



GRAPHIC DESIGN/ CREATIVE SERVICES PROPOSAL

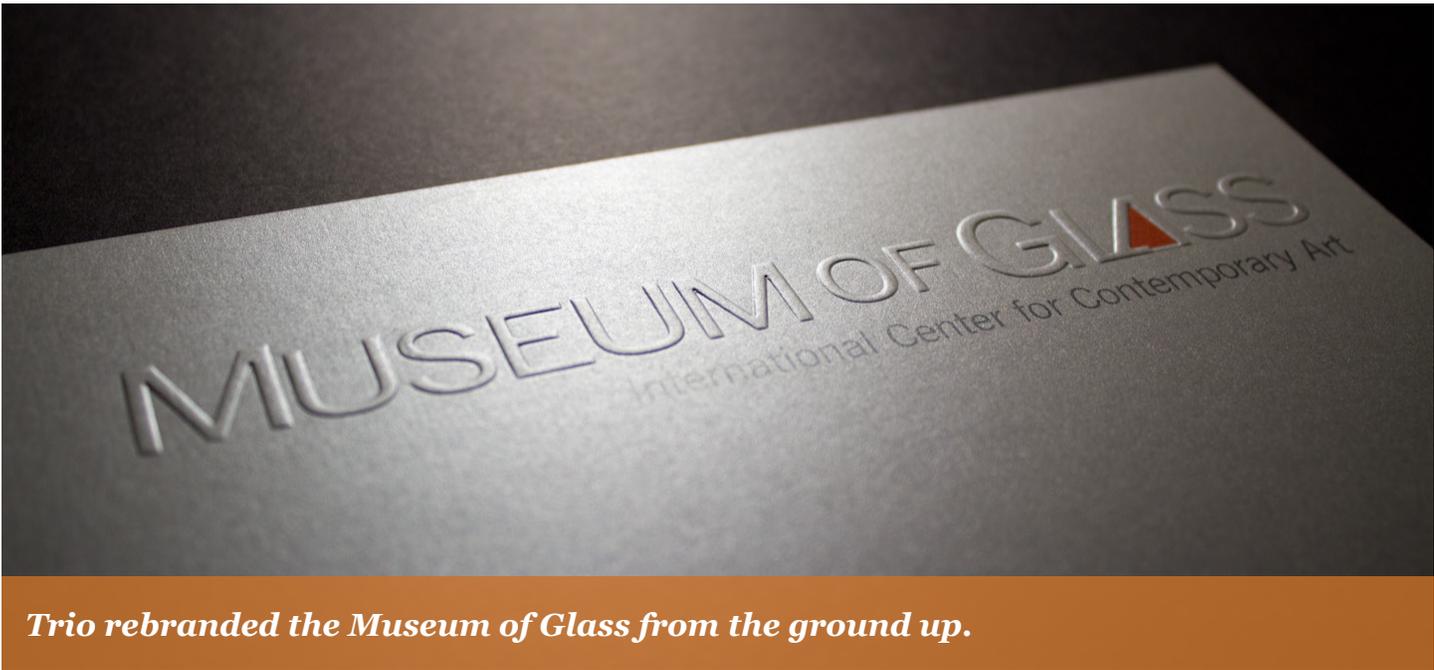
PREPARED FOR:

Point Defiance Zoo & Aquarium/
Northwest Trek
5400 North Pearl Street Tacoma, WA 98407

PREPARED BY:

Trio Native American Enterprises
239 SW 41st Street Renton, WA 98057
(206) 728-8181
www.trionae.com

View the digital proposal and more online: www.trionae.com/pdza-proposal



Trio rebranded the Museum of Glass from the ground up.

SO WHO IS TRIO NAE?

Trio NAE is a full-service marketing communications agency that assists its clients in successfully bringing their unique voices to the marketplace.

We think strategically, then turn strategies into actions that deliver core messages to target constituencies in any platform—from digital to physical. A small agency with big-project experience, Trio NAE has worked with clients from the Seattle Mariners to a variety of government agencies and from consumer goods to construction. We're effective, efficient, but never boring.

A STRONG & STABLE HISTORY

We've been in business as Trio NAE since 2000. Yet we can trace our history back to 1955 through Northwest Business Forms (NBF), which we acquired in 2001. By fusing NBF's deep expertise as a print and promotional products company with Trio's full-service marketing communications capabilities, our clients gain access to a complete range of services under one very convenient roof.

