



FEBRUARY 26, 2021

PROJECT PROPOSAL

Nova Classical Academy

Brand Strategy + Development



PREPARED FOR

Dr. Brett Wedlund
Executive Director
Nova Classical Academy
1455 Victoria Way
St. Paul, MN 55102

PREPARED BY

Mary Pat McNeil | Solutions Master
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We know public education. ■

Dear Brett,

Thank you for considering **MP+G Marketing Solutions** and **Yikes Marketing** for your strategic branding needs. It would be a privilege to provide this work for Nova Classical Academy and to help tell the Nova story in a clear and distinct manner.

MP+G Marketing Solutions has substantial branding, marketing and public relations experience for K-12 schools. Yikes Marketing has significant expertise in developing brand strategies through a proprietary process. We are uniquely prepared to satisfy Nova Classical Academy's branding needs because we know public education and we know branding, strategic marketing, and communications. Our experienced team develops brand strategies that align with your mission, vision, and values and appeal to and motivate your key audiences.

This proposal outlines our recommended approach, timeline, and a budget estimate for your planning purposes.

Thank you for the opportunity to propose on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "mpmcneil", written in a cursive style.

Mary Pat McNeil

What we heard from you about Nova Classical.

You are interested in developing a brand strategy to clarify your position and key messages. You want to expand the position to be more inclusive of all that Nova Classical Academy offers and to whom it makes its education available. In addition, you believe the brand work is an opportunity to reconnect families after a year of distance learning.

We understand you need help with:

- **Internal discovery**, to uncover perceptions and identify both negative and positive key attributes associated with your brand.
- **External discovery**, including 12-15 key stakeholder interviews to uncover key audience perceptions.
- **Development of a brand platform**, including:
 - *Brand position and promise*
 - *Brand personality and key messages*
 - *Brand statement / tagline*
 - *Logo refresh / redesign if warranted*
 - *Brand guidelines in the form of a style guide*
- **Development of a launching strategy** for your new brand
- **Development of a measurement or evaluation plan** to understand your progress and track the effectiveness of this work

Beauty is in the details. ■

OUR PHILOSOPHY

Our team believes that success is in the results. And beauty is in the details. We believe it is critically important to recognize the value of strategy in the branding process.

Strategy in its simplest terms is:

- Clearly understanding your organization's mission and vision.
 - Identifying specific target audiences and desired outcomes.
 - Making recommendations aimed at appealing to those audiences to achieve the desired results.
 - Using your brand strategies to evaluate and make decisions about appropriate activities and every touch point moving forward.
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OUR APPROACH

Our partner, Kate Wisser, will lead the Yikes Marketing ***Learn it, Launch it, Live it™*** approach to branding. In ***Learn It***, we discover current brand perceptions by uncovering brand associations today and guiding where they need to be for your future. To ***Launch it***, you will align activities and brand touch points designed to build relationships and leave positive impressions with your target audiences. We unveil a brand identity that helps you stand out from other schools in your area and aligns more closely with your brand promise and personality. It's the phase where you stake claim to your refreshed brand. ***Live it*** is where you continue to fine-tune, measure, and reward actions and activities that support the brand and move it forward.

For the purpose of this proposal, we will focus on the ***Learn It and Launch It*** phases of our process.

Let's get to know your mission and vision.

PLANNING KICKOFF + DISCOVERY

The goal of this phase is to gather the information necessary to build a framework for thinking about, talking about, and doing the work.

1. In-depth kickoff and discovery meeting with staff stakeholders (2-4 hours)
2. Review, research, and analyze key documents and background information, complementary and competitive organizations
3. Interview target audience members for brand impressions: residents, staff, students, and other key stakeholders
4. Gain consensus on priorities and strategies

We will want to become intimately familiar with your mission and vision and go through a quick SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to uncover opportunities and challenges. Once we have these identified, we will need to understand your target audiences so that we can clearly define the segments both demographically and psychographically.

From there we will determine our research path to fill in the gaps with the knowledge of key stakeholders and from available research.



Let's formulate a winning strategy.



STRATEGIC DEVELOPMENT, POSITIONING + PLATFORM

Based on our findings in Phase 1, we will develop a brand strategy that will allow you to align activities and brand touch points in support of your efforts to build relationships and leave positive impressions with your target audiences.

