with hard work. The end-result, delicious. (Those were pizza puns.) Stop in sometime and get "unhinged."



Paul Batz

Good Leadership Enterprises
paul@goodleadership.com
612-234-1644

Good Leadership Enterprises came to us with the beginnings of a brand. It was a good start, but needed some BoUnCe. Once the logo was polished and a style guide was created, it was time to bring that "goodness" to their various print needs, website, leadership training tools and most importantly... their must-have coffee mugs. The Good Leadership projects are perfect examples of how an identity permeates every aspect of a brand. On top of it all, we love their Goodness Movement. Carpe Diem.