

ghost

anglin PR

# Truth & Clarity Through Design

City of Broken Arrow

Scope of Work (Proposal and Contract)  
for Branding, Marketing Strategy and Graphic Design

---

V2 - August 19, 2019

# Reintroducing Ourselves

---

You're looking lovely, City of Broken Arrow.

Thanks for including us in your process and considering Ghost and Anglin PR for your upcoming branding, marketing strategy and graphic design needs. We're going to try to keep this proposal to a few pages, since you already have 60 or so from us covering our capabilities, case studies and references.

Debbie Anglin and I have enjoyed thinking about you all, brainstorming on what we could do for this effort and we feel eager to get to work with you. Let's do this.

Cheers.



**Erick Worrell**

Vice President, Client Service & Creative Strategy  
ghost

# Table of Contents

---

|     |  |
|-----|--|
| 4   | Relevant Experience                              |
| 5-6 | Your Team  |
| 7   | Our Insights On Retail Marketing                 |
| 8   | Our Process                                      |
| 9   | Cost Estimate                                    |
| 10  | Terms and Conditions                             |
| 11  | Client Contact Information and Estimate Approval |

# Relevant Experience

---

Ghost + Anglin PR's experience includes:

- Oklahoma Blue Sky (Lt. Gov. Pinnell's State Branding Summit)
- Cleveland County Healthy Living Block
- Civic Center Foundation
- Allied Arts / ART AROUND OKC
- City of Shawnee
- City of Enid
- EMBARK (OKC Public Transportation)
- The Residences at The First (Downtown OKC)
- The Plaza District
- deadCenter Film Festival
- University of Central Oklahoma
- OKC Museum of Art
- OKC Ballet
- Allied Arts
- Martial Arts Supershow

Additional experience (from past agencies) includes:

- The Gathering Place (George Kaiser Family Foundation)
- The Choctaw Nation
- The Cherokee Nation
- The Chickasaw Nation
- Oklahoma State Regents for Higher Education
- Oklahoma Agritourism
- City of Ponca City
- City of Edmond
- City of Guthrie
- Made in Oklahoma Coalition

# Your Team

---

## Erick Worrell - Vice President, Client Service & Creative Strategy (Ghost)

Erick is one of The Journal Record's 2019 Achievers Under 40 and the 2016 Young Advertising Professional of the Year. He earned BAs in advertising and public relations from Oklahoma City University, has served in leadership at Saxum, Staplegun and New West Group, and is a graduate of Leadership Oklahoma Class 32 and Leadership Oklahoma City's LOYAL Class 12.

## Debbie Anglin - Principal (Anglin PR)

Born and raised in Tulsa, Debbie has served in a variety of public relations capacities in corporate, nonprofit and agency settings across Oklahoma. Prior to establishing Anglin Public Relations in 1999, she was a senior account executive at Waddell Pointer & Associates Advertising. In 1995, Debbie saw first-hand the tragedy of the Oklahoma City Bombing while at the American Red Cross and she reported the Red Cross response efforts to local, national and international media. A University of Oklahoma graduate with a B.A. in political science and a minor in art history, Debbie coordinates public, private, community and nonprofit initiatives that involve diverse groups of stakeholders and audiences. Her expertise includes leading research projects, facilitating community input and engagement, strategic planning and grassroots initiatives.

## Becky Cavnar - Account Coordinator (Anglin PR)

Becky provides support in the research, planning, implementation and evaluation of client programs. Her efforts help develop strong communication strategies for clients through media relations, social media, internal and external research, logo and brand development, client events and promotions. Before joining Anglin PR, Becky served in various public relations and marketing roles, effectively leading numerous communications efforts, each with a different public relations perspective.

## Matthew Pickett - Creative Director (Ghost)

Matthew is the leader and driver of ghost's creative team and reputation. He received his BFA in graphic design and art history from Oklahoma State University, and joined ghost as a graphic designer in 2004.

# Your Team

*(continued)*

---

## JD Reeves - Art Director (Ghost)

JD brings his thoughtful and conceptual approach to every brand he works on. When most people would call it done, JD keeps pushing. JD has an MFA in Visual Communication from the University of Oklahoma.

## Caitlin Dennis - Digital Marketing Specialist (Anglin PR)

Caitlin is an expert in digital advertising, social media and influencer marketing. She develops digital strategy for multiple clients, expanding their reach and engagement with key audiences. Prior to joining Anglin PR, Caitlin was a social media and digital advertising coordinator for Hobby Lobby's corporate office. She holds a BA in English from Middlebury College in Vermont.