A straightforward brand strategy platform provides a framework to support Nova's mission and vision, simplify and clarify the Nova Classical Academy story, and serve as a road map for effective communications to a variety of stakeholders. This phase culminates in a presentation and discussion of the plan and allows you time for thoughtful review.



This Phase Includes:

- 1.** Conduct a competitive review
- 2.** Develop brand position, promise, and personality
- 3.** Develop key messages
- 4.** Develop a tagline that captures the essence of your brand
- 5.** Establish benchmarks/measures of success

Let's bring your brand to life.



CREATIVE DEVELOPMENT + BRAND IDENTITY ELEMENTS

We will review and you will approve the brand strategy to ensure the attributes accurately reflect Nova Classical Academy's mission, vision, and values. Once the strategy is approved, we will discuss if a logo refresh or redesign is needed and if so, design the visual identity as follows:

1. Refresh or Redesign Your Logo Mark

- a. Explore 2-3 logo concepts in black and white, choose 1 (with one round of revisions if needed)
- b. Recommend colors, fonts, brand tone and feel: basic brand identity
- c. Visually incorporate the new tagline into logo design elements
- d. Show chosen logo in the context of letterhead, envelope, and business card
- e. Provide all file types: EPS, PDF, JPG, PNG

2. Create Printer-Ready Files: for letterhead, envelopes, and business cards

3. Create a Brand Style Guide

4. Choice of Two Communications Templates:

1-page flyer template, 1-2 social media templates, or email template



In addition, you may want to think about these. ■

LAUNCH AND/OR MANIFESTO VIDEO

1. One 2-3 minute video (animated or live footage TBD though final messaging) for use on the Nova Classical Academy website, in lobby, at conferences, and during meetings and presentations
2. Two 20-30 second clips for social media

KNIGHTS LOGO

Develop a graphic treatment of the Knights logo that is unique to your school (not so generic, perhaps more gender neutral) to be used for sports apparel and school pride merchandise.

MARKETING COLLATERAL

Develop creative to support the plan through all communications. Create templates and rebranding recommendations for marketing collateral that could include:

- Superintendent Blog
- Email Newsletter
- District Website
- Social Channels: profile and cover photo images at the correct sizes and optimum quality
- Staff Training: for on-going social media best practices

A Proposed Timeline

We are very open to discussing timing that will best meet your needs. Here is what we propose to make the best use of your staff time before summer kicks in full gear and to get you well on your way with updated branding, and ready to develop marketing materials ahead of a new school year.

PLANNING KICKOFF:	Week of April 5
<i>PHASE 1:</i> Brand Discovery	April (4 weeks)
<i>PHASE 2:</i> Brand Strategy	May 1 - May 21 (3 weeks)
<i>PHASE 3:</i> Brand Identity	May 24 - June 30 (5½ weeks)



Our cost proposal.

PHASE 1: PLANNING KICKOFF + DISCOVERY

\$13,500 - \$14,500

- Initial planning session (up to 8 people, 2-4 hrs)
- Background research and document review
- External stakeholder interviews (assumes 12-15 interviews)
- Optional email survey not included, add if needed

PHASE 2: STRATEGIC DEVELOPMENT, POSITIONING + PLATFORM

\$14,250 - \$15,750

- *See scope defined above* (includes all messaging work)
- Includes two client meetings for presentation of plan and tagline (3-4 hrs)
- One set of revisions based on client feedback to final plan

PHASE 3: BRAND IDENTITY ELEMENTS

\$7,750 - \$9,500

- *See scope defined above* (includes logo mark, favicon, brand identity, brand style guide, printer-ready files for letterhead, envelopes and business cards, choice of 2 communications templates: email, social media, 1-page flyer)
- Includes one client meeting for presentation of design identity (2 hours)
- Includes one set of revisions if needed based on client input

TOTAL ESTIMATE

\$35,500 - \$39,750*

Additional considerations to be estimated separately.

***NOTE:** This estimate is good for 30 days from date of receipt. It is based on what we believe to be similar projects of this scope. Photography, illustration, and printing costs, if needed, are additional.

