



Delivering a Unified Solution with a Cost-Effective Approach.

Cost Proposal and Methodology for a new brand, website and data hub for Nevada Department of Health & Human Services, Aging and Disabilities Services Division.

CONTRACTED VENDOR:
RFP#40DHHS-S30

SUBMITTED BY:
Davidson Belluso

DATE:
July 10, 2019

Dear Dawn,

Thank you for the opportunity to have Davidson Belluso present to you our cost proposal for branding, website design and development, and data hub design and development for the Nevada Department of Health & Human Services, Aging and Disabilities Services Division (NDHHS/ADSD).

Fundamental to our proposal is taking a collaborative, unified approach to the three distinct yet inter-dependent initiatives. This will create efficiencies, economies of scale and, most importantly, a cohesive body of work, connected by a singular unifying brand.

Davidson Belluso's approach will also greatly shorten your 'time to market': based on our present understanding of the scope of work, we have a tentative "go live" date of February 2020.

It all starts with first determining the NDHHS ADSD brand—how you want the division to present itself to its stakeholders' and audiences—and then using the new 'brand' to inform all other marketing and operational deliverables.

Other Davidson Belluso proposal highlights:

- We're presently coming in under budget
- We've established a contingency fund to accommodate unforeseen needs and opportunities
- The assigned Davison Belluso project team has experience in marketing to and for the disabled community
- The assigned team also includes experts in branding, website development and database programming
- We know the ins and outs of working with government clients: we'll maximize your budget and ensure maximum return on investment

Thank you again for the opportunity to represent and better serve Nevada's elders, children and adults with disabilities or special health care needs.

Please let us know if you need any additional information subject to your meeting with the Nevada Statewide Independent Living Council (SILC) on July 11, 2019.



Rob Davidson
President
rob@davidsonbelluso.com

Any questions regarding this proposal, please contact our Business Partnership Manager Karen Chapman at karen@davidsonbelluso.com or call 602.277.1185, ext. 206



Be the **outdoer**, not the outdone.

Davidson Belluso attracts and represents clients seeking to outdo the norms of branding and marketing performance. We'd like to bring the Nevada Department of Health & Human Services, Aging and Disabilities Services Division into our family of outdoer clients.

Agency Overview

Davidson Belluso was founded in 2001 by Rob Davidson and Michela Belluso. They were determined to create an agency that would deliver a superior client experience while creating consumer-loved work. And client-loving results.

Success was immediate. The agency steadily grew from a precocious start-up into what is today one of the most respected and sought-after branding and marketing firms in the Southwest.

Davidson Belluso now boasts a clientele that reaches around the globe and across the U.S. In the past year alone, we achieved nearly 30% growth and acquired 13 new clients as a result of our proven ability to drive awareness, engagement, and response among our client's consumers.

Our Capabilities

We represent clients across a wide variety of business sectors, from health care to finance to education. This variety and breadth of clientele has us well-versed in all branding and marketing communication disciplines.

MASTER OF ALL. JACK OF NONE.



Marketing Strategy



Creative Development



Analytics & SEO



Website Development



Media Planning & Buying



Online Marketing



Public Relations



Copy & Content Development



Social Media Management



Multicultural Branding



Proposal Overview

Davidson Belluso recommends a three-phased approach for the most cost-effective and efficient development and implementation of a new NDHHS/ADSD brand, website and data hub.

Following is each phase, briefly outlined, with estimated timeframe, cost and key deliverable(s). Detailed estimates for each initiative will follow should the council find this proposal to be in the best interest of NDHHS/ADSD and with a fuller understanding of the specific needs for each initiative.



PHASE ONE: Month 1

Includes research and planning for all three initiatives. This phase involves developing a strategic plan for brand, website and data hub development and implementation. This crucial first step involves in-person meetings or video conferencing with key stakeholders to help inform goals, scope of work, budget and timelines.

