Company Profile.

HI THERE! WE’RE BIGFISH CREATIVE GROUP

A Little About Us

At Bigfish, finding innovative ways to meet our clients’ challenges is what gets us out of bed in the morning. Figuring out how to meet those challenges in a way that encourages growth and partnership on all sides, well, that’s what keeps us coming back for more. Our clients’ success is as important to us as our own and we believe that success stems from more than delivering a solution, it comes from approaching challenges as a strategic ally to our clients and finding a holistic answer to every problem.

The Bigfish personality is contagious. Our team is made up of the best and brightest. We don’t back down from a challenge and we approach every situation with experience and strategic insight. We’ve been there and done it and don’t call it a day until we can call it a success.

Now Let’s Talk Us + You

At Bigfish, branding is what we live, eat, drink, and sleep. For us, brand strategy workshops are kind of like a Rocky-style training montage, including punching sides of beef. Why are we so intense when it comes to perfecting our clients’ brands? Because we believe that what a brand projects to stakeholders is just that important. Branding isn’t about a new color palette and a pretty website. It’s about integrating heritage, reputation, and capabilities, and creating a brand unmistakably imbued with those elements. Branding isn’t a side line or a hobby for us, it’s our profession. We want everyone to be as excited about the Town of Cary as you are. And why shouldn’t they be? A quaint small town feel with the amenities, business incentives, and skilled labor of a big city.

We’re located in Scottsdale, Arizona, so we don’t just understand a town rebranding itself, we live it every day. Scottsdale has gone from a dusty Phoenix metro area town where summer temperatures regularly reach 120°F, to being a luxury vacation and residential destination. Not to mention the massive growth in tech companies opening offices in the Phoenix metro area, rather than California.

We think that we can help you turn the Town of Cary into the next Scottsdale. Ok, maybe not Scottsdale – because the Town of Cary has way more to offer than Scottsdale initially did. Plus, your summer temperatures don’t cause airports to shut down, so by our count, you’re already ahead of the game.
Company Profile.
ABOUT BIGFISH CREATIVE GROUP

THE BASICS
Bigfish Creative Group
7000 East 1st Avenue
Scottsdale, Arizona 85251
thinkbigfish.com

Joe Pizzimenti, Owner
joe@thinkbigfish.com
480.355.2550

Social Media
Facebook https://www.facebook.com/BigfishCreativeGroup
Instagram https://www.instagram.com/bigfishcreativegroup/
Twitter https://twitter.com/think_bigfish
LinkedIn https://www.linkedin.com/company-beta/733898/
Vimeo https://vimeo.com/bigfish

OUR OWNERSHIP
Limited Liability Corporation.
No parent company or pending ownership changes.

LICENSING
Got it.
Bigfish is fully able to do business in North Carolina based on the information provided to us by the Economic Development Partnership of North Carolina.

FINANCIAL & STABILITY STATUS
Good to Excellent.
Bigfish has been in business since 2006 with continued profitability and business stability since founding.

BRANDING PROJECT MANAGER
Kathryn Jarosz, Brand Strategist + Account Manager
kathryn@thinkbigfish.com
480.355.2555
Section 2

Branding Project Team Members.

PRIMARY TEAM MEMBER BIOS

Kathryn Jarosz
Brand Strategist

Kevin Cornwell
Design Director

Mike Passalacqua
Senior Copywriter

Knowing where, or how, Kevin conceives his creative ideas may be impossible. With his unparalleled inventiveness, Kevin is the creative heart of Bigfish, guiding our campaigns with a skillful hand and expert vision. Kevin leads the agency's talented design team and has provided direction and oversight on ALL of our brand identity, print, digital, web, television, radio and video creative since Bigfish's inception.

Since graduation from the prestigious Art Center College of Design in Pasadena nearly 20 years ago, Kevin has held a senior role in developing award winning creative solutions for major brands such as 20th Century Fox, Bissell, NBA, Levis, MTV, Chrysler, Kraft, eBay, Act!, Cisco Systems, Riverbed, and Pacific Life among others.

