



**MAGNIFY
MOTIVATE
MOBILIZE**

Michigan Independent Citizens Redistricting Commission

Statement of Work Quote

Attention: Edward Woods III

Communications & Outreach Director

Proposal due date: Thursday, April 15, 2021

Motion Marketing & Media (DBA: M3 Group)

Schedule A – Statement of Work - Quote

Contract Activities

Background, Situation Analysis and Project Understanding:

MICRC Background

Redistricting is a big issue. It's a discussion nationally and it's a reality in Michigan. Nationally, the political battle over redistricting could potentially shift political power. The voters in Michigan decided they would take control of redistricting the state in order to stop potential gerrymandering.

In 2018, the process was set in motion through Ballot Proposal 2. Typically, the legislature would update district lines through information gleaned from the Census, however the passing of Proposal 2 put the responsibility for redistricting into the Michigan Independent Citizens Redistricting Commission (MICRC). The organization is now seeking stakeholder input in order to better reflect the wishes of a majority of citizens.

Therefore, in order to better reflect the masses, the MICRC needs to communicate the need for input to as many people as possible. Through an integrated awareness campaign, the MICRC will request engagement and participation at public hearings and the process of redistricting.

Timeline

As public meetings begin in early May, time will be of the essence. M3 Group will work with MICRC to identify and prioritize targets as soon as possible to enable effective communication.

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M3 Group Process

M3 Group follows the M3 Method to ensure success. It includes three phases: Magnify, Motivate and Mobilize. The Magnify Phase is meant to uncover what's happening in your organization. What's impacting MICRC's mission? What makes our target audience understand what you do or how you do it? That's the information that helps us leap forward with a clear picture of what engages your target audience.

Then we Motivate by developing strategy to achieve the goals. We determine the tools that are necessary for success and develop a plan that gives us the roadmap for delivery. In our Mobilize Phase, you guessed it, we implement the tactics and evaluate success, pivot if necessary and repeat. This is the ongoing effort to engage and increase stakeholders.

Detailed Campaign Strategy with Specific Methods & Deliverables

Magnify Phase – Understand Goals and Audiences

Discovery

This engagement is meant to launch the relationship and create an understanding of MICRC's overall goals, objectives and strategies. This meeting will provide the details needed to make sure we're on the same page for exceeding expectations.

We will go over a list of specific questions we have and will be prepared to answer the questions you have. In the end, we will be much closer to understanding what success will look like and the time it will take to get there. The two-hour session gives us an opportunity to review the phases of the M3 Method process to reduce uncertainties and pave the way for a 'surprise-free,' productive collaboration.

Deliverable: A follow up report reiterating our combined understanding of process and project delivery

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Persona development

The purpose of personas is to create realistic and relatable representations of your key audience segments for reference during the branding and storytelling process. Your audience is made up of multidimensional people with lives and jobs. Our goal is to help them emotionally connect with your message.

We use personas to help everyone understand your stakeholder's lives, decision making processes and media consumption habits. We also use them to understand how your brand uniquely solves their pain and creates gain for them. Finally, personas help us understand each customer's unique journey and how your message should meet them along the way to create the best brand experience possible.

Deliverables: We will develop simple personas for key audience segments to streamline messaging information based on the short timeframe

Motivate Phase – Plan, Create and Set Up Systems for Success

Strategy and Integrated Plan

Plans can be simple, but they should be as integrated as possible and focused on reaching goals and KPIs. M3 Group will work to add multiple disciplines including:

- **Content Marketing:** Provide content through blog and op-ed creation, trend information, and dynamic website content to help stakeholders connect and learn more about the redistricting process.
 - Blogs
 - Op-eds
 - Ad messaging
- **Email Marketing:** Use email to engage and connect through helpful content. This email marketing program will target larger groups and networks of people.
 - Landing page

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- **Social Media Marketing:** Social media opens the door to building relationships, developing awareness, and generating website traffic. When combined with email marketing and content marketing, online campaigns utilizing social media bring exceptional results by connecting with your target audience on a platform they are already spending time on regularly.
 - Social media posting
 - Live event posts
 - Promoted content
 - Influencer and partner engagement
- **Collateral Asset development:** We will create the PSA development, brochures, digital assets and other collateral needed to use in the implementation process.
 - PSA creation (TV, Digital, Outdoor and Radio)
 - Fact sheets
 - Infographics
- **Public Relations:** Using the media to spread the word is an important tool for lifting and expanding brand awareness. This strategy will allow us to consistently put information in the public regarding redistricting and give information about needs related to participation in the process.
 - Cision onboarding: Cision is a managed software that tracks earned media coverage, reporter queries, and social media engagement. M3 Group recommends using the tool to find proactive speaking engagements and interview opportunities as well as tracking press release and other media mentions.