## Nate Ward - Brand Strategist (Ghost)

Nate is incredibly ambitious and passionate about design and brand strategy, and he's constantly pulling the team in a more thoughtful and thorough direction. Nate was a national merit scholar and graduated from the University of Oklahoma with special distinction.

## Quinlan Parrish - Quintern (Ghost)

Quinlan is a senior in the marketing program at the University of Oklahoma. She's also our intern. She is a big fan of high speed police chases and low speed Frank Ocean music. Maybe, if you're lucky, you'll get to work with her on a project.

## Brian Barnes - Principal (Ghost)

Brian graduated from the University of Central Oklahoma with a BBA in promotions management. Brian joined MidFirst Bank's marketing department and managed creative services for its western Oklahoma offices. Later, he served as creative director for a la mode, inc., the nation's largest real estate software developer. He founded Ghost in 2004.

# Our Insights On Retail Marketing

*(continued)*

---

Awareness, attention and authenticity are hallmarks of great campaigns. “Nebraska: Honestly, it’s not for everyone” is one of the greatest campaigns in the last 20 years, due in large part because it breaks the mold of jargon, corporate PR and generic tourism marketing, instead betting on some authenticity and humor to help draw awareness and attention. Embrace what you are and find an interesting, unique way to sell it; don’t fluff, pad or stretch.

Referrals, reputation and reviews drive local shopping.

The way to win someone’s time, money and loyalty is to build a circuit of successful transactions that lead to reputation growth, encourage referrals and build loyalty. Find unique ways to show the people who shop local how much you appreciate them, encourage them to capture and share their experiences, amplify and multiply those messages in your own efforts, and reach out to individuals and organizations who might need exactly what you’re looking for. Great customer service is still the driver of new and repeat business, whether it’s at an Apple Store, a music venue or a city like Broken Arrow.

# Our Process

---

## Get on the same page.

Great design has to be informed. Together with you, ghost and Anglin PR will meet, get a grip on what's important, who we're talking to and what's at stake. This usually starts with a kickoff meeting, an online survey and some informal research of what else is out there competing for your audience's attention. We'll also more thoroughly review and analyze the extensive research you've already provided us.

## Build strategy.

Ghost will begin the brand exploration process quickly by compiling the results of the survey you'll have completed, pulling examples of similar brands and providing what we call a "first look" to measure your likes and reactions across a spectrum. Anglin PR will research and review the marketplace to learn how best to announce, build awareness and encourage engagement for shopping local in Broken Arrow.

## Design.

Ghost will present a recommended logo and sample applications to you for review and approval. Once approved, we'll build out the brand guidelines for your use, and we'll make sure you have the files, formats and tools needed to use it successfully. Anglin will design your marketing strategy, complete with recommendations for who to work with, what to do, how much to spend and where to spend it. The more information we have from you up-front about budget and resources, the better and more plausible your marketing strategy can be. Ghost will remain your creative partner to help execute the campaign tactics, generate content and lead great design for your city.

## Launch & learn.

Together, we'll make sure you have a successful launch and we'll be here to help shepherd the brand out into the world. If we can help with adjustments, new tactics or revisions along the way, we're in.



# Cost Estimate (Year One)

---

| Item  | Cost     |
|---|----------|
| <b>Brand Exploration and Design</b><br>Kickoff/discovery session<br>Online survey<br>"First look"<br>Logo, typography and color palette presentation<br>Key <i>brand</i> messaging and values<br>Completed brand standards guide with rules, variations and practical applications<br>Downloadable link with all files, formats and assets for future use | \$18,500 |
| <b>Marketing Strategy Development</b><br>Research & audit<br>Key <i>shop local</i> messaging, values and benefits<br>Formal marketing plan including digital, social, search, broadcast, PR and other media tactics<br>Detailed/breakout of placement outlets and cost recommendations  | \$16,000 |
| Subtotal: \$34,500  |          |

## Anticipated Out-of-Pocket Expenses

There are always hard costs associated with any relationship or campaign. We've included travel for the initial kickoff, brand presentation and marketing strategy presentation in our costs above, but if we meet in person on other occasions, we'll bill for mileage to Broken Arrow (knowing we can and often do video conference with clients anyway, we don't feel travel for standard status meetings or reviews is necessary, and we expect you won't feel that way either). Designs often have to be printed, fonts purchased, talent licensed, ads placed, and when hard costs like those come up, we'll bill you for them, but we'll always try to communicate those charges first. There are additional expenses associated with implementing the brand and strategy we're building together, but we'll get to those when this work is near completion. That's what the marketing plan should establish, after all.

