



A strategic partnership created to raise awareness for cancer screening vouchers, educate about the importance of early cancer detection, address concerns, build community trust and engage community participation.



**WE ARE A RESEARCH-DRIVEN MARKETING AGENCY THAT
EXISTS TO BUILD AND STRENGTHEN THE SYMBIOTIC
RELATIONSHIP BETWEEN COMMUNITY AND BRAND.**



PROPOSAL

SAN JUAN COUNTY

- Marketing and Advertising Planning, Strategy and Implementation

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A. ATTACHMENT A
- RFP FORM

A. ATTACHMENT A

RFP FORM



Attachment A

San Juan County RFP Form

Respondent Information: Provide the following information about yourself and your company.

Respondent Name: BWP Communications, Inc.
(Note: give exact legal name as it will appear on the contract, if awarded)

Address: 654 West 100 South

City: Salt Lake City State: Utah Zip: 84104

Business Structure:

- Individual or Sole Proprietorship
 Partnership
 Corporation
 Limited Liability Company
 Other, list business structure _____

Insurance Certificate: _____ Copy of insurance certificate, or You are willing to get the proper insurance requirements if awarded the contract during contract negotiation.

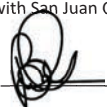
Contact Information: List the one person who San Juan County or their representative may contact concerning your proposal.

Name: Brett Palmer, President
Telephone Number: 801-809-3574
E-Mail: brett@bwpcommunications.com

Final Bid/Pricing Structure:

\$48,000 (Year 1)
\$125/hour - Blended Rate for BWP Team

By submitting this proposal, BWP Communications, Inc. hereby certifies our willingness to enter into a contract with San Juan County, if selected.

Signature  Date 01/10/2024



B. INTRODUCTION

- COVER LETTER/EXECUTIVE SUMMARY**
- ORG CHART**
- TEAM BIOS**
- REFERENCES**

B. INTRODUCTION

COVER LETTER / EXECUTIVE SUMMARY



Dear Mack and distinguished selection committee,

It was a pleasure to meet with some members of your team on the discovery call and appreciated learning more about this project. This topic is near and dear to my heart as my sister passed from cancer many years ago. We also have a team member here at BWP who's family is from Monticello and is very passionate about getting the word out.

BWP is honored to provide this proposal for advertising and marketing services on behalf of San Juan County and appreciates your consideration for this contract. Established in 1995, BWP is a research-based creative agency that exists to build and strengthen the symbiotic relationship between community and brand. We are a full-service agency based in Salt Lake City, Utah, with top-tier expertise in:

- Digital Media and Marketing
- Market Research and Analysis
- Public Relations
- Content Development
- Advertising (Traditional + Digital)
- Campaign Development
- Brand Development
- Creative Direction
- Marketing Planning and Strategy
- Social Media (Organic and Sponsored)
- Public Outreach + Community Engagement
- Positioning and Messaging

The BWP Portfolio includes a seasoned menu of meticulously executed campaigns, beautifully crafted brands and strategically integrated marketing platforms provided for a variety of companies and organizations, from major corporate brands to notable local Utah companies. Our abbreviated commercial client list is shown below:

- Sinclair Oil
- Grabber
- eBay
- Eagle Gate College
- Stadler
- Creminelli Fine Meats
- Yee-Haw Pickles
- Century Link
- MyFamily.com (Ancestry.com)
- GetReadyNow
- Lyft
- Prudential Real Estate
- Eight Settlers Distillery
- DirecTV
- Myriad Genetics
- Salt Lake City International Airport
- Glacier Bank
- EnerBank
- Nucor/Vulcraft Utah
- High West Distillery
- Mrs. Fields

> WE KNOW GOVERNMENT AND UTAH COMMUNITIES

While our portfolio contains many locally as well as nationally recognized companies and corporations, our primary focus and expertise is in the government arena. Our government client list includes the following organizations:

- > Current - State Approved Vendor List for "Graphic Design"
 - Utah Inland Port Authority
 - Utah Department of Health_OHV
 - SLC Redevelopment Agency
 - Utah State Board of Education
 - Governor's Office of Energy Development
 - Utah Department of Health & Human Services
- > Current - State Approved Vendor List for "Advertising/Marketing"
 - Utah Department of Health_DSME
 - Utah Lake Authority
 - SLC Department of Economic Development
 - Utah Association of Counties
 - Utah State Charter School Board
 - Governor's Office of Management and Budget

B. INTRODUCTION

COVER LETTER / EXECUTIVE SUMMARY



- Governor's Office of Economic Development
- Salt Lake City Corporation
- SLC Department of Transportation
- Public Employees Health Program (PEHP)
- Salt Lake County Center for the Arts
- Orem City Department of Planning and Transportation
- Salt Lake City International Airport
- SLC/SLCo Interlocal Agreement (5-year action plan for SLC)
- Mountainland Association of Governments
- SLC Housing and Neighborhood Development
- SLC Department of Sustainability
- Salt Lake County Recorder's Office
- Ogden City Office of Economic Development
- Salt Lake County Adult & Aging Services
- Downtown Alliance
- Six County Association of Governments

We have been produced and managed countless marketing and advertising campaigns across the State of Utah over our 29+ years in business and our extensive experience working with cities and counties across the state has allowed us to garner an intimate understanding of the nuances and preferences of the unique demographics of each of those cities and counties — and subsequently Utah as a whole — and would love to bring that expertise to San Juan County. We first became familiar with San Juan County when we worked with the Utah Association of Counties a few years back.

This particular project is beautifully positioned in the sweet spot of our core capabilities — reaching out to our fellow Utahns about critical issues that impact their lives and the lives of their loved ones. We also have extensive experience running national campaigns and realize the importance of reaching those who may have lived in Monticello during that time period but that may have moved away. There are some powerful ways to get the word out to those not living in Utah as well and those strategies would be explored and integrated into the marketing mix for the San Juan County campaign.

BWP Communications would work hand-in-hand with San Juan County to develop a tailored strategic marketing and advertising plan, utilizing a strategic mix of channels to reach audiences to raise awareness for cancer screening vouchers, educate about the importance of early cancer detection, address concerns, build community trust and engage community participation.

Thank you in advance for your consideration,

Brett W. Palmer
BWP Communications

B. INTRODUCTION

ORG CHART



Please find below our organizational chart for the team members who will be working on this account. Their resumes are provided on the following pages and include a breakdown of all relevant responsibilities at the end of each bio. Thank you.



B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



BRETT W. PALMER

President and Creative Director

Brett began the agency in 1995 and continues to manage and oversee the strategic and creative operations with forward-thinking vision and precision. Mr. Palmer has infused his agency with the idea that fundamentals come first. He has made it a point to onboard only the best and brightest talent, and that talent permeates the PR, marketing and creative teams. Having worked with over 60 government agencies across the State as well as hundreds of private companies, Brett continues to position BWP as a premier strategic communications agency.

Summary of Qualifications / Work History

Founder / BWP / President

- Overall management of BWP Communications
- Key creative on all BWP projects
- Oversee and nurture PR, marketing and brand-centric initiatives to select clientele
- Strategic oversight and guidance

Freelance Designer and Art Director / Salt Lake City

- Art direction in the Salt Lake film and television industry
- Architectural drafting for Ivory Homes
- Design various projects for wide range of clientele — begin developing a client base that would eventually lead to formation of BWP Communications

Art Director / Los Angeles, California

- Art direction in the Los Angeles film and television industry

Awards

PRINT Annual Design Award for Identity Design —
One of the most influential design annuals in the world.

Formal Education

Utah State University / Logan, Utah
General Education with emphasis on design

California State University Northridge / Northridge, California
General Education with emphasis on design

University of Utah / Salt Lake City, Utah
Bachelor of Architectural Design

Specialties Relevant to this RFP

1. *Creative Oversight*
2. *Marketing Strategy*
3. *Advertising Strategy*
4. *Strategic Communications*
5. *Community Engagement*
6. *Client Engagement*
7. *Messaging and Positioning*
8. *Campaign Development*

B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



NICOLE ALLEN

Vice President of PR and Marketing

Nicole is a talented, savvy and experienced marketing and public relations professional with more than 25 years experience. She began her career in the government sector and transitioned to agency work, helping clients in industries ranging from tourism, education and healthcare to finance and fashion. Nicole leads the BWP team on all marketing and PR projects and is adept at understanding clients' needs, skilled in her marketing approach and outreach, and creative with her community engagement.

Summary of Qualifications / Work History

VP / BWP / Present

- Oversee strategic planning and direction for BWP clientele
- Contribute to all campaign development and project management
- Provide media relations, public outreach and community engagement for clients
- Oversee marketing campaigns across a variety of industries and channels

Public Relations Consultant / Allen Public Relations

- Publicize and execute national and local public relations campaigns
- Conduct media relations and garner client publicity
- Develop influencer campaigns
- Orchestrate media events, grand openings and product launches
- Train and consult clients for media interviews
- Provide writing expertise for press releases, web copy, marketing materials, newsletters, etc.

Public Relations Supervisor / Richter7

- Managed multiple client accounts from initial launch, including implementing strategic programs, messaging, supervising team members and executing campaigns.

Formal Education

Utah State University / Logan, Utah

Communications / Emphasis in Public Relations / Minor in Marketing

Specialties Relevant to this RFP

Nicole has orchestrated high-impact marketing and PR strategies that have propelled her clients into the spotlight across diverse industries. Nicole's innate ability to offer strategic guidance through a multitude of channels positions her as a trusted professional for elevating your brand's visibility and navigating the complex landscape of marketing and communications.

1. *Marketing Strategy*
2. *Messaging and Positioning*
3. *Community Outreach*
4. *Public Relations*

5. *Campaign Development*
6. *Strategic Communications*
7. *Client Relationships*
8. *Social Media Strategy*

B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



DAVE KIMBALL

Senior Marketing Communications Specialist

Dave is very passionate about implementing strategies that help organizations engage with communities and consumers in the online space. He has been working in digital marketing for 17+ years and oversees our client campaigns related to public engagement through SEO, Google Paid Search, Display and Social Media. He takes the time to understand the desired goals for each campaign and then leads our marcom team in implementing the strategies that will help ensure that we reach them! Mr. Kimball understands how to reach communities at the most granular digital level.

Summary of Qualifications / Work History

BWP / Present

- Provide digital marketing strategic guidance on all accounts
- Strategize and manage all digital media buys and interface with digital vendors on behalf of our clients
- Contribute to marketing strategy and integration with BWP marketing team
- Oversee social media strategy and integration
- Provide reporting and recommendations on all digital campaigns
- Provide SEO strategic guidance and recommendations to BWP clientele
- Contribute to strategic advertising strategies and management

SEO Werkz, VP of Sales & Partnerships

- Responsible for incoming revenue from new direct sales and partnerships
- Manage sales team on process and strategy
- Collaborate on agency support with account management team

Back2Black Marketing, Partner

- Overall management of company team and performance
- Financial responsibility for revenue, payables, forecasts, etc
- Lead team in new sales strategy and growth objectives

KSL, Senior Account Executive

- Responsible for new digital sales and growth quota for SEO and Google Paid Search
- Management of current clients for strategy, reporting and support
- Coordinate with other internal teams for cross and upsell opportunities

Formal Education

- Brigham Young University / Provo, Utah / Bachelor of Fine Arts and Communications-Marketing Communications

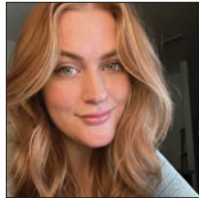
Specialties Relevant to this RFP

1. Digital Marketing
2. Display Advertising
3. PPC
4. Campaign Management

5. Google Paid Search
6. Social Media Marketing
7. OTT
8. Programmatic Direct

B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



KATIE STRAUSS
Digital Marketing

Katie Strauss is a digital marketing professional with over 8 years of experience helping companies grow their online presence. Katie specializes in email marketing, social media and project/account management. Over the years, she has helped clients in a wide range of industries improve their digital marketing strategies and achieve their business goals through targeted campaigns and relationship building. Katie's expertise lies in developing comprehensive strategies that align with business objectives and maximizing the impact of each channel. She also facilitates and manages public engagement and community outreach for BWP.

Summary of Qualifications / Work History

Digital Marketing + Project Management / BWP / Present

- Develop strategy and customer journeys around email programs
- Develop email lists
- Email design and creation in Mailchimp
- Analyze data from email reports
- Manage various projects from concept to completion
- Internal project and task reporting
- Maintaining communication with internal and external team members
- Assisting other team members with various types of projects

Forme Financial, Email Marketing Manager • Develop, test, and deploy

- Forme Financial's email marketing strategy
- Management of automated email programs and flows within ESP
- Creation of email design and content
- Collaborative efforts with Forme Financial's design team to create
- Landing Pages and website updates
- Social Media Management of TW, LI, FB, and IG
- Graphic Design
- Copywriting

Formal Education

Associate of Science
SLCC, Taylorsville, Utah 2019

Specialties Relevant to this RFP

Katie is extremely organized and is fluent in a variety of programs that help to keep projects running smoothly both internally and externally. She is great with people and will stop at nothing to ensure our clients are happy and feel informed and listened to throughout their project life cycle. Katie also brings a wealth of digital marketing and branding knowledge to every project she manages.

1. *Digital Marketing*
2. *Display Advertising*
3. *PPC*
4. *Campaign Management*

5. *Email Marketing*
6. *Social Media Marketing*
7. *OTT*
8. *Digital Strategy*

B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



CHRISTINE BREWER

Marketing + Social Media Specialist

Working with key commercial and government clients, Christine provides in-depth experience in marketing, campaign development and digital advertising initiatives. Christine enjoys building and managing campaigns for community initiatives from the ground up then weaving those campaigns into the fabric of those communities. Her extensive marcom experience plays a pivotal role when engaging with communities to communicate key messages and garner input and feedback critical to campaign refinement and success.

Summary of Qualifications / Work History

Director of Digital Marketing / BWP Communications / Present

- Contribute to overall strategic development of marketing and advertising campaigns
- Provide digital and social media marketing expertise in a variety of capacities (Paid, conversion, acquisition, reputation, awareness)
- Collaborate on planning, strategy, content, implementation and management
- Contribute to messaging development and content creation and
- Reporting and analysis on campaigns

Coconut Media

- VP of Paid Traffic and Acquisition
- Oversaw all traffic and conversion campaigns for large fortune 500 clients
- Ran all paid advertising
- Content Creation and strategy
- Messaging for new brands and campaigns

Communications @Utah State Senate

- Oversaw social media during the utah legislative session
- Designed and built new website for "senatesite.com"
- Worked with specialists on certain bill language for SB297
- Correspondent communication with constituents

Formal Education

- Grand Canyon University | Pre-Med & Global Supply Chain and Operations

Specialties Relevant to this RFP

1. Digital Marketing
2. Social Media
3. Native Content Generation
4. Social Media Strategy

5. Paid Advertising Strategy
6. Digital Marketing
7. Lead generation
8. Campaign Strategy

B. INTRODUCTION

TEAM BIOS_SAN JUAN COUNTY



ABIGAIL FEIN

Senior Designer / Creative Director

Abigail is a seasoned creative director, designer, and artist with over 25 years' experience designing, and managing teams, to produce award-winning, data-driven, digital, print, and environmental, design projects. Be it team and relationship building, or strategy and design asset building, Abigail strives to create a space that allows for the fusion between simple and effective language, and the dynamism of engaging, visual design. She has a knack for brand building and telling memorable stories that become motivating campaigns to engage users and grow success. We are honored to have her with us at BWP!

Summary of Qualifications / Work History

BWP / Present

- Developing and implementing overall artistic direction and vision for a variety of clients, project, and campaigns
- Staying updated on industry trends, consumer preferences, and emerging technologies to incorporate innovative and relevant ideas into creative
- Collaborating with clients, creative teams, and stakeholders to understand project objectives and requirements
- Providing guidance and feedback to the creative team throughout the creative process, ensuring the final output meets quality standards and aligns with the creative vision

Creative Director, Noke Inc.