This system is aimed at providing valuable information about MICRC's media coverage as well as watching what similar organizations are getting covered. This system also gives us opportunities to follow publications we want to be featured in and those reporters who need sources for articles.

The reports we receive also give us an understanding of what the industry is talking about and how our content is fairing.

- Public hearings
- Interviews
- Op-eds
- Press releases

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- Guerilla tactics
- Direct mail
- **Public Service Announcement & Advertising Plan:** We will develop partnerships with media outlets and Michigan Association of Broadcasters and also provide recommendations on advertising plans for paid and unpaid media placement. Given the accelerated timeframe, there will likely be a heavy emphasis on digital media for immediacy and the ability to be in-market quickly.
 - TV – Cable and Connected TV
 - Radio - Talk/NPR
 - Outdoor including billboards, and possibly airport advertising
 - Paid social media – both advertising as well as boosted posts
 - Digital
 - Programmatic
 - YouTube
 - Paid search
- **Cadence:** It's important to understand how often people like to receive information. We can use that information to ensure we are sending content frequently enough, but not too frequently that it becomes overwhelming for the prospect.

Deliverables: A comprehensive plan that outlines tactics needed to achieve overall goals. There will be a calendar that outlines the plan. We will also develop the assets.

Mobilize Phase – Implementation

Public Relations Plan Implementation

Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the public on whom its success or failure depends. A key function is proactive media relations - the process of identifying relevant editors and publishing outlets with an interest in MICRC's issues to pitch stories and create thought leadership. It also includes the ongoing efforts of:

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Media relations

- Community relations
- Corporate and social responsibility
- Crisis management
- Scripts and concepts
- Event planning and representation
- Public and media relations
- Writing
- Media follow up

Content Marketing Implementation

M3 Group's team of experts will work with key Subject Matter Experts at MICRC, as well as in other areas of related issues, to identify and develop content. This content will be implemented in the form of blogs, video blogs (vlogs), and other content designed to engage key audiences.

There are many different types of content marketing, including:

- MICRC landing page
- Blogging
- Video
- Podcasting
- Infographics
- Email
- Visual content
- Presentations
- Slide decks
- Social media posts

Even in-person product demos, seminars, physical leaflets, and books can be considered types of content marketing. The key is that the content provides information, usually for free, in support of a business goal.

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Social Media Plan Implementation

A social media campaign is a coordinated marketing effort to reinforce or assist with the brand awareness goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability. The M3 Group team will implement the strategy on a weekly basis based on the goals created.

1. Schedule the content
2. Use the rule of thirds (About MICRC, About partners, Current events)
3. Follow the golden rule (be nice and supportive)
4. Test, learn, grow

Advertising Plan Implementation

Whenever you see a great advertisement or hear a jingle that's memorable, you can bet it is the culmination of months of planning and preparation. Developing campaigns are fun and creative, but also takes time, skill and financial resources.

Plan implementation includes:

1. Solidify options
2. Negotiate investment
3. Negotiate value added PSAs
4. Place the buy
5. Advertisement traffic management

By correctly defining and measuring the success of an advertising campaign, companies can see the relationships between various touchpoints and determine the value of their advertising efforts.

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Michigan Independent Citizens Redistricting Commission	M3 Group											
	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	
Magnify Phase 1 - Understand												
Discovery												
Meeting with MICRC team												
Key Audience Persona Development												
Secondary research on statewide stakeholders												
Create persona representation for appropriate messaging												
Present personas to MICRC												
Motivate Phase 2 - Plan and Create												
Strategy												
Build plan and calendar												
Develop messaging for stakeholder groups												
Video concepting/plan with MICRC												
Ad design/visual elements/messaging playbook												
Public Relations												
Cision onboarding (PR software)												
Create media lists & keyword/phrases to monitor												
Add in social listening in Cision												
Public hearing logistics plan												
Interview schedule												
Op-eds content idea and potential locations												
Press releases/media alert schedule												
Social media												
Develop post messages												
Facebook live schedule												
Event plans												
Advertising schedule/PSAs												
Creative ad schedule/negotiate												
TV schedule and negotiation												
Radio schedule and negotiation												
Digital schedule												
Guerilla tactics (yard signs, etc.)												
Advertising Campaign												
Development of campaign visuals/messaging												
Begin developing materials to launch campaign												
Finalize campaign for execution												
Mobilize Phase 3 - Implementation												
M3 Group is given access to social media page(s) & setup to monitor SEO (access to website and tools)												
M3 Group runs SEO audit for MICRC website												
Implement public relations/media relations/interviews												
Write copy, press releases and follow up with media												
Manage onsite public hearings/media relations												
Contact groups by phone/email to increase participation												
Post for social media page(s)												
Present new posts/written copy to client for approval												
Media trafficking												
Schedule posts on social media page(s)												
Weekly Reports, Cision reports & updates to client												

