

# American Foundation for the Blind

PROPOSAL FOR  
MARKETING STRATEGY AND SUPPORT —  
CREATIVE SERVICES

05 NOVEMBER 2021

**SECO**





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# 01 HELLO

Thank you for the opportunity to submit a proposal for supporting the American Foundation for the Blind's ongoing marketing and communications needs. Strategies 360 is honored to be considered for this work and we have deeply appreciated the time you have spent with us and the background you have provided to-date.

AFB is restructuring its marketing and communications efforts to better align with recent organizational transformations and shifts in strategy. The proposal that follows is intended to outline a structure for our firm to begin immediately providing day-to-day support while working with you to develop a longer-term strategy that can help carry AFB into the next phase of growth. In doing so, we can ensure that your needs are met in the short-term as we build a thoughtful and sustainable approach for the future of AFB.

We believe our team is uniquely positioned to partner with AFB on this important effort given our ability to integrate disciplines not traditionally found in the same agency, as well as our understanding of the public policy implications of your work. Our multidisciplinary team brings out the best in all of us, challenging us to look at every problem from every angle. And, more importantly, we look at innovative ways to create campaigns that serve your wide-ranging needs. This is an incredibly exciting time for AFB and we would love to be part of the next chapter.

We look forward to discussing this further and answering any questions you may have in the coming weeks as you finalize your decision.

-Taylor & Sunshine





# 02 WE ARE STRATEGIES 360

We are Strategies 360, and our calling is to drive lasting change.

We are a leading public affairs, communications, research, and marketing firm with in-house, award-winning creative, media, video and web engineering teams. We all work together to ensure that you receive unparalleled, individualized service. Headquartered in Washington state, we have nearly 30 offices in 13 states as well as Washington, D.C., Vancouver, B.C., Toronto, Ontario and Jakarta, Indonesia.

Our organization is built on two core philosophies that will help support the American Foundation for the Blind's (AFB) marketing and philanthropy program.

First, our model is one of local expertise, national reach. We have strong relationships in our state offices and DC, and the ability to draw on a network of experts throughout our 29 offices. Our second core philosophy is that our clients are best served when we provide more services under one roof. We provide unique value to our clients with our ability to collaborate seamlessly across multiple disciplines. By working together across our vast footprint, our teams have redefined the best practices of public policy, business, marketing, branding and strategic communications. Our goal – deliver AFB a seamless, tailored partnership, crafted to meet your overall objectives.





**Our in-house services include:**

**Communications:**

- Message Development
- Public Relations
- Media Relations
- Strategy
- Reputation Management

**Creative Services:**

- Branding
- Marketing & Advertising
- Media Strategy
- Videography / Video Production
- Media Planning, Buying, ongoing Management
- Design Production
- Social Media Content Development & Management

**Web Development & Engineering**

**Public Affairs and Government Relations:**

- Advocacy - local, state and federal
- Coalition Building
- Campaigns - including collateral, fundraising, and voter engagement
- Policy development

**Research:**

- Executive and Opinion Leader Research
- Message Development
- Public Opinion Polling
- Targeting and Segmentation

# Locations

**Strategies 360  
Headquarters**

1505 Westlake Avenue N,  
Suite 1000  
Seattle, WA 98109  
(206) 282-1900

**State Offices**

Alaska	Montana
Arizona	Nevada
California	New Mexico
Colorado	Oregon
D.C.	Texas
Hawaii	Utah
Idaho	Washington

# Partial Client List

- 1000 Friends of Oregon
- Alliance of National Heritage Areas
- Autism Society of America
- Bill and Melinda Gates Foundation
- Ballmer Group
- Burnham Center for Community Advancement
- Crow Canyon Archaeological Center
- Foundation for Idaho History
- KEXP 90.3 Non Profit Public Radio
- KUOW 94.9 Non Profit Public Radio
- Rasmuson Foundation
- Seattle Humane Society
- Society for American Archaeologists
- Town Hall Seattle
- United Way
- Washington Women’s Foundation
- Western Conservation Foundation

**Outside of the US**

Jakarta, Indonesia  
Toronto, Ontario  
Vancouver, BC





SECTION

# 03 YOUR TEAM



**Taylor Bickford**

**EXECUTIVE VICE  
PRESIDENT,  
COMMUNICATIONS  
STRATEGY**

As S360's EVP for Communications Strategy, Taylor

advises clients across the S360 footprint on how to navigate the intersection of communications, business and public policy. He oversees the S360 firm-wide communications team and works with clients ranging from tribal organizations and energy companies to top non-profits, health care organizations, and maritime companies.

Taylor's extensive knowledge of the communications landscape and expertise across public affairs disciplines has helped move countless client issues forward. He holds a B.A. in Political Science from West Virginia University and an M.S. in Crisis and Emergency Management from the University of Nevada, Las Vegas.



**Sunshine Stevens**

**VICE PRESIDENT,  
GROUP CREATIVE  
DIRECTOR**

Sunshine brings nearly two decades of experience creating widely

acclaimed advertising campaigns for some of the most recognizable brands across the country. She specializes in coordinating collaboration across all teams and delivering the most strategic, creative solution to her client's needs.

As Group Creative Director, Sunshine leads the advertising strategy and creative team for S360's diverse client roster. Her experience on both regional and national campaigns allows her the flexibility to adjust a campaign to fit the marketing needs. She works in tandem with the research, communications, brand, media, video, web and government relations teams to ensure a comprehensive campaign rollout that weaves all disciplines toward a singular purpose.

Prior to traditional advertising, Sunshine worked in the nonprofit world in HIV/AIDS education and prevention and was responsible for organizing the first conference for women with HIV in Oregon's history. As an advertising Creative Director, she's delivered National campaigns for Make-a-Wish, Vanity Fair Lingerie, Nike, Dairy Queen, FoodSaver, Yoplait, Blue Bunny Ice Cream and Big Lots, amongst others. Prior to her national work she developed campaigns such as the revival of Rainier Beer and led projects for B2C clients such as Washington's Lottery, and Jones Soda. Her freelance work has taken her all over the country working on everything from national home decor superstore campaigns to chocolate. She prefers the chocolate.





**Matt Davidson**  
**SENIOR VICE PRESIDENT,  
DIGITAL MARKETING**

Matt runs our Digital Marketing Group, increasing visibility and results for clients across a broad range of online marketing channels, including display advertising, email marketing and mobile ads. With spending on digital advertising rapidly growing, Matt develops effective digital marketing for a wide variety of clients and projects. Prior to joining S360, Matt owned an online advertising agency where he managed digital advertising campaigns across dozens of industries. Matt also worked at Microsoft where he was part of the launch of the company’s search engine, Bing.com, during a major evolution in search engine marketing. His nonprofit and online fundraising experience spans hundreds of clients, some more recent ones include the Land and Water Conservation Fund, the Children’s Action Alliance, Smarter Balanced and Smithsonian Museums.

Matt is also an author who recently wrote a best-selling book on search engine marketing, “Step-By-Step SEO: The Complete Guide To Search Engine Success,” and is a frequent contributor to publications focused on digital advertising.



**Brick Kane**  
**VICE PRESIDENT,  
ACCOUNT AND PROJECT  
MANAGEMENT**

For over 20 years, Brick has successfully managed account and project management teams and creative campaigns for a wide variety of private for-profit, nonprofit and government agency clients. From producing TV and radio commercials to managing omni-channel campaigns from start to finish, he thrives in a fast-paced, creative environment where his myriad of talents help create success for his team and clients.