OUR CUSTOMIZED PROJECT TEAM CONCEPT

One of the keys to our success is Trio's customized team concept. We give you access to some of the top people in our industry: strategic planners, graphic designers, photographers, programmers, illustrators, creative media buyers, analysts, social media experts, printers, videographers, producers, and more—all working to make your project a success. But not every project needs all of this talent. So we custom pick the exact team that suits your project—and you pay only for the talent you need.

For this project, Jeff Quint will serve as primary account executive and contact person. Bob Pyle will act as secondary account executive. Depending upon the final scope and deliverables, Trio will assemble a team from our pool of readily available talent.



TRIO NATIVE AMERICAN ENTERPRISES

In business since 2001

A nationally-certified minority business enterprise

Recipient of the Seattle Mariners' 2013 Jackie Robinson Most Valuable Diverse Business Partner award



MEET YOUR CUSTOM TRIO NAE TEAM

EFFECTIVE MESSAGING, EFFICIENT TEAMWORK

We believe great work starts with smart people who can combine the soft touch of developing and delivering the right message to the right people with the hard strength of today's technology and analytics. That's why your Trio NAE team is always handpicked—to ensure that the smart people you need are on your side. From strategy and implementation to execution and monitoring, your project is in the very best hands at Trio NAE.

Jeff Quint and Dennis Brooks

Trio Principals

Both Jeff & Dennis:

- Are seasoned veterans of the advertising, marketing, graphic services and print/mail industries with 20+ years experience
- Prior to establishing Trio, worked with RR Donnelly, a global Fortune 500 company providing comprehensive services to the printing and publishing industries
- Offer sales, sales management & vertical support expertise
- Have helped clients use the latest technologies to significantly reduce marketing and printing costs

In addition, Jeff Quint:

- Has deep experience working with large healthcare clients, especially multi-facility and multi-state healthcare systems, to successfully streamline and integrate their document delivery programs
- Provides creative solutions to support client outreach efforts and charitable endeavors

EXPERIENCE MUSIC PROJECT

Trio designed a comprehensive marketing campaign to reposition the museum as a local attraction, nearly doubling membership and attendance.

- Has special expertise in creating marketing and promotional programs for government/financial and non-profit institutions
- Is adept at assisting non-profit organizations in development, membership, and charitable giving efforts
- In recognition of such efforts, Jeff was recruited to join the board of the Greater Metro Parks Foundation by Metro Parks Tacoma in 2007; he is currently serving as Communications Committee Chair

In addition, Dennis Brooks:

- Offers wide-ranging expertise working with clients in banking and insurance and has managed teams supporting clients such as Bank of America, Wells Fargo, American Express, Blue Cross and Blue Shield, and Citibank
- Managed RR Donnelly's third largest U.S. region
- Has served on the Board of the Minority Business Action Committee (MBAC), a PAC which promotes supplier diversity in Washington State
- Recently completed graduate studies for minority business executives at the University of Washington Foster School of Business

Robert M. Pyle

Senior Vice President, Account Management

- A veteran of the ad agency business, Bob provides expertise in all phases of the business
- Bob manages every aspect of Trio's relationship with its clients
- Focus, dependability, accountability and longevity is a Bob Pyle mantra
- Provides strategic and messaging planning and oversees all aspects of messaging execution
- Bob can be found cheering on his alma mater, the University of Oregon, or serving of various community committees and associations

Matt Warner

Creative Director

- An award-winning brand aesthetician and image-maker, Matt is known for a big-picture, strategic, educational and sensible approach
- Before joining Trio, Matt was Design Director at Publicis in the West, the world's 3rd largest, globally networked agency
- At Publicis, Matt built an in-house design group from the ground up, guiding the team in a practice of brand integration across the client base
- His creative thinking spans from planning and strategy, to PR, digital, design and advertising
- Matt has worked with clients like T-Mobile, Washington's Lottery, Safeco Insurance, Jobster, Dish Network and American Ski Company as well as Nike Design, Adidas, Sandstrom Design, and Wieden + Kennedy

Ricardo Ibarra

Art Director

- Ricardo crafts unique and compelling creative solutions for Trio's many clients drawing on his decade of creative design experience
- Specialties include: branding and identity, graphic design, and website development
- A creative jack-of-all-trades, he has also served as a content producer, brand builder, and marketing consultant for a wide range of clients
- Like a little science with your art? Ricardo's your man with a degree in biology from the University of Washington
- He serves as board secretary of FIUTS, a nonprofit that supports global citizenship and the international student population at the UW.