Kevin would be responsible for producing 25% of the work scoped within this RFQ.

Mike's strength as a writer and strategist lies in his ability to boil messaging down to easily digestible, yet compelling installments. From white paper to subject line, Mike strives to get more from less.

Mike has used his writing talents to help create the brand voice for many of Bigfish's clients. Some of these clients include:

- Sage Software
- Mist Pharmaceuticals
- WorldatWork
- Swiftpage (Act!, Saleslogix)
- BASIS.ed
- Pacific Life (Imagine Life)
- P.B. Bell
- DMB Associates (Verrado, Marley Park)
- PopHealthCare
- MedImpact (Vpx)
- Partners In Action
- ServiceArizona

Mike would be responsible for producing 10% of the work scoped within this RFQ.

Kathryn's branding experience in is rooted in a diverse and ever expanding field of knowledge. Specialties include brand development and implementation, positioning and marketing message development, and marketing campaign strategy.

As part of the Bigfish team, Kathryn has lead or co-lead branding initiatives for many clients over the past five years. Highlights include:

- Cisco Systems (Cisco Sprint, Cisco Radius)
- Riverbed (Riverbed Reach)
- WorldatWork
- Swiftpage (Act!, Saleslogix)
- BASIS.ed
- Pacific Life (Imagine Life)
- P.B. Bell
- DMB Associates (Verrado, Marley Park)
- PopHealthCare
- Partners In Action
- ServiceArizona

Kathryn would be responsible for producing 65% of the work scoped within this RFQ.

Mike’s strength as a writer and strategist lies in his ability to boil messaging down to easily digestible, yet compelling installments. From white paper to subject line, Mike strives to get more from less.

Mike has used his writing talents to help create the brand voice for many of Bigfish's clients. Some of these clients include:

- Sage Software
- Mist Pharmaceuticals
- WorldatWork
- Swiftpage (Act!, Saleslogix)
- BASIS.ed
- Pacific Life (Imagine Life)
- P.B. Bell
- DMB Associates (Verrado, Marley Park)
- PopHealthCare
- Partners In Action
- ServiceArizona

Mike would be responsible for producing 10% of the work scoped within this RFQ.
In essence, a brand is synonymous with reputation and should therefore reflect the mission, values, and vision of the company it represents. This is the mindset with which Bigfish approaches all brand strategy projects. Through years of experience working with dozens of brands, we have developed the following process for creating and articulating our clients’ brands:

A company’s brand is far more than a logo or a website.
Services to be Performed.
OUR APPROACH TO BRAND STRATEGY

Kickoff Meeting
During the kickoff meeting we will communicate the project approach, deliverables and expectations, goals and objectives, outline roles and responsibilities, and begin to gather relevant background information. It is at this stage that we articulate the importance of client participation in the branding process in order to ensure that the resulting new/evolved brand is distinctive, meaningful, and authentic to the client.

Stakeholder Interviews
Following the kickoff meeting, we continue our information gathering process through stakeholder interviews. Bigfish strategists will collaborate with the client team to conduct one-on-one interviews of key stakeholders.

Marketplace Review
In conjunction with the stakeholder interviews, the Bigfish team will research and review current market trends, customer information, competitive detail, existing client marketing materials, brand and product positioning, and other available strategic information. Focus groups can be run at this time to ensure that customer feedback is top of mind when assessing the brand.

Deliverables
Brand intelligence provides the client with an independent perspective developed in the context of a strategic communications initiative. Findings will be used to develop key insights and a series of verbal and visual exercises to be presented during the brand strategy workshop. Additionally, a competitive and current state findings document will be delivered to the client at the close of this phase.
Services to be Performed.