Savvy in both print and digital realms, and how they integrate in a cohesive campaign, his career started in print production for

periodic publications. Brick has produced well over 10 million print pieces throughout his career and launched over 200 websites.



**Alyson Marchi-Young**  
**VICE PRESIDENT,  
COMMUNICATIONS**

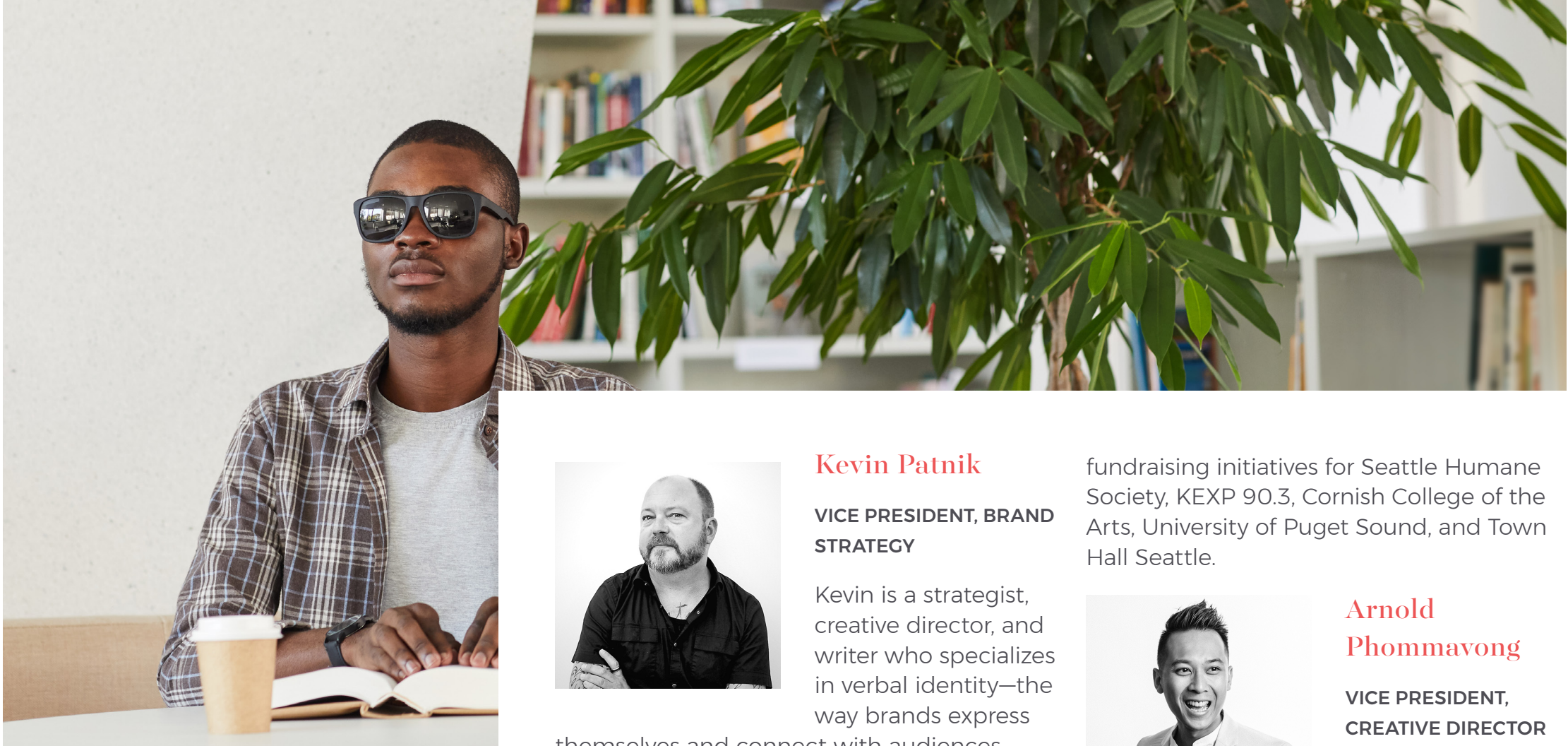
Experienced in policy, non-profit, and corporate communications strategies, Alyson draws on her diverse background to grow the impact and outreach of S360 clients across the US. She specializes in content development, creating compelling messages and human-centered stories to amplify client’s outreach goals. Additionally, she is skilled in strategic communications planning, earned media support, social media planning, speech writing, event planning and brand communications. Alyson has a passion for diversity, equity & inclusion (DEI) projects that amplify underheard voices.

In her time with S360, Alyson has worked closely with education, environmental,

social justice, disability services, housing, transportation and tech organizations. Notably, she has written work that has been featured in publications including The Hill, LA Times, SF Chronicle, The Portland Tribune, The Oregonian, and Tacoma News Tribune. Her work has helped pass statewide funding for early childhood education, youth criminal justice reform, and comprehensive affordable housing policies. Previously, Alyson served as the Communications and Marketing Strategist for 1000 Friends of Oregon. Her work supported the passage of major statewide land use legislation including housing, transportation, and farm and forest policy. Additionally she drove all organizational communications for the celebrated non-profit, including organizing the annual fundraising gala and crafting all donor communications.

Previously, she served both the Oregon Museum of Science and Industry and Oregon Public Broadcasting as a corporate fundraiser. Alyson drove over 6 million dollars in investments across both organizations through innovative sponsorships, cross-promotional outreach programs, event strategies, and comprehensive media plans.





**Kevin Patnik**

**VICE PRESIDENT, BRAND STRATEGY**

Kevin is a strategist, creative director, and writer who specializes in verbal identity—the way brands express

themselves and connect with audiences through stories, language, and voice. He currently leads all brand work at Strategies 360, including the development of solid strategy and working with our creative teams to ensure the strategy is being expressed through top-notch creative.

Kevin’s previous major branding projects include KUOW 94.9, Zachary Scott, Edmonds School District, Burnham Center for Community Advancement, Tschetter Group, Bristol Bay Native Corporation, United Way of the Columbia Willamette, Starbucks Roastery & Reserve, and dozens of non-profit organizations. Kevin spent 15 years as a marketing and advertising professional in media, arts organizations, and entertainment companies. He’s also led storytelling and messaging development for major

fundraising initiatives for Seattle Humane Society, KEXP 90.3, Cornish College of the Arts, University of Puget Sound, and Town Hall Seattle.



**Arnold Phommavong**

**VICE PRESIDENT, CREATIVE DIRECTOR**

Arnold Phommavong has been a creative director and designer

for the past ten years. He utilizes research and empathy to understand end-user needs and create a seamless user experience in both print and digital environments. As a Creative Director, Arnold mentors and art directs junior staff, ensuring design solutions map back to brand strategy while maintaining quality control of design products. He works closely with the other creative directors and brand strategists, ensuring creative adheres to established brands.

Arnold has created compelling design systems for KUOW 94.9 Public Radio, KEXP, Adrift Hotels, and United Way of the Columbia-Willamette. He has also worked

for governmental agencies like the Idaho State Board of Education, Idaho Workforce Development Council, University of Alaska Fairbanks, and the Port of Vancouver, along with Alaska Native Corporation education foundations, such as Bristol Bay Native Corporation and Koniag, Inc





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# 04 OUR PROCESS

We rely on a unique and iterative approach to developing an advertising campaign that integrates not only the traditional agency components but research scientists, communication experts, government relations professionals and digital marketing experts. This team collaborates from discovery through delivery to ensure our campaign is a truly comprehensive effort.