Key Phase One Elements:

- Goal setting
- Metrics for success
- Scope of work determination
- Budgeting
- Critical audiences and stakeholder identification
- Issues and opportunities documentation
- Backgrounding and research
- Milestones
- Timelines
- Roles and responsibilities
- Client collaboration

Estimated timeline: 30 days

Estimated cost: \$10,000



Key deliverables: Strategic plan, including budget, scope of work, timelines and key milestones for each initiative.



PHASE TWO: Months 2-3

Includes Brand Development for all three deliverables. It includes evaluating all existing marketing assets across all marketing disciplines to identify where improvements can and should be made. Findings will inform the design of all marketing materials, the website and the data hub.

Key Phase Two Elements:

Branding

- Marketing and brand audit
- Narrative review and recommendations
- Brand look and feel review and recommendations
- Messaging hierarchy
- Tone and style

Website

- Website design (UI/UX)
- Website wireframes
- Website content review

Data Hub

- Page Design
- UI/UX

Note: Under this proposal, the data hub will be a custom built web-based database, that will allow NDHHS/ADSD to own their data. NDHHS/ADSD will also have the ability to continue development as the platform evolves.

This custom-built platform gives NDHHS/ADSD the greatest level of customization and ownership as compared to a subscription-based platform.

Estimated timeline: 60 days
Estimated cost: \$25,000



Key deliverables: Insights and recommendations for brand look and feel to be applied to all deliverables, recommended look/feel and brand narrative and voice; wireframe for website and data hub, content needs assessment.



PHASE THREE: Months 4-6

Involves production and implementation of the new brand, website and data hub to 'go live' by early 2020.

Key Phase Three Elements:

Branding

- Copywriting and content development for marketing assets as detailed in scope of work
- Layout & design
- Production of marketing assets

Website

Custom WordPress website, that will fully integrate the new brand, established during Phase 1.

- Build on WordPress theme
- Set up development site environment on Davidson Belluso server
- Custom coding to implement the approved design
- Post-design creative consultation
- Quality control during website development to confirm design and functionality
- Build out structure and individual pages
- Transfer development site to live server
- Test and launch website; provide 10-days of monitoring and de-bugging

Data Hub

- ADA compliance
- Member portal
- User permissions
- Profile interface
- User input interface/forms
- Results interface (pulling the data as a report)
- 25 custom fields per business entity
- Programming and beta testing of data hub

Estimated timeline: 90 days

Estimated cost: \$55,000




Key deliverables: Completed scope of work per agreement; brand guidelines and usage guide; fully functioning website and data hub; training and consultation during implementation.

Cost Proposal in Summary

Phase One	\$10,000
Phase Two	\$25,000
Phase Three	\$55,000
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Subtotal	\$90,000
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Contingency	\$10,000
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Total	\$100,000

Estimated Timeline **Six Months**
From project initiation through
final deliverables of Scope of Work
projected launch
date is early 2020

 Please note: specific costs/timelines cannot be determined until a detailed scope of work is agreed upon. Estimated costs for the three phases outlined are for general planning purposes only. Davidson Belluso will provide a detailed cost estimate of each deliverable following the Phase One planning session with NDHHS/ADSD.




Post-Launch Support for Website and Data Hub

HOSTING

WordPress Website \$240/yr.

Data Hub \$240/yr.

Total **\$480/yr.**

 Davidson Belluso recommends Level 3 support for the website and Level 2 support for the data hub, because these options offer the most flexibility and peace of mind. These recommended levels can be adjusted per the needs of NDHHS/ADSD as determined near completion and launch. These levels of maintenance and on-going support are based upon the current understanding of the scope of work. Davidson Belluso reserves the right to adjust the cost(s) after the final scope of work is established.

Maintenance and On-going Support

WORDPRESS WEBSITE

Level 1 \$400 a month

Weekly WordPress Website
backups and plugin updates

Level 2 \$500 a month

Weekly WordPress Website
backups, plugin updates and SEO

Level 3 \$600+ a month

Weekly WordPress Website backups,
plugin updates, SEO, and additional
hours for modifications to the website.