- Played key role in company growth from 7 person start up to a multi-million-dollar acquisition
- Increased lead generation by over 200% in year one by producing all creative content across digital marketing channels and campaigns
- Instrumental in win of Inc. 5000 Award: 5000 Fastest Growing Companies in USA
- UX / UI creative direction and design for end-to-end SaaS company apps
- Designed and executed complete rebrand to position company as global leader in smart, industrial, access control
- Developed and implemented sales and marketing tools to build strong relationships with investors and partner companies

Associate Creative Director, MRM McCann

- Collaborated with group creative director, strategy team, copy writers, photographers, and videographers on the development and execution of award-winning digital content creation for companies such as: United States Postal Service, Verizon, Cisco, McCann, Panasonic
- Established art direction, UX creative direction, and brand tone for projects such as: content marketing, digital engagement, customer relationship management, lead generation, corporate presentations, conference assets, and branding for 100+ projects

Formal Education

- BFA with Honors, Visual Communications & Painting
University of Delaware / 1996
- BFA Study Abroad Program
Regents University London, School of Design / 1995

Specialties Relevant to this RFP

1. *Graphic Design*
2. *Art Direction*
3. *Brand Development*
4. *Digital Marketing*

5. *Illustration*
6. *Print and Digital Design*
7. *Creative Development*
8. *Marketing Strategy*

12

B. INTRODUCTION REFERENCES



Amy Brown Coffin

Chief Compliance Officer
Utah Inland Port Authority
801.538.8950
abrowncoffin@utah.gov

Jennifer Lambert

Executive Director
Utah State Charter School Board
801-538-7676
Jennifer.Lambert@schools.utah.gov

Darin Nielsen

Assistant Superintendent of Student Learning
Utah State Board of Education
801-538-7811
darin.nielsen@schools.utah.gov

Patrick Morrison

Grant Program Manager
Division of Outdoor Recreation
385-268-2504
patrickmorrison@utah.gov

Pete Codella

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Amanda Holty

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Lorie Davis

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Vic Hockett

Director
Talent Ready Utah
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vic.hockett@ushe.edu

Lia Summers

Senior Advisor for Arts & Culture
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lia.summers@slcgov.com

Jessica Liebrecht

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385-468-1016
jliebrecht@slco.org

Doug Perry

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801-265-1331
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Blake Perez

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801-596-7433
blake.perez@slcgov.com

Shauna Mecham

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Mountainland Association of Governments
801-229-3838
smecham@mountainland.org

Sam Lee

Program Manager
Utah Department of Health
801-273-2884
samlee@utah.gov

C. PROJECT LIST AND EXPLANATION

- UTAH DEPARTMENT OF HEALTH_OHV**
- UTAH DEPARTMENT OF HEALTH_DSME**
- MYRIAD ONCOLOGY**
- SCHOOL OF MEDICINE OB/GYN DEPARTMENT_FPE**
- SALT LAKE COUNTY_AGING AND ADULT SERVICES**

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
HEALTH + OFFICE OF
HOME VISITING (OHV)
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

- ✓ Brand Development
- ✓ Messaging
- ✓ Positioning
- ✓ Native Content Generation
- ✓ Digital and Print Marketing Templates
- ✓ Print Media
- ✓ Video Production and Capability
- ✓ Digital Media
- ✓ Social Media
- ✓ Advertising
- ✓ Marketing Strategy
- ✓ Trade Shows and Expos

Marketing + Advertising + Engagement
OHV
—



C. PROJECT LIST AND EXPLANATION

UTAH DEPARTMENT OF HEALTH_OHV



Situation Analysis

In 2011 the Utah Department of Health created the Office of Home Visiting (OHV) as a funding and support department for implementation agencies that provide community-based in-home support and education program designed to enable and empower pregnant women and families by building on individual and family qualities that promote healthy babies, respectful familial relationships, and safe communities. Programs are voluntary and begin during pregnancy and may continue until children are school age. These services include providing information about parenting and child development, linking families to other community resources and services and providing social support.

- > Project Budget: \$100,000
- > Project Duration: 12 months

Objectives

OHV desires to further develop and market their brand to let those underserved in our community know they exist, how they can help them and how they can sign up to get assistance from the Office of Home Visiting. Currently 90% of their funding is federal. They would like to see their state funding increase dramatically. In order to facilitate that change, a greater awareness among the Utah Legislature needs to occur. Therefore, there are two distinct audiences...the client (end user) and State Lawmakers...that need to be reached. A variety of tactics, strategies and channels will be used to achieve our objectives.

Results

BWP produced an entire brand around this OHV outreach initiative. We provided the following:

- 1) Digital Advertising (Banner, display, PPC)
- 2) Social Media (Organic and Paid Advertising)
- 3) Events/Tradeshows
- 4) Print Advertising
- 5) Signage
- 6) Out-of-Home Advertising (Billboards)
- 7) Custom materials
- 8) Messaging
- 9) Marketing Plan Development

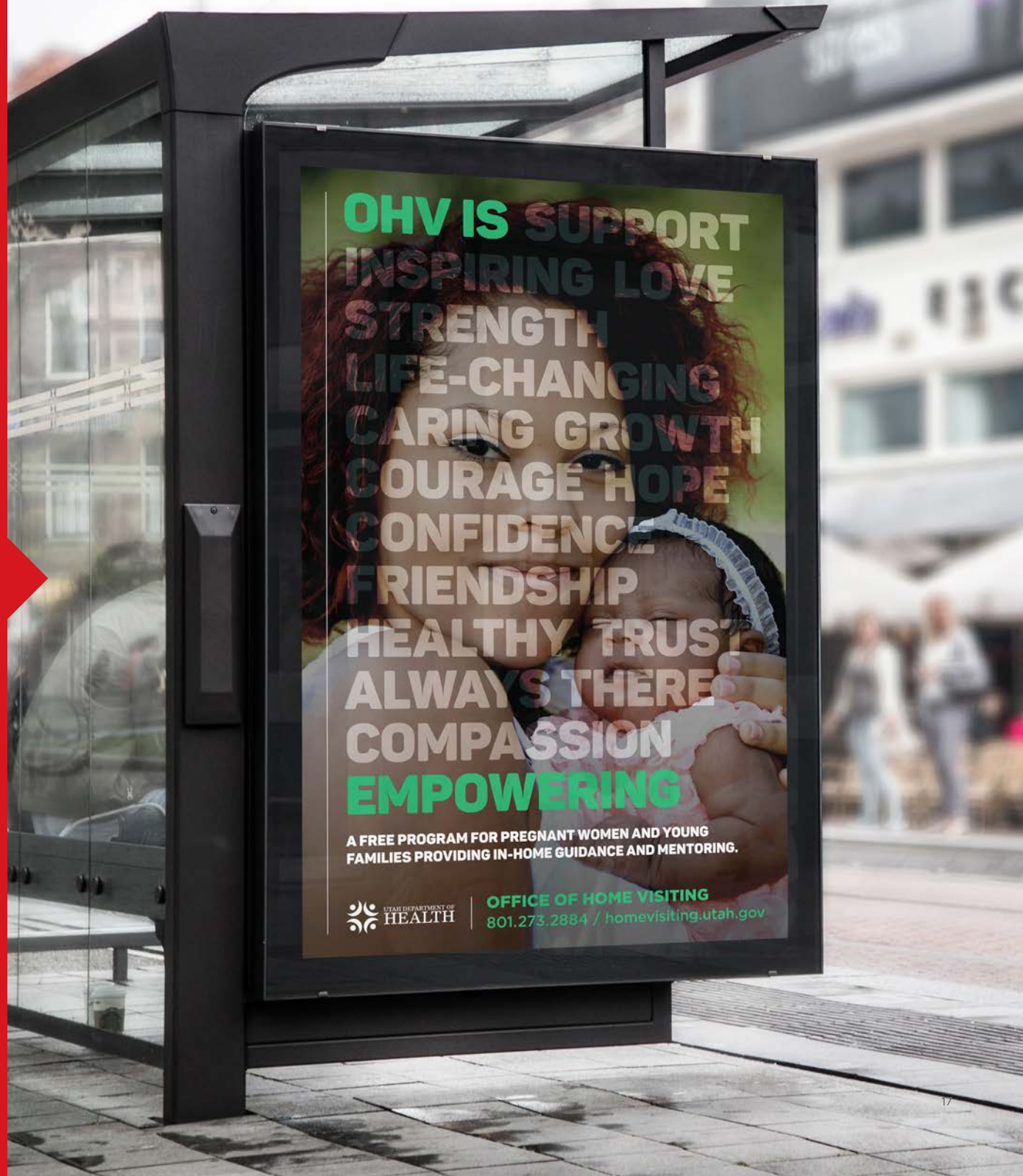
The Office of Home Visiting showed an incredible 37% increase in inquiries, community resource engagement, social support service engagement. Surveys showed awareness about OHV services across Utah increased by 59% after 6 months of running the campaign.

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
HEALTH + OFFICE OF
HOME VISITING (OHV)
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

BWP developed a comprehensive advertising and marketing campaign to increase brand awareness and participation in this state sponsored program to help young mothers at or around the poverty level navigate their way through the challenges of pregnancy.

SHOWN HERE: MARKETING CAMPAIGN
POSTERS



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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POSTERS

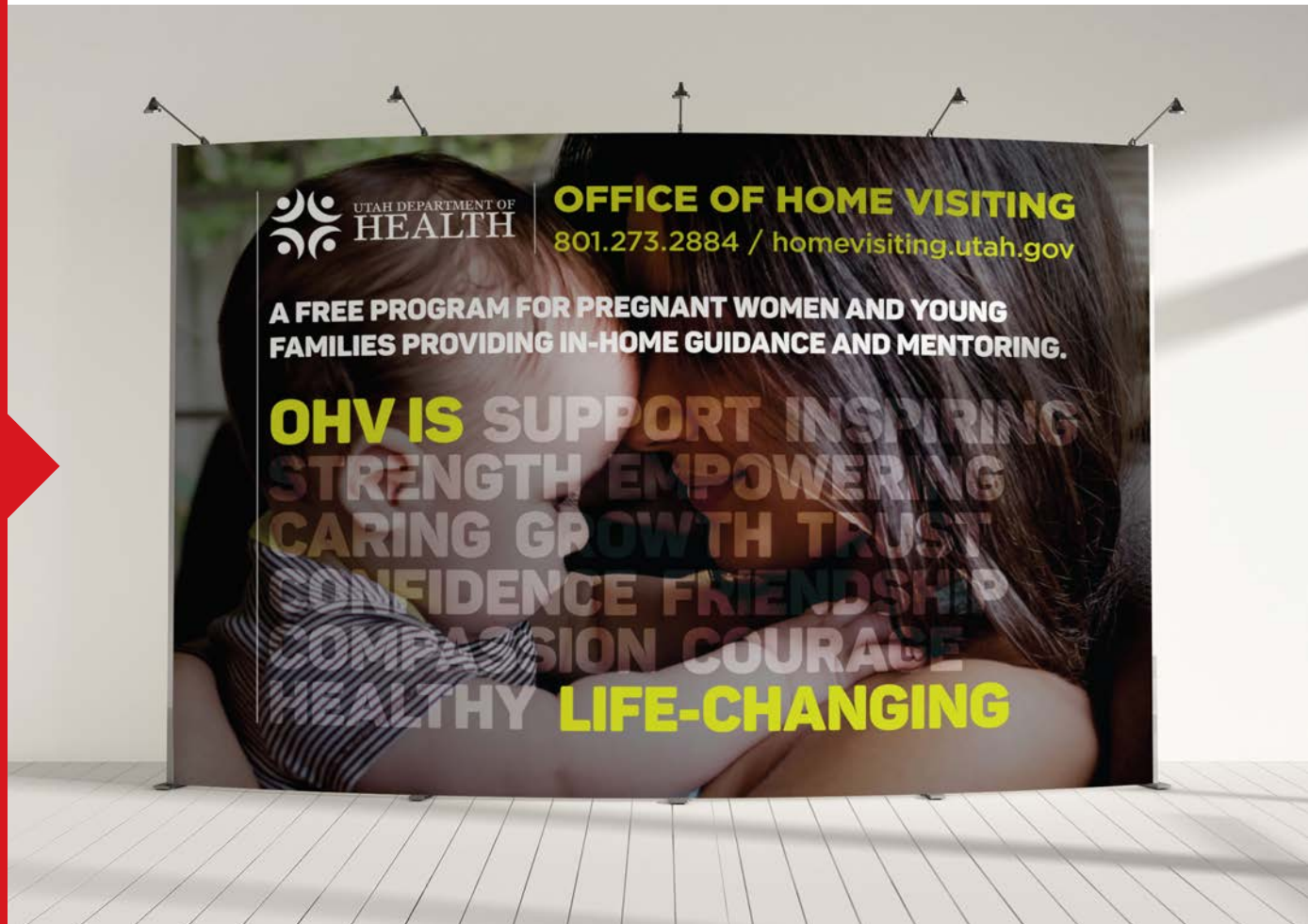


C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
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HOME VISITING (OHV)
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ADVERTISING, PR AND
COMMUNITY OUTREACH**

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SHOWN HERE: TRADE SHOW BACKDROP



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
HEALTH + OFFICE OF
HOME VISITING (OHV)
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

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SHOWN HERE: DIE CUT BROCHURE / HAND-OUT

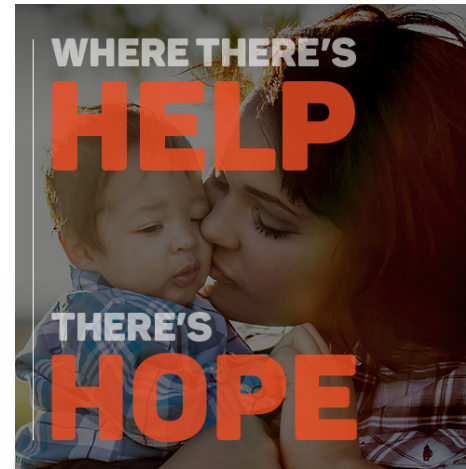


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UTAH DEPARTMENT OF
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ADVERTISING, PR AND
COMMUNITY OUTREACH**

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SHOWN HERE: DIGITAL ASSETS FOR SOCIAL MEDIA
AND BANNER ADVERTISING

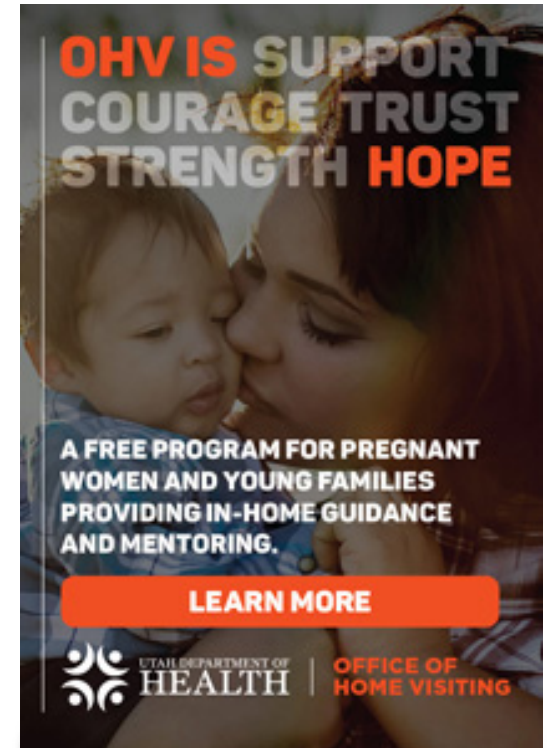
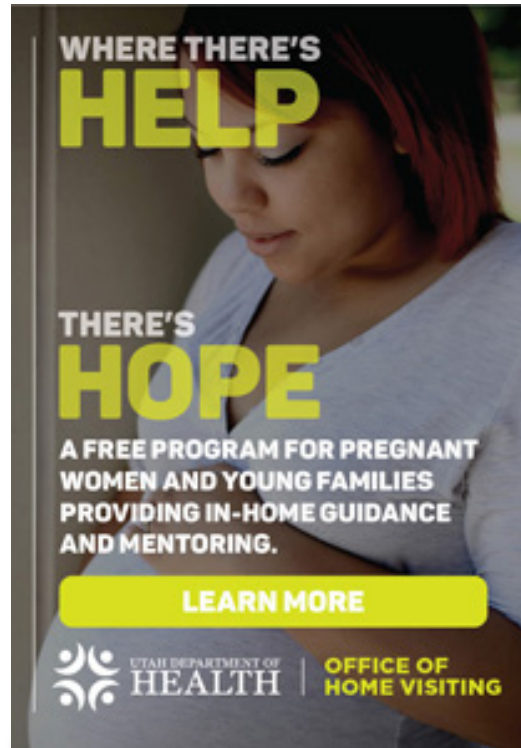


FaceBook Assets

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
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210 x 300 pixels

SHOWN HERE: DIGITAL ASSETS FOR SOCIAL MEDIA
AND BANNER ADVERTISING

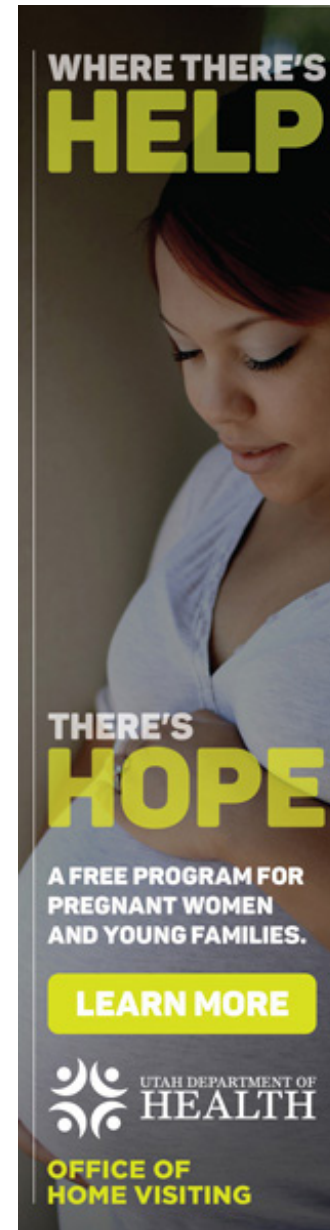


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SHOWN HERE: DIGITAL ASSETS FOR SOCIAL MEDIA
AND BANNER ADVERTISING



160 x 600 pixels

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
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SHOWN HERE: DIGITAL ASSETS FOR SOCIAL MEDIA
AND BANNER ADVERTISING



300 x 250 pixels

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

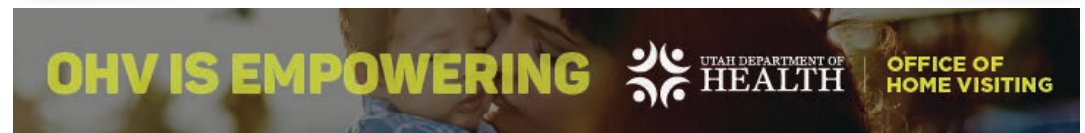
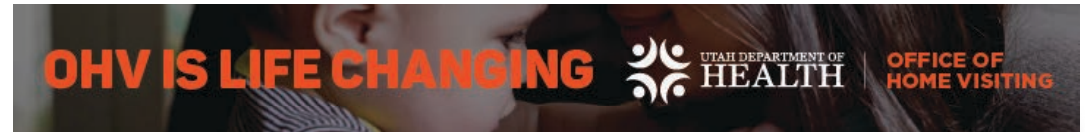
UTAH DEPARTMENT OF
HEALTH + OFFICE OF
HOME VISITING (OHV)
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

BWP developed a comprehensive advertising and marketing campaign to increase brand awareness and participation in this state sponsored program to help young mothers at or around the poverty level navigate their way through the challenges of pregnancy.