Our approach to delivering high-performing creative services starts by gathering key insights and guidelines during the **DISCOVER** stage; this informs the **DEFINE** stage, which is where we create critical alignment on media strategy and the creative brief. While the DEFINE phase is the most strategic, the **DEVELOP** stage is where all the details are worked out from concept to final media plans and approved advertising concepts are fleshed out into highly-targeted campaign assets. The **DELIVER** phase is where it all comes together: campaigns launched, sites deployed, and assets are trafficked across all channels while reporting, and optimization, begins.

Every discipline offered at S360 follows a similar 4D process, allowing our clients the opportunity to integrate service lines and share knowledge across efforts.





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# 05 WHY WE FIT

**S360 is built around the idea that an integrated project team is able to ideate, build, deploy, and optimise any deliverable more effectively than separate teams focused only on one of many project components.**

It is how we have worked together from the start. It is how we have grown, every new staff member, every new position, every new division has been added to further support this approach. We have seen that our integration makes the difference in getting our clients their “win.”

For the American Foundation for the Blind, this means smarter campaigns and more cost efficiencies, but it also means you get more of your time back. With S360, you won’t have to manage multiple agencies with competing priorities. You will have a single point of contact who is responsible for understanding all aspects of your account.

Ultimately, this approach means that AFB gets a team of dedicated practice-area experts who are focused on helping you achieve your goals across multiple disciplines. We also work well with our clients’ preferred vendors, like AFB’s print shop. Our process welcomes outside support as if they were integrated into our team, continuing the seamless approach. Quite frankly, this approach is also what we love about working at S360 - we get to work with teams of smart people focused on solving big challenges in innovative ways.

Moreover, you get a partner aligned with your values and a deep commitment to the communities you serve. Our non-profit and community-based clients come to us because they know that our team understands the impact of their work and how they get it done. We also know how to connect that impact to donors, foundations, and corporations with strong community-giving programs. S360 has delivered nationwide marketing and communications

campaigns, lobbying for critical policies and funds that support community well-being, and operational support for our partners to ensure they can continue to positively impact their communities.





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# 06 PROPOSED PROGRAM

We are excited for the opportunity to support AFB as you move forward in your new strategic direction. While our services are broad, our effort in partnership with you for the immediate future (and for the purpose of this proposal) will center around marketing strategy, day to day creative content, concepting, and production (keep the trains running), media strategy and management, communications support, event support, and marketing department organizational strategy.

Our team works collaboratively – regardless of discipline. We are strategists first, and aim to support you through a well-considered strategy that guides the entire team into 2022 with shared objectives for the evolution of AFB. The following proposal considers how to:

- get started immediately to support your current efforts;
- quickly engage in event support for your conference in early May; and
- establish a plan to meet your needs into the future.

Our partnership would kick off with two parallel tracks; **marketing strategy** & **marketing support**. While the initial work will be intensive, it will allow us to address your immediate needs with one team while looking ahead with another - both teams will coordinate to ensure efficiency.



## Marketing Strategy

The Marketing Strategy team will begin with an initial, collaborative, **DISCOVER** stage that clearly gathers data and information to outline the work to be created and agreed expectations. This phase could be called the “audit” phase, where we can get a good look at the challenges and opportunities in developing a campaign. Research can play a big role here, as well as workshops and interviews. We would engage in a competitive, communication, audience, media, and organizational audit to determine a clear picture of the environment in which we will be messaging and the team that is needed to execute a marketing program.

The **DEFINE** stage is where the **creative strategy** is summarized in an advertising brief that clearly outlines items such as “the situation”, creative considerations, target audiences, key campaign objectives, technical and channel considerations, and any known obstacles. The final strategy builds consensus around a single most compelling idea to prompt creative concepting.

The **media strategy** is a critical document delivered in this phase that outlines a clear direction for developing the media plan moving forward, ensuring our objectives consider the highest reach, engagement and efficiencies available for the campaign. This strategy recommends the channels and flighting for a marketing program and is shared and agreed upon prior to media plan development.

Finally, in this stage we make **organizational recommendations** for a marketing team moving forward. This considers internal and external resources, marketing strategy, disciplines and skill sets. Our aim - streamline your process, coordinate efforts, and create for AFB a structure that can manage the current and forthcoming marketing program.

## Marketing Support

S360 is the agency of record, or “agency on demand” for multiple government and nonprofit clients and as such, is structured to meet short turnaround requests. Our production department serves our brand, advertising, education, and campaigns teams and has extensive experience preparing a wide variety of materials for broadcast, print and digital products. This experience has resulted in a production and quality-control system that is efficient, nimble and proven.

AFB will have a dedicated Project Manager who acts as the conduit between the S360 team and AFB. The S360 production team will be staffed by an Advertising or Design Creative Director, depending on the engagement, as well as an Art Director and Copywriter. Our production team works closely with the media team assigned to

trafficking creative. For instance, if a social campaign is being produced, the digital media account manager would work with your production team to understand the details of the project. We are confident that we can meet your needs, just as we have for other clients.

Copy editing and ADA compliance are an integral part of our process. Our production team serves school districts, departments of transportation, and universities across the West. Our campaign team creates hundreds of direct mail pieces every year. Our web engineering team builds over 100 websites each year. All of these clients, and more, require adherence to ADA guidelines in all materials. Moreover, as an agency, our commitment to equity applies to every discipline. In communications and messaging, this means inclusive processes for shared message development, considerations and adaptations for diverse audiences including language, accessibility and representation, and community specific media relations, among other elements.

The following cost proposal outlines these teams as hourly support as we believe this is the most effective approach for “keeping the trains running.” After the initial scope, and as the marketing plan and organizational structure evolves, this may be best served as a monthly retainer-fee schedule.