OUR APPLROACH TO BRAND STRATEGY

Brand Platform Development
Brand platform development precedes the brand strategy workshop and reflects our perspective and hypothesis as it relates to brand possibilities. Concepts on the brand dimensions and promise will be presented to the client during the brand strategy workshop and will be open to revisions and feedback from the client during the meeting and afterwards.

Brand Strategy Workshop
The brand strategy workshop is a full-day, highly interactive event that includes cross-functional members of the client leadership team. The workshop agenda includes a series of engaging verbal and visual exercises designed to stimulate client discussion and consensus around the most authentic, distinctive and meaningful attributes of the brand. During the brand strategy workshop we review, edit, and ratify the brand dimensions and promise as a team and welcome all input and feedback from workshop participants.

Deliverables
At the conclusion of this phase, Bigfish will present the client team with a comprehensive brand platform. The brand platform is a visual document that summarizes the results of the brand intelligence phase and the outcomes of the brand strategy workshop. The brand platform document serves as a critical tool for educating internal team members and external partners responsible for implementing the launch plan and all ongoing communications across touch points. The brand platform document also contains the high level positioning statement for the brand that will guide the direction of all future deliverables.
Identity & Taglines
Based on the results of the brand strategy workshop, Bigfish will evaluate the alignment of the client's existing logo and tagline against the goals and objectives of the client.

It is Bigfish's belief that a tagline and logo change is strategically sound when there is little or negative brand equity in an existing tagline or logo, the existing tagline or logo causes confusion in the marketplace, and a change in brand direction warrants a realignment of the tagline or logo.

The newly created brand platform informs Bigfish's tagline and logo development process. Our goal is to ensure the final tagline and logo verbally and visually achieves the client's strategic objectives for a shift in, or expansion of, brand identity.

Deliverables
Bigfish will deliver at least three logo and tagline options for the client to review in the first round. In the second round, we will take into account input from the first round and narrow the choices of logos and taglines. If the feedback warrants, Bigfish will develop new logos and taglines for this round. The third round will be a confirmation of the harmony between the logo and tagline and should only result in minor revisions to bring it to a place of finalization.

We will evaluate all taglines and logos for fit based on various criteria, including:
- Alignment with strategic brand platform and portfolio strategy
- Marketplace relevance
- Distinction from the competitive set
- Visual appeal
Services to be Performed.

OUR APPROACH TO BRAND STRATEGY

Sensory Strategy Development
The Sensory Strategy Development Phase is when the visual aspects of the new/evolved brand come to life and guidelines are put in place in order to ensure consistent representation of the brand in the future.

Brand Voice and Tone Guidelines
In order to support the outcome of the brand strategy platform development and facilitate the consistent and cohesive representation of the brand in the marketplace, the agency will create a brand voice and tone guidelines document that will provide direction for all writing and content creation. The brand tone guidelines will include, but are not limited to, direction on:
- Brand positioning statement
- Social media, website, marketing assets, writing personas and characterization
- Overarching external voice and tone
- Internal messaging and tone
- Messaging architecture
- Key marketing messaging

Brand Standards Guide
A brand standards guide will ensure that the brand is consistently visually represented across all platforms. The brand standards guide may include visual direction for the brand, logo treatment, primary and secondary color palettes and application, initial visual elements (e.g., CTA buttons, form labels, etc.), sample applications/layouts of fonts, colors and imagery, and usage guidelines.
Services to be Performed.

OUR APPROACH TO BRAND STRATEGY

**Brand Planning**
Bigfish will develop a comprehensive brand roadmap detailing the strategy and phases for launching and/or transitioning equities from an existing brand to the new brand and identifying the communication channels, tactics, timing and budgets required to successfully introduce the brand to internal and external audiences.

**Deliverables**
Elements of the Brand Planning Roadmap may include but are not limited to internal brand roll-out meetings, employee communication, external transitional and launch message development, guerrilla marketing campaign ideas, communications toolkit, website redesign, and marketing collateral materials and apparel.