A few details to know ■

RATES

Our regular rates are \$150 for high level-strategy/planning and counsel, and art/creative direction, to \$90 for production, project management, coordination, and support. When we bid a project, we provide a clear scope and deliverables for a project rate, anything above that scope is ***charged at an hourly rate with pre-approval of the work by our client.***

YOUR CONTACTS

Mary Pat McNeil will be your contact for account management, assist with research and brand discovery sessions, provide strategic planning, tagline development, creative consultation and project management. **Kate Wisser** will conduct brand discovery sessions and provide on-going strategic consultation. **Gregory J. Smith** will provide creative direction and design.

TERMS

Payment terms are negotiable. We are open to either monthly invoices for work completed to date OR 1/3 payment at signing of proposal; 1/3 halfway point; and 1/3 at project completion.

We look forward to discussing this proposal with you.

Mary Pat McNeil, MP+G Marketing Solutions
Kate Wisser, Yikes Marketing

Uniquely qualified ■

PASSIONATE ABOUT EDUCATION

We are perhaps uniquely qualified to provide Nova Classical Academy’s branding services. In addition to our passion for education, we are sole proprietors bringing high-quality expertise and providing nimble and efficient resources that consistently exceed client expectations.



Mary Pat McNeil | Solutions Master

Principal of MP+G Marketing Solutions, a virtual brand and marketing communications agency building resilient brands!

Known as an award-winning brand developer and creative project manager, Mary Pat has 25 years of brand, marketing, and communications experience with twelve years deep expertise in public education. She has developed brand identity systems, marketing campaigns, communications plans and websites for multiple organizations in the education field including the Minnesota School Boards Association, Anoka-Ramsey and Anoka-Technical Colleges, and the University of Minnesota as well as over two dozen public school districts across Minnesota and Wisconsin.

Prior to her work in education, Mary Pat strategically built marketing services organizations and capabilities for major consumer products companies including *Tonka Toys*, *Star Tribune*, and *General Mills*. She contributed to the “**The Brand Manual**” for the Newspaper Association of America.

As a member of the Minnesota Association of Government Communicators (**MAGC**), the National School Public Relations Association (**NSPRA**), and the Minnesota School Public Relations Association (**MinnSPRA**), Mary Pat has won numerous awards for her branding work including **MinnSPRA** and **NSPRA Awards of Excellence** and a **MAGC Northern Lights Award** for the Westonka White Hawks logo design.

MP+G is a *certified, woman-owned business, targeted vendor for the State of Minnesota, and a Constant Contact Solution Provider.*

Branding at its best ■

A WELL-BRANDED REPUTATION

Kate is a marketing and branding consultant working with MP+G Marketing Solutions. For more than twenty years, Kate has developed a reputation for her creativity in solving brand and communications challenges while holding senior level positions in every organization she was been employed.



Kate Wisser | Branding Consultant

Principal of YIKES Marketing, a consultancy specializing in solving brand and communications challenges.

Starting her career in the newspaper industry, she received an **Effie Award** while leading the StarTribune Newspaper's brand campaign. While managing her consulting business, Yikes Marketing, she co-authored "**The Brand Manual**" for the Newspaper Association of America (where she developed the **Learn it, Launch it, Live it™** approach to branding) and provided marketing strategy for *Wamnet Corporation*, *Rivertown Traders*, *TRIA Orthopaedic Center*, *Summit Orthopedics* and *Temperance Landing Development*. As Senior Creative Strategy Manager for *Target Corporation*, she developed a team of strategy managers responsible for developing the target.com creative initiatives. Kate has spent the past several years on the leadership team for two different interactive design agencies; *Ham in the Fridge* and *Go East*.

Kate received her Bachelors of Arts degree in Marketing Management from Concordia University in St. Paul, MN. Currently she is CEO for *Spirited* at Spiritedsundays.com

Design at its best. ■

AWARD-WINNING MARKETING + CREATIVE TALENT

Greg is an award-winning marketer, creative director, and graphic designer experienced on both the agency and corporate sides of the business. He has worked for numerous ad agencies with a variety of clients ranging from manufacturers to retailers to franchised fast food restaurant chains. Greg's work for *International Dairy Queen* earned him the marketer of the year award.



Gregory J. Smith | Creative Director

Design Master at MP+G Marketing Solutions, a virtual brand and marketing communications agency building resilient brands!

Most recently his work has focused on educational and non-profit organizations. He has designed winning campaigns, logo designs, and graphics for over two dozen public school districts across Minnesota and Wisconsin. His clean, insightful design and strong use of type is refreshing and powerful.



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