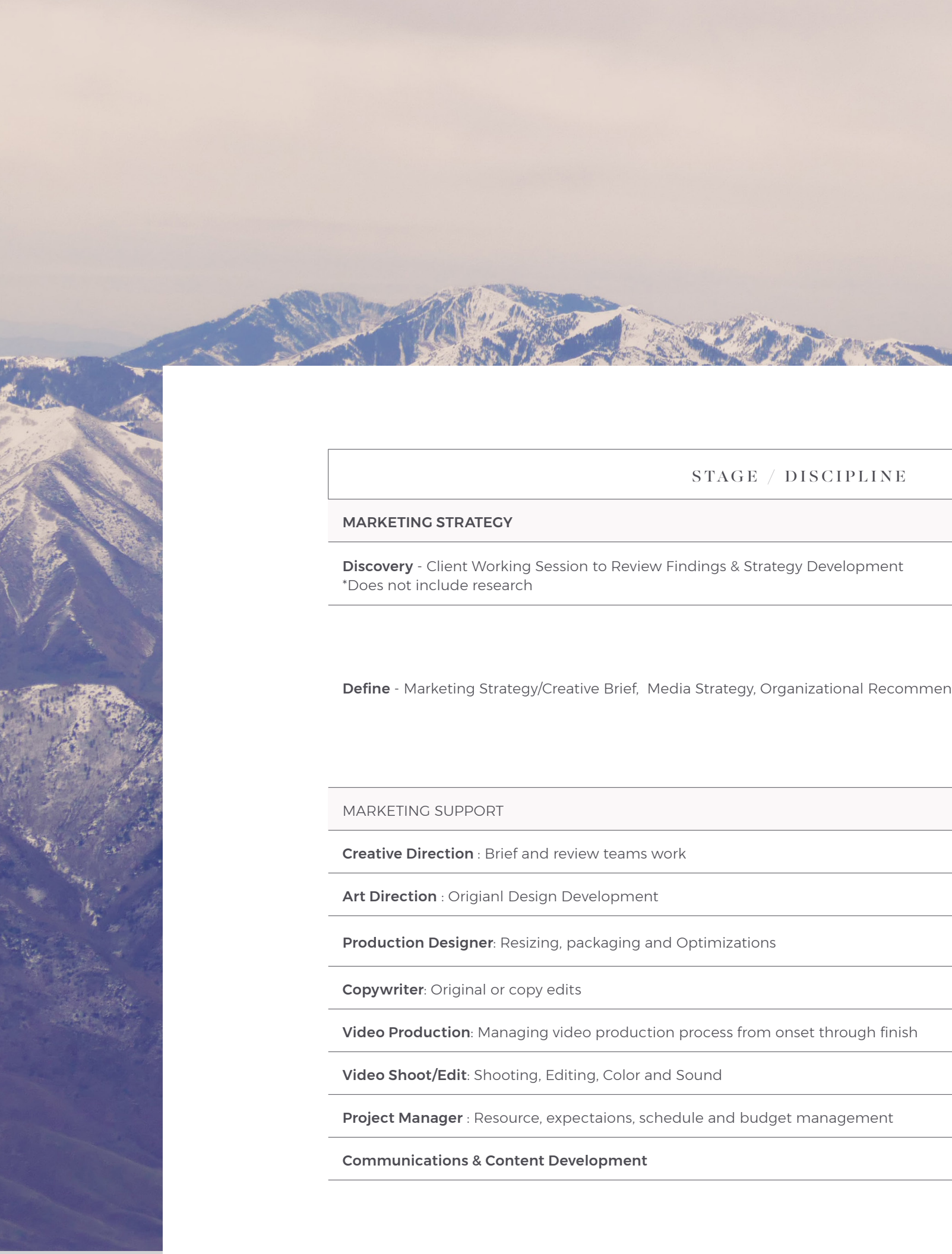
S360’s communications team works hand in hand with the firm’s marketing and creative services to support the comprehensive needs of our clients. Our highly experienced communications team has led major national efforts with strategic communications planning, media relations and press engagement, messaging and content development to support owned and earned media efforts.

The communications process includes identifying your audiences and aligning them to specific messages, with trusted messengers and preferred platforms. This practice supports a wide variety of communications goals including fundraising, brand awareness, policy making and public engagement. No matter who you want to reach, our team customizes a strategy to effectively connect your audience with messages that resonate.

Following the identification of audience, messages, messengers, and platforms, our team then goes to work pulling together these elements to deliver items such as press releases and pitches, op-eds and letters to the editors, blogs and web content, email marketing and social media copy, and spokesperson preparation and training.







SECTION



07

# COST PROPOSAL & TIMELINE

STAGE / DISCIPLINE	TIMING	RATE
MARKETING STRATEGY		
<b>Discovery</b> - Client Working Session to Review Findings & Strategy Development *Does not include research	3-4 Full Weeks (considering holiday interruptions)	\$8,500
<b>Define</b> - Marketing Strategy/Creative Brief, Media Strategy, Organizational Recommendation	1-2 Full Weeks Present, Review, Finalize	\$13,500
	2-3 Full Weeks (considering holiday interruptions)	
	2-3 Full Weeks (considering holiday interruptions)	
MARKETING SUPPORT		
<b>Creative Direction</b> : Brief and review teams work	Ongoing	\$190/Hour
<b>Art Direction</b> : Origanl Design Development	Ongoing	\$180/Hour
<b>Production Designer</b> : Resizing, packaging and Optimizations	Ongoing	\$165/Hour
<b>Copywriter</b> : Original or copy edits	Ongoing	\$165/Hour
<b>Video Production</b> : Managing video production process from onset through finish	Ongoing	\$165/Hour
<b>Video Shoot/Edit</b> : Shooting, Editing, Color and Sound	Ongoing	\$175/Hour
<b>Project Manager</b> : Resource, expectaions, schedule and budget management	Ongoing	\$175/Hour
<b>Communications &amp; Content Development</b>	Ongoing	\$175/Hour





SECTION

# 08 CASE STUDIES

Autism Society of America

Bristol Bay Native Corporation

Bristol Bay Wild Market + The Seattle Kraken

Burnham Center for Community Advancement





## The Autism Society of America

### The Challenge

The Autism Society of America wanted a national communications approach to publicly shift Autism Awareness Month to Autism Acceptance Month. They needed a full communications strategy and comprehensive content for earned news media and opinion editorials, and owned media including website, social and email marketing. They also set a \$200,000 fundraising goal for the month of April.

### Scope and Services

- Press Strategy & Management
- Communications Strategy
- Messaging
- Written Content Development
- Organic Social Media

### Why S360/Local Knowhow

With over 40 communications professionals across the firm footprint, S360 was able to curate a multi-state team with issue knowledge and strong press relationships in target markets. Combined with a well-aligned strategy and process to deliver all needed service components for this project, S360 was the ideal partner.

### Our Approach

Ahead of Autism Acceptance Month, we planned out multiple press pitches to prepare media to cover AAM in April. Within this plan we identified media targets, key messengers and messaging, prepared messengers for interviews and identified the primary news hooks for our pitch. We also identified when we would amplify releases through a PR newswire. Moreover, we identified the communications needs in their federal advocacy strategy to officially rename the month and aligned all of the clients owned media platforms to support the strategy. Our partnership expanded within this work so that S360 became a trusted contact for many of ASA's corporate donors and high-profile public spokespeople whom we could work with to further amplify our message.


### What We Did

First, we created a main talking points and messaging document to ensure all final materials would align. We then developed three press releases, two op-eds, a pitch to federal lawmakers and coalition partners, and sample social media, email and blog posts for use by Autism Society's 75 affiliates across the country. We pulled all these assets together with our identified strategies to fully deploy a nationwide PR campaign.

### Why It Worked

We delivered earned media worth **\$6.9 million in ad value equivalency** and **increased their media coverage by 475%** from the previous year. Our Op-Eds landed in The Hill and the LA Times, and the **Autism Society raised \$244,000 during the month** - a 100% increase from the previous two years!

### Los Angeles Times

 **Commentary: Hollywood has a long road to disability inclusion. My experience shows it's possible**



Kayla Cromer, star of Freeform's "Everything's Gonna Be Okay," is the first person with autism spectrum disorder to play a lead character with autism on American television. (Ser Baffo / Freeform)





## Bristol Bay Native Corporation (BBNC)

Television and Radio Spots available here:

<https://www.strategies360.com/bbnc/>

### The Challenge

Bristol Bay Native Corporation (BBNC) had a well-established brand identity, but their ad campaign had gotten stale and didn't represent who they were as a modern community and corporation. Alaska residents, and their shareholders consistently reported (in annual research conducted by our research group) that they weren't fully aware of BBNC's role in their lives or the Alaska economy.

