

# First Amendment Museum



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Request for Proposal

Dear Members of the Proposal Review Committee,

Thank you for the opportunity to respond to your Request for Proposal (RFP) for your upcoming capital campaign awareness project. The Martin Group is a leading integrated communications firm with office operations in Albany, Buffalo, and Rochester, New York. Established in 2001, we work with best-in-class organizations ranging from regional non-profits such as National Women's Hall of Fame and Rochester Museum & Science Center, to global brands like New Era Cap, Rich Products, and Under Armour.

Our blend of research, strategy, creative, digital, and media skills has led to The Martin Group being continually recognized for marketing communications excellence by the American Advertising Federation, the American Marketing Association, the Public Relations Society of America, and the Academy of Interactive and Visual Arts.

On the following pages, we have outlined how we would employ our proprietary Brand Fuel process to:

- Develop a framework of strategic brand documents that will support the First Amendment Museum
- Create brand and content guidelines for the Museum team to utilize on all existing and future marketing initiatives
- Generate awareness surrounding First Amendment Museum's upcoming capital campaign with paid and organic marketing strategies
- Support the campaign through the creation of video content to increase website traffic and encourage donations

Our unique point of difference is our focus on providing strategic brand development and positioning, as well as refined creative executions that deliver tangible returns on investment. We possess extensive experience with non-profit organizations and capital campaigns, so it would be our honor to partner with you on this project.

Sincerely,

Caroline Buchas  
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Agency services include functions such as account service, research and analysis, strategic development, creative direction, art direction, copywriting, layout development, digital development, public relations, social media management, mechanical file production, proofreading, traffic coordination, and production management. Significant delays in project timelines will require an assessment of project scope and will be re-estimated as necessary. Costs and expenses not mentioned in the estimates may include, but are not limited to: custom or stock photography, video, music and illustrations; font purchases; printing and mailing costs.

# Phase 1. Discovery

3 WEEKS | \$10,350 EST.

Understanding the essence of the First Amendment Museum brand is a fundamental first step in evolving your brand strategy. As such, The Martin Group begins with Discovery, our comprehensive term for research. We employ a range of discovery strategies to gather critical information and develop meaningful insights that will inform the future phases of the project.

## Strategy Session (\$1,650)

Internal buy-in is critical to the success of initiatives aimed at establishing a brand strategy. The best way to support this consensus building is to keep relevant stakeholders well apprised of the goals, status, and outcomes and to allow them to have a voice in the process. The Martin Group would begin this engagement with a two-hour strategy session with the members from the First Amendment Museum board of directors. During the session, we will learn the vision of your brand and confirm campaign priorities, discuss your competitive set, uncover existing challenges and opportunities, and review previous marketing efforts that were both successful and unsuccessful.

## In-Depth Interviews (\$8,700)

Based on our extensive experience, we have learned that conducting one-on-one IDIs with both internal and external target audiences often yields the most fruitful and actionable information to position the Museum and its capital campaign. Our strategists will first create a custom questionnaire for these interviews, which will then guide these one-on-one conversations. For the purposes of this proposal, we have included three to four (3-4) IDIs with the Gannett family, Museum leadership, and external donors. The interview is typically 45 minutes long and will be conducted via video or audio call, depending on the interviewee's preference.

## Deliverables Include

- Completed discovery and strategy session
- Three to four (3-4) completed In-Depth Interviews

# Phase 2. Strategy

2 WEEKS | \$4,200 EST.

Based upon the research findings, we prepare your Brand Brief—the blueprint that drives strategic marketing communications. With your participation and buy-in, the Strategy team formulates a document that includes the positioning statement, brand promise, brand persona/archetype, unique differentiators, target audience(s) desired net impression, and communication tone and manner. The Brand Brief will be shared with you to elicit your feedback for one (1) round of refinement before final approval and will ultimately serve as the foundation for the campaign development efforts to follow.

## Deliverables Include

- Draft Brand Brief
- One (1) round of refinement, if necessary
- Approved Final Brief

# Phase 3. Communication Plan

2 WEEKS | \$9,450 EST.

One of the benefits of working with The Martin Group is that we are a full-service, integrated agency where all your needs can be met by one integrated team. Using the approved Brand Brief and your campaign objectives as the foundation, our integrated team thoroughly examines all relevant media, digital, and public relations options for delivering your evolved message and brand to your target audiences.