Kevin Rankin

Web Producer and Developer

- With 15 years in digital media development, Kevin moves fast to keep up with the ever-changing environment of online marketing
- He excels at engineering websites to accommodate social media networks, search engine optimization (SEO), and targeted keyword selection
- Master of the Adobe Creative Suite software tools
- This certified designer and developer also has a sociology degree—ensuring that human concerns never get lost in the digital realm

Trevor Amack

Augmented Reality Strategist

Senior Account Executive

- Trevor spearheads Trio's augmented reality development
- He is an expert at helping clients leverage their existing brand assets in the digital sphere
- As account executive, Trevor brings over 10 years of experience managing complex projects for Trio's clients
- Excels at balancing all facets and team members of a project to remain on time, and on budget

Kyle Justice

Producer and Videographer

- For over 20 years, Kyle has been a top electronic content producer creating exceptional video work
- He's worked with networks like ESPN, National Geographic, the Family Channel, and the Outdoor Channel
- Credits include over 10 documentaries and television specials
- Adept at capturing the tone and message of any project and communicating those nuances to viewers

Angelika Neumann

Media Buyer

- Angelika began her media career at J. Walter Thompson in Los Angeles working on 20th Century Fox, Vons Supermarkets, Mexicana Airlines and Allied Signal Aerospace
- She served as key planner on the Infiniti auto account at Hill, Holliday & Connors
- She also worked on prestigious accounts like Paramount Home Video, Samuel Goldwyn Pictures, LA County Museum, del Taco and The Union Rescue Mission
- Back home in the northwest, Angelika served in the Corporate Advertising Department at Tektronix and at the Borders, Perrin & Norrande agency on the Columbia Sportswear, WYSE Technology and U.S. Bank accounts
- Angelika plans efficient media buys for Trio clients, stretching their budgets and helping them communicate with their target audiences like a boss

Maggie Palmer

Social Media Strategist

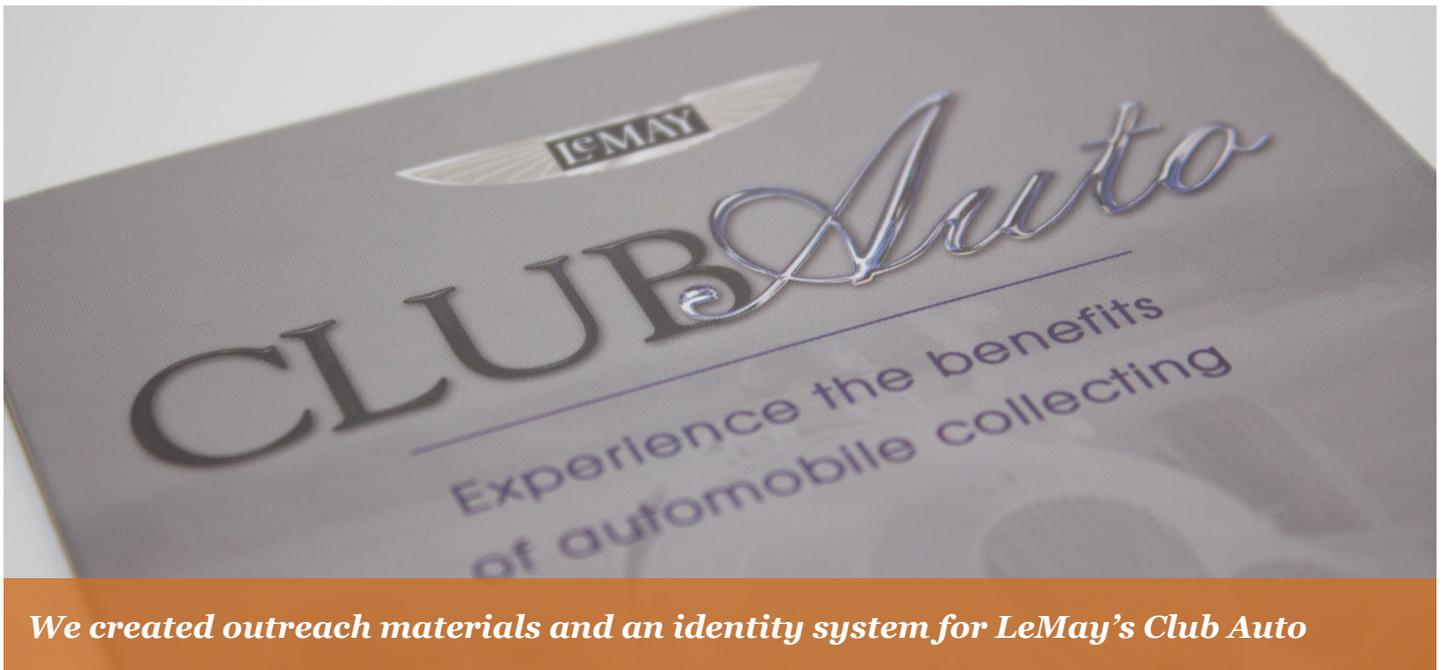
Media & Public Relations

- Maggie provides Trio clients with Media 2.0—social media, blogger outreach, public relations, viral marketing and more
- She develops social strategies to attract the right customers and helps clients reach their goals through strategic public relations campaigns and social media
- As a PR leader, Maggie gets ink—both traditional and digital—for Trio clients
- She is also adept at traditional PR, integrated marketing campaigns and copywriting designed to meet the specific need of SEO and web-based projects

