



**Proposal for Branding and Logo Development
& Communication Plan/Marketing Strategy**

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PROPOSAL INTRODUCTION:

The JPG Group is pleased to present this proposal to assist the Aviation Collaborative's effort to establish a brand identity and marketing strategy to help the region grow the aviation sector. JPG has been involved in many aviation and airport marketing campaigns in the past and has a good understanding of the collaborative's needs and expectations. In addition to answering the stated RFP questions we would hope that we could meet with the collaborative committee to share our initial thoughts on a marketing strategy. One good idea can be the basis for shaping and launching these efforts in a positive and productive direction.

QUESTION 1. NUMBER OF MEETINGS WITH THE COLLABORATIVE?

ANSWER:

We anticipate three main meetings with the collaborative after we are hopefully hired. The first meeting will be a "core dump" meeting to flush out all thoughts and ideas for a brand identity and ideas for a marketing strategy and a directional outline for the Communications Plan. The second meeting will be the presentation of the draft Communications Plan and Marketing Strategy. The third meeting we will review the logo candidates. An additional follow up meeting will also be scheduled as needed.

QUESTION 2. TOTAL HOURS FOR THE PROJECTS?

ANSWER:

Brand Development and Logo: 60 hours at \$80.00/hour
Communications Plan and Marketing Strategy: 80 hours @ \$125.00/hour

QUESTION 3. DELIVERABLES?

ANSWER:

The brand and logo project will include an initial round of logo choices along with a positioning statement (tagline) to support the logo. The winning logo and tagline will be graphically designed and delivered in a digital format for use among the collaborative members. With the logo, there will be a graphic standards manual, which will outline specific PMS colors and graphic use standards. The selected logo/brand will become the exclusive property of the collaborative. Regarding the Communication Plan and Marketing Strategy we will provide three bound copies of the plan and a digital file of the plan. The Communication Plan and Marketing Strategy serve as a blueprint for targeting and communicating with specific aviation industry prospects.

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WITHIN THE PLAN THE FOLLOWING AREAS WILL BE DEVELOPED.

1. Vision statement
2. Develop a list of targeted industries and contact names
3. Strategy and program for reaching targeted individuals
4. Measurement tools for recording contacts made and follow up action required
5. Optional advertising plan and budget
6. Communication strategy and plan for reaching stakeholders, elected officials and others
7. Annual benchmarks and progress
8. Social Media campaign
9. Annual budget

TOTAL COST FOR BOTH PROJECTS: \$14,800

WORK EXPERIENCE:

The main project leader on these two projects will be the company President, Jim Glowacki. Besides being a pilot for over 40 years and having owned and leased aircrafts, Jim has carved out an extensive career in launching new initiatives and businesses. Over the years, Jim has been involved with developing recruitment packages for the former Norwest Airlines projects in Duluth and Hibbing, developed a “Fly Local” campaign for Northeast Minnesota, successfully developed AIR-21 grants for local airports, lobbied in St. Paul and Washington for airport funding, and developed strategies and programs to win more flights for the Iron Range Regional Airport. Others who will assist with this effort will include different staff of the JPG Group to help with creative development, research and administrative support. A sample of logo work has been included. More specific background information on JPG personnel can be found at www.jpgonline.com



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Other JPG Group Branding Experience Samples