Our Integrated Marketing Communication Plan will utilize your historical efforts, our discovery, and the Brief to develop a detailed strategy for the end-to-end journey of your target audiences. Each piece of the plan will work cohesively to motivate your audience to act in alignment with your goals.

The resulting Integrated Marketing Communications Plan offers a detailed recommendation that outlines the strategy, tactics, timing, and rationale that we believe provide the optimal mix to achieve your marketing communications goals.

## Deliverables Include

- Presentation of Integrated Marketing Communications Plan
- One (1) round of revision

# Phase 4. Creative Development

4 WEEKS | \$26,100 EST.

## Brand and Content Guidelines (\$8,400)

We will create a First Amendment Museum Brand Standards and Content Guide to be utilized by FAM staff, using the existing logo of the First Amendment Museum. The brand and content guidelines will be an electronic manual and will clearly define how the brand elements (logo, font, color, etc.) should be used, as well as to establish the brand personality and tone. This estimate includes one (1) virtual full training session for key stakeholders.

## Creative Concept Development (\$17,700)

Our creative philosophy holds that there are limitless ways to express a Brand Promise with different ideas, language, imagery, colors, and designs. As a true branding firm, our team believes that establishing a strong messaging platform and creative execution is key to embarking upon any campaign.

At this stage, we begin to conceptualize the look, feel, and messaging to bring your brand to life. Our creative concepts vary in their execution, but all fulfill the Promise for your target audiences. We will consider the imagery, language, tone and manner, font, color palette, and other creative cues that best align with your brand standards, including messaging that will resonate with your target audiences. In judging our creative concepts, our expectation is that each has the ability to speak to your audience – not saying the something, but promising a consistent experience, feeling, and value every time that a person interacts with a brand. This is how The Martin Group can consistently deliver a different brand of thinking that unfailingly stays true to the Brand Brief and its strategy.

The creative team will develop and present (via Zoom) two (2) creative concepts, using the First Amendment Museum logo and newly developed brand and content standards as our visual and messaging foundation. Each will show how it could be activated across a selection of communication vehicles, informed by the approved tactics of the Integrated Marketing Communications Plan.

Upon review of the concepts, the First Amendment Museum will choose one (1) concept, and provide up to two (2) rounds of revision to one (1) chosen concept.

# Phase 5. Execution

8+ WEEKS | \$64,300 - \$66,800 EST. + PAID MEDIA COSTS (TBD)

## Campaign Microsite Development (\$16,500)

In support of the capital campaign, we will create a dedicated microsite that will live within FirstAmendmentMuseum.org. This single-page experience will leverage the brand guidelines and creative concepts to motivate visitors to donate. The content on the page will introduce the five freedoms and their importance, leveraging video content to provide deeper education regarding each freedom and the First Amendment Museum. As part of microsite development, our scope commonly includes:

- A discovery session to collaborate on the content strategy for the page
- Copywriting for supporting messaging to lead in to the video content
- Development of a website template based on your approved campaign concept
- Development of your website within your existing website Content Management System
- Launch of the new microsite

After completing the discovery session we will review this scope of work to make sure it includes all of your desired content and features. If needed, we will adjust the deliverables accordingly. Based on the current scope of work, deliverables will include:

- Microsite brief
- Copywriting for the single-page microsite
- Design of one (1) page layout
- Test link to review the completed microsite
- Two (2) rounds of revisions to the above deliverables
- Launch of microsite on existing FirstAmendmentMuseum.org website

## Media Campaign Planning (\$2,500 - \$5,000 Planning Fee)

The Martin Group media team will work closely with the First Amendment Museum team to thoroughly examine all relevant media options for delivering the campaign to your target audience based on specific planning criteria/market information provided. We will then use all available research tools to determine the most efficient and cost-effective media to maximize your marketing budget and bring your campaign to market in the most impactful way. All tactics will be considered and then selected based upon budget and the ability to most effectively and efficiently reach the desired audience.

The final deliverable will be a detailed media recommendation to effectively reach your audience(s) in order to obtain the desired reach and frequency to ensure a successful communication campaign within your designated media budget. Added value opportunities will also be considered and can be in the form of bonus impressions, discounted pricing, etc., depending upon final recommended tactics. Final added value is negotiated at the time we place our media buys with our vendors. Upon completion of the campaign, we will work with you to evaluate and determine the effectiveness of our media flight. Along with your internal evaluation, this will aid in reporting campaign measurability.