SHOWN HERE: DIGITAL ASSETS FOR SOCIAL MEDIA
AND BANNER ADVERTISING



320 x 50 pixels



728 x 90 pixels

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
HEALTH + OFFICE OF
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**MARKETING,
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AND BANNER ADVERTISING



1080 x 1080 pixels

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
HEALTH + DIABETES
SELF-MANAGEMENT
EDUCATION PROGRAM
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

- ✓ Brand Development
- ✓ Messaging
- ✓ Positioning
- ✓ Native Content Generation
- ✓ Digital and Print Marketing Templates
- ✓ Print Media
- ✓ Video Production and Capability
- ✓ Digital Media
- ✓ Social Media
- ✓ Advertising
- ✓ Marketing Strategy
- ✓ Trade Shows and Expos

Marketing + Advertising + Engagement
UDOH_DSME



C. PROJECT LIST AND EXPLANATION

UTAH DEPARTMENT OF HEALTH_DSME



Situation Analysis

Diabetes Self-Management Education Awareness Campaign: Diabetes educators are healthcare professionals who apply in-depth, specialized knowledge and skills in the biological and social sciences, communication, and counseling to patients with diabetes to manage daily and future challenges. However, despite the known value of diabetes educators, few healthcare providers are referring patients with diabetes to evidence-based programs such as Diabetes Self-Management Education (DSME). Data suggests that the lack of referrals and utilization into DSME stems from a deficit in knowledge and understanding in regards to DSME and the benefits of a Certified Diabetes Educator (CDE).

- > Project Budget: \$48,000
- > Project Duration: 12 months

Objectives

The Utah Department of Health (UDOH) Environment, Policy, and Improved Clinical Care (EPICC) program desired to develop an awareness campaign that would increase the knowledge and awareness of the Diabetes Self-Management Education (DSME) program, communicate the value of diabetes educators, and ultimately, increase the number of referrals into DSME and the number of patients with diabetes who are participating in and receiving specialized diabetes self-management education. The target audiences for the campaign are healthcare providers and individuals with diabetes.

- Educate patients with diabetes and healthcare providers on what DSME is, the benefits associated with DSME, who is eligible to receive DSME, what CDEs are, and how to locate a DSME program or make a referral.
- Educate patients with diabetes and healthcare providers on what DSME is and the benefits associated with DSME.
- Educate patients with diabetes and healthcare providers on what a CDE is and how working with a CDE can greatly benefit every patient with diabetes.
- Provide statistics and evidence-based information regarding the benefits of DSME, self-management education, and value of working with a CDE, in order to educate patients with diabetes and healthcare providers and increase the number of referrals into DSME.
- Raise awareness of DSME among healthcare professionals and patients with diabetes and/or guide the target audience to the choosehealth.utah.gov website resources.

Results

- 1) Design an English and Spanish version of a Diabetes Self-Management Education (DSME) brochure.
 - 2) Design an English and Spanish version of marketing "one-pager" informational handouts.
 - 3) Develop a Diabetes Self-Management Education (DSME) print campaign to be distributed in healthcare provider newsletters, journals, and social media platforms.
 - 4) Design, launch and manage a social media/digital campaign to promote DSME whiteboard video.
 - 5) Marketing Plan Development
- > DSME showed an incredible 26% increase in engagement in participation in the education program
 - > Surveys showed awareness about DSME with patients increased by 33% after running the campaign
 - > Referrals showed an uptick of 31% following the campaign

C. PROJECT LIST AND EXPLANATION > PORTFOLIO

UTAH DEPARTMENT OF HEALTH + DIABETES SELF-MANAGEMENT EDUCATION PROGRAM MARKETING, ADVERTISING, PR AND COMMUNITY OUTREACH

BWP developed a comprehensive advertising and marketing campaign to increase brand awareness and participation in this state sponsored program to let particular demographics know about this great program to treat diabetes.

SHOWN HERE: PRINT ADVERTISING



C. PROJECT LIST AND EXPLANATION > PORTFOLIO

UTAH DEPARTMENT OF HEALTH + DIABETES SELF-MANAGEMENT EDUCATION PROGRAM **MARKETING, ADVERTISING, PR AND COMMUNITY OUTREACH**

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AND BANNER ADVERTISING



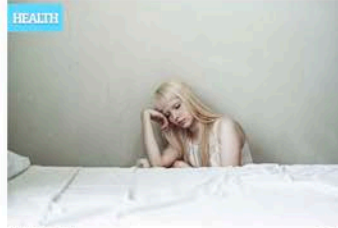
HOME

ABOUT US »

MAGAZINE »

MEDIA KIT

EVENTS



MAY 14, 2018

The Love Addicted Woman, Pornography and Healing the True Pain

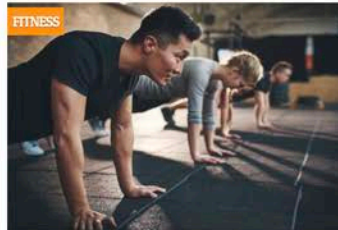
In this day of instant gratification, ambiguous boundaries, and confusing sexual signals, the love a...



MAY 09, 2018

Obstructive Sleep Apnea: What Everyone Needs to Know

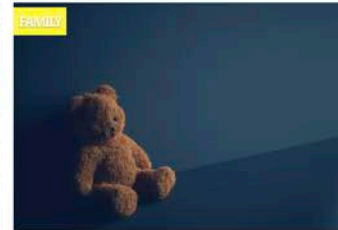
A Q&A with Dr. Michael Bennett, DDS, Double Board Certified in Dental Sleep Medicine and Cran...



MAY 09, 2018

Stop Acting Insane!

What is the definition of insanity? It is doing the same thing over and over expecting a different r...



MAY 07, 2018

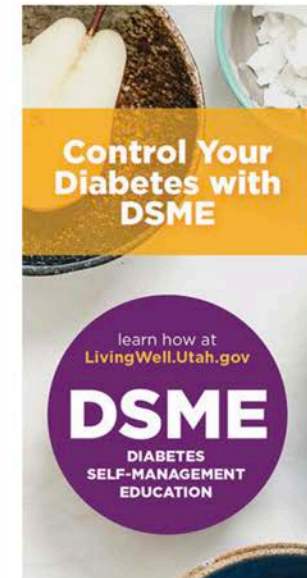
The Multiple Sides of Child Abuse

Each branch of the mental health profession, including psychologists, marriage and family therapis...

articles!



Read Current Issue



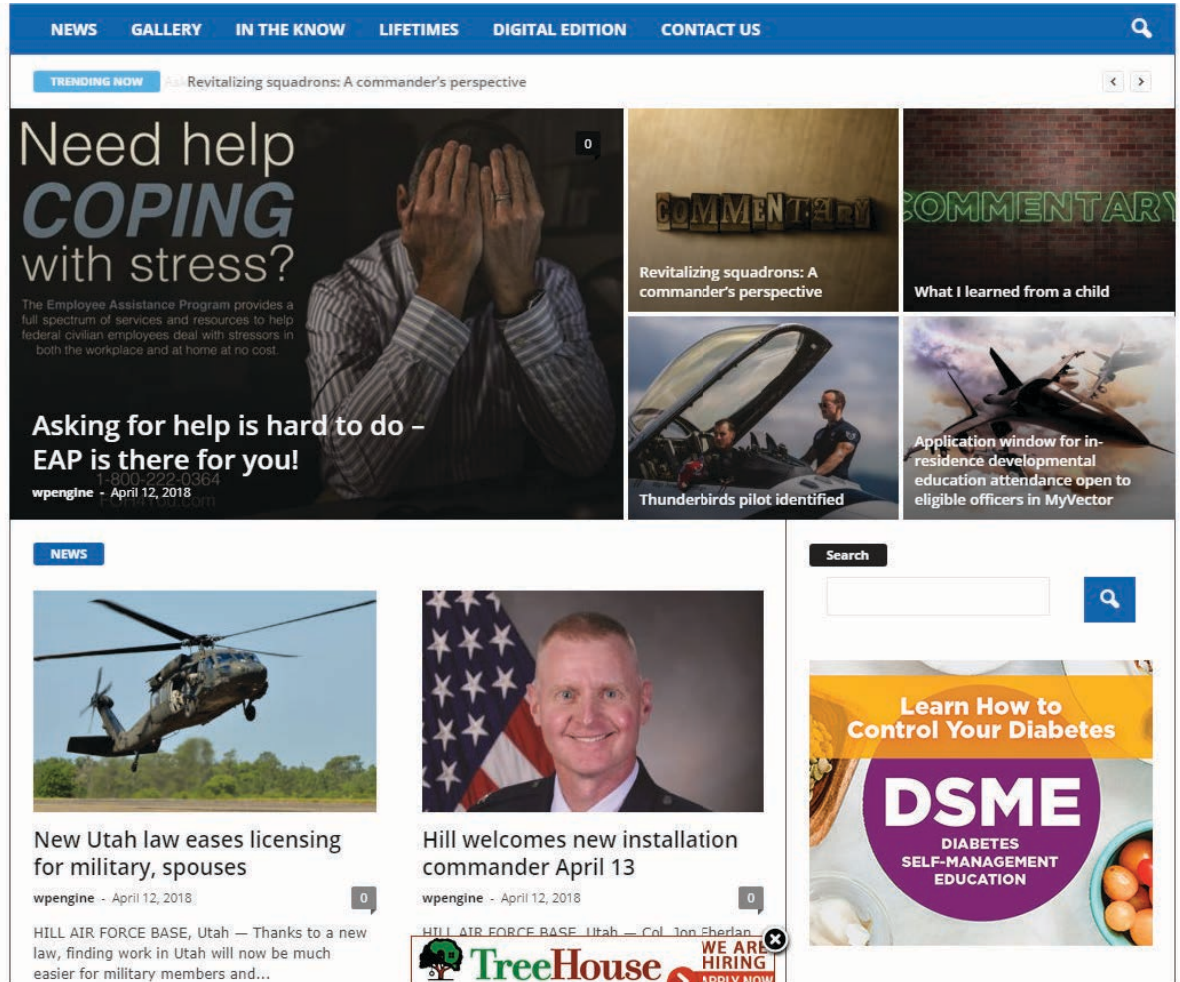
Upcoming Events

JUNE, 2018

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

**UTAH DEPARTMENT OF
HEALTH + DIABETES
SELF-MANAGEMENT
EDUCATION PROGRAM
MARKETING,
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AND BANNER ADVERTISING**



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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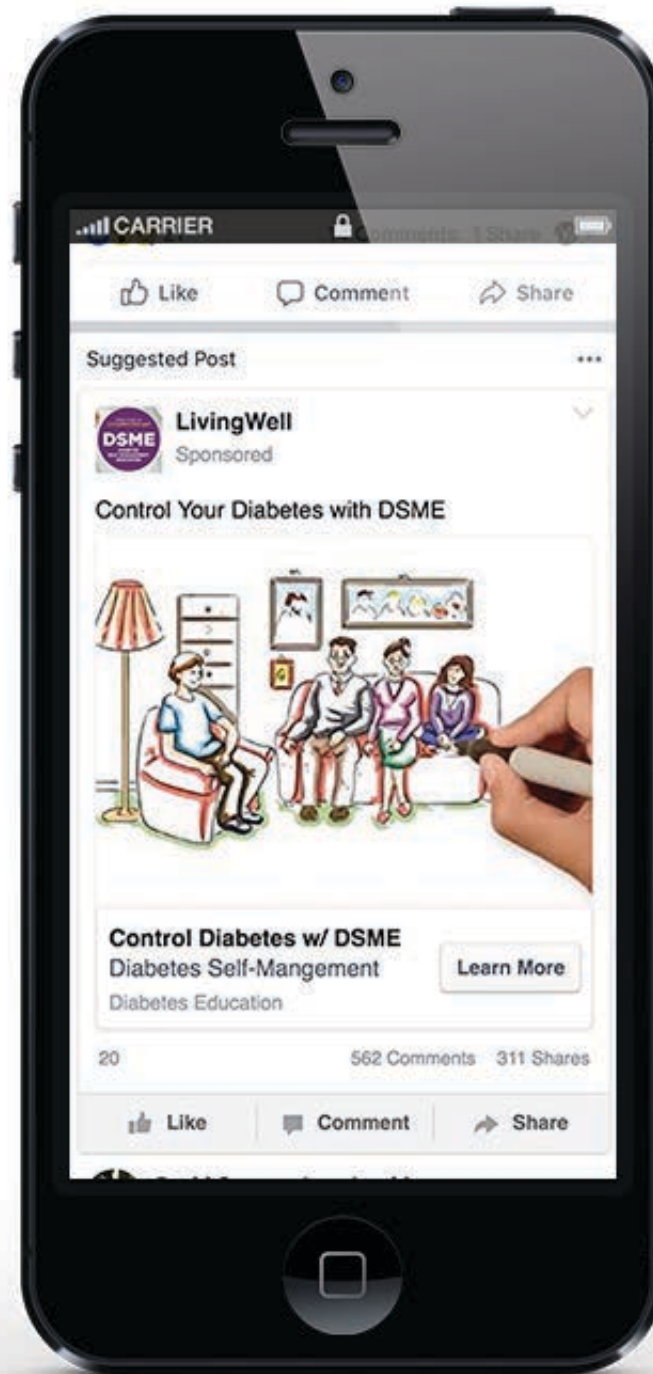
The screenshot shows a news article on KSL.com. At the top, there is a navigation bar with 'KSL.com' and links for News, Sports, Brandview, TV, Radio, Live, Weather, and a temperature of 63°. A 'MARKETPLACE' section includes links for Classifieds, Cars, Homes, Jobs, Services, Deals, and Travel. The article title is 'National parks vs monuments: What's the difference?' by Connor Richards, posted on April 16th, 2018. The article features a large image of a natural rock archway. Overlaid on the page are several digital assets: a 'FORD TRUCK MONTH' banner with a truck image and lease information (\$209/mo); a 'Ken Garff Ford American Fork' banner with the slogan '(WE HEAR YOU)'; a 'Control Your Diabetes with DSME' banner with a play button icon; and a 'DSME DIABETES SELF-MANAGEMENT EDUCATION' banner with a circular logo and the website 'LivingWell.Utah.gov'. Social media sharing icons and a 'Report this ad' link are also visible.

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
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C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

UTAH DEPARTMENT OF
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SELF-MANAGEMENT
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SHOWN HERE: PRINT ADVERTISING



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
BRAND DEVELOPMENT,
MESSAGING,
POSITIONING,
MARKETING,
ADVERTISING
AND STRATEGIC
COMMUNICATIONS

BWP served as the Agency of Record for Myriad Oncology for 24 months, providing a variety of branding, marketing, advertising, website design and development and video development services for a few different programs.

Marketing and Advertising
MYRIAD ONCOLOGY



C. PROJECT LIST AND EXPLANATION

MYRIAD ONCOLOGY



Situation Analysis

Myriad is a leader in genetic testing and precision medicine, providing insights that help people take control of their health and enable healthcare providers to better detect, treat and prevent disease. Their genetic tests serve expectant parents and individuals seeking to understand their risk of developing hereditary cancer and their individual risk of breast cancer. They evaluate 48 genes to determine your risk of developing 11 different types of hereditary cancer. When coupled with RiskScore®, it can assess a patient's five-year and lifetime risk of developing breast cancer.

Myriad Oncology engaged BWP for a 24-month period to provide marketing and advertising services for their cancer screening products.

- > Project Budget: \$200,000
- > Project Duration: 24 Months

Objectives

1. The Myriad Oncology Department engaged BWP to design and develop a new web environment focused on the increased education, exposure and availability of BRACAnalysis CDx® technology and test kit. BRACAnalysis CDx® is an FDA-approved laboratory developed test for BRCA1 and BRCA2 intended to inform patient management related to the PARP inhibitors, Lynparza® (olaparib) and Zejula® (niraparib). Myriad's genetic tests are part of an advance in the approach to cancer treatments. Mutations in BRCA1 and BRCA2 are known to cause Hereditary Breast and Ovarian Cancer (HBOC) Syndrome. For more than 20 years, Myriad has been dedicated to understanding mutations in these genes as well as reducing the overall variant of uncertain significance rate to ensure that all patients receive answers.
2. The Myriad Oncology Department engaged BWP to create, produce and manage digital marketing and advertising campaigns designed to promote their cancer screening products.