DATA HUB

Level 1 \$500 a month

Weekly backups and plugin
updates for the data hub

Level 2 \$600+ a month

Weekly backups, plugin updates,
and additional hours for
modifications to the data hub



Public Relations. While not asked for, should be considered.

Public Relations should be considered for the launch of the new NDHHS/ADSD brand, website and data hub, given their collective importance in better serving Nevada's aging and special needs community.

While we understand NDHHS has its own public information officer(s), Davidson Belluso can provide support as needed specific to these three initiatives. We often collaborate similarly with our other government clients when launching new bodies of work/new initiatives.

Davidson Belluso Public Relations can assist with:

- PR support for brand launch
- Media relations
- Event support
- Crisis management/consulting
- Social media planning
- Social media calendar development
- Social media implementation



Case Studies

To provide NDHHS/ADSD with a better sense of Davidson Belluso's branding, website and digital capabilities, following are some case studies that reflect similar sets of marketing deliverables.

California Bank & Trust

Restoring a storied brand.

Situation: After 11 years of neglect, California Bank & Trust (CB&T) acknowledged their brand had grown stale and tired. Despite having a powerful story to tell, the narrative was uninspiring and out of touch with the needs of today's banking consumer.

Solution: We reimagined CB&T's existing brand assets following an exhaustive brand and messaging audit.

How we did it:

- Established brand pillars on which to build the reimagined brand
- Developed templates for each audience for internal team utilization
- Re-messaged all the core product and service line offerings to be more engaging and authentic
- Conducted user testing among key stakeholders
- Established "Always in your corner" brand positioning
- Created brand assets and user guide



Tempe Tourism Office

Evolving a brand to keep pace with the city.

Situation: Dynamic growth, redevelopment and modernization in Tempe made the city's existing brand look and feel seem dated. It was imperative that the city update its brand while crafting a new narrative leveraging the city's vast array of activities and attractions—all while making sure the campaign would work exceedingly well in a mostly digital environment.

Solution: Tempe's strength is its ability to serve the various needs of visitors, whether they are visiting for business or pleasure. We used a rhyming construct to aid brand recall and tout the city's key attributes.

How we did it:

- Created new look and feel
- Re-messaged entire campaign
- Solved for both leisure and business travelers
- Established brand standards and created brand usage guide



State of Arizona Commission for Post-secondary Education

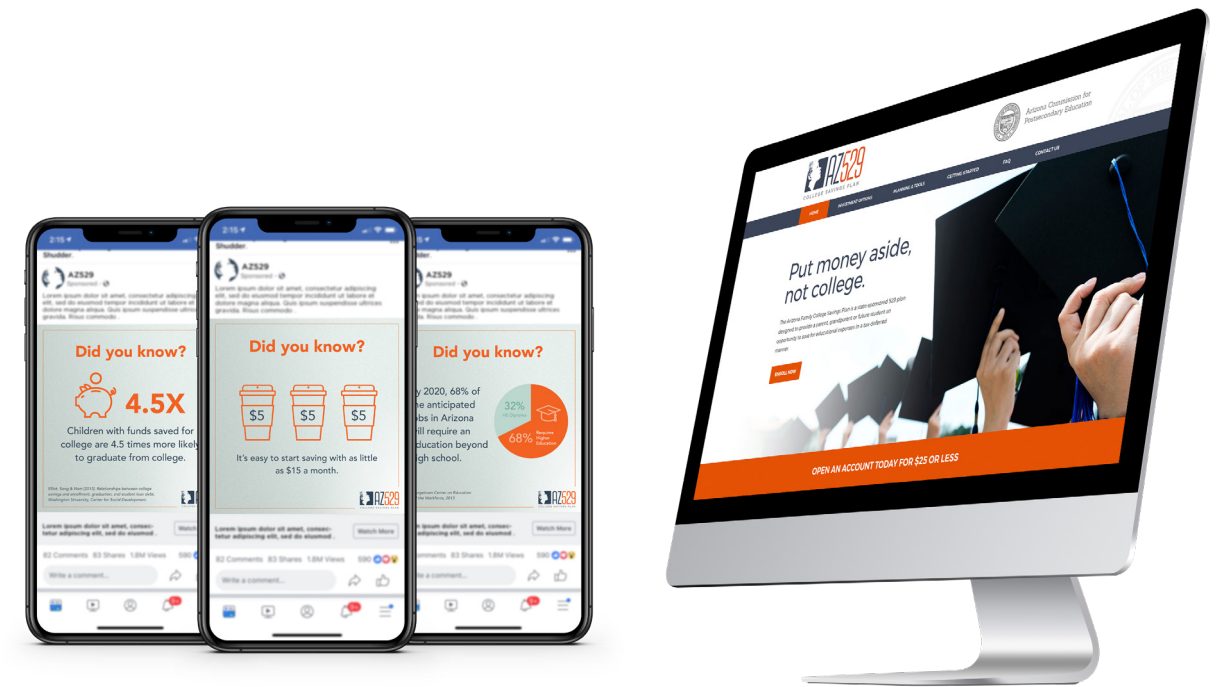
A more intelligent brand to drive college savings.