All internal and external communications recommendations will be considered in the context of one another and will be supported by detailed tactical recommendations, timing and budgets.
Services to be Performed.

OUR APPROACH TO BRAND STRATEGY

Brand Implementation
The brand planning roadmap outlines all steps deemed necessary for a successful launch into the marketplace. From there, Bigfish will work closely with the client to launch items outlined within the roadmap. As the final step in the brand strategy process, Bigfish will begin creating the items needed to implement an organizational brand awareness marketing campaign.

Deliverables
Based on the ask of the RFQ, Bigfish will work closely with the client to develop the creative assets for a brand awareness marketing campaign that includes multi-piece collateral design and copywriting. This collateral piece will be determined in the brand planning phase. The fees outlined in Section 6 of this RFQ accommodate 175 hours of Agency time. The scope of the Brand Implementation Phase can be renegotiated if the collateral ask is significantly smaller or larger than the original 175 hours scoped.
**Samples From Our Collection.**

**MARLEY PARK**

**Determining Success:** Marley Park is a master planned community located in Surprise, Arizona. Bigfish was asked to establish a clearly articulated and compelling brand complete with imagery, messaging, and marketing materials.

We believe a well-executed brand strategy:
- Presents consistent visual and verbal messages across touch points
- Cuts through the clutter of commoditized sameness
- Simplifies complexities
- Focuses less on rational offerings and more on stakeholder benefits
- Taps into emotional drivers
- Builds trust and reduces risk
- Adds meaningful value

Brands that meaningfully and authentically communicate with their target audiences build significant, intangible value in every case.

**The Results:** Bigfish successfully branded the community as the ideal residence for young and old families alike.

Marley Park’s branding occurred in early 2013, when Arizona was still reeling from the housing market collapse and was still far from recovery. It was at this time that Bigfish was tasked with the almost insurmountable ask of helping a community located in a perceived as not ideal location brand itself as the perfect place for both young and old families. We set about shooting custom photography, creating a new logo and messaging, as well as developing key marketing assets, such as a website, commercial video, and digital and traditional media.

Marley Park saw immediate success with the branding efforts. Inquiries about new homes and the communities came pouring in, and the once retiree-only community of Surprise started getting a “younger” reputation. Moreover, the Marley Park brand and website that Bigfish developed has been able to stay relevant and evolve with the community as it continues to grow.

[MarleyPark.com](http://MarleyPark.com)
Samples From Our Collection.

PACIFIC LIFE – “IMAGINE LIFE”

Determining Success: A professional look and continuity of messaging that provides clarity of purpose and promotes audience interest.

Pacific Life engaged with Bigfish in order to develop a digital media campaign aimed at targeting both existing and new customer audiences. Although Pacific Life is a Fortune 500 company, there was significant data indicating that their target audience was unaware of the spectrum of financial products that Pacific Life offers, instead viewing the company solely as a life insurance provider. In order to engage and educate the target audience, Bigfish developed a new customer facing brand, a full digital media plan, and a corresponding microsite (ImagineLife.com).

We believe a defining element of a successful brand communication strategy is its ability to meet the objectives put forth by the client. While there are high level goals that are associated with any brand communication strategy, (i.e. building awareness and understanding of a brand both internally and externally, setting the stage for the successful launch of the brand and clearly articulating the company offerings), each company that chooses to focus on communication of their brand is doing so for unique reasons and therefore success metrics will need to be crafted for that company’s individual goals.

The Results: Brand perception testing done over the course of the yearlong campaign revealed that individuals who had been exposed to the updated brand via ads and/or the Imagine Life microsite had a notably more positive view of Pacific Life than they had prior to exposure to the campaign.

Advertising
- Overall, the digital media campaign was extremely successful resulting in more than 89 million impressions and over 11 million interactions with the ads.
- Of the nearly 19.5 million video views, there were 10.6 million video completions, meaning that users watched the video in its entirety. This equates to an average video completion rate of 54.59%, a higher than average completion rate.
- The personas were very receptive to all creative, with exceedingly high click through rates in comparison to industry average.