About M3 Group

History:

M3 Group is a full-service branding, marketing, public relations and advertising agency headquartered in the heart of downtown Lansing. Formed in 2002, the agency has grown to three offices and 24 employees. Focused on integrating disciplines to provide clients the most effective strategy possible, M3 Group thrives on fully understanding the challenge, developing a strategy to meet the need and implementing the tactics necessary to show results.

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You've heard the theory that the Power of Three makes a difference in almost everything. Things that come in threes are more satisfying, memorable and effective. We at M3 Group take our commitment to three so seriously that it's in our name.

You're wondering, what does three mean to me?

Marketing and persuasion are sophisticated psychological processes. Marketers have been searching for the secret to penetrating a cluttered, messaged landscape and their audiences' cluttered brains for thousands of years. If we have too many choices, we shut down. In the caveman era, that would have been dire circumstances indeed.

Do you think it's a coincidence Goldilocks had three bears? We had the Three Stooges, Three Musketeers and our favorite childhood memory — Snap, Crackle and Pop. These are not just coincidences. It's a proven understanding that people are drawn to the Power of Three.

Philosophy:

M3 Group was founded on the principle of movement. We vow to never stand still, and we'll create consistent action to drive high-quality performing solutions. After all, clients deserve a "wow" result. We won't stop pursuing the elusive ring.

Whether it's a sprint or a marathon, M3 Group's commitment to our clients is to never stop or surrender. We pivot. We maneuver. We strive to win because our strategic drive, passion for creativity, performance culture and dynamic results are what you deserve. We define it as motion reimaged.

We can help you cut through the noise, find your audience and deliver your brand story at its best. We are dedicated to authentic brand storytelling and diving into the data to give you the biggest, most effective reach and value for your budget and your audience.

Focus:

We are creative problem solvers who build solid relationships and deliver "wow" strategies truly valued by our clients. We've built processes, assessments and programs that provide a framework for your success. Your success is our success.

Key differentiators:

M3 Group is a unique agency, in that we are truly full service. We don't contract out services to be completed for our clients; we handle it all in-house. This allows us to have

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better control of the final product. Reducing the chances of miscommunication from the use of outside partners also allows us to have more efficient timelines. We want to deliver an exceptional product, while meeting client deadlines.

We also have a trademarked M3 Group Method that delivers exceptional results when followed fully. This system brings the power of understanding, strategy development and implementation to every client.



The M3 Group Method is a proven process to achieve results for your organization. Our phased approach gives us an opportunity to discover everything we need to know about you and the competitive landscape through our initial Magnify phase.

We then create systems and products we need to embrace and enhance strategy through our Motivate phase. Finally, we continue our approach and enact our Mobilize phase through the monthly execution of deliverables, allowing for amazing KPIs and return on investment.

Through the years, M3 Group has worked with local municipalities, government-related organizations and nonprofits to increase brand awareness, build reputation, communicate important information, and rework-tired brands.

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Project Team

Our talented team of experts are more than just great workers and co-workers — they're great people. These creative talents make M3 Group an awesome place to work and an organization that stops at nothing to attain the goals of our clients.

From those focused-on client strategies to the team executing the plan, our M3ers are capable of handling it all. We have an expert for that. We want our clients to know if it encompasses communicating to internal or external audiences or stakeholders, we can help.

Tiffany Dowling

President and CEO of M3 Group

Publisher of *517 Magazine* and the *Current Magazine*

Role in the project:

Tiffany's role in this project is to lead the team on strategy and provide perspective with government-related clients. She will also play a role with client relations, media engagement and content strategy.