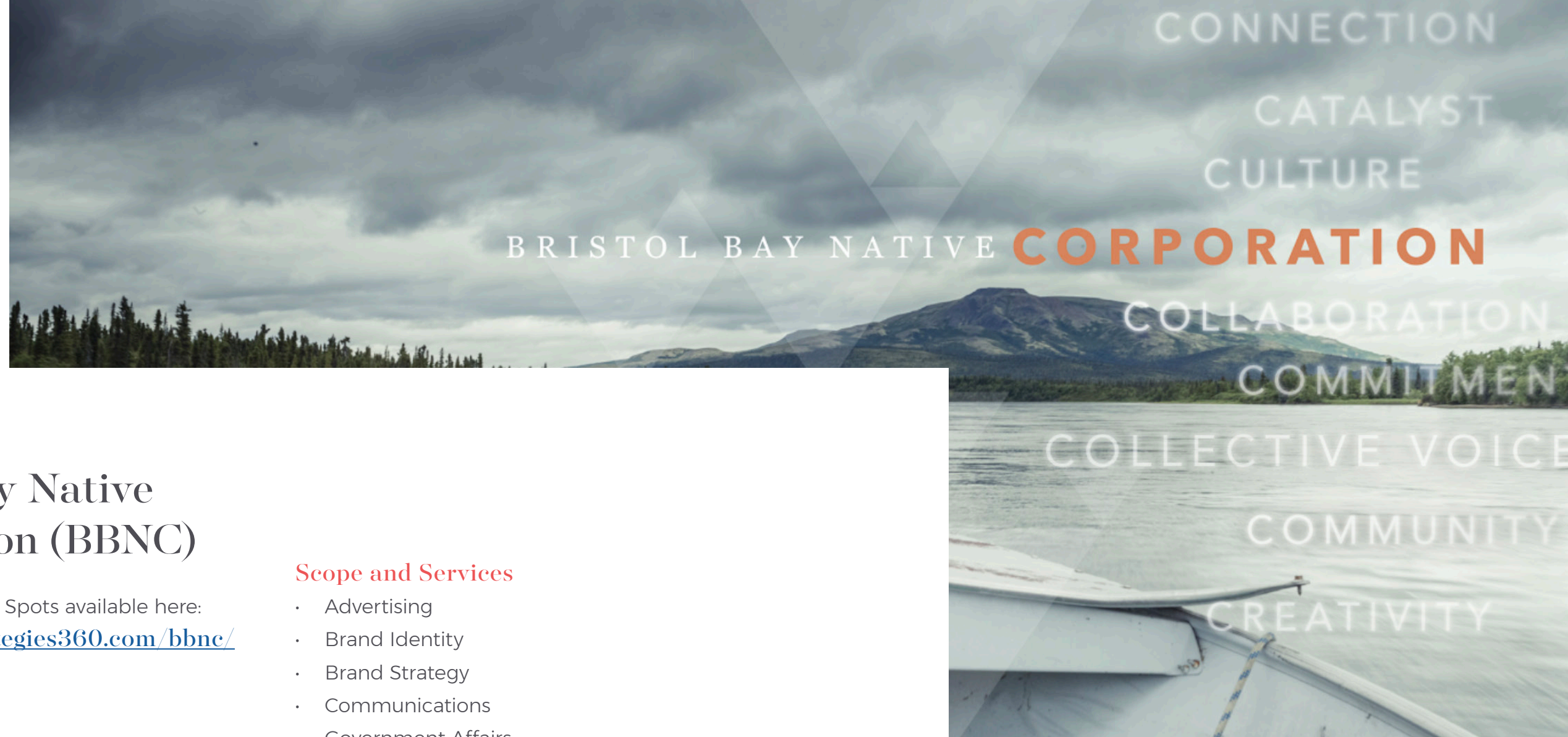
We were tasked with developing a fresh campaign that reinvigorated the shareholders, and repositioned BBNC in Alaska as not only an economic powerhouse, but an intricate part of Alaska's culture and future.

### Scope and Services

- Advertising
- Brand Identity
- Brand Strategy
- Communications
- Government Affairs
- Media Strategy & Management
- Social Media Management Production (design & video)
- Web Services

### Why S360/Local Knowhow

S360's full-service approach, Alaska office, national footprint, and understanding of how to navigate the intersection of media and public policy has made us an ideal partner for overseeing the execution of BBNC's internal and external marketing and communications needs.





Our Approach

Our concept “More than a Corporation” explores the values that define the “C” in corporation —like Courage or Creativity. For shareholders — this is an opportunity to remind people that BBNC plays a larger role in the community— driven by mission, and shared values. And for those unfamiliar—this campaign allows us to differentiate BBNC from the corporate universe in general.