Results

BWP provided the following services and deliverables for Myriad Oncology:

- 1) Digital Advertising (Banner, display, PPC)
- 2) Social Media (Organic and Paid Advertising)
- 3) Website Design and Development
- 4) Print Collateral
- 5) Website Marketing Landing Page Design and Development
- 6) Public Relations
- 7) Custom materials
- 8) Messaging
- 9) Campaign Development
- 10) Marketing Plan Development

- > Succeeded in exponentially increasing exposure of select cancer screening products to the general public and the physician community

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
BRAND DEVELOPMENT,
MESSAGING,
POSITIONING,
MARKETING,
ADVERTISING
AND STRATEGIC
COMMUNICATIONS

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SHOWN HERE: DIGITAL ADVERTISING



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
BRAND DEVELOPMENT,
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SHOWN HERE: DIGITAL ADVERTISING



myriad ONCOLOGY
WHEN DECISIONS MATTER

Hereditary Cancer Testing: Direct to Patient Care

LEARN MORE ABOUT VIRTUAL ORDERING

A digital advertisement for Myriad Oncology. The top portion shows a male doctor in a white lab coat sitting at a desk with a laptop. Below this is an orange banner with the Myriad Oncology logo and tagline. The main headline is in a grey box, and a dark blue button with white text is at the bottom.

myriad ONCOLOGY
WHEN DECISIONS MATTER

Hereditary Cancer Testing: Direct to Patient Care

A horizontal digital advertisement for Myriad Oncology. It features the Myriad Oncology logo on the left and a photograph of a doctor's hands on a desk on the right. The headline is centered in a grey box.

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
BRAND DEVELOPMENT,
MESSAGING,
POSITIONING,
MARKETING,
ADVERTISING
AND STRATEGIC
COMMUNICATIONS

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SHOWN HERE: WEBSITE DESIGN AND DEVELOPMENT



EndoPredict
 Helping you make short and long-term decisions for your patients.

Accessible, Affordable, Accurate
 Make sure you're making treatment decisions using the first diagnostic test to guide you - and your patient's treatment decisions. With EndoPredict, you can make the right decision for your patient's individualized disease risk.

MAKING HER ANSWERS ACCESSIBLE

ENSURING HER GENE EXPRESSION TEST IS AFFORDABLE

GUARANTEERING RESULTS THAT ARE ACCURATE

EPclin Risk Score (scale of 1-4)

ENDOPREDICT PUBLICATIONS

BRACAnalysis CDx
 Determine Which Patients With Pancreatic Cancer Are Appropriate For PARP Inhibitor Therapy

All Patients with Pancreatic Cancer Should Receive Germline BRCA1/2 Testing at Diagnosis

Accelerated Results for Patients with Pancreatic Cancer

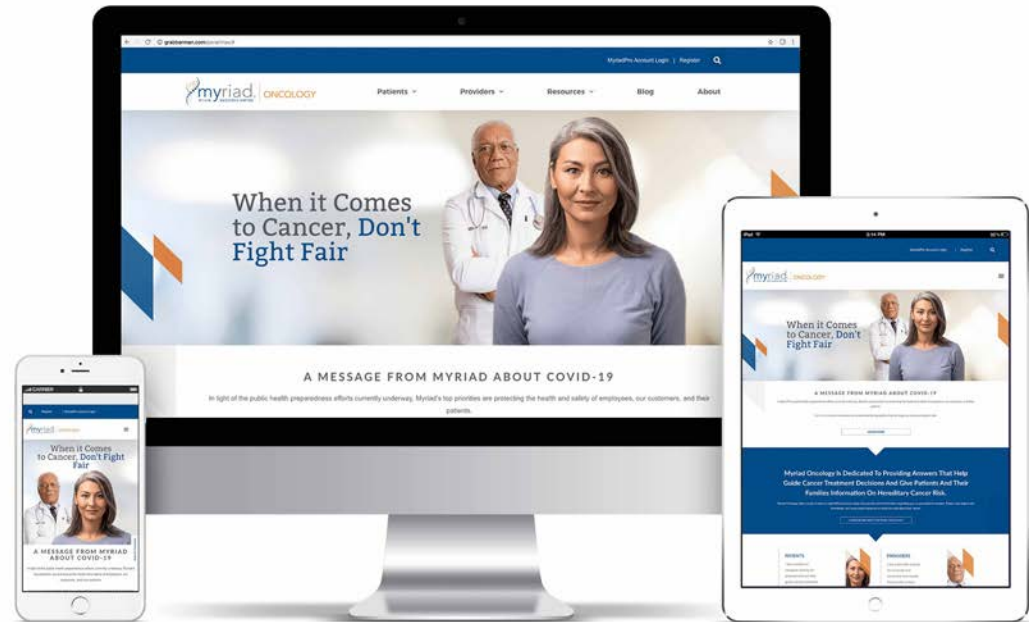
Accelerated Results for Patients with Pancreatic Cancer

Lynparza
 olaparib

C. PROJECT LIST AND EXPLANATION > PORTFOLIO

MYRIAD ONCOLOGY BRAND DEVELOPMENT, MESSAGING, POSITIONING, MARKETING, ADVERTISING AND STRATEGIC COMMUNICATIONS

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SHOWN HERE: WEBSITE DESIGN AND DEVELOPMENT

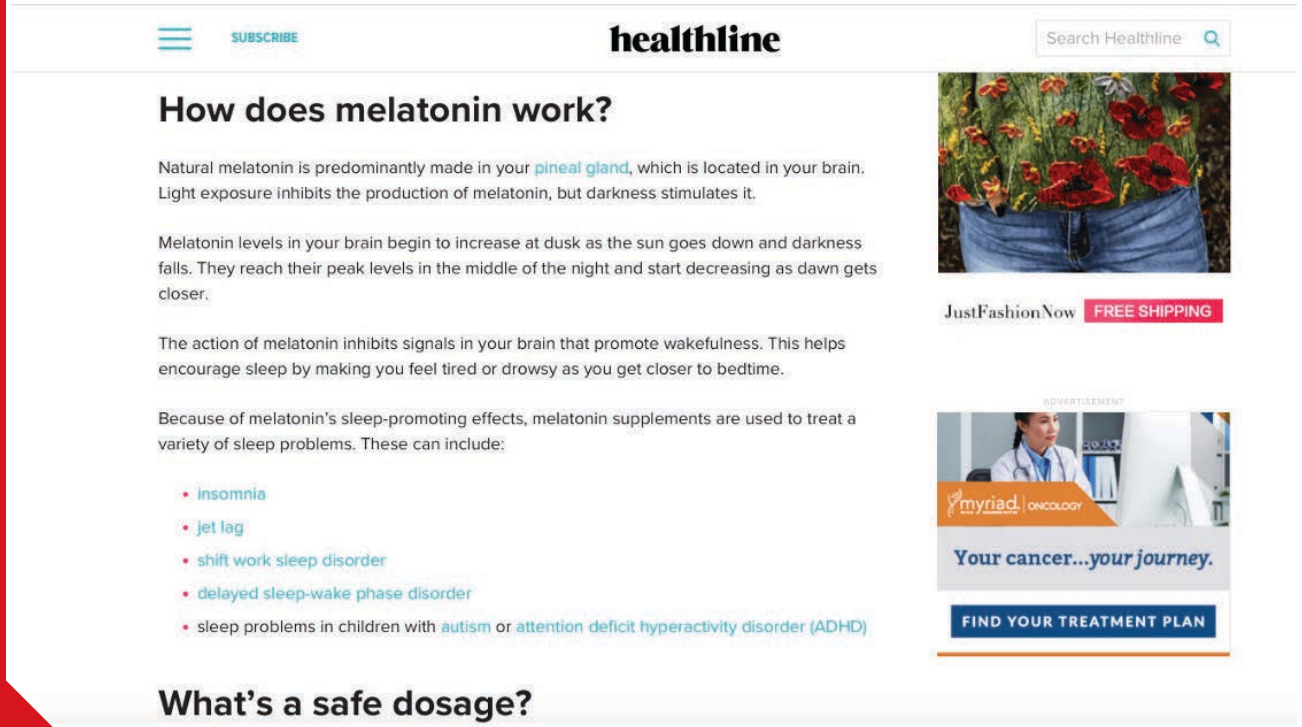


C. PROJECT LIST AND EXPLANATION > PORTFOLIO

MYRIAD ONCOLOGY BRAND DEVELOPMENT, MESSAGING, POSITIONING, MARKETING, ADVERTISING AND STRATEGIC COMMUNICATIONS

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SHOWN HERE: DIGITAL ADVERTISING



The screenshot shows a Healthline article titled "How does melatonin work?". The page features a search bar at the top right, a "SUBSCRIBE" button, and a "healthline" logo. The article text explains that melatonin is produced in the pineal gland and is inhibited by light. It also lists various sleep problems that melatonin supplements can help with, such as insomnia and jet lag. A small image of a person's legs in jeans with red flowers in the pockets is visible on the right side of the article.

How does melatonin work?

Natural melatonin is predominantly made in your **pineal gland**, which is located in your brain. Light exposure inhibits the production of melatonin, but darkness stimulates it.

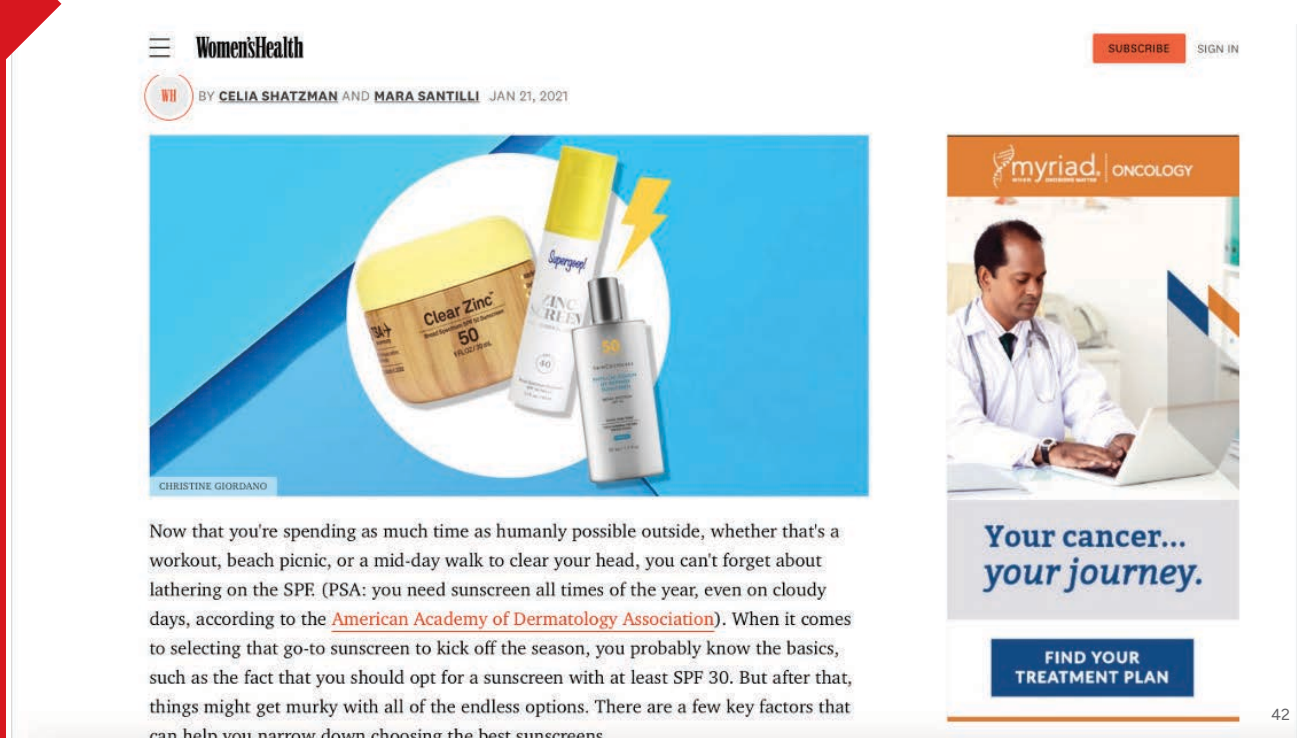
Melatonin levels in your brain begin to increase at dusk as the sun goes down and darkness falls. They reach their peak levels in the middle of the night and start decreasing as dawn gets closer.

The action of melatonin inhibits signals in your brain that promote wakefulness. This helps encourage sleep by making you feel tired or drowsy as you get closer to bedtime.

Because of melatonin's sleep-promoting effects, melatonin supplements are used to treat a variety of sleep problems. These can include:

- insomnia
- jet lag
- shift work sleep disorder
- delayed sleep-wake phase disorder
- sleep problems in children with autism or attention deficit hyperactivity disorder (ADHD)


What's a safe dosage?



The screenshot shows a Women's Health article titled "Clear Zinc" by Celia Shatzman and Mara Santilli, dated January 21, 2021. The article features a large image of Clear Zinc sunscreen products, including a jar of Clear Zinc 50 SPF 50 and a bottle of Clear Zinc 40 SPF 40. The text discusses the importance of sunscreen and provides tips for choosing the best one. A small image of a doctor at a computer is visible on the right side of the article.

Clear Zinc

BY CELIA SHATZMAN AND MARA SANTILLI JAN 21, 2021



CHRISTINE GIORDANO

Now that you're spending as much time as humanly possible outside, whether that's a workout, beach picnic, or a mid-day walk to clear your head, you can't forget about lathering on the SPF. (PSA: you need sunscreen all times of the year, even on cloudy days, according to the [American Academy of Dermatology Association](#)). When it comes to selecting that go-to sunscreen to kick off the season, you probably know the basics, such as the fact that you should opt for a sunscreen with at least SPF 30. But after that, things might get murky with all of the endless options. There are a few key factors that can help you narrow down choosing the best sunscreens.

Your cancer... your journey.

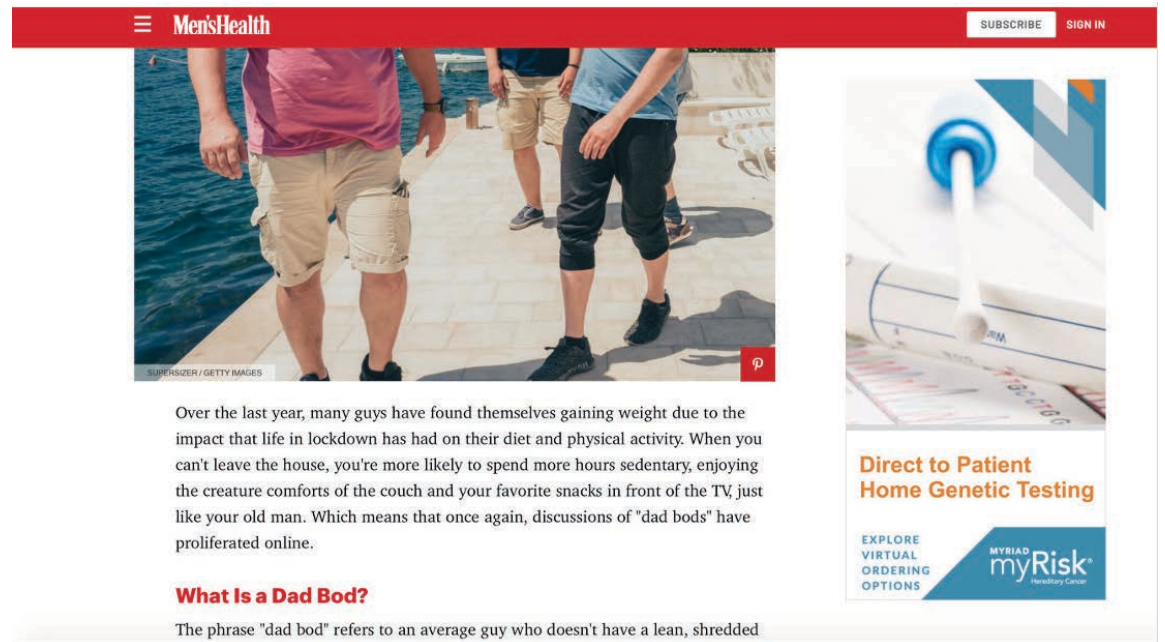
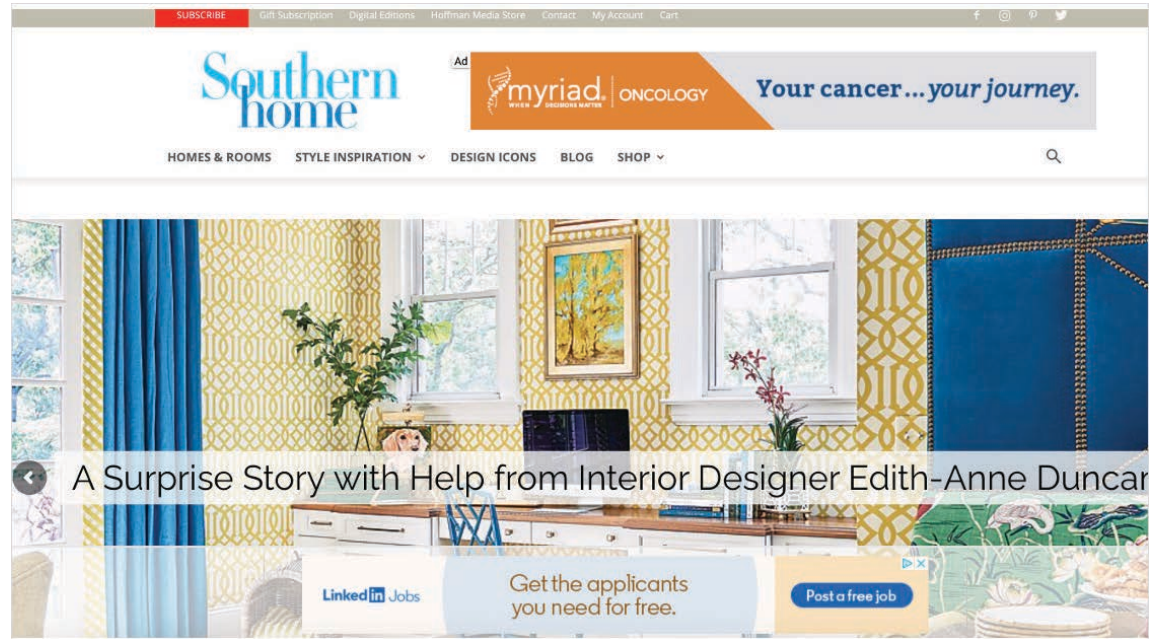
FIND YOUR TREATMENT PLAN