Relevant experience:

- 22 years of journalism, public relations and writing experience
- 18 years of marketing and integrated strategies experience
- 18 years as a small-business owner
- Worked to merge the 25 regions of Michigan Works! into one statewide brand and launched the Career Preparation campaigns for the state of Michigan; managed project and campaign budgets as high as \$6.5 million
- Developed successful, integrated, award-winning marketing campaigns
- Developed awareness campaigns for construction-related projects
- Worked on multiple campaigns where changing the perception of the project or program was vital to its success
- Executed countless public relations press conferences locally and nationally
- Designed and implemented many public and private events for clients
- Placed TV, radio and outdoor media throughout the state of Michigan

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- Board member and communications chair of Capital Area United Way
- Past vice president of the board for the Shared Pregnancy Women's Center
- Marketing committee member for YMCA
- Member of the Central Michigan Chapter of the Public Relations Society of America
- Board member of Lansing Community College Foundation
- Board member of Junior Achievement Education
- Vice president for Junior League of Lansing
- Past committee member for the MSU SafePlace 5K Race
- Past communications committee member for the National Association of Workforce Executives
- Past board member and communications chair for the March of Dimes — Lansing Area Chapter

Recognitions and activities:

- Won the Small Business of the Year Award from Lansing Regional Chamber of Commerce
- Received a national Earnie Award from PRSA on the #MeetMichigan campaign
- Started Motion Marketing & Media (now M3 Group) in 2002
- Started *Capital Area Women's LifeStyle Magazine* in 2007
- Strategically acquired *Greater Lansing Business Monthly* and *ing Magazine*
- Started a talk-radio program and television segment called "In Her Shoes" with Shelley Davis Mielock in 2009
- Appointed by Gov. John Engler to manage the Michigan Department of Career Development's marketing and public relations
- Taught at Michigan State University and Davenport University
- Served as March of Dimes communication chair for four years
- Won the *Greater Lansing Business Monthly* Entrepreneur of the Year Award in 2006
- Won several CMPRSA PACE Awards for integrated marketing and PR campaigns and crisis communications
- M3 Group received a Sloan Award for Business Excellence and Workplace Flexibility in 2009
- *Ypsilanti Press* Distinguished Award for Journalism Investigation Public Relations Society of America — Central Michigan Chapter Crystal PACE Awards, Categories: Institutional Programs, Public Service and Crisis Communications
- National Graphic Design Award — State Employees Credit Union billboard
- March of Dimes Volunteer of the Year Award

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- The Department of Michigan Veterans Award of Excellence for the advancement of veterans' issues in workforce development in 2002

Work history:

- 2020 – Present: Publisher, *517 Magazine*
- 2014 – Present: Publisher, *ing Magazine*
- 2013 – 2020: Publisher, *Greater Lansing Business Monthly*
- 2009 – 2013: Owner, *In Her Shoes*
- 2007 – 2020: Publisher, *Capital Area Women's LifeStyle Magazine*
- 2007 – 2008: Instructor, Michigan State University
- 2005 – 2007: Adjunct instructor, Davenport University
- 2002 – Present owner and CEO, M3 Group
- 1999 – 2002: Director of marketing and PR, Michigan Department of Career Development

Education:

- Bachelor's degree in journalism and public relations, Eastern Michigan University
- Certificate of marketing, University of Wisconsin at Madison

Sean Hickey

Chief Marketing Strategist

Role in the project:

Sean's role is to provide direction and counsel to the brand development team and ensure the delivered products meet strategic and business objectives. He will also provide guidance on the digital and video strategies.

Relevant experience:

- 26-year integrated marketing agency veteran and leader
- Lead account director on a wide range of clients from startups to Fortune 100 global companies
- Engage clients to develop strategies for brand voice, target audiences and more

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- Managed media research, selection and buying for clients in technology, financial services, automotive and other sectors, including extensive digital, social, OOH and other channels
- Problem-solver with an excellent ability to translate organizational needs into strategic and tactical plans with associated performance metrics
- Provide concept development and copywriting for a wide range of media, including advertising, online, broadcast, literature, direct marketing and other channels
- Proactive team-building management style helps improve staff effectiveness and morale

Recognitions and activities:

- Board member and vice chair, Ann Arbor Art Center
- Leader, Ann Arbor SPARK Marketing Roundtable Series
- Volunteer, Food Gatherers
- Volunteer, Huron River Watershed Council

Work history:

- 1994 – 2020: Director of strategic growth, managing director, account services director, senior account executive, PWB Marketing Communications (1994-2019), acquired by Spry Ideas in 2019
- 2013 – Present: Guest lecturer/adjunct faculty, Kettering University School of Business
- 1990 – 1994: Marketing director, account executive, Gage Marketing Group

Education:

- Master's degree with an organizational communication concentration, Central Michigan University; 4.0/4.0 GPA
- Bachelor's degree in communication with a minor in English, Central Michigan University; significant coursework in business, broadcasting and photography

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Amy Stanton

Chief Insight Strategist

Role in the project:

Amy has operational oversight of all research modalities and will work to build communications launch plans.