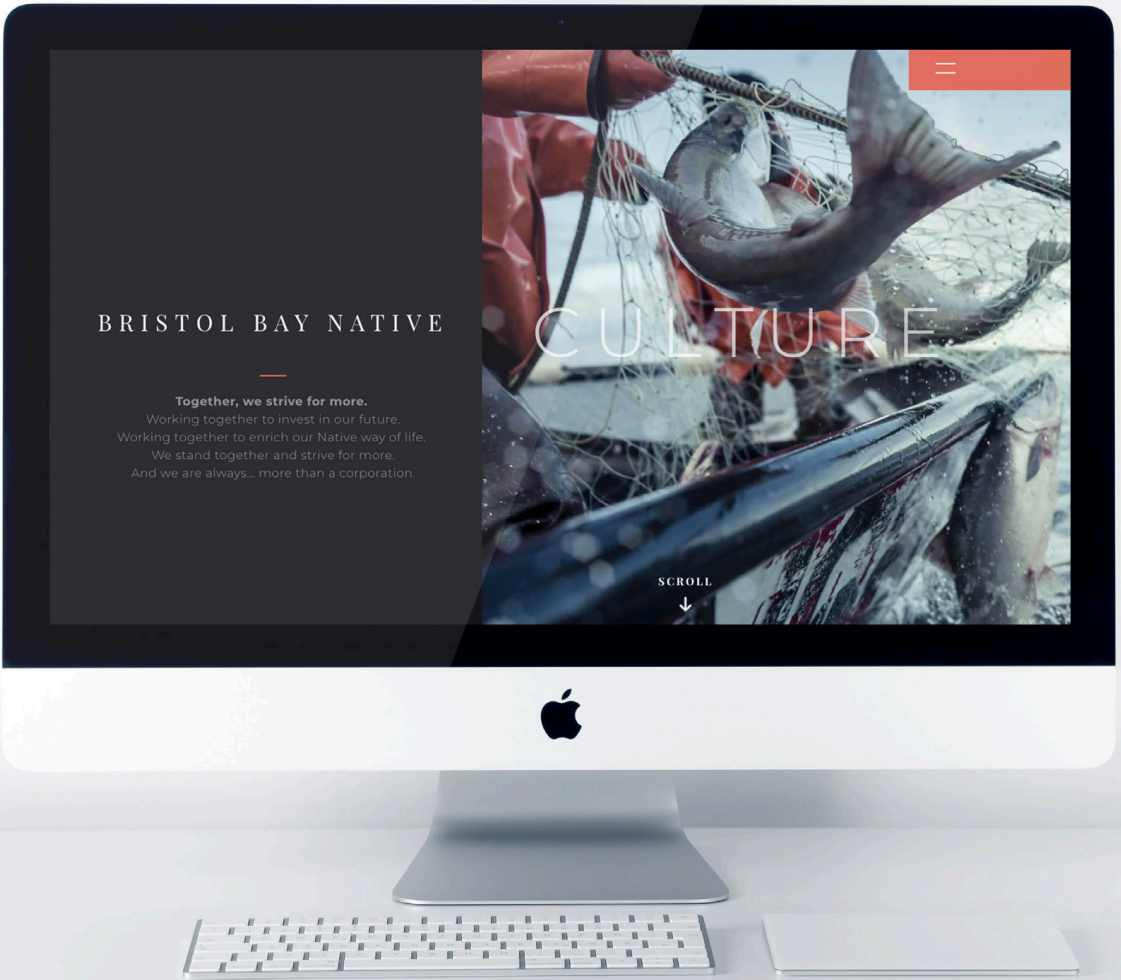
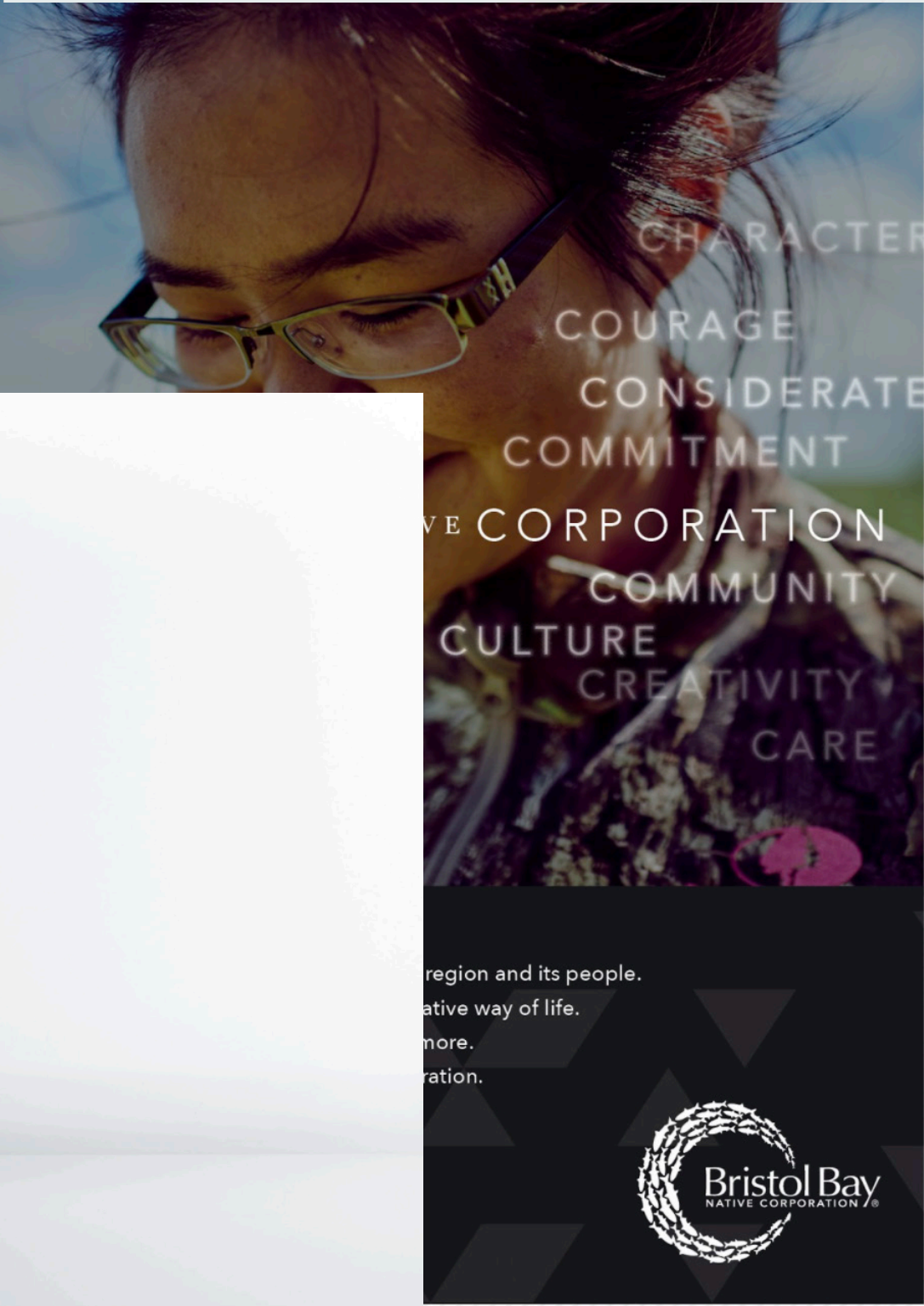
This fully-integrated campaign works across a broad range of paid, owned and earned channels, allowing an “always on” strategy. The strategy was designed to be as flexible as possible so we can navigate the shifting sands of the COVID pandemic.

What We Did

Developing campaign creative during a global pandemic was a challenge, but we managed to produce all first year assets without stepping foot in Bristol Bay. The “C’s” became the outline for all assets. Our teams continue to deliver and evolve the campaign as we move into 2021.

Why It Worked

A strong brand foundation gave us an excellent starting point for a campaign. While developing a strategy we ensured that all stakeholders were present for critical approvals prior to moving into next phases. This gave our team clear goalposts by which to develop media strategies and advertising concepts. The final campaign was sharp, but flexible. Our site traffic, and online engagement has continued to increase month over month. More importantly, our work has been noticed by the press and state leaders setting a new bar for Alaskan Native Corporations communication moving forward.





A large black bear is walking through a snowy, mountainous landscape. The bear is dark-furred with a lighter patch on its chest and is moving towards the left side of the frame. The background shows rugged, snow-covered terrain under a bright sky.

# Bristol Bay Wild Market + The Seattle Kraken

Television Spot available here:

[https://www.strategies360.com/portfolio\\_kraken/](https://www.strategies360.com/portfolio_kraken/)

## The Partnership

Alaska has never had a National Hockey Team and for a state obsessed with hockey this has always been a sore spot. As Seattle established its first hockey team, the Seattle Kraken, Strategies 360 spotted an opportunity to facilitate a partnership between a longtime client, the Bristol Bay Native Corporation and partners, and the team. The partnership would be mutually beneficial – it would give Bristol Bay Native Corporation and Seafood subsidiaries a fantastic opportunity to promote the region and the industry through sponsorship of a professional hockey team, and it would give the Seattle Kraken an opportunity to build its fan base in a state where hockey is a beloved sport.

S360 helped leverage the relationship with the Kraken to bring attention to a cause important to BBNC: a fundraiser to keep the University of Alaska Anchorage hockey program from being shut down. Seattle Kraken CEO Tod Lieweke even donated his own money for the effort.

Strategies 360 negotiated a five-year deal, making BBNC an official partner of the Seattle Kraken. The deal also included one of the 13 marketplaces within the new Climate Pledge Arena, the Bristol Bay Wild Market.

S360 led communications on the partnership, including the announcement from Anchorage, Alaska. With local youth hockey teams as the backdrop, Kraken CEO Tod Lieweke and BBNC CEO Jason Metrokin announced the partnership. S360 ran media relations, communications, community engagement & digital marketing for the announcement. The event garnered significant media coverage across Alaska.