Dan Prow

Graphic Design & Visual Branding

- Dan specializes in marketing design for brand building
- He assists Trio clients in developing company and product identity including naming, logo development, and taglines and slogans
- His award-winning designs have been seen on brochures, a wide range of collateral, advertisements, direct mail, packaging and point of purchase, signage and more
- Web sites and web applications, including interface design, is a specialty
- Dan's highly developed organizational ability also makes him ideal for assisting clients with visual branding toolboxes including standards guides and digital asset management



WHAT CAN WE DO FOR YOU?

A LOT. FOR INSTANCE, WE HAVE RECENTLY...

- Developed and produced integrated marketing campaigns
- Researched and planned communications strategies
- Developed positioning strategies
- Designed brand identities and taglines
- Launched new products and services
- Planned media—online and off
- Created and produced TV and video
- Built awesome websites
- Designed and produced successful print advertising
- Designed and produced print collateral including annual reports, brochures, promotional materials, and corporate communications of all kinds
- Created social media plans & social media buzz
- Engaged our clients' customers through cutting-edge augmented reality
- Designed and produced environmental graphics and displays
- Saved clients money by streamlining their processes
- And generally helped clients succeed at their marketing communications

We've recently built all these things and more for our clients. We can build what your project requires, too. Yet what we excel at—and one of the things we're known for—is building relationships. So we build relationships with our clients, with consumers, and with a wide variety of constituencies. We're ready to start building a relationship with your organization now.

LEMAY - AMERICA'S CAR MUSEUM

A slick auto-inspired chrome logo and redesigned outreach materials helped LeMay build their donor base.

OUR DEVELOPMENT PROCESS

We believe in putting first things first and never missing the details on the back end. That means every project starts with research. Research becomes strategy; strategy is turned into messaging and specific creative executions. Once the “creative” is ready, the message moves into the marketplace and is delivered to the target audience in whatever platform it takes—from digital to physical. Finally, we follow up with campaign results and discuss them with you.



Be assured that Trio NAE always works in close coordination with you, fusing our strategic, creative, and media strengths with your in-depth understanding to produce communications campaigns that succeed.

In a bit more detail, here’s how we envision that process playing out for the Point Defiance Zoo & Aquarium’s summer advertising campaign:

PHASE I: RESEARCH & STRATEGY

Cost Estimate: \$15,000-20,000

Because great communications start by understanding your goals and needs, we begin by asking questions. A lot of questions. We ask questions about previous outreach and marketing efforts and how success (or lack thereof) was measured. We ask about the messages that have been conveyed in the past and to whom. We work to understand your brand image, goals, audience, project parameters, and desired outcomes. We research your intended audiences, and study the competition. We define the communications problems and discover strategies for solving those problems effectively, efficiently, and memorably.

At this point, we will:

- Meet with PDZA leadership to determine campaign goals, audience segments, and define key performance indicators
- Review existing research, previous campaigns, and available media resources
- Research and evaluate the market environment, intended audiences, and identify outreach channels for the campaign
- Develop the campaign strategy to meet the project goals and select the custom team of experts who will be needed to carry out the strategy
- Create a cost estimate based on strategy and team member input
- Review this information with you for approval and/or revision
- Present a detailed schedule to guide the process

PHASE II: CONCEPT DEVELOPMENT

Cost Estimate: \$35,000-50,000

Here is where art meets strategy. Through the talents of our award-winning creative and media team, we develop the campaign's strategic messaging and ideas to visually (or otherwise) express them. From layout to colors to typestyles, everything is designed to meet your goals. Following our brainstorming process, the best ideas are developed into comprehensive design directions. We believe that media is creative, too. So at this same time, we develop a media plan to communicate with the target audiences.

At this point, we will provide:

- Details about the strategic messaging and any audience-specific themes.
- A media plan including TV and video, radio, online and social media, and augmented reality.
- Three to five creative concepts for evaluation including campaign name, tagline, identity system, image library and thematic elements
- A refined media plan and designs for the chosen direction

PHASE III: PROJECT MANAGEMENT, PRODUCTION MANAGEMENT & IMPLEMENTATION

No matter how detailed the planning or how exciting the creative, it's all a waste without the right execution. Now we sweat the details. We define and schedule the deliverables. We fully develop the creative. We buy media and schedule production to ensure everything stays on time and on budget.