Microsite
- In total, advertising drove more than 570,000 visits to the microsite, with more than 38,000 return visits.
- There was a total of nearly 25,000 total interactions on the microsite. All personas were extremely engaged, with average interaction rates no less than 2 times the industry average for conversion rates.
Samples From Our Collection.

ACT!

Determining Success: Act! came to Bigfish wanting to develop an authentic and relevant identity that enabled customers and the community to easily understand the Act! vision, values, goals, and uniqueness.

In order to establish an authentic and relevant identity in the marketplace, Bigfish believes that a company’s brand must embody three main elements. The brand must be distinctive – meaning that it must present a unique message to its audience. The brand must be authentic – meaning that the brand must be true to its roots and its core beliefs in order to establish trust with its audience base. And finally, the brand must be meaningful – meaning that the message of the brand must communicate something that its audience is interested in hearing and presents value to them. All three elements must be present in order for a brand to succeed.

Bigfish has worked with the Act! brand for the past decade, transforming it multiple times to reflect changes in leadership, ownership, and direction – each time turning the brand into something new and unexpected while never losing the authenticity, heritage, and familiarity of the original Act! brand. The following results are based on a recent rebranding of Act! where Bigfish was engaged to develop a comprehensive branding, digital and demand generation strategy, following a recent acquisition and in support of an impending product launch.

The Results: The critical components of the Act! solution, including a new brand look and feel, rethought messaging, and a fully redesigned website, were delivered in time to successfully support the client’s launch deadline.

As a result of implementing its comprehensive digital demand and commerce solution, Act! was able to far exceed its stated business objectives:

• Develop and articulate a unique, clear positioning for the brand across all marketing efforts,
• Grow cloud subscription base to be nearly 70% of the business,
• Bring new audiences into the customer base and grow database through prospecting efforts – appealing to a younger generation without losing the heritage of Act!’s 30 year history,
• Update trial experience and simply path to purchase.

Act.com
References.
PEOPLE WHO SAY NICE THINGS ABOUT US

Riverbed
680 Folsom Street
San Francisco, CA 94107

Dara Schulenberg
Manager, Global Channel Marketing
(480) 213-0482
dara.schulenberg@riverbed.com

Contract period: 2015 – Present
Scope of work: Branding, copywriting, and design of the global channel partner Riverbed Reach platform, Riverbed marketing campaign strategies, copywriting, design, development, and implementation.

Comments: We are one of four agencies that Riverbed works with globally. With Riverbed, our primary tasks fall under marketing strategy and branding, copy, and design for distribution and channel partner marketing assets.

BASIS.ed
7975 North Hayden Road
Scottsdale, AZ 85258

Matthew New
Chief Information Officer
(480) 289-2088 x 220
matthew.new@basised.com

Contract period: 2016 – Present
Scope of work: Rebrand and design and development of parent company (BASIS.ed) and all U.S. based charter schools.
Comments: This engagement is ongoing and consists of the design, copywriting, and implementation of more than 30 websites and campaign collateral.

ACT!
8800 North Gainey Center Drive, Suite 200
Scottsdale, AZ 85258

Kevin Myers
Chief Marketing Officer
(602) 705-3454
kevin@kevinmyers.com

Contract period: 2004 – Present
Scope of work: Agency of Record handling the following project types, among others: multiple rebranding engagements, production of marketing collateral, campaign strategy, trade show assets, messaging, and communications materials.
Comments: Our primary client contact, Kevin Myers was present for a majority of those years, but is no longer with the company.
LAWSUITS AND ADMINISTRATIVE CLAIMS. 

Clean as a whistle.