---

# Terms & Conditions

---

Revisions to the deliverable(s) estimated are included, but within reason. Ghost will provide the original deliverables, then work with you to complete any requested revisions in organized “rounds” (batches of approved changes to be completed all at once). We will include versions two and three (two total rounds of revisions) in this cost estimate. Excessive revisions beginning with version four will be billed on a \$160/hour basis as needed.

Ghost will bill 50 percent of the design/production costs of the deliverables quoted upon your approval of this estimate; Ghost will proceed with a client kickoff or discovery, but this bill must be paid before design or content creation begins. We'll bill the remaining 50 percent of design/production costs upon completion of the work or upon depletion of the included revisions. If, after 30 days of providing you with a deliverable, you have not provided us with approval of the deliverable or revisions to be made to the deliverable, Ghost will bill the remaining costs for the project.

Out-of-pocket expenses will be billed as incurred. These hard costs may include stock photography, music or video licensing; fonts; plugins or modules; hair and makeup for shoots; travel, lodging and meals outside of the OKC metro area; and more. Some out-of-pocket expenses related to licenses may be ongoing fees throughout the life of the work. We'll always try to anticipate these costs and share an estimate with you beforehand (typically in this document), but exact costs may vary or may require a separate agreement.

Ghost and Anglin PR may share published works we have created for you for our own self-promotion on social media, newsletter or website, in future business development proposals or pitches, case studies, or for awards consideration. We will not disclose proprietary or confidential information we've exchanged with you, of course. If you'd like us to withhold any specific information, or the work in part or in full, please let us know at this time. Should you decide after we've published something, simply request that we remove it and we'll be glad to. No problem.

If the scope of work defined in this document changes or evolves after we've had subsequent conversations, you should anticipate that the cost and time related to completing that scope of work should change as well.

We'll always check our work with our team members and you'll always have an opportunity to approve our work before it's sent to print or publication, but we can't validate the accuracy of facts, figures, name spellings or other information you provide to us about your company, its performance, its team members or other contents. Please be sure to verify the accuracy of all information you provide to us. Errors of this sort may result in delays, excessive revisions, additional trafficking or reprints, and you may be responsible for related costs or delays.

When we handle media placement, printer or other vendor management, we'll add a percentage to the vendor estimates to accommodate our time. This passthrough charge amounts to 20 percent for printer management and 15 percent for media placement; these are industry standards. In certain circumstances (typically on very limited quantity orders or buys), we may charge an hourly rate for our time instead of this passthrough charge. We won't do both.

We are happy to accept credit card payments, but we'll add a small percentage (typically four percent or less) to the total billed to cover the transaction fees we incur.

Ghost invoices on a net 15 schedule. If this term needs to be adjusted for your company's policy or preference, please indicate that to us prior to beginning work.

## Client Contact Information

Primary Contact Name: Krista Hemme, City of Broken Arrow

Primary Contact Email: khemme@brokenarrowok.gov

Primary Contact Phone: 918-259-8419

Primary Contact Address: 220 S. 1st Street  
Broken Arrow, OK 74012

Please complete, if different from above.

Billing Contact Name:

Billing Contact Email:

Billing Contact Phone:

Billing Contact Address:

How do you prefer to receive invoices? (Circle one.)

USPS

Email

## Estimate Approval

By signing and dating below, you agree to the initial scope, costs, timing, terms and conditions of this estimate. This agreement does not bind either party to an ongoing relationship or exclusivity.

City of Broken Arrow-Authorized Signature

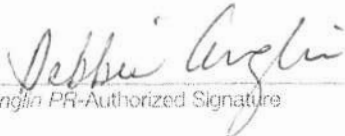
Date



2019-08-23

Ghost-Authorized Signature

Date



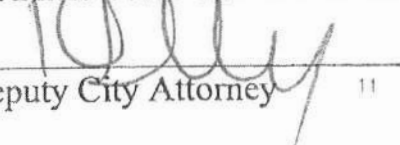
8-23-19

Anglin PR-Authorized Signature

Date

ghost **anglin** PR

**APPROVED AS TO FORM:**

  
Deputy City Attorney