Cost Estimate: We believe that each phase of a project should be informed by the previous phase. As such, we haven't provided a cost estimate for this section because the project scope and creative needs will be defined in the previous phases.

We envision a campaign for PDZA's summer attractions to include a blend of digital and physical collateral, with special emphasis on interactive media. At the core of our implementation phase is a robust digital presence for PDZA, with an augmented reality app as a cornerstone along with social media, web, and video.

Digital collateral

Today's customers of all ages are increasingly connected via smartphones, tablets, and social media. Trio harnesses cutting-edge technology tools and utilizes best practices to help brands deliver their message. Many digital channels offer a higher return-on-investment than their physical counterparts, and provide detailed reporting tools to measure how well each touch point is performing. The list below details the primary deliverables we see as critical to the success of this project.

- **Banner and hero images for the PDZA website** to introduce the campaign and feature associated park attractions.
- **Microsite design and development** for contests, promotions, landing pages, and campaign multimedia. In addition to the general information available at pdza.org, a campaign-themed microsite will serve as a digital hub for much of the digital content and strategy. For example, themed landing pages facilitate user action (sales, subscriptions, input forms) better than conventional website pages especially when used in combination with online advertising and social media. Another use would be to create audience-specific (e.g. youth clubs, schools, etc.) content silos to encourage site visitors to stay connected with the park when at home, or offer special

rates and promotions.

- **Online ad creative and copy** for display ads on popular social networks, community news sites and blogs, as well as search engine results pages.
- **E-mail newsletter design(s) and copy** to facilitate channel- and audience-specific messaging. Ongoing email campaigns help keep the park top-of-mind and drive visitors to the websites and social media.
- **Social media campaigns** designed to interact with kids and parents alike. Dynamic use of social media can include contests and quizzes, while building brand loyalty and sharing the voice of PDZA in a fun, approachable tone.
- **Radio and TV commercials** as part of the campaign media plan
- **Video optimized for online viewing** to support overall content development for the augmented reality app, social media, and the campaign microsite.
- **Augmented reality via a PDZA-branded app for iOS and Android devices.** Please read on for more about how augmented reality can provide a unique and engaging way to reach your customers.

Physical collateral

Even the most exciting digital collateral needs support in the real world from expertly crafted and executed physical pieces. We've included the following deliverables in our strategy for this campaign:

- Direct mail outreach
- Print marketing: postcards, posters, flyers, etc.
- Print ad creative and copy
- On-site environmental graphics and displays
- Visitor information and takeaways
- Promotional products such as apparel, giveaways, and gifts

With your approval of all deliverables and the final execution schedule:

- The campaign is "go!"
- Messages begin to go out into the marketplace
- We track results, report to you, and make adjustments if necessary

PHASE IV: OUTCOME EVALUATION

Cost Estimate: \$7,500

We don't leave you high and dry once your campaign is complete. We want to know how it worked. We gather the project results, present the findings to you, and identify next steps needed.

OUR TOP CLIENTS

We're honored to work with some of our region's largest and most respected nonprofits, public agencies, and corporations. The following list is not exhaustive, but represents :

City of Seattle – We support over 25 departments with a mixture of services from creative design and marketing strategy to direct mail as well as a broad mix of print and digital execution.

King County – Elections, Metro, Public Health, District Court

Washington State – Washington's Lottery

Metro Parks Tacoma – Meadow Park Golf Course

Greater Metro Parks Foundation

Habitat for Humanity of Seattle/King County

Renton Technical College Construction Center of Excellence

Seattle Mariners

Navos Mental Health Solutions

SSA Marine



ADDITIONAL REFERENCES

During the course of working with our diverse array of clients, we are exceptionally grateful to the following individuals for their support and positive esteem for Trio. References for our featured case studies are listed with each case study's background information in the following section.

Fernando Martinez, President and CEO

Northwest Minority Supplier Development Council

320 Andover Park East, Seattle, WA 98188

(206) 575-7748

fmartinez@northwestmsdc.org

Work History: 2008 to present

Richard Brady

Board President, Greater Metro Parks Foundation

Brady Law Firm, PLLC

253-573.1207

www.rbradylaw.com

Work History: 2002 to present

Point Defiance Zoo & Aquarium Design Services Proposal

Trio Native American Enterprises

CASE STUDIES & WORK SAMPLES



Unified graphic elements and messaging for the Utility Discount Program

SEATTLE CITY LIGHT UTILITY DISCOUNT PROGRAM

BACKGROUND

Seattle City Light offers one of the most generous rate discount programs in the nation to income-qualified customers. The Utility Discount Program (UDP) is a major priority of the Seattle City Council and City Light leadership.