Bigfish helps brands overcome challenges. That might mean refreshing a look and feel, driving changes in audience perceptions and behaviors, building brand awareness, or developing trust. We believe that any and every interface with your brand can and should be compelling.

Importantly, the Bigfish recipe is based on never settling. We ask questions and listen up, then we persevere until we hit pay dirt. We don’t look for the easy answers, we look for the right ones.

For our clients, our approach means they are left happy and coming back for more. For us, our approach means no lawsuits or administrative claims – just a bunch of satisfied customers.
We have not yet had the pleasure to work with the Town of Cary or the Cary Chamber of Commerce, but Bigfish Creative Group is honored to submit our name for your consideration.

Our core expertise as an agency is in brand development. We have created and reimagined numerous successful brands for organizations across verticals, and are poised to help tell the story of the Town of Cary. Beyond our branding experience, it's our approach as a marketing partner that sets us apart. Our team prides itself on working in concert with our clients to create meaningful value. We dedicate ourselves to achieving our partner's goals, caring for their brands and improving their customer experiences through our service offerings.

We would be excited to partner with the Town of Cary to develop and launch a new brand that is focused on achieving the town's vision of influencing the perception of Cary, North Carolina.

Kind regards,

Joe Pizzimenti, Owner
480-355-2550
joe@thinkbigfish.com
## Cost Proposal.

### Project Fees and Payment Terms

### Project Fees

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Intelligence</td>
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<td>Brand Platform Development</td>
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<td>Brand Identity</td>
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<td>Sensory Strategy Development</td>
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<td>Brand Planning</td>
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<td>Brand Implementation</td>
<td>$26,250</td>
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<tr>
<td>Travel Expenses (3 team members, 2 times during engagement)</td>
<td>$5,000</td>
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### Total Project Fees

**$90,050**

### Payment Terms

Payment terms are Net 30 and are invoiced at the completion of each phase outlined above.

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Section 6
Cost Proposal.

PROJECT AND HOURLY RATE CARD

Project Rates

Unless otherwise stated, all Bigfish projects, including those scoped within this RFQ, are scoped at $150/hour. Although many of our individual service rates are higher than our project rate, having a project scoped and time-framed ahead of project kickoff allows our agency to operate more efficiently and distribute work appropriate to team bandwidth. Essentially, we do it as a way to say 'thank you' to our clients that help keep us sane.

Hourly Rates

Hourly rates are billed in 15 minute increments, and all work that occurs at an hourly rate is estimated, provided to the client, and agreed upon before execution of work. For our clients wishing to engage in more than 25 hours per ask of additional work outside of the scoped arrangement, we provide a Blended Hourly Service Rate of $150/hour for all services provided. On an hour by hour basis, our rates are as follows:

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Brand Strategy</td>
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<td>Marketing Strategy</td>
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<td>Creative Direction</td>
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<td>Junior Account Management</td>
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<td>Graphic Design</td>
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<td>Copywriting</td>
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<td>Digital Media</td>
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<td>Video Production</td>
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<td>Public Relations</td>
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<td>Research</td>
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<tr>
<td>Social Media</td>
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<td>Web Development</td>
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<td>QA</td>
<td>$125</td>
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</table>

Blended Hourly Service Rate (given when the client ask is estimated to take more than 25 hours of agency time) $150
Per the RFO, the activities outlined within this response have been adjusted to fit Town of Cary’s stated branding start date of January 2, 2018. The table below illustrates high-level timing for the activities associated with the engagement. The timing outlined below is dependent upon the Town of Cary’s availability and adherence to review deadlines. A detailed production schedule will be submitted to the Town of Cary team upon selection.

<table>
<thead>
<tr>
<th>Brand Intelligence</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>Brand Platform Development</td>
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<td>Brand Planning</td>
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<td>Brand Implementation</td>
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</tbody>
</table>
THANK YOU

Joe Pizzimenti
Owner
joe@thinkbigfish.com

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p. 480-355-2550

thinkbigfish.com