C. PROJECT LIST AND EXPLANATION > PORTFOLIO

MYRIAD ONCOLOGY BRAND DEVELOPMENT, MESSAGING, POSITIONING, MARKETING, ADVERTISING AND STRATEGIC COMMUNICATIONS

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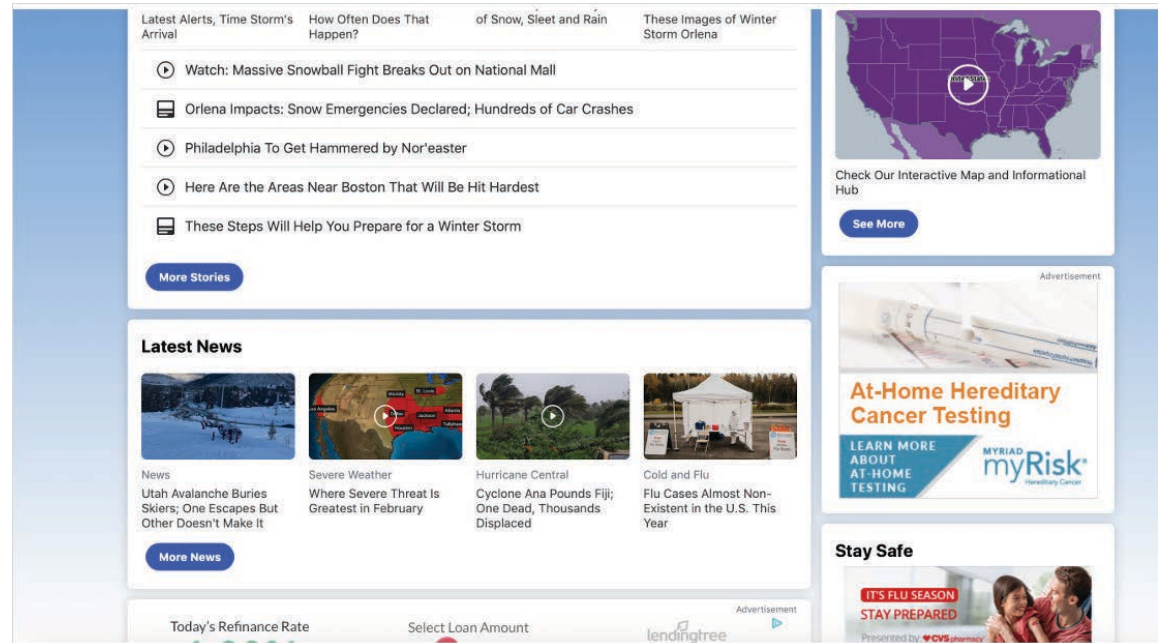
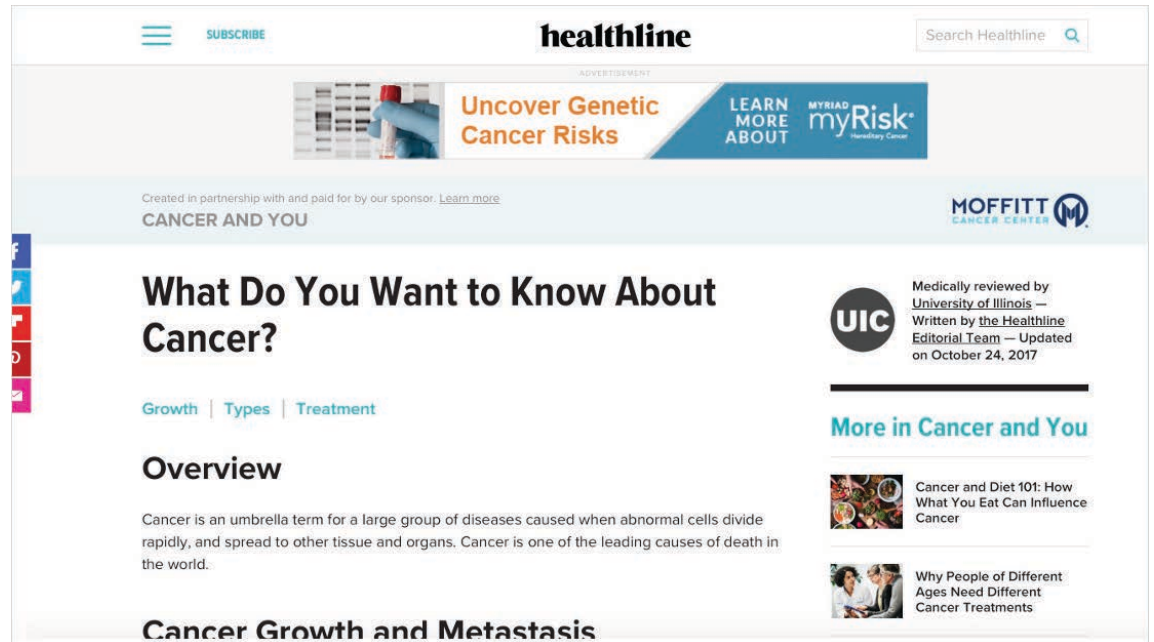


C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
BRAND DEVELOPMENT,
MESSAGING,
POSITIONING,
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ADVERTISING
AND STRATEGIC
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SHOWN HERE: DIGITAL ADVERTISING



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

MYRIAD ONCOLOGY
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Virtual Resources Are Available To Help You Provide Care For Patients While They Stay At Home

Identify patients at home with digital screening tools	Complete order form online or submit via fax or email	Patient submits from home via saliva or mobile phlebotomy	Patient sends sample to Myriad	Digital results delivered to you
--	---	---	--------------------------------	----------------------------------

MYRIAD-ONCOLOGY.COM/VIRTUAL-ORDERING

 **PATIENT QUESTIONS?**
Pre-test and post-test education by a genetic counselor is available at no additional cost! **1-888-706-0755**



myriad ONCOLOGY
WHEN DECISIONS MATTER

SHOWN HERE: PRINT MAILER DESIGN



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

FAMILY PLANNING
ELEVATED (FPE)
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

BWP provided rebranding, marketing, advertising, PR and community outreach for Family Planning Elevated.

Family Planning Elevated provides contraceptive education, training and support services for Utah Health Centers and patients, in an effort to expand equitable access to contraceptive care across the State of Utah. They help uninsured, underinsured, and undocumented Utahns get the methods they want, without the barriers of cost or distance.

Marketing + Advertising + Engagement
FAMILY PLANNING ELEVATED



C. PROJECT LIST AND EXPLANATION

U OF U SCHOOL OF MEDICINE_FPE



Situation Analysis

Family Planning Elevated (FPE) is a non-profit, philanthropically-funded, statewide contraceptive initiative in Utah. The program is housed within the Department of Obstetrics and Gynecology at the University of Utah School of Medicine. Our goal is to improve contraceptive access in Utah through educating patients about contraceptive options and connecting them with resources and health centers to meet their family planning needs as well as training health care providers and staff on comprehensive contraceptive care. Family Planning Elevated is a three-year program, set to launch January 2019 and run through 2021 and then will continue operating under the State of Utah Medical Umbrella.

Project Duration: 12 months

Project Budget: \$120,000

Objectives

Engage with BWP Communications to obtain Branding, Logo Development, Website Creation and a Digital Media and Advertising Campaign for Family Planning Elevated, a program launched within the School of Medicine OB/GYN Department of the University of Utah.

Results

BWP provided the following:

- 1) Digital Advertising (Banner, display, PPC)
- 2) Social Media (Organic and Paid Advertising)
- 3) Print Advertising
- 4) Website Design and Development
- 5) Messaging
- 6) Campaign Development
- 7) Marketing Plan Development

- > BWP successfully developed and launched the Family Planning Elevated brand and organization within the intended deadline
- > BWP effectively ran a digital marketing campaign for FPE to create statewide awareness about the program for the public and clinics alike
- > As of January 2024 FPE is thriving with a presence across the State of Utah helping tens of thousands of people get access to free contraceptive health while providing consistent, transparent and apolitical contraceptive education.

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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SHOWN HERE: LOGO



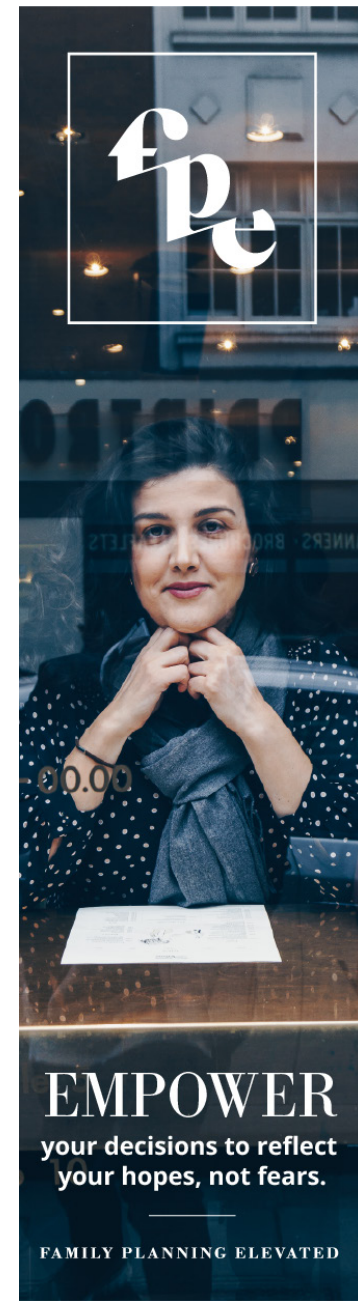
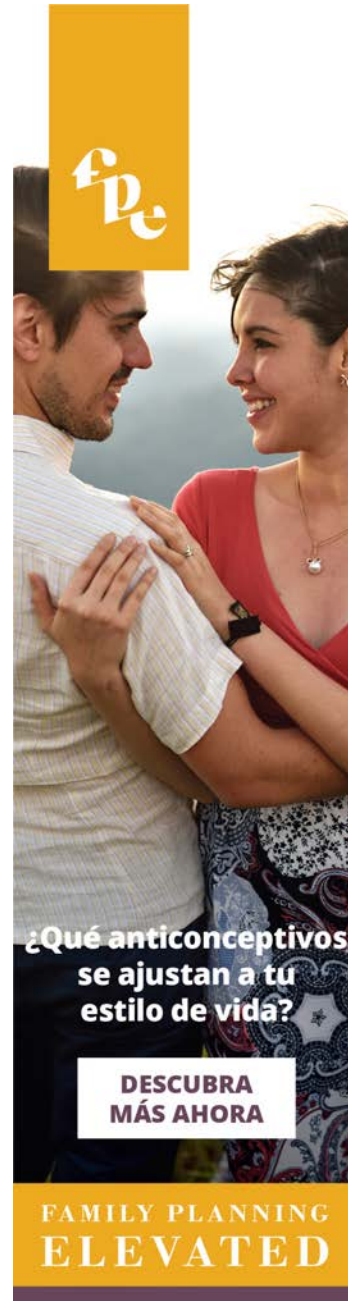
C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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SHOWN HERE: CAMPAIGN ASSETS



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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C. PROJECT LIST AND EXPLANATION
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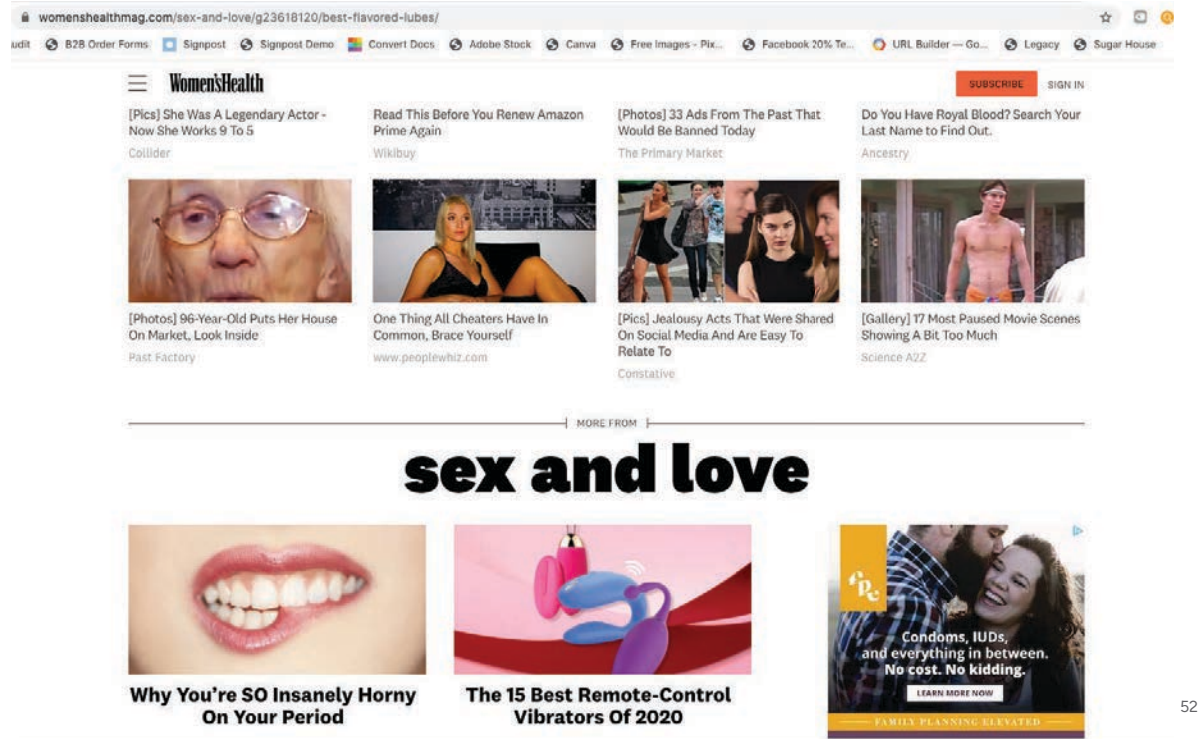
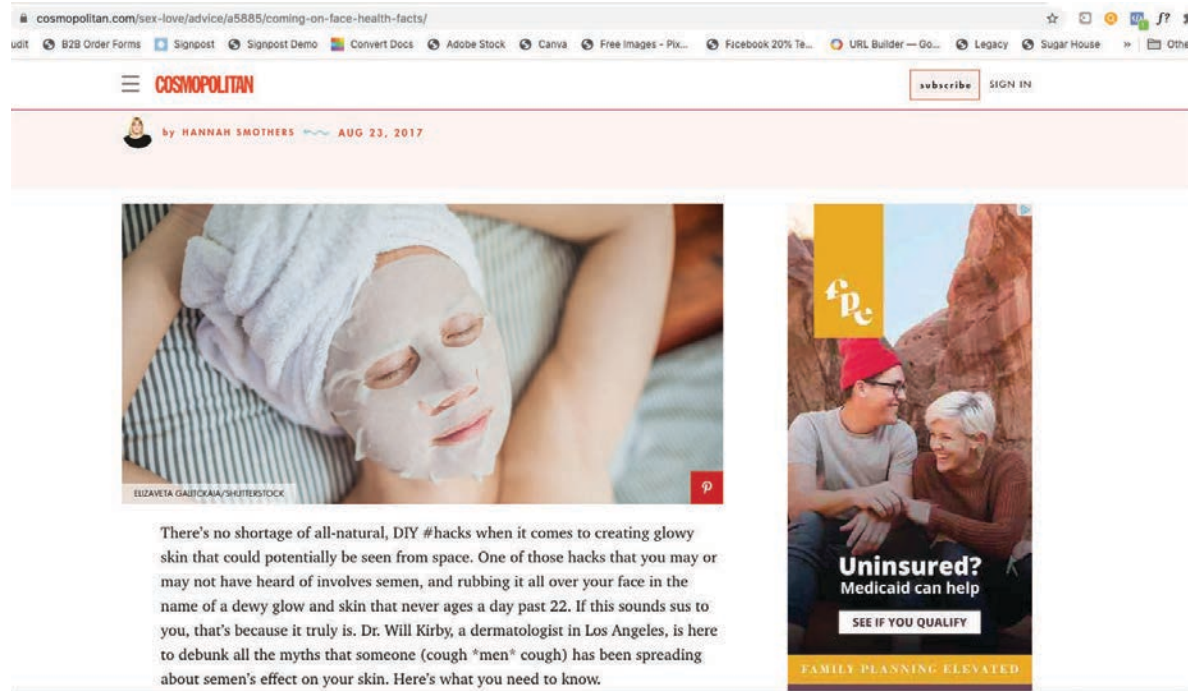
C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

**FAMILY PLANNING
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SHOWN HERE: CAMPAIGN ASSETS



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

SALT LAKE COUNTY_
AGING AND ADULT
SERVICES
**MARKETING,
ADVERTISING, PR AND
COMMUNITY OUTREACH**

BWP developed, launched and maintained a direct mail and marketing campaign to increase brand awareness and use of services for the Aging and Adult Services Division of Salt Lake County. To ensure the direct mail piece was seen and digested we designed a very large format door hanger that was approximately 5.5" x 17" and delivered them to just under 20,000 targeted residents. The campaign was a complete success.