BRIEF

Support Seattle City Light’s 2013 goal of 15,000 rate payers enrolled in the Utility Discount Program through a targeted messaging and outreach program. Develop a cohesive brand identity for the program to be implemented throughout all materials.

PROCESS

Our first step was to review Seattle City Light’s outreach efforts for the Utility Discount Program during the first three quarters of 2013. We worked with key staff to identify their target audiences, and discussed the channels best suited to reaching each segment.

The resulting strategy called for simpler, friendly language that clearly communicated the benefits of the program while remaining culturally sensitive and easy to understand for non-native English speakers. We also developed an internal-facing “Pass It On” campaign to help City Light employees communicate the value of the Utility Discount Program.

We designed a print-based outreach campaign delivered through a wide variety of channels including nonprofit housing partners, community groups, other need-based government assistance programs, and touch points such as bus interior signage and utility bill inserts. Keeping in line with Seattle City Light’s sustainability goals, we printed each piece on post-consumer recycled product. Seattle City Light asked us to manage distribution including direct mail, based on our 15-year history of managing statement processing for the utility.

Evaluating the success of this ongoing campaign is based on an array of metrics including:

- Calls initiated to the Utility Discount Program enrollment phone number
- Applications received and accepted
- UDP website visitors, application downloads, and time-on-site
- Channel partner involvement and application distribution



Seasonal language and imagery designed for specific target audiences

DELIVERABLES

- Campaign identity
- Style guide and design assets
- Internal communications campaign
- Marketing collateral
- Print materials using recycled paper
- Direct mail services

OUTCOME

Since its launch, the campaign has seen impressive results, including a 125% increase in applications received for the program. Additionally, the UDP application accounts for over 25% of all download events on the Seattle City Light website, which has seen an overall increase in visitors. The cohesive, recognizable identity system and consistent messaging has also improved market awareness of the program, as evidenced at neighborhood events throughout Seattle, setting the stage for an even more robust outreach program in 2014.

REFERENCE

Wendy Johnson, PR Specialist
 Seattle City Light Utility Discount Program
 700 5th Ave, Suite 2800
 Seattle, WA 98104
 (206) 233-2155
 Wendy.johnson@seattle.gov





Trio reimagined the membership renewal process for The Zoo Society

THE ZOO SOCIETY

BACKGROUND

In 2001, Trio principal Jeff Quint reached out to the Zoo Society to offer our help in improving their development efforts. Based on the marketing materials he had received as a Tacoma resident, Jeff felt that there was an opportunity for the organization to better communicate the benefits of Zoo Society membership.

BRIEF

The original project called for Trio to increase Zoo Society membership and support further membership development efforts both internal and external. However, the development-focused project quickly expanded to include a wide array of creative, marketing strategy, and operational efficiency tasks.

PROCESS

The Zoo Society needed to communicate the value and benefits of membership, rather than simply listing its features. Our goal was to influence a shift in how the public thought about the Zoo Society, as well as how the Zoo Society thought about itself. After an exhaustive audit of internal- and external-facing materials, Jeff and the Trio team provided input on how to improve the member acquisition process (including a completely revamped membership renewal system), as well as how the Zoo Society interacted with, and rewarded, its existing members.

The shift to a value-based messaging strategy was accompanied by a similar shift in visual elements. Trio redesigned the Zoo Society's membership materials from the ground up with a simpler, more colorful style, and redrafted outbound language to be more current and engaging.

Trio spearheaded a completely new membership renewal process- instead of mailing new membership cards to all members annually, we developed a heavyweight plastic card and matching letter carrier to be sent only to new members. This reusable card offered significant cost savings over the lifetime of a family's membership, as well as saving Zoo Society manpower by reducing their number of outbound mailings.

The project's success was based on two key metrics: cost savings and membership enrollment/renewal.



The Red Wolf outreach campaign raised much-needed funds for the wolf habitat

DELIVERABLES

- Membership program strategy
- Style guide and design assets
- Marketing collateral
- Print materials using recycled paper
- Direct mail services

OUTCOME

The updated membership renewal process resulted in an approximate savings of over \$103,000 plus staff labor through the course of a typical 10-year membership cycle. Zoo membership enrollment remained constant during the transition despite ongoing construction which had closed 40% of the park. This had typically impacted zoo attendance and membership.