Situation: AZ 529 needed to reinvigorate their brand to grow deposits in the state's approved fund managers. As with most state programs, the brand was impersonal and pragmatic. It needed to be warmed-up and humanized to increase brand engagement.

Solution: We conducted an exhaustive brand and messaging audit. From there, we re-messaged key initiatives, reimagined their look and feel to create a distinct brand asset with the piggy bank, and finally, redesigned the entire website.

How we did it:

- Created new brand aesthetic with a modernized logo and new narrative
- Messaged against key audience and marketing windows (e.g. College Saving Day)
- Enhanced UI/UX of the website to heighten online engagement
- Created piggy bank brand asset to aid in brand recall and brand usage guide
- Conducted user testing among key stakeholders



While most families expect their child to go to college, only 39% of families have a plan to pay for college.

Source: How America Pays for College, 2017



One Great Plan. Three Great Choices.

The Arizona 529 College Savings Plan offers a wide variety of choices through three highly regarded financial institutions.



College Savings Bank, a Division of NexBank SSB, provides fixed rate CDs and a high-yield savings account. Each account holder's principal is insured by the FDIC.
www.collegesavings.com/arizona • 1.800.888.2723



Fidelity Investments offers both actively managed and index portfolios. Within those portfolio categories you can choose from age-based allocation, static allocation and/or individual portfolios.
www.fidelity.com/arizona • 1.800.544.1262



Ivy InvestEd 529 Plan offers choices of investment products including age-based, static, and individual fund portfolios through financial advisors across the country.
www.ivyinvestments.com • 1.800.777.6472

Arizona Commission for Postsecondary Education
2020 N. Central Avenue, Ste. 450, Phoenix, Arizona 85004
Phone 602.258.2633 • Fax 602.258.2483
www.a529.gov • Facebook.com/AZCollegeSavings



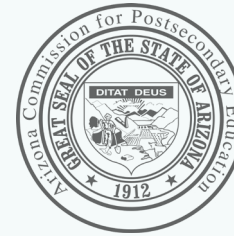

Put money aside, not college.

Our proposal in summary

As you continue to evaluate our cost proposal, please remember these mission critical benefits of working with Davidson Belluso:

- Under budget—with contingency fund for strategic flexibility
- Efficiency to market—just six months from initiation to better serving the ASD population
- Collaborative model avoids missteps and delays
- Extensive experience in marketing to underserved populations, including specifically those with disabilities or special health care needs
- Intimate understanding of working with governmental agencies with multiple stakeholders
- All three initiatives will be built upon a well-articulated and unifying brand
- We're versed in ADA compliance
- Big agency capabilities combined with entrepreneurial spirit makes for robust solutions with eye on efficacy
- We're a cause-brand agency—we want to help NDHHS/ASD to “ensure the provision of effective supports and services to meet the needs of individuals and families, helping them lead independent, meaningful and dignified lives.”

GOVERNMENT CLIENTELE



Be the **outdoer**, not the outdone.

Thank you



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