## The Challenge

Once the partnership was sealed, our challenge was to create a brand from scratch, quickly. With the marketplace having three partners (BBNC, Bristol Wave Seafood Company and Bristol Bay Regional Seafood Development Association), as well as Climate Pledge Arena and The Seattle Kraken all as stakeholders in the brand development we need to be as efficient and disciplined as possible.

## Scope and Services

- Brand Strategy
- Brand Identity
- Media Strategy & Management
- Advertising
- Production (design & video)
- Communications
- Government Affairs
- Web Services
- Social Media Management

## What We Did

Our creative team developed, from scratch, a brand. The Bristol Bay Wild Market was named, identity developed, and a thorough toolkit created to ensure all vendors synced up on look and feel regardless of application. The environmental design of the marketplace was then created by our brand team at the same time a launch campaign was being developed by our advertising team.

We created a market that not only highlights the sustainable sourced seafood of Bristol Bay, but also the people and culture of the Bristol Bay region. The launch campaign targeted Alaska and Pacific Northwest residents through TV, radio, display and social channels while also developing a toolkit for partners to use on their own owned channels. A full site was built to support all efforts, and in-arena marketing elements to play around the ice and on 200 TV screens throughout the arena, including a 7-minute video about the Bristol Bay region was developed in time for the season opener.

S360 also ran media relations, community engagement and all media for the announcement for the Bristol Bay Wild Market. Three of the four Seattle TV stations covered along with the Seattle Times. The event included Climate Pledge Arena executive chef Molly DeMers, BBNC CEO Jason Metrokin and local Seattle celebrities, the Pike Place Market fish tossers.

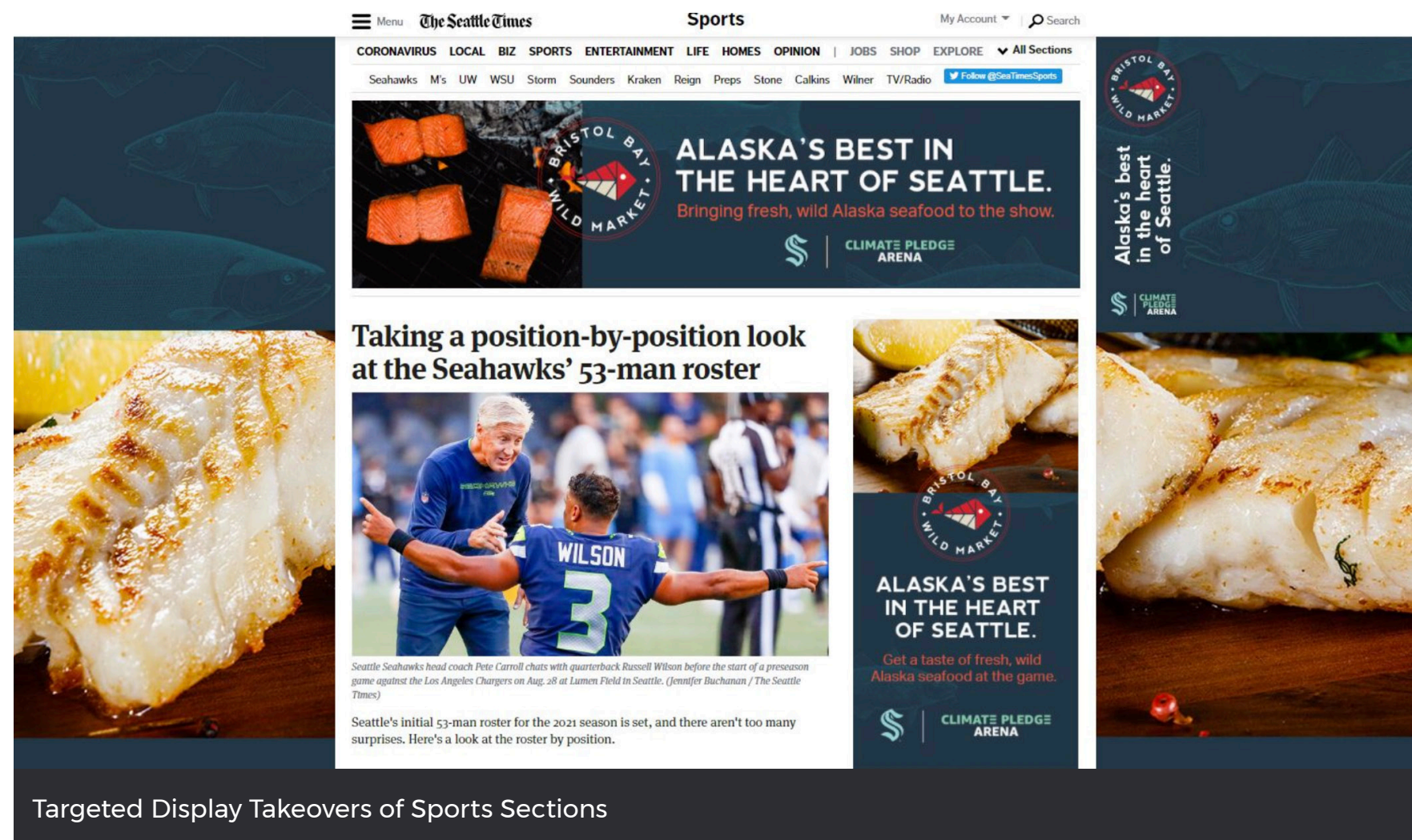
## Why it worked

Effective partnerships are built on trust and mutuality. We took the time necessary to help both the BBNC and the Seattle Kraken develop trust and explore shared interests. This allowed us to not only spearhead communications but develop an entirely new brand as a result of the partnership. The Seattle Kraken and BBNC partnership is so strong that the Kraken have called on us to support additional sponsorship deals in the future. S360 now represents Denali Brewing & Spirits based out of Alaska, which is producing the official canned cocktail of the Seattle Kraken.