REFERENCE

Ken Gibson
 Deputy Director for The Zoo Society, 2002-2008
 TACID
 6315 S 19th St, Tacoma ·
 (253) 565-9000
 ken@TACID.org





GMPF's fresh, updated identity system

GREATER METRO PARKS FOUNDATION

BACKGROUND

Greater Metro Parks Foundation (GMPF) is a nonprofit organization that builds community support to enhance parks and recreation programs and capital projects for Tacoma neighborhoods. A partner organization to Metro Parks Tacoma since 1991, the Greater Metro Parks Foundation nurtures community engagement, volunteerism, and philanthropy.

BRIEF

When Trio principal Jeff Quint brought our team's expertise to support GMPF, the organization was primarily focused on developing volunteer manpower for Metro Parks Tacoma. While this had been sufficient in the past, GMPF set its sights on becoming an organization capable of significant capital fundraising and community engagement.

PROCESS

Jeff and the Trio team worked extensively and intimately with GMPF staff and board of directors to outline a strategy that would develop the nonprofit as a successful fundraising organization, with special focus on advocacy as an integral part of that process. We saw an opportunity for GMPF to tell the story of how greater parks create greater communities.

The process began with a new identity for the organization- a fresh logo and color palette was selected through an intensive brand discovery process with the board of directors at the helm. The result is an optimistic green emblem that communicates growth and development while nodding to the familiar wave of Metro Parks Tacoma's own brand.

The rebranding included an overhaul of outbound communications, design materials, and even sub-branded fundraising events in anticipation of GMPF's first large-scale capital campaign to renovate Wright and McCarver parks, the Zina Linnik Project.

Evaluating the success of the rebranding, marketing strategy, and fundraising efforts was based on a wide range of factors including:

- Capital funds raised for the Zina Linnik Project
- Event registration and attendance
- Annual and recurring donations



DELIVERABLES

- Brand identity, style guide, and design assets
- Event sub-branding and marketing
- Marketing and outreach communications
- Nonprofit advocacy and development consulting
- Print materials using recycled paper

OUTCOME

Despite the poor economic conditions at the time, GMPF fully funded the \$3.3M Zina Linnik Project between 2007-2010. Additionally, GMPF created a new model for community involvement “from the ground up,” which involved educators, community stakeholders, park district leadership, and the people who benefited most from the project- the kids themselves.

We consider our ongoing support of GMPF and its efforts to “support healthy spaces to play, learn, and grow” one of our most valued and rewarding experiences.

REFERENCE

Drew Ebersole, Past Executive Director
 Greater Metro Parks Foundation
 PO Box 5299
 Tacoma, WA 98415-0299
 (253) 403-1576
 andrew.ebersole@multicare.org

Mr. Ebersole is the immediate past Executive Director of the Greater Metro Parks Foundation. He was present during the brand development and Zina Linnik capital campaign project – and was subsequently recruited away from GMPF by one of the foundation’s larger donors, Multicare Health in Tacoma. He is now Multicare’s Director, Customer Experience but remains the best source to contact in validating the accomplishments of GMPF.

Work history: 2007-2012



Incentive-based marketing materials helped drive survey participation

MEADOW PARK GOLF COURSE

BRIEF

Assist Meadow Park Golf Course solicit and process feedback from their customer base regarding the course amenities, playability, and facilities. Provide consulting services to assist Meadow Park staff integrate the results of a recent market analysis into an outbound marketing strategy.

PROCESS

Trio crafted a detailed customer survey that included logic-based filtering to present unique question sets to self-identified respondent groups (i.e. Men's Club). We supported the survey effort with design collateral and a digital coupon to track and incentivise responses.

After closing the survey, we processed and analyzed the wealth of responses and presented our findings to course staff along with recommendations on how to further hone their marketing strategy.

DELIVERABLES

Customer survey with logic question sets

Supporting design collateral

Marketing strategy consulting



WASHINGTON'S LOTTERY

BACKGROUND

The Washington's Lottery brand was in disrepair, and increasingly viewed as defensive toward tribal gaming competitors.

BRIEF

Redesign the Washington's Lottery brand from the ground up and develop a comprehensive marketplace introduction campaign.

PROCESS

Research confirmed the lack of a clear identity and sales were dwindling. As Design Director at Publicis in the West, Trio Creative Director Matt Warner spearheaded a modernization of all aspects of the brand aesthetic, defining their position, and providing the necessary tools to tell a cohesive message.