Marketing + Advertising + Engagement
ADULT AND AGING SERVICES



C. PROJECT LIST AND EXPLANATION

SALT LAKE COUNTY ADULT AND AGING SERVICES



Situation Analysis

Salt Lake County, on behalf of Aging Adult Services (AAS), desired to contract with a experienced firm to market, advertise, and promote the division's services to the public, with an aim of increasing awareness of and participation in Meals on Wheels, Caregiver Support, and other AAS programming.

- > Project Budget: \$50,000
- > Project Duration: 6 months

Objectives

- Campaign Consultation: Consult with AAS to determine specific measurable marketing goals that will expand the general public awareness of the AAS brand, drive traffic to website, and increase participation in key programs.
- Local Media Analysis: Provide AAS with an analysis of local media that examines the opportunities and effectiveness of reaching the targeted population (adults over 60 and their caregivers) through various media outlets and platforms.
- Marketing Plan: Develop with AAS communications personnel a marketing & advertising plan that addresses promotional elements for increasing awareness and participation in AAS services. At a minimum, the marketing plan must include recommendations for electronic and print media, social media, direct mail (including the development of mailing lists for households and/or potential referral partners) and media partnerships. The plan shall include the use of placed and "earned" media (i.e. Salt Lake County initiated and unpaid media publicity).
- Media Buys and Media Partnership Negotiation: Negotiate with the media organizations approved by the AAS as delineated in the marketing plan.
- Contract For Media Buys and Media Partnerships: Complete media buys and media partnerships and contracts for agreed upon advertising.
- Campaign Management: Provide on-going reporting and campaign management, consultation, and monitoring to ensure strategy is effective and recommend changes as needed. Provide on-going reporting with detailed campaign analysis and budget information.
- Post Media Buy Evaluation: Provide AAS in writing a post media buy summary and evaluation of the marketing plan, including recommendations for future work.

Results

BWP provided the following:

- 1) Digital Advertising (Banner, display, PPC)
- 2) Social Media (Organic and Paid Advertising)
- 3) Print Collateral
- 4) Door Hanger and Direct Mail Campaign
- 5) Messaging
- 6) Campaign Development
- 7) Marketing Plan Development

- > BWP completed the above objectives with great success. SLCAAS reported an increase in awareness of over 40% during and after the campaign run.

C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

SALT LAKE COUNTY_
AGING AND ADULT
SERVICES
**MARKETING,
ADVERTISING, PR AND
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SHOWN HERE: DOOR HANGER FRONT



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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SHOWN HERE: WEBSITE BANNER



C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

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SHOWN HERE: PRINT AND DIGITAL ASSETS

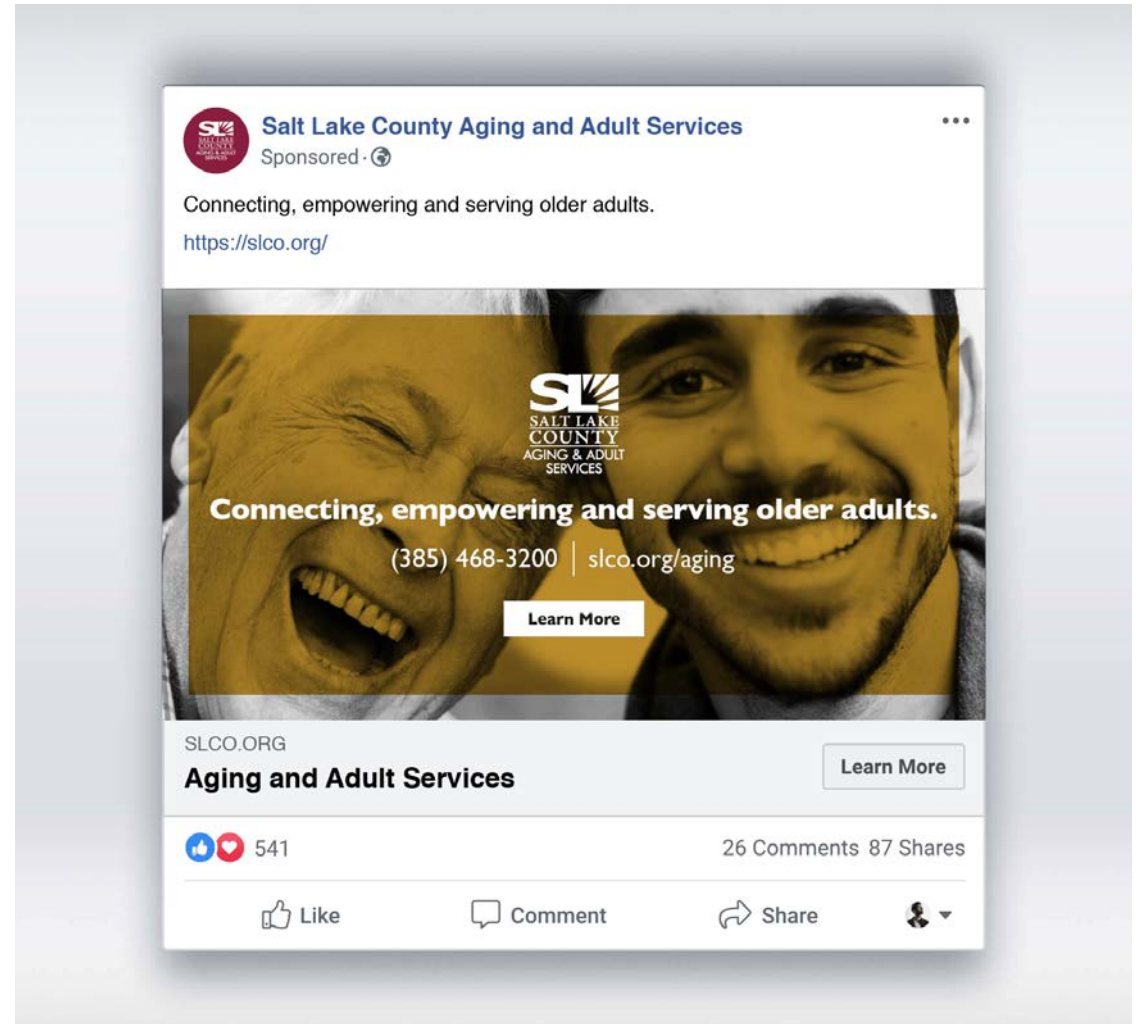


C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

SALT LAKE COUNTY_
AGING AND ADULT
SERVICES
**MARKETING,
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C. PROJECT LIST AND EXPLANATION
> PORTFOLIO

SALT LAKE COUNTY_
AGING AND ADULT
SERVICES
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SHOWN HERE: SOCIAL MEDIA + BANNER ADS



D. VENDOR QUALIFICATIONS AND EXPERIENCE

- NARRATIVE ADDRESSING:

- 1) EXPERIENCE WORKING WITH CITY OR COUNTY GOVERNMENTS**
- 2) CAPABILITY TO SUCCESSFULLY PERFORM SERVICES**
- 3) INVOLVEMENT ON SIMILAR PROJECTS**

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



We have been working with city and county governments across the State of Utah for over 29 years in every capacity imaginable. Those capacities include:

- Digital Media and Marketing
- Market Research and Analysis
- Public Relations
- Content Development
- Place Branding
- Advertising (Traditional + Digital)
- Campaign Development
- Brand Development
- Creative Direction
- Media Planning and Buying
- Marketing Planning and Strategy
- Social Media (Organic and Sponsored)
- Public Outreach + Community Engagement
- Positioning and Messaging
- Out of Home Advertising

> WE KNOW GOVERNMENT AND UTAH COMMUNITIES

A majority of our clientele and primary focus and expertise is in the government arena. Our government client list includes (but is not limited to) the following:

- > Current - State Approved Vendor List for "Graphic Design"
 - Utah Inland Port Authority
 - Utah Department of Health_OHV
 - SLC Redevelopment Agency
 - Utah State Board of Education
 - Governor's Office of Energy Development
 - Utah Department of Health & Human Services
 - Governor's Office of Economic Development
 - Salt Lake City Corporation
 - SLC Department of Transportation
 - Public Employees Health Program (PEHP)
 - Salt Lake County Center for the Arts
 - Orem City Department of Planning and Transportation
 - Salt Lake City International Airport
 - SLC/SLCo Interlocal Agreement (5-year action plan for SLC)
 - Tremonton City
 - Utah Department of Natural Resources
- > Current - State Approved Vendor List for "Advertising/Marketing"
 - Utah Department of Health_DSME
 - Utah Lake Authority
 - SLC Department of Economic Development
 - Utah Association of Counties
 - Utah State Charter School Board
 - Governor's Office of Management and Budget
 - Mountainland Association of Governments
 - SLC Housing and Neighborhood Development
 - SLC Department of Sustainability
 - Salt Lake County Recorder's Office
 - Ogden City Office of Economic Development
 - Salt Lake County Adult & Aging Services
 - Downtown Alliance
 - Six County Association of Governments
 - Utah Arts Council
 - Utah Division of Wildlife Resources

On the following pages are a few additional short descriptions and narratives of projects we wanted to highlight from the list above that have involved public outreach and community engagement across various Utah counties along with marketing and advertising campaigns to support each initiative. These are only a small sampling of projects we have completed for cities, counties and government organizations across the Wasatch Front.

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



CLIENT: Utah Association of Counties

CHALLENGE

Design new brand identity and suite of assets to formulate the development of a comprehensive Brand Usage and Style Guide for the UAC to continue working in conjunction with, and on behalf of, the 29 counties across the State of Utah.

SCOPE:

- *Audit and Discovery*
- *Marketing and Advertising*
- *External Research*
- *Brand Development*
- *Positioning*
- *Messaging*
- *Asset and Collateral Design*
- *Brand Identity Design*
- *Style Guide Development*
- *Marketing Strategy*
- *Community Engagement*
- *Public Outreach*
- *Action Plan Development*
- *Logo Design*
- *Signage Platform*

REQUESTED TIMELINE:

6 Months

PROJECT COMPLETION (WITHIN DEADLINE):

6 Months

CLIENT: Six County Association of Governments

CHALLENGE

Explore process of developing a new organizational name and brand identity for SCAG to continue working in conjunction with, and on behalf of, the 6 counties under their jurisdiction. Conduct external research to help formulate a new name that captures the essence of the organization while still enveloping the 6 counties they serve.

SCOPE:

- *Audit and Discovery*
- *Brand Development*
- *External Research*
- *Name Development*
- *Strategic Consultation*

REQUESTED TIMELINE:

2 Months

PROJECT COMPLETION (WITHIN DEADLINE):

2 Months - Provided on-going strategic consultation and 3 rounds of name options for the organization

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



CLIENT: Orem City / Stakeholder Outreach + Community Engagement / Brand and Asset Development

CHALLENGES/OPPORTUNITIES

In early 2018, the BWP Collective team embarked on a 12-month campaign with the Orem City Planning Division to brand, advertise and generate awareness about its future plans to manage growth in the five Orem districts. A significant number of Orem residents had voiced concerns and dissatisfaction with the city's growth and projected growth for the future. Misconceptions were the primary reason for much of the negative feedback, and Orem was committed to giving residents the opportunity to make educated decisions based on facts rather than rumors.

Key objectives of the campaign were to:

- Educate Orem residents
- Garner positive public perception
- Provide residents with a feeling of ownership in Orem's future
- Welcome resident feedback and questions

Through an extensive branding process, the campaign was named "Imagine Orem" to create the sense of inclusion for residents and open their minds to different ways the city might transform and accommodate growth through strategic master planning, while maintaining the integrity of the City's rich history.

The campaign utilized integrated marketing tactics and interactive experiences to reach Orem residents — incorporating strategies to resonate with a variety of demographics. The BWP Collective also utilized 3D Visualization to provide residents with a compelling, interactive experience while walking through the future of Orem.

PROJECT SCOPE

- | | | |
|--|--|---------------------------------|
| - Educate Orem Residents | - Gain input from the community | - Reinforce trust and buy-in |
| - Provide residents sense of ownership | - Welcome resident feedback and questions | - Get the community involved |
| - Brand the outreach campaign | - Provide cohesive support throughout campaign | - Presentations to City Council |
| - Develop creative engagement ideas | - Facilitate community engagement throughout | - Achieve City Council Adoption |

PROJECT DURATION:

12 months

PROJECT COMPLETION:

12 months - Successful City Council adoption and Community Buy-in

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



CLIENT: Utah Inland Port Authority (UIPA)

CHALLENGES/OPPORTUNITIES

Create a powerful brand and sub-brands for the Utah Inland Port Authority and their numerous project areas that are currently being established across the State of Utah. Assist the UIPA in public relations efforts to educate/inform the public about the positive impact the agency will have on the economic and environmental futures of rural areas across the State and address the many misconceptions about the UIPA in the media. Currently working brand identities for Northwest Quadrant, Iron Springs, Central Utah Agri-Park (Juab, Millard, Piute, Sanpete, Sevier, Wayne Counties), VERK Industrial Park (Spanish Fork), Cedar City, Mineral Mountains (Beaver County), Golden Spike (Box Elder County), and others across the State of Utah.

SCOPE:

- Audit and Discovery
- Public Relations
- Strategic Communications
- Brand Development
- Business Paper Design
- Messaging
- Asset and Collateral Design
- Brand Identity Design
- Style Guide Development
- Marketing Asset Design
- Community Engagement
- Place Branding
- Marketing Planning and Strategy
- Logo Design
- Design Template Design

CONTRACT DURATION:

3 years > Current client

CLIENT: Salt Lake City/Salt Lake County Intramural Agreement

CHALLENGES/OPPORTUNITIES

Raise awareness of Salt Lake City as a highly vibrant cultural center. Invite and incentivize people from throughout the region, defined as a 75-minute drive time from downtown, to rediscover the Core.

View the Core as a canvas for activation. Creative placemaking interventions of varied scales will enliven the street experience.

Succeed through thoughtful coordination and collaborations. Leverage the multitude of performances, events and activities already available, supporting new and innovative collaborations and enabling creative contributions from Salt Lake's arts community.

Expand and diversify audiences. Promote the Core as a destination and an experience for all residents in the region, supplementing marketing for specific events and organizations. Over time, audience development will help maximize usage of Core cultural facilities and venues. Council briefings and meetings with representatives of diverse communities.

SCOPE:

- Audit and Discovery
- Internal Research
- External Research
- Brand Development
- Positioning
- Messaging
- Asset and Collateral Design
- Brand Identity Design
- Style Guide Development
- Marketing Strategy
- Community Engagement
- Public Outreach
- Action Plan Development
- Logo Design
- Strategic Communications

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



REQUESTED TIMELINE:
12 Months

PROJECT COMPLETION (WITHIN DEADLINE):
12 Months

CLIENT: Redevelopment Agency of Salt Lake City

- Marmalade District
- Central Ninth
- Station Center

CHALLENGES/OPPORTUNITIES

SLCRDA is charged with improving blighted areas and establishing solid, differentiated brands across Salt Lake City proper to help each individual community thrive economically. BWP served as the AOR for SLCRDA for 12+ years and continues to provide a comprehensive suite of strategic and creative services to help each neighborhood and community flourish.

SCOPE (AGENCY OF RECORD - OVER 15 BRAND DEVELOPMENT PROJECTS OF VARYING LENGTHS AND COMPLEXITY:

- *Audit and Discovery*
- *Internal Research*
- *Brand Development*
- *Positioning*
- *Messaging*
- *Collateral*
- *Place Branding*
- *Public Outreach/Community Engagement*
- *Marketing and Advertising*
- *Asset and Collateral Development*
- *Content Development*
- *Digital Design*

CLIENT RELATIONSHIP DURATION:
15+ years

PROJECT COMPLETION:
14+ years of meeting EVERY deadline on time

- > **We have worked with budgets ranging from \$25,000 - \$300,000 and many of our contracts with government clients span 3-5 years**
- > **Our bandwidth is perfect for the timing of this project with San Juan County and we are ready to hit the ground running**
- > **We are fluent with every potential tactic, strategy and channel on the advertising and marketing spectrum**
- > **We are extremely prudent and methodical in how we allocate funding to optimize the outreach and spend every dollar in the most effective way possible**

We have been produced and managed countless marketing and advertising campaigns across the State of Utah over our 29+ years in business and our extensive experience working with cities and counties across the state has allowed us to garner an intimate understanding of the nuances and preferences of the unique demographics of each of those cities and counties — and subsequently Utah as a whole — and would love to bring that expertise to San Juan County.

