

NAHAC PROPOSAL

CREATIVE AND WEB BUDGET

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BUDGET (PROPOSED)

First things first! Let's tear down the current NAHAC brand and rebuild its pillars in a way that resonates with Nevadans that an "easy to apply for" housing resource awaits them. In recent meetings, it was made clear the brand mark (at right) had little currency with those that need NAHAC's help and guidance the most. By going back to "square one" BRAINTRUST can arrive at what NAHAC stands for in 2016 and beyond, what it means to those facing their own housing crises, how it can help change their lives, and more directly how it is easy to apply for. BRAINTRUST, having successfully created and executed a similar campaign for Nevada's Attorney General's Home Again – Nevada Home Owner Relief program, seeks to work with NAHAC's executive team and board to develop and launch a new brand, including a brand platform, positioning statements, website, and marketing materials to support the organization. The scope of work and proposed fees are outlined below and begin with a creative meeting to serve as a discovery session that covers the true meaning and goals behind the new NAHAC.

Current brand marks:



Nevada Affordable Housing
Assistance Corporation



NEW WEBSITE

BRAINTRUST proposes to redesign a new NAHAC website with applicable elements from the Keep Your Home California site at left. The approach is to humanize the “cause” with source content provided by NAHAC and build a brochure-style site with simple functionality that includes a call-to-action and applications plug ins.



SCOPE OF WORK/TIMELINE

BRAND DEVELOPMENT AND PROFESSIONAL SERVICES

1. New logo and primary marks
2. New slogan
3. New color palette and typography
4. New identity package (new biz cards, letterhead)
5. Refined mission and vision statements
6. New “Elevator Pitch” (corporate script)
7. New brand positioning and relative market positioning
8. New brand narrative
9. New Overall Brand Guidelines / Brand Book
10. New marketing materials (digital presentation, brochures, hand-outs etc.)
11. New advertising campaign and ad mats (B2C)
12. New photography (Curated Stock)
13. New photography and Video (estimated \$2,000 one-time fee)
14. Ongoing Public Relations and Social Media

MONTHLY RETAINER FEE OF \$10,000

WEBSITE DEVELOPMENT (45 to 60 day build out)

1. New website design
2. HTML5 compatibility
3. Responsive design for “any device” compatibility
4. Social media integration and data capture functionality
5. Application submission forms
6. Newsroom / Media Center
7. Optimized with SEO
8. Edited content based on NAHAC’s current site
9. SEO / SEM campaign management available at additional cost
10. Hosting and maintenance available at additional cost
11. Photography and Video

\$10,000 PROJECT FEE. ONE-TIME EXPENSE OF \$20,000, OR FOUR (2) MONTHS AT \$5,000 PER MONTH, FOR AN INTERACTIVE BROCHURE SITE

DIGITAL AND TRADITIONAL MEDIA BUYING AND PLACEMENT:

\$100,000 gross advertising buy total - 15% commission



HOME AGAIN - CASE STUDY

State of Nevada Office of the Attorney General - Home Again: Nevada Homeowner Relief Program

Services: Full-service marketing, media strategy, media buying, creative design and brand development, PR and SM
Date: October 2012 — Present
Project Team: Kurt Ouchida, Managing Partner; Monica Vanyo, Media Buyer; Aaron Barnaby, Art Director
Professional fees/mo.: \$22,666 per month

Overview: In the wake of one of the worst housing crises in our nation’s history, the office of the Nevada Attorney General introduced a new public service called the “Home Again: Nevada Homeowner Relief Program,” designed to make it easier for distressed homeowners in Nevada to determine what state or federal assistance may be available to them with a single “one-stop,” free resource.

Goals and Objectives: BRAINTRUST was hired after competing in a statewide RFP process to establish the name of the program and its brand platform, including all logos, marks, look and feel and collateral. Subsequently, BRAINTRUST created and executed a full-scale, and cost-effective, state-wide marketing and advertising campaign to promote this new service. This included paid media, social media, public relations and events in both media markets and the rural communities of Northern Nevada.

Results:

- **Generated 12,000 calls in the first year alone!**
- 255 earned media stories statewide
- Over 100 million total earned media impressions
- Over \$500,000 in free publicity
- Nearly 25,000+ unique visitors to www.homeagainnevada.gov
- Over 60 million paid media impressions

Additionally, the program was renewed for a third year by the State of Nevada Interim Finance Committee

•••• CASE STUDY - SUPPORT



30-second TV Commercial - Spanish version



30-second TV Commercial - English version



BUDGET COMPARISON



\$22,666 per month

BRAINTRUST created and executed a full-scale, and cost-effective, state-wide marketing and advertising campaign (with concentration in Southern Nevada), to promote this new service. The professional scope of services included:

1. Branding Consultation
2. Graphic Design
3. Web Design
4. Digital Design
5. Public Relations
6. Social Media
7. Media Consultation

\$479,000 ad buy – year one



\$10,000 per month

BRAINTRUST intends to provide a 56% discount to create and execute a full-scale, state-wide marketing and advertising campaign (with concentration in Southern Nevada), the professional scope of services shall include:

1. Branding Consultation
2. Graphic Design
3. Web Design
4. Digital Design
5. Public Relations
6. Social Media
7. Media Consultation

TBD Ad buy – year one \$50,000

BUDGET BREAKDOWN

Per our recent meeting, BRAINTRUST shall provide comprehensive professional services that cover the scope outlined previously. Here's a breakdown of proposed hours applied and divided between creative, PR, SM and web design:

| <u>Month</u> | <u>Phase</u> | <u>Monthly Fee</u> | <u>Proposed time</u> | <u>Services</u> |
|----------------------------|----------------------------|---|----------------------|----------------------|
| November | Ramp Up | \$10,000* | 100 hours per month | Creative, PR, SM |
| December | Design/Plan | \$10,000 | 100 hours per month | Creative, PR, SM |
| January | Design/Web | \$20,000 | 200 hours per month | Creative, web, media |
| February | Web | \$10,000 | 100 hours per month | Web, PR, SM |
| Mar. to Aug. | Program Exec. | \$8,500 | 85 hours per month | PR, SM, media |
| <u>Grand Totals</u> | Professional Service Fees: | \$92,500 | | |
| | Photo/video fees: | \$2,000 | | |
| | Advertising/Media Buy: | <u>\$50,000</u> (gross amount to spend; commissions included in this total) | | |
| | | <u>\$144,500</u> | | |

*Note: It is public record Nevada's Attorney General's Home Again – Nevada Home Owner Relief program as administered by the Financial Guidance Center compensated BRAINTRUST \$22,666 per month for first year of the program. To that end, BRAINTRUST is open and willing to provide a considerable discount of 56% from the Home Again program to NAHAC and BRAINTRUST. However, consistent monthly hourly overages of 10% or more beyond the proposed monthly time expenditures shall be addressed and adjusted only after approval. Keep in mind, we are not “clock watchers”, but we are beholden to provide service that gets the job done.

Upon your review and approval, I shall send a formal contract. We are honored to be involved.

Contact:

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