Relevant experience:

- Manage agency's research and strategy planning across multiple account teams and clients
- Work as part of agency leadership to manage small to medium-sized agency and grow its client base by identifying new business development and service offering opportunities
- Manage brand strategy and customer experience process from proposal phase through activation
- Drive demographic and psychographic research to create effective and emotionally engaging marketing solutions
- Write and edit integrated marketing and media plans, reports, ads, press materials, optimized digital copy, magazine articles, and more
- Interface with clients to build relationships and understand unique value propositions
- Create persona and customer journeys for automated customer solutions
- Established KPI monitoring and reporting system to improve outcomes on client objectives

Recognitions and activities:

- U.S. Automotive Public Relations Council Research Fellowship recipient
- Featured speaker at annual MSU President's Brunch for donors and key alumni
- Recipient of two Michigan State University Rasmussen Memorial Scholarship awards for excellence in teaching and scholarship
- Recipient of Michigan State University Marie Louise Gephart Donnell Scholarship for excellence in teaching and scholarship
- Best Article Award, American Academy of Advertising, for co-authorship of paper on social media engagement and offline behavior
- Association of Education in Journalism and Mass Communication Top Faculty Paper Award (third place)

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- Top Oral Research Presentation Award, MSU Graduate Academic Conference
- Central Michigan PRSA PACE Award for PR Campaign Excellence

Work history:

- 2017 – 2019: Managing director, market development, Precast/Prestressed Concrete Institute (PCI)
- 2010 – 2017: Lead strategist, Azure Strategies Inc.
- **Additional Work History:**
 - Grand Valley State University — Tenure-track assistant professor
 - Michigan State University — Instructor of record, study abroad coordinator
 - TechSmith Corporation — Global public relations manager
 - Americans for Prosperity — Michigan director
 - Sterling Corporation — Senior account executive
 - Davenport University — Adjunct professor
 - Michigan Concrete Paving Association — Public affairs director

Education:

- Ph.D. candidate, ABD, media and information studies, Michigan State University
- Master's degree in advertising and public relations, Michigan State University
- Bachelor's degrees in political science and journalism/public relations, Central Michigan University

John Tripolsky

Client Strategist

Role in this project:

John is the client liaison and the project manager.

Relevant experience:

- Ten years managing projects for a wide range of clients in the public and private sector
- Create and execute integrated marketing endeavors for clients to increase brand awareness

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- Proficient in campaign development and market strategy
- Previous marketing experience managing social media pages and developing marketing materials
- Account manager for clients at M3 Group, including Steadfast Labs, AKTV8, Lansing Board of Water & Light, Dean Transportation and Jackson Chamber of Commerce.
- Manage projects for assigned M3 clients and deliver successful stakeholder engagement
- Provides updates and reports to clients on project statuses

Recognitions and activities:

- Hubspot certified
- Google digital sales certified
- Google AdWords search certified

Work History

- 2015 – Present: Account executive, M3 Group
- 2011 – 2015: Account executive, Spry Ideas
- 2008 – 2011: Executive director, Saline Area Chamber of Commerce
- 2012 – 2018: President, JTE Marketing

Education:

Bachelor's degree in marketing, College of Charleston SC

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Jordan Raubolt

Senior Content Strategist

Role in this project:

Jordan will develop the create messaging and act as the primary public and media relations contact.

Relevant experience:

- Strategic and passionate communications professional with more than 10 years of senior management experience in the high-demand worlds of public relations, government affairs and journalism.
- Successful history developing, managing and executing integrated communications, marketing, community engagement and public affairs campaigns for purpose-driven brands and organizations.
- Seasoned storyteller skilled at shaping and driving editorial, branding and digital content strategies that unlock value, enhance reputation and drive business results.
- Areas of expertise include strategic planning, media relations, social media, team management, research and data analysis, message development, event planning, earned and paid media, project management, budgeting, client and vendor relations, branding, storytelling, editing, digital content, crisis communications, community engagement, media training, government relations, and executive visibility.
- Manage an editorial calendar to ensure timely publication of content for client lead nurturing campaigns
- Identify gaps in the client's content and recommend new topics
- Create proactive ideas for media relations opportunities
- Work to provide responsive public relations when media need information
- Create, monitor, shape and promote client brands, messaging and branding materials
- Work with media to gain coverage for clients through engaging and persuasive story pitches, press releases, media advisories, op-eds and other creative media relations strategies
- Monitor and analyze client KPIs and campaigns
- Track and predict industry trends