### Target Audience Research

To showcase one step in our planning process, as well as to gain a better understanding of the target audience, we did some preliminary research with national consumer data to profile a potential primary and secondary target audience. We then took this data and compared media usage habits as noted below. Final target audience selection and additional research would be compiled with client input after agency selection.

- **Primary Audience – Public Activities:** Engaged in fund raising; Demographics of this audience, based on High Index & Total Percentages, show that the make-up is mostly Women 35-54, Educated, Employed in a Professional Occupation, HHI of \$100-200k, Lives in Major Markets, Married with Kids, Homeowner.
- **Secondary Audience – Contributions:** NPR; Demographics of this audience, based on High Index & Total Percentages, show that the make-up skews slightly Female 55+, Educated, High concentration of Retirees remaining in a Professional Occupation, HHI of \$100-200k, Lives in Major Markets, Married with Kids, Homeowner.

Note: Indexes are shown below in parentheses, which is the relative composition of the primary target audience consuming a particular media type as compared to the average audience size. An index of 100 is considered to be average.

#### Overall Media Usage:

- Outdoor - 98% (103 index)
- Online - 97% (107 index)
- Television - 91% (101 index)
- Magazine - 82% (110 index)
- Radio - 82% (106 index)
- Newspaper - 40% (112 index)

#### Top Social Media Platforms:

- Facebook - 77% (118 index)
- Instagram - 52% (140 index)
- Pinterest - 33% (160 index)
- Snapchat - 29% (136 index)
- LinkedIn - 28% (198 index)
- Twitter - 27% (157 index)

#### Top Ad-Supported Streaming Services:

- YouTube - 55% (111 index)
- Hulu - 36% (124 index)
- Spotify - 35% (138 index)
- Pandora - 35% (126 index)

#### Top News Websites:

- NY Times - 28% (156 index)
- CNN - 27% (152 index)
- The Washington Post - 21% (191 index)
- Fox News - 20% (127 index)
- Wall Street Journal - 16% (162 index)

### Potential Media Tactics and Geographic Flighting (Media Budget Recommendation TBD)

After the First Amendment Museum team and The Martin Group media team collaborate, we would put together a recommendation with a formal media mix consideration based on our target audience research. Here is an example of what proposed tactics could look like:

- Programmatic Display & Pre-Roll
- Streaming Video / OTT
- Streaming Audio
- Paid Social
- Paid Search

### Video Production (\$45,300)

The Martin Group has diverse production experience producing a range of shoots from complex multi-day talent shoots to in-studio product shoots, managing every aspect of the project from pre-production through final delivery. All the ideation, design, planning and management are done in-house, resulting in a seamless and efficient process for our clients. From pre-production, budgeting and negotiating and scheduling to onsite logistics and execution, our team is truly invested in all aspects of the production.

We understand the First Amendment Museum is seeking a series of website videos. Our production support is scalable based on your needs and your budget. In order to provide the most accurate response to your production needs, The Martin Group will scope out each production need separately, based on the specs provided, factoring in the budget available for the production costs. We have provided a budget for this work with the following parameters:

- One (1) shoot day on-location at the First Amendment Museum
- Three (3) on-site interviews
- One (1) royalty-free music track
- One (1) voiceover, to be recorded separately

Deliverables for video production will include:

- One (1) two-minute long-form video
- Two (2) rounds of revision, if needed
- Five (5) direct cutdowns of long-form video for use in digital marketing efforts

### Campaign Measurement & Optimization (Monthly Analytics Budget TBD)

Campaign measurement allows us to determine the impact of our advertising efforts, as well as understand your target audience on a deeper level. Our integrated team takes a data-driven approach towards assessing and optimizing the campaign over time. The depth and complexity of our reporting is based on the scale of the campaign itself with our analytics efforts commonly including:

- Tracking Strategy
  - Measurement configuration of key actions and touchpoints across the campaign
  - Creation of trackable website links for campaign attribution
  - Utilize Google Analytics and Google Tag Manager accounts to configure and manage tracking
- Campaign Reporting
  - Google Data Studio dashboard built to tell the story of your campaign and track progress
  - Analysis of campaign performance across each tactic
  - Specialists will share insights as well as recommendations for improving future phases of the campaign
  - Articulating the KPIs that will be used to measure the success of the campaign. Both parties approve the KPIs once the media tactics are finalized
  - Timing and cadence of reporting to be determined based on client's needs