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



We know from experience that every brand has a compelling story, and through investigation and discovery we unearth the intriguing, captivating and fascinating anecdotes that go into making up that story. We uncover the true essence of a company, product, organization or offering and then deploy the disciplines of brand building, brand awareness, storytelling, design, strategic communications and online engagement to communicate that story to the world.

We believe that regardless of how compelling, or beautifully orchestrated, the public face of a brand or marketing campaign is, there is nothing more important than quality data to inform, support and reinforce the development of powerful, effective brand communications with a strategic purpose. Our communications development process derives from this basic philosophy:

Premium Client Integration

We prefer to engage in long-term, strongly integrated relationships with our clientele. This allows us to intimately understand each industry, company and culture and develop strategic and creative assets that are in-tune with their fundamental brand essence. We function as a premium in-house agency as if we were right down the hall...providing top-tier solutions in an immediately responsive, collaborative delivery framework.

Strategy Follows Research

We tell stories. Stories that include, activate and involve the audience. Using a rigorous array of research methodologies, including ethnographic research, we nail down the persona, unique characteristics, and behaviors of your various audiences. We incorporate this in-depth, qualitative research with comprehensive quantitative research to inform the strategy and guide the brand development for every client.

Creative Follows Strategy

BWP is a brand development and strategic communications agency, focused on ideation, user-experience and strategic positioning. And while our heart is in storytelling, our mind is on brand development. We're fanatical about finding a better, smarter, fresher way of presenting your brand.

Traditional and Digital

We deliver high-end creative and on-target messaging and campaigns across all channels of communication. With our expertise in both traditional mediums of visual communications such as TV, video, billboard and print advertising as well as the ability to leverage the reach, immediacy and openness of digital communications, we connect people with people, people with brands, and customers with opportunity.

Brand Specialists

In short, we specialize in creating and launching brands, building strategies, empowering organizations and developing brilliant creative across all media. And we do this as a flexible, boutique agency where you work directly with principals who are committed to understanding and building on your vision and taking responsibility for solutions that are effective and successful.

The BWP Team has Direct, Hands-On Experience in a Broad Set of Services

Public Relations, Social Media, Strategic Positioning + Messaging, Campaign Development, Graphic Design and Production, Brand Development, Market Research, Digital Marketing, Traditional Media, Environmental Design, Website Design and Development, Video Development and Advertising. We do it all and we do it very well.

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



Our core capability paradigm centers around the simple idea that the more intimately a company understands their audiences, the more effectively and authentically they can engage with them. In order to help companies more deeply understand the audiences they are trying to reach, we employ ethnographic research methodologies to develop comprehensive, contextual customer personas, allowing us to create positioning, messaging and brand architecture that increase revenue and brand equity. Our marketing strategy is a methodical, inclusive, adaptable process grounded in research, but malleable to market dynamics and client contribution. Listed below are the primary elements of our creative and strategic thinking:

We are Methodical

We have carefully, methodically evolved a process that works and takes the most amorphous concepts and translates them into authentic, meaningful solutions.

We are Flexible

There is no such thing as a 'perfect' organization – so we start where you are today, and adapt to continue the journey in the most expeditious, optimal way and continue refining our approach until success is achieved.

We are Listeners

We want feedback and seek to deeply engage key stakeholders and audiences.

We are Collaborators

We play nicely with just about everyone and form wonderful partnerships along the way.

We are Hands-on

Because we manage each project and interact closely with each client, the partners of BWP live and breathe your brand for the lifespan of the project. While we have an entire team devoted to your project, you are not passed off to a junior level employee upon engagement. Therefore, we choose to only work on projects where we feel a connection with the company and its principles, and passionate about their goals and objectives.

We've Been on Both Sides

BWP principals have both corporate and agency experience so we can truly empathize with the challenges organizations face, and function as seasoned consultants while bringing our unique expertise to the table.

We Build Relationships

Our approach is based on mutual trust. We work specifically to create a long-lasting partnership with each of our clients.

We Follow the Research

Regardless of the number of times we have gone through the creative and strategic process, engaging in qualitative research ensures we are always introduced to new and critical thoughts, observations, perceptions and ideas about the customers, industries, companies, audiences and brands we work with.

D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



Step 8

Implementation and Analysis

Following implementation, tracking and review of the results follows. Analysis of results is completed to determine success. If needed, improvement tactics are implemented to increase the potency of outreach and brand awareness. An action plan is created. Engagement effectiveness is measured and assessed for future viability and refinement

Step 7

Deliverable Confirmation / Marketing Planning

The suite of brand deliverables are prepared and presented to appropriate stakeholder groups to gain further insight and buy-in. User Experience Research methodologies are implemented here. Revisions are made and strategic marketing plans are developed to identify the optimal channels for each market segment.

Step 6

Execution and Deliverable Analysis (Testing)

Execution takes shape in whatever tactic or channel is necessary to connect your brand to its audience. From branding, to web design and development, to messaging, to positioning, to content development, to collateral and template development, to packaging and product design, to print media, to video, to digital marketing, to social media, to content generation, to TV/radio. Solutions are tested and refined.

Step 1

Research and Discovery

We assess the challenges through intensive internal stakeholder workshops, competitive analysis and a strategic blend of consumer discovery, then initiate a unique process of investigation, consensus building and "brand community" input employing ethnography, personal interviews, charettes, focus groups, surveys and additional internal engagements to unlock the story of each brand.

Step 2

Strategic Ideation

We dig deeply into the data and uncover relevant and actionable insights from which to create customer personas, emotional maps and behavior models. The strategic ideas that emerge are then measured by their ability to create a compelling, authentic, sustainable, economically viable and emotionally tangible brand strategy.

Step 3

Brand Architecture

Actionable insights unearthed in Steps 1 & 2 are translated into marketing opportunities, positioning strategies and a cohesive brand architecture that takes into account every facet of the brand. This is accomplished with collaboration and buy-in from all stakeholder groups. MVV, persona, essence, positioning statements and taglines are created here.

Step 4

Story Development

Following the strategic positioning and brand architecture we create the brand story -- essence, positioning, personality, differentiating characteristics and lifeblood of the company or organization brand and then create a compelling story to reach every touchpoint and channel where your brand intersects with each audience.

Step 5

Stakeholder Alignment and Preliminary Brand Analysis

Through all appropriate communications and evaluation methodologies we connect again with all relevant stakeholders - internal, external, present / past / potential customers, etc... to test, confirm, reaffirm and revise our brand strategy where necessary and encourage them to embrace the brand and help build equity by sharing the brand story across all channels.



D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



BWP has a clearly defined research process that produces tangible, quantifiable results and is aligned with the mission, vision, values and objectives. Our fully integrated research methodologies are designed to bring target segments to life, humanize statistics, and invigorate brand development and messaging. This research is about understanding customer behaviors, values, emotions and lifestyles and it provides a deeper understanding of what drives audiences and how they connect with a brand, answering the 'why' and not just the 'who' and 'what' questions.

Research protocols include:

- Individual in-depth interviews
- Workshops, focus groups and charettes
- Stakeholder input and concept testing
- Social media and blog data

- Ethnographic and human centered research
- On-site environmentally contextual interviews
- Online and telephone surveys
- Community Engagement/Public Outreach



D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



There are a myriad of marketing approaches, philosophies, tactics, strategies and categories across the industry landscape. We employ them all and employ them at an enterprise level. However, we believe effective marketing really comes down to one basic tenet. That tenet is contained in our brand proposition: "build and maintain the symbiotic — or emotional — connection between consumer and brand." Whatever tactic, strategy, philosophy or approach we implement, that tenet becomes the key driver and determinant of all decisions made.

We believe a marketing strategy and platform should be developed holistically. It is our belief that all aspects of a company's marketing platform are interrelated and therefore require a holistic marketing approach. The development of marketing plans, programs, strategies and campaigns, and the implementation of those processes are not isolated business functions under a holistic marketing platform. We believe every successful company makes marketing decisions and implements campaigns based on reaching a common organizational objective.

The process of holistic marketing takes into account the considerations of stakeholders, customers, employees, suppliers, and the community as a whole when creating and implementing marketing strategies. This approach allows companies to set themselves apart in the marketplace, while at the same time, creating synergy throughout the organization.

Although strategies for implementation differ from one company to the next, every holistic marketing approach includes four main components: relationship marketing, integrated marketing, internal marketing, and societal marketing. That is why integrated marketing is so critical. Your communications platform must be evaluated and disseminated from every aspect — branding, marketing, advertising, social, web and PR. All communications considerations are interconnected, or at least, should be.

While many may consider marketing to be a straightforward, linear practice, a successful marketing strategy anchors itself to thorough research, user-testing, audience segmentation and definition, developing smooth-flowing funnels, measuring activity and data, and customizing a very specific approach for each and every client.

Regardless of industry or target demographic, BWP ensures its recommendations and deliverables align with current trends, will resonate with target audiences and focus on key messages relative to the product or campaign.

Once we have identified our approach, we maximize reach by incorporating all delivery relevant platforms and strategies:



D. VENDOR QUALIFICATIONS AND EXPERIENCE

EXPERIENCE, CAPABILITIES AND INVOLVEMENT



Public relations and marketing are similar in their actions and tactics, but their objectives are very different. The primary goal of PR is to improve the reputation of your brand. On the other hand, the main intent of marketing is to increase sales and revenue. It is well understood and supported that people do not buy products, they buy brands. For this reason, we believe using PR and marketing in tandem produces the best results: typically, someone will connect or engage with your brand as a result of your PR efforts and converts into a customer as a result of your marketing tactics.

We understand traditional PR and online PR methodologies

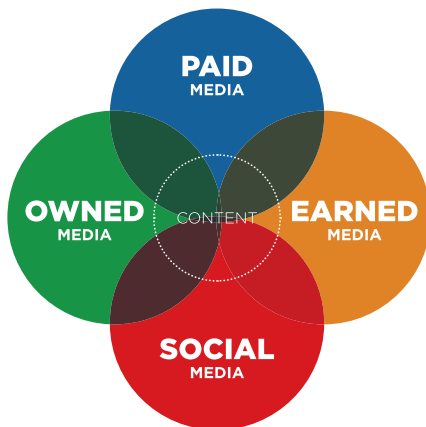
PR has always played an important role in building a company's brand and reputation. Combining strategic communication channels helps position the brand positively and build relationships. It is imperative that a PR team stays up to date on new methods for communicating to consumers, while still implementing traditional methods where appropriate. PR has evolved to a more prominent role in the overall marketing strategy, and when executed correctly, can support sales, improve public perception and increase awareness, simultaneously.

We have long-standing relationships with the media

Our PR team has interacted with the local media and nationally for more than 20 years. In this market, it is essential to know the media and stay connected with the ever changing methods used to deliver news to consumers. Connecting with media on a regular basis is essential for a large company. Establishing and maintaining these relationships is vital, especially when negative press arises. We pride ourselves on our relationships and ability to establish strong local and foundations for clients across industries.

Our approach to Public Relations

For each and every project, our PR methodology has to make sense. We are conscious of our clients' budgets and only pursue opportunities that previous experience has shown will produce results both fiscally, and for the ultimate benefit of the company. Every account is handled individually and attention is given it its unique needs. It is essential to know the media and stay connected with the ever changing methods used to deliver news to consumers. Connecting with the media on a regular basis is vital for any large or public facing organization.





E. PROPOSAL

- APPROACH**
- SCHEDULE/TIMELINE**
- STRATEGY/METHODOLOGY**
- ADVANTAGES**

E. PROPOSAL APPROACH



Situation Analysis

The Monticello Uranium Mill, active from 1941 to the early 1960s under U.S. government operation, left a legacy of environmental and health concerns, culminating in its designation as a superfund site by 2000. Following extensive cleanup efforts, the focus has shifted to addressing long-term health impacts on the local population. San Juan County, supported by HRSA funding, is providing cancer screening vouchers for those who resided or worked in Monticello between 1946 and 2002. Effective marketing and advertising outreach is vital for reaching a dispersed and potentially unaware target audience. Timely and effective outreach is crucial to maximize funding availability from the HRSA through Fiscal Year 2026 and increase cancer screening participation with as many previous and current residents as possible.

BWP Communications would work hand-in-hand with San Juan County to develop a tailored strategic marketing and advertising plan, utilizing a combination of channels to reach audiences to raise awareness for cancer screening vouchers, educate about the importance of early cancer detection, address concerns, build community trust and engage community participation.

Scope of Work as Detailed in RFP

- Work with San Juan County's team and employees to gain a thorough and detailed understanding of our goals and target audience.
- Conduct a comprehensive market analysis to identify the most effective channels and platforms for reaching our target audience and demographic.
- Propose strategies for the marketing and advertising campaign.
- Develop a creative and impactful marketing and advertising campaign that emphasizes the importance of this cancer screening and early detection for current and former residents of San Juan County who may have been or may become impacted by the Mill operations.
- Implement advertising strategies across various media, including but not limited to print, digital, radio, and outdoor advertising.
- Monitor and analyze the performance of the marketing campaign, providing regular reports and recommendations for optimization.
- Preference with a firm or individual who has previous experience and success stories related to cancer awareness or health promotion campaigns.

Target Audience

- People who lived, worked, or attended school in Monticello during and after Mill operations
- Individuals who may have moved from San Juan County

> Work with San Juan County's team and employees to gain a thorough and detailed understanding of our goals and target audience.

1. BRAND AUDIT AND DISCOVERY

- Input, strategic thinking, internal buy-in and common agreement about goals from key stakeholders is critical to both strategic and creative processes. Common agreement and understanding about marketing objectives and strategies of the San Juan County campaign, as well as the road map of how to accomplish those goals, is paramount to orchestrating and maintaining a successful outreach campaign. This initial discovery phase will include:
 - Conduct strategic kickoff session with key San Juan County stakeholder group
 - Become immersed in the history and dynamics of the initiative from 1946 to the present

E. PROPOSAL APPROACH



- Familiarize the team with the Cancer Screening Vouchers system and the entire process surrounding the participation in those screenings
- Narrowed understanding of key demographics for targeted outreach and how to best reach all past residents of Monticello (both in & out of state)
- Gain insight into creative and strategic preferences of key stakeholder groups
- Clarify and establish detailed objectives and critical nuances for campaign
- Assess any data/informal research that has been conducted
- Confirm timelines, logistics and timelines of the campaign

• Conduct a comprehensive market analysis to identify the most effective channels and platforms for reaching our target audiences and demographics.