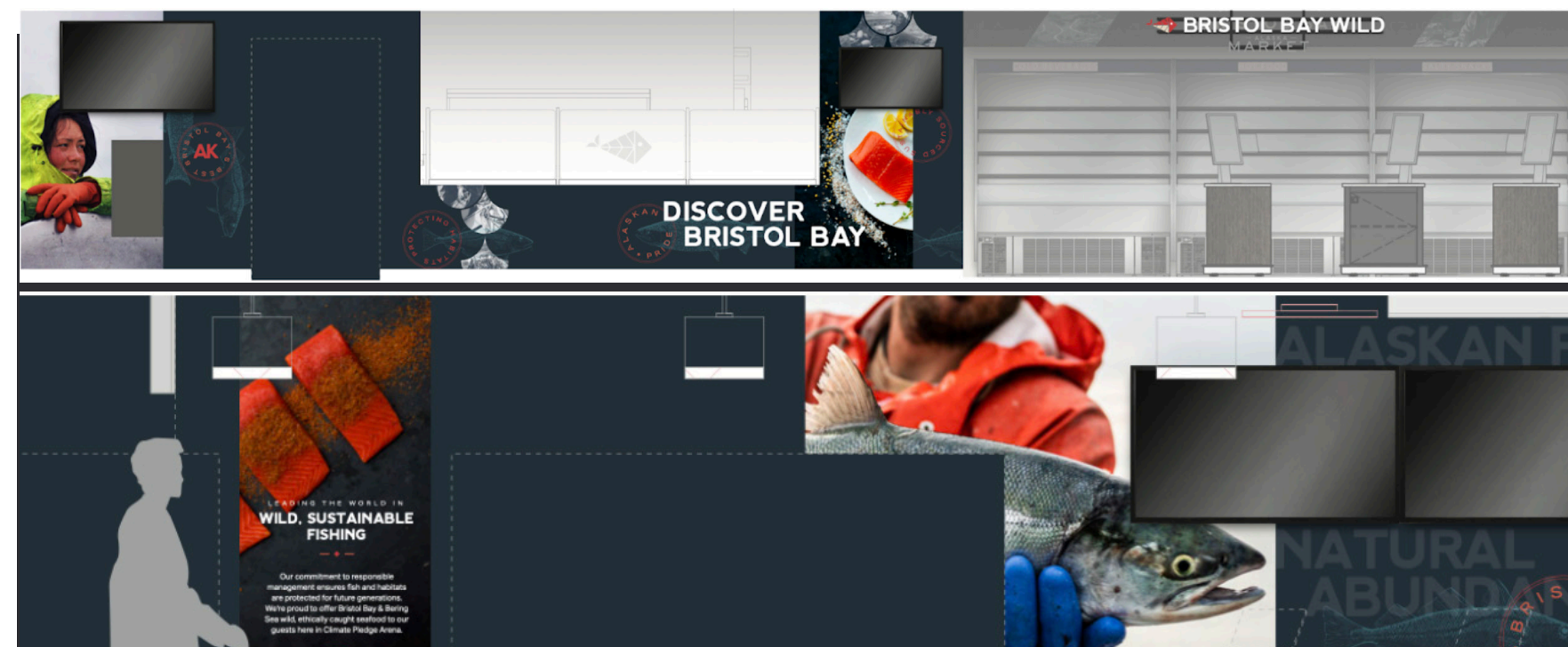
The Bristol Bay Wild Market materials became the best-case partnership example for the Seattle Kraken marketing team, they were so impressed with our work they ran the announcement spot during all pre-season games. This additional broadcast placement, especially in Seattle, was immeasurable in gratis placement. The market continues to evolve, as the season just began, with a contest and partnership with Alaska Airlines in the future.



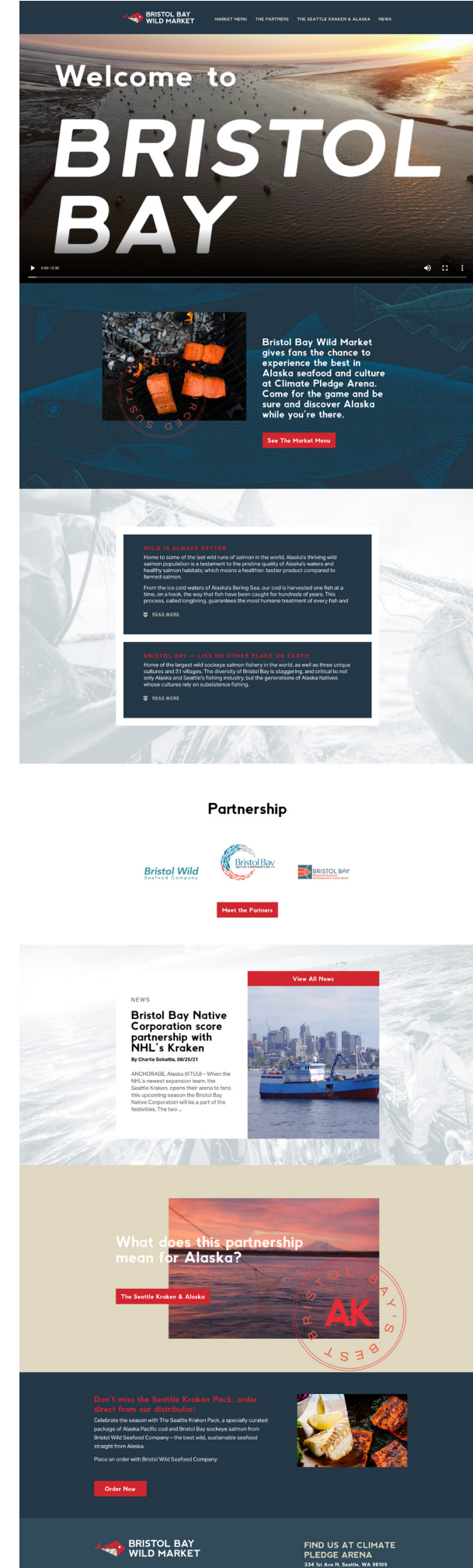




## Targeted Display Takeovers of Sports Sections



## Environmental Graphics



## BristolBayWildMarket.com

## Event Planning & Support



# Community Forward. Together.



burnham center  
for community  
advancement

## Burnham Center for Community Advancement

<https://burnhamcenter.org/>

### The Challenge

The Burnham Center for Community Advancement (BCCA) is a new-model, action-oriented nonprofit. It brings people and communities together to solve the most pressing issues facing the San Diego/Tijuana region, to envision the best future for the region, and to collaboratively build towards that vision. BCCA is focused on community building, affordable housing, an inclusive post-COVID economy, education, race relations, diversity and inclusion, transportation, veterans issues, and much more. Launched during the Covid-19 pandemic, the new organization needed a magnetic brand to introduce the organization to the region and to help with the first order of business—raising millions of dollars to get the Center up and running and achieve some early wins to cement its sustainability going forward.

### Scope and Services

- Brand Strategy
- Brand Identity: Visual and Verbal
- Design Production
- Website Design & Development
- Communications



Why S360

With a team of natives on the ground who know San Diego inside and out, S360 had a vantage point that enriched our strategy, particularly given what the Burnham Center has set out to tackle in the region. S360 also has a strong track record of translating brand strategy into a solid case for support on large, high-profile, and successful fundraising initiatives. Over the past decade, we’ve helped almost a dozen organizations raise upwards of \$4 million.

Our Approach

Given the Burnham Center was just getting off the ground, solid brand strategy was essential. It would become the lens through which community leaders, potential donors, and the general public would view and relate to BCCA. The brand strategy gave BCCA a story and a roadmap that helped create an emotional bond with the audiences they most want and need to engage. It gave those audiences a reason to believe in BCCA’s vision. Our approach is holistic, ensuring the BCCA story is clear and consistent. That every brand touchpoint is an expression of BCCA’s essence; that it aligns with its audiences’ needs; and that it ensures this nascent organization has an identity that empowers it to achieve its goals over the long haul.

What We Did

After developing a solid brand foundation—positioning, brand story, brand traits, and brand attributes—we developed a new logo, look and feel, and brand messaging for BCCA. From there, we designed the Center’s inaugural website, with an emphasis on telling the brand story and building excitement about BCCA’s ambitious agenda. All along the way, our team provided strategic communications planning and fundraising strategy, messaging, and materials.

Why It Worked

Since its launch earlier this year, BCCA has attracted widespread attention and built significant fundraising muscle. And most recently, BCCA has led the effort on behalf of a cross-border community of designers, activists, and local leaders in San Diego and Tijuana to submit the first binational bid to the World Design Organization to name San Diego/Tijuana the World Design Capital in 2024. The designation would recognize the region for its effective use of design to drive economic, social, cultural, and environmental development. A clear brand strategy and story helped the BCCA bid get shortlisted as one of just a handful of global finalists. A decision on the designation is coming in November 2021.





Thank you.

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