DELIVERABLES

- Brand development
- Website development
- Search engine optimization
- Online marketing
- Retail fixtures design
- Product development with integrated marketing
- Corporate communications



RENTON TECHNICAL COLLEGE CONSTRUCTION CENTER OF EXCELLENCE

BRIEF

Redesign the Construction Center of Excellence’s (CCE) handbook to appeal to the latest generation of students.

PROCESS

Building on a previous design project and CCE’s updated website, Trio crafted an edgier, more sophisticated layout and design for the publication, including implementation of a structured grid system, unified typography, and helpful callouts in the Center’s signature orange and green.

As we worked on shaping the handbook’s content, we saw an opportunity to introduce a cutting-edge technology that would help CCE attract and engage their target audience: device-savvy millennials.

Utilizing augmented reality (AR) was much more than the “cool” factor that the 18-25 year-old group seeks through technology. AR provided a unique opportunity to present web and video content directly to users as they browsed the handbook. It enabled a simple print publication to extend into the digital sphere while offering an engaging interactive experience.

DELIVERABLES

- Augmented reality development
- Content strategy
- Graphic design
- Copy writing and revision
- Print production



OUTCOME

At a major career fair in September 2013, the number of student visitors to the CCE booth was three times higher than the previous year: 500 students interacted with CCE versus 150 in 2012.

Of the students who visited the booth, 100% downloaded the AR app to interface with the resource handbook- taking a physical copy of the handbook with them, as well as providing CCE an opportunity to continue to reach them via the downloaded AR app. All other colleges that were present showed an interest in the technology and admitted that it was a clear differentiator to attracting students' interest in CCE's programs.

REFERENCE

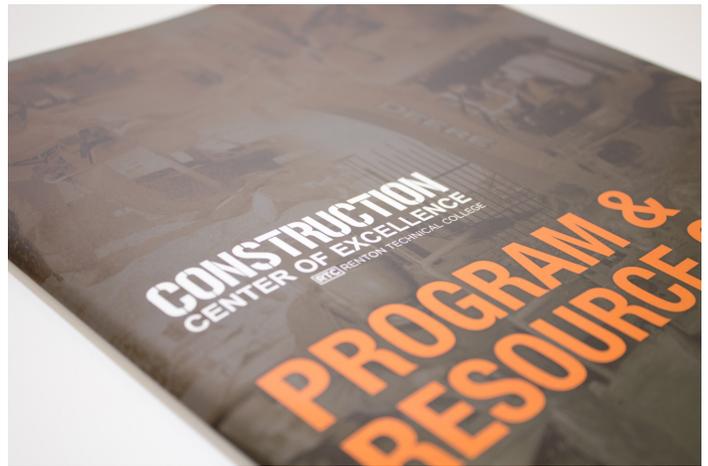
Shana Peschek, Director

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View a short video demonstration of the augmented reality component of the Construction Center of Excellence handbook on our website: www.trionae.com/cce

WHAT IS AUGMENTED REALITY?

Augmented reality, or AR, is a cutting-edge technology that helps brands engage with their customers in real-time, whether they are at a sporting event, visiting a local attraction, or at home.

In its simplest form, AR overlays digital information such as a video, on a physical object such as a magazine. The user views the additional interactive content through their smartphone or other handheld device.

More advanced applications of augmented reality have been used to provide virtual test drives of Audi vehicles, display IKEA furniture in a shopper's own home, and deliver incentives in retail stores.

QUANTIFIED USER INTERACTIONS

Using technologies already available in modern smartphones, augmented reality creates an interactive window onto the physical world. But AR is more than just the "cool" factor. Whether installed as a standalone app or integrated into your brand's existing iOS or Android development, the augmented reality framework provides detailed metrics on user behavior- enabling you to precisely target and quantify your audience.

BENEFITS OF AUGMENTED REALITY

- Deepen brand connection with stakeholders
- Encourage brand engagement through real world actions like dynamic promotions, scavenger hunts, interactive games and quizzes, social media, and reward programs

- Understand user behavior through real-time mobile interactions, views, click-through rates, and more.
- Increase the ROI of a traditional media by pushing additional content to users after just one exposure to a physical AR trigger.
- Leverage channel partners for cross-promotion and co-branding

LET'S MAKE MAGIC

What do you want to accomplish in 2014? Whether it's increased park attendance, raising funds for capital projects, or expanding awareness of the park as a local attraction and reaching new visitors, we'd like to help. Our team will translate your business goals into creative strategy with proven results.

We've prepared an interactive presentation with more information about augmented reality. Just point your browser to our website: www.trionae.com/pdza-proposal



239 SW 41ST STREET, RENTON, WA 98057 ► (206) 728-8181 ► WWW.TRIONAE.COM