2. CONDUCT MARKET ANALYSIS

- A thorough market analysis will be critical to determine the most effective channels and platforms to reach our target audiences and demographics. This will dictate and determine our tactics and strategies moving forward as we create our marketing plan. A multi-channel strategy will allow us to simultaneously engage the San Juan target audience across various platforms — ensuring that we narrow in on the most effective approach and use of resources. Rather than putting all resources into a single channel, businesses can distribute their efforts, expanding reach and accessibility. Balancing resources across multiple channels will involve a strategic blend of understanding the San Juan audience, establishing clear objectives, and leveraging analytics. The market analysis strategy for San Juan County would not fall under our traditional market analysis strategy and therefore will require a more nuanced, custom approach. For example, we do not have competition to worry about. And we are not selling a product. However, there will be some commonalities in the way we approach this project. Some critical considerations for our approach to market analysis would include:
 - Increased Accessibility: A multi-channel approach will allow us to reach a larger segment of the San Juan target market, offering numerous avenues for customer engagement which will be critical as we consider optimal outreach strategies for both in-state and out-of-state channels.
 - Reduced Risk: By spreading our efforts across multiple channels, we will avoid the pitfalls of relying too heavily on a single channel, thus mitigating risk.
 - Comprehensive Insights: By leveraging multiple channels for the San Juan campaign, we will be able to gather diverse data points that can provide more robust and comprehensive insights for refining our marketing strategy as the campaign matures.
 - Audience Analysis: This will be CRITICAL to the campaign. We need to understand and determine where our San Juan target audience prefers to engage and align our channel selection with these preferences.
 - Objective Alignment: Establish specific goals for each channel. Awareness, education, emotional connection, urgency. There will be a variety of considerations for this alignment specifically for the San Juan County campaign.
 - Prioritization: Not all channels will deliver the same impact. We will prioritize them based on audience preference, goal alignment, and potential ROI — which for the San Juan campaign will involve an entirely different set of criteria than standard financial or economic ROI.
 - Budget Allocation: We will be extremely prudent and careful about budget allocation. Consistent campaign monitoring and evaluating how each channel is performing will help us allocate resources strategically and conservatively to ensure every dollar is spent wisely and judiciously.
 - Regular Evaluation: Monitor and measure the performance of each channel, adjusting your strategy based on the insights gathered.
 - Clarify and establish detailed objectives and critical nuances for campaign
 - Assess any data/informal research that has been conducted
 - Confirm timelines, logistics and timelines of the campaign

E. PROPOSAL APPROACH



- **Propose strategies for the marketing and advertising campaign.**

3. MARKETING PLAN DEVELOPMENT

- Create comprehensive 12-month plan to encompass all strategies, tactics, deliverables timelines and allocated budgets so that the campaign runs smoothly and effectively. Plan development would begin following the audit/discovery phase. We realize additional marketing strategies and tactics might be initiated after project kickoff, but this plan will serve as a solid road map for the campaign. We recognize that there might be some ebb and flow during the campaign and therefore the plan must have some fluidity. However, without planning you have no blueprint for success. In developing this marketing plan we will outline five key elements to guide our efforts:
 - Situation Analysis (This will be largely determined in our brand audit and discovery process)
 - Target Audiences (We will gain a solid understanding of the target audiences during discovery)
 - Goals (Establish realistic and measurable marketing objectives)
 - Strategies and Tactics (List of defined marketing strategies and corresponding marketing tactics we will employ to execute them. These will be actionable steps integrated with schedules and timelines.)
 - Budget Breakdown (Itemization of all estimated costs associated with each tactic or deliverable)
- Objectives of the San Juan County outreach campaign:
 - **Awareness and Education:** Increase awareness of the cancer risks associated with uranium mill tailings exposure among Monticello residents.
 - Engagement and Participation: Greatly increase the number of individuals utilizing the cancer screening vouchers.
 - **Community Trust and Credibility:** Establish strong partnerships with key community organizations or influencers to foster trust and credibility.
 - **Outreach to Dispersed Population:** Develop and implement a targeted campaign that effectively reaches the target audience who have moved away from San Juan County.
 - **Long-Term Impact:** Increase engagement and education about cancer screening beyond the funding period, aiming for long-term behavioral change in health monitoring among the affected population.
- Getting residents to act on vouchers for cancer screening can be challenging. However, with a creative and strategic approach, we are confident participation numbers can be significantly increased. While we realize market analysis and community research will greatly inform the campaign strategy and approach for this project, we did some initial brainstorming here at BWP internally and wanted to share some of our strategic thinking with the San Juan County team. Those ideas might include (but are certainly not limited to):
 - » LEVERAGING DIGITAL CHANNELS AND PLATFORMS (Samples on the following page)
 - **Programmatic Display (Banner Ads)**
 - **Programmatic Video (If Video Assets are Developed)**
 - **Premium Audio Ads (Podcasts, etc)**
 - **Google Paid Search**
 - **Email Blasts (Geo, Demo targeted)**
 - **Social Media Targeted Ads (Facebook/Instagram)**

E. PROPOSAL APPROACH



> Display Example

> Google Ads Example

E. PROPOSAL APPROACH



» OUT OF THE BOX STRATEGIES AND OPPORTUNITIES

- **Traditional Advertising:** Digital and static billboards. Radio sponsorships. Ads in the local papers. Window stickers. Bumper stickers. Yard signs. Lamp post banners down main street corridor. Sponsorships/banners/advertising at local events. Flyers distributed across the community at schools and churches and businesses.
- **Community Partnerships:** Collaborating with local organizations, schools, and healthcare providers can facilitate deeper community engagement and trust, leading to higher participation in the screening program.
- **Educational Outreach:** There is an opportunity to educate the community about the long-term health risks associated with uranium mill tailings exposure, emphasizing the importance of regular cancer screenings.
- **Community Ambassadors:** Recruit well-respected and influential members of the community to be ambassadors for the program. They can share their personal stories and encourage others to take part.
- **Storytelling and Testimonials:** Collect and share stories from individuals who have benefited from early cancer screening. These can be shared through local media, social media, or community events.
- **Engaging Events:** Organize fun and educational events where vouchers can be distributed. Consider health fairs, community festivals, or partnering with local businesses for a screening day.
- **Social Media Campaign (Organic):** Use social media platforms to create awareness. Short videos, infographics, and interactive posts can help spread the word.
- **Mobile Screening Units:** If possible, bring the screening services directly to the community. Mobile units can visit workplaces, schools, government buildings and neighborhoods, making it more convenient for residents to get screened.
- **Partnerships with Local Businesses:** Partner with local businesses to provide incentives for those who use their vouchers. For example, local cafes could offer a free coffee with a screening voucher.
- **Educational Workshops:** Host workshops that educate about the importance of cancer screening. Incorporate engaging activities or guest speakers to draw more interest.
- **Door-to-Door Campaigns:** With a team of volunteers, go door-to-door to talk about the importance of cancer screening and how to use the vouchers.
- **Direct Mail (or door hangers) with a Personal Touch:** Send out personalized letters or postcards to residents, explaining the importance of screening and how to use their vouchers.

E. PROPOSAL APPROACH



- **Local Media Involvement:** Get local newspapers, radio, and TV stations involved to promote the importance of cancer screening and the availability of vouchers.
 - **Gamification:** Create a challenge or a game around the use of vouchers, like a community-wide contest with prizes for certain milestones.
 - **Incorporate Art and Local Culture:** Collaborate with local artists to create murals, installations, or performances that promote cancer screening awareness.
 - **Feedback Mechanism:** Allow residents to provide feedback on their experiences, which can be used to improve the program and also shared as testimonials.
 - **Leverage Local Leaders and Groups:** Engage with local religious leaders, community groups, and schools to spread the word.
 - **Regular Updates:** Keep the community updated on the progress and success stories of the screening program. They will appreciate being kept up to date and informed about the progress and process of the outreach.
- » By using a blend of these strategies and understanding the specific needs, characteristics and nuances of your community, BWP is confident in our ability to effectively encourage residents to act on utilizing the cancer screening vouchers.

• Develop a creative and impactful marketing and advertising campaign that emphasizes the importance of this cancer screening and early detection for current and former residents of San Juan County who may have been or may become impacted by the Mill operations.

4. CAMPAIGN / CREATIVE DEVELOPMENT

- The visual approach, messaging, layout, design and concept delivery all culminate here. Each area of the campaign will be strategically designed and crafted to provide critical information about the Cancer Screening Vouchers and connect emotionally with every individual who lived, worked, or attended school in Monticello between 1946 to 2002. The campaign will be designed and developed to be congruent in look and feel through all channels, with messaging and timing tailored for each medium and tactic.
 - Develop and present 2-3 branded campaign design concepts
 - Creative approach. Key Messaging. Copy. Design. Layout. Image research and stock acquisition.
 - Revise, refine and finalize design and messaging to accommodate all size and medium delivery requirements
 - Finalize suite of deliverables and prepare for placement across all channels based on our 12-month marketing plan and the assets required
 - Pricing estimate includes two refinements to the messaging and visuals of the campaign during the first 12-month period as necessary
- > *Due to the fact that we do not have a clear understanding of what deliverables and assets we are including this package of initial assets in this proposal that will serve as a library to pull from for any additional assets that might need to be developed:*
 - 12 sized asset sizes for digital campaign
 - 1 billboard template
 - 1 tri-fold brochure or direct mail piece
 - 1 print advertising template
 - 1 8.5x11" one-sided flyer
 - Design and coded email template

E. PROPOSAL APPROACH



- **Implement advertising strategies across various media, including but not limited to print, digital, radio, and outdoor advertising.**

5. COORDINATE, PURCHASE AND PLACE ALL MEDIA

- Negotiate with all media vendors approved by client as delineated in the marketing plan. Purchase all media and implement across all channels according to our approved timeline and marketing plan.
 - Incorporate marketing plan recommendations
 - Obtain all media requirements from vendors
 - Connect with vendors to negotiate and purchase media
 - All contracts signed and media plan made ready for implementation
 - Place all media

- **Monitor and analyze the performance of the marketing campaign, providing regular reports and recommendations for optimization.**

6. REPORTING AND MANAGEMENT

- Provide campaign reporting and monitoring to ensure campaign is meeting expectations and recommend changes as needed.
 - Provide client monthly summary and evaluation of all assets of the campaign
 - Campaign and media reporting
- Manage the project internally, as well as provide consistent and proactive engagement with the San Juan County team throughout the campaign. Client experience is our number one priority, and we make ourselves readily available and responsive for all forms of communication on projects—just ask our references! Ensure cohesive and consistent engagement including weekly progress calls so that the San Juan County team is integrated and updated on the status of the campaign.
 - External client and project management_Calls, meetings and emails
 - Status updates
 - Internal project and third party vendor management
- What are Your Metrics for Success?
 - Depending on the campaigns, strategies and tactics we use, we provide detailed reports, metrics and tangible data, wherever possible, to demonstrate what was achieved. In order to fairly illustrate those results, we work collaboratively with you from the beginning to establish goals and milestones. We will also create concise recaps after each campaign to fully understand what worked and what can be improved upon.

E. PROPOSAL APPROACH



- **Preference with a firm or individual who has previous experience and success stories related to cancer awareness or health promotion campaigns.**

7. DECADES OF RELEVANT EXPERIENCE AND EXPERTISE

- We have decades of experience and expertise conceptualizing, creating, planning, managing and executing campaigns for our government clientele. Our extensive government client list is included in our executive summary. Many of those campaigns have been specifically related to cancer awareness or various aspects of health promotion. We have included 5 of those projects in this proposal for your review. Those projects include:
 - Utah Department of Health_Office of Home Visiting (OHV)
 - Utah Department of Health_Diabetes Self-Management Education Program (DSME)
 - Myriad Genetics_Oncology Division
 - University of Utah School of Medicine OB/GYN Department_Family Planning Elevated (FPE)
 - Salt Lake County_Aging and Adult Services (AAS)

E. PROPOSAL SCHEDULE/TIMELINE



BWP_San Juan County_Marketing and Advertising Timeline	February				March				April				May				June				July				August				September				October				November				December				January									
	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	10	17	24	31	
PROJECT KICKOFF + BRAND AUDIT AND DISCOVERY Work with San Juan County's team and employees to gain a thorough and detailed understanding of our goals and target audience.																																																						
CONDUCT MARKET ANALYSIS Conduct a comprehensive market analysis to identify the most effective channels and platforms for reaching our target audiences and demographics.																																																						
MARKETING PLAN DEVELOPMENT Propose strategies for the marketing and advertising campaign.																																																						
CAMPAIGN / CREATIVE DEVELOPMENT Develop a creative and impactful marketing and advertising campaign that emphasizes the importance of this cancer screening and early detection for current and former residents of San Juan County who may have been or may become impacted by the Mill operations.																																																						
COORDINATE, PURCHASE AND PLACE ALL MEDIA Implement advertising strategies across various media, including but not limited to print, digital, radio, and outdoor advertising.																																																						
REPORTING AND MANAGEMENT Monitor and analyze the performance of the marketing campaign, providing regular reports and recommendations for optimization.																																																						
Project Management and Client Engagement with San Juan Team (Ongoing during all phases)																																																						

E. PROPOSAL

STRATEGY/METHODOLOGY



Project Strategy:

We are a research-driven marketing agency. The more we can learn from, and about, our target demographics, the more effective and intrinsic our outreach. This will be critical for the San Juan County outreach campaign as well. The audit and discovery phase coupled with the market analysis component will lay a very solid and comprehensive groundwork for the strategic development of the campaign. Our goal will be to discover the answers to the following questions:

- 1) Where is our target audience located? (both in-state and out-of-state)
- 2) How do we reach out target audience?
- 3) Where do they spend their time? Where are we most likely to reach them with the greatest impact and frequency?
- 4) How do we best communicate the urgency and free availability of these vouchers?
- 5) How do we connect emotionally with our target audience so that they realize how important these are and act on the opportunity?
- 6) How do we craft the campaign in such a way that we reach our target audience with multiple touches through a variety of channels?

Once we have completed our comprehensive due diligence and market analysis, and have answered all of these questions, we then begin crafting a comprehensive 12-month marketing plan that will act as our blueprint moving forward. We realize the importance of being adaptable — for this campaign especially — and therefore the marketing plan will be strategically modified and adjusted based on metrics and data throughout the campaign.

Once our marketing plan is completed we will develop the creative “infrastructure” of the campaign. Essentially the “campaign brand”. Look and feel. Messaging. Strategic approach. Visual approach. It will be from this creative infrastructure that all of the assets will be designed and created. This approach will allow us to create assets that will adhere to a consistent and cohesive approach throughout the life of the campaign. So that every time somebody sees or interacts with one of our campaign assets...they will know instantly that asset pertains to our cancer screening voucher program.

Once the assets are developed it is time to launch the campaign — based on all of the strategies, tactics, budgets, deliverables and timelines laid out in our marketing plan. We will manage, track, monitor and report on the campaign throughout the life of the campaign and consistently adjust and align the various elements of the campaign based on effectiveness, budget and reach.

Methodology to Control Costs:

Timely and effective outreach is crucial to maximize funding availability from the HRSA through Fiscal Year 2026 and increase cancer screening participation with as many previous and current residents as possible. We are always cognizant of every dollar spent on a campaign and will consistently be evaluating cost vs. “ROI” throughout the San Juan County campaign and communicate with the team weekly about the progress and status of every aspect of the campaign — and our recommendations on how to refine and improve the campaign. All the while keeping a close watch on budget to ensure we are optimizing each channel, ensuring operational effectiveness and maximizing economies of scale throughout the life of the campaign. Because we will be constantly monitoring every aspect of the outreach, we will be able to identify, in real time, ways to streamline processes and increase productivity as we evaluate the progress and peaks and valleys of the campaign. We approach this area of our process as follows:

1. Planning the budget properly - As we map out the marketing plan we will have budget management foremost in our minds. Accurate budgeting will help estimate costs, keep finances organized, and ensure cost variance stays relatively low, or is non-existent, throughout the life of the campaign.

E. PROPOSAL STRATEGY/METHODOLOGY



2. Monitoring all expenses using checkpoints - We will integrate checkpoints into the campaign that are analyzed monthly and prepared for review with the San Juan team. That will help us to properly evaluate the plan, its strategies, timelines and budgets, and determine how to optimize the following month in relation to overall budget and time remaining for the initial run of the campaign. This approach allows us to adjust the plan on the fly without affecting the overall budget.
3. Using change control systems - Depending on the type of project we are working on, we implement this cost control strategy to account for any changes that might have a large impact on the budget. We do not anticipate this being an issue for the San Juan County campaign because each strategy is carefully structured to be a monthly adjustable budget, or a one-time strategy that will have the flexibility of being cancelled or modified without risk to increasing the budget.
4. Having time management - This is always an important component to every project. For most, if not all, of the aspects of the San Juan County campaign we will be working under a fixed rate with clearly defined "scope creep" allowances so that the San Juan team will be aware of time and budget considerations throughout the campaign. This is also a critical cost control method that can keep the expenses of a project down by meeting project deadlines. We pride ourselves on never missing deadlines due to anything within our control. When we set a deadline we take everything into account and do whatever it takes to meet that deadline.
5. Tracking earned value or ROI - For many of the strategies we employ for the San Juan County campaign we will be able to quantify activity and results. Through clicks, visits or impressions. However there will be some strategies that will be more difficult to quantify (such as a community event). Ultimately, the most effective ROI will be evidence of a consistent and ongoing uptick in cancer screening participation. We could also consider sending out a survey every quarter to evaluate if our target audience has seen our campaign and where.

Advantages:

- 1) Because of our extensive experience working with cities and counties across Utah, including our work with the Utah Association of Counties and the Six County Association of Governments, we understand the nuances of local governments, their constituencies and the unique characteristics that define each individual area.
- 2) We have been providing marketing and advertising for our government clientele for 29+ years. That means we understand traditional, old-school approaches as well as how to effectively navigate our digital world. This allows us to provide and recommend approaches that we think will resonate with the intended demographics of this campaign and ultimately make it much more successful.
- 3) In addition to marketing and advertising, we specialize in public outreach and community engagement. We have produced dozens of brands and campaigns based on extensive outreach strategies designed and executed to ensure that the community feels heard and listened to, and that their voice is becomes authentically instrumental in whatever campaign we are working on.
- 4) We are brilliantly creative and will design out a campaign that resonates emotionally and authentically with the various demographics of our target audience. We realize that the age groups of our segmented audiences is extensive, therefore, the design of assets for each channel will need to be nuanced and appropriate for that particular channel. We are fluent in designing campaigns thoughtfully and carefully so as to take into account intrinsic preferences of each demographic.
- 5) We know how to develop marketing plans and strategies that customized and relevant to each client and initiative. We never cookie cutter an approach. That just isn't in our nature. The marketing plan we develop for San Juan County will be thoughtfully and carefully crafted to take into account every nuance and dynamic relevant to the sensitive nature of the subject matter and the disparate audiences we need to connect with.
- 6) We are prudent with budgets. We understand that funds allocated for initiatives like the one for San Juan County need to be carefully managed and strategically optimized so that every dollar is accounted for and spent wisely and economically.



FORM FEE PROPOSAL

HOURLY RATE SCHEDULE AS REQUESTED IN RFP

PROJECT DETAILS AND LOGISTICS

SCOPE + DELIVERABLES + PRICING



FORM FEE PROPOSAL	
	Total Cost
Cost for services described in the scope of work (Year 1)	\$48,000
Grand Totals:	\$48,000

FORM RATE SCHEDULE	
	Hourly Rate
Brett Palmer (Blended Rate)	\$125
Nicole Allen (Blended Rate)	\$125
Tonya Papanikolas (Blended Rate)	\$125
Katie Strauss (Blended Rate)	\$125
Abigail Fein (Blended Rate)	\$125



THANK YOU FOR YOUR CONSIDERATION

Brett Palmer

President

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