Recognitions:

- Public Relations Society America member
- Central Michigan PRSA member

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- Google Analytics certification

Relevant experience:

- Twenty years of experience in public relations, government relations, and journalism.
- Developed and executed communications, public relations and social impact strategies on behalf of an array of public and private sector clients. Previous clients include the W.K. Kellogg Foundation (WKKF), Priority Health, Spectrum Health, Michigan Economic Development Corporation (MEDC), Michigan State Housing Development Authority (MSHDA) and General Motors.
- Provided onsite communications and public policy support to Priority Health's communications team to advance its advocacy and engagement efforts in the national and state level discussions around the fate of the Affordable Care Act (ACA) and the Healthy Michigan program.
- Supported the launch of BCVision, a community-driven economic development initiative in Battle Creek, Mich., including earned, paid and digital media campaigns, and facilitated a community canvassing project that reached 30,000 households.
- Executed an integrated traditional and social media strategy to elevate MSHDA's down payment assistance programs, which resulted in 35 pieces of coverage and nearly 1.1 million impressions over six months.
- Developed messaging and press materials for the groundbreaking of the American Center for Mobility, which generated more than 350 total pieces of media coverage with a potential reach of 157 million.
- Provided integrated communications and marketing support for a variety of corporate and nonprofit clients, including Consumers Energy, Michigan Ag Council, Cherry Health, Hope Network and Pearson Foods Corp.

Work history:

- 2021 – Present: Senior Content Strategist, M3 Group
- 2018 – 2020: Senior Counsel, Seyferth PR
- 2011 – 2018: Senior Manager, Weber Shandwick
- 2009 – 2011: Social media director and speechwriter, Michigan House of Representatives

Education:

Bachelor of Arts, Aquinas College

Master of Arts, Journalism and Public Affairs, Columbia College Chicago

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Emily Hanes

Creative Visionary

Role in this project:

Emily will develop all visual assets.

Relevant experience:

- Collaborate with clients to create print and digital graphic design solutions based on their marketing needs while ensuring consistency with brand standards. Serve as the UI/UX lead for website creation and manage projects from discovery to launch to optimization for multiple brands.
- Perform industry, brand, and competitive research and analysis to lead brands through strategic planning efforts.
- Planned and executed brand launch photo and video shoot with third-party studio to capture brand story, executive leadership, and practice environment. Collaborated with executive leadership to implement proper workflows and processes for the management of all practice acquisition, integration, and marketing.
- Managed digital agency partners, freelance employees, and in-house team to execute creative campaigns and digital projects. Directed digital agency through planning, development and execution for digital advertising, website development, and overall strategy. Created and managed the Marketing budget for practice promotion and optimization.
- Collaborated with executive stakeholders and lead creative teams from conceptual development to project launch. Educated team on client needs and expectations. Lead branding and campaign efforts while working with project management for appropriate resource allocation and timing expectations.
- Spearheaded design quality standards and assessed all materials to ensure quality and accuracy across mediums. Partnered with corporate print vendors to audit processes, identify cost savings, and implement print standards across all corporate orders. Managed in-house photography shoots, including pre- and post-production.

Work history:

- 2020 – Present: Creative visionary, M3 Group
- 2019: Creative director, Forum Health, Salt Lake City, UT
- 2014 – 2019: Manager, Creative Strategy, Diplomat Specialty Pharmacy

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Education:

- Bachelor's degree in fine arts, Central Michigan University

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Sample Projects

Meridian Township Rebrand and Public Relations Launch

M3 Group worked with Meridian Township on a full rebrand project that included research, design, messaging and implementation of the new look and feel. We developed a committee to serve as a sounding board and to provide information from the multiple stakeholder groups. We also held a public forum where any individual could come to the meeting with input.

Connecting with the community was a pivotal part of this endeavor. Once we had significant input, we were able to make recommendations and provide assets that were in line with how the community and Township leadership wanted to be represented.

This project closely resembles the project requested by MICRC. We needed to gain a full understanding of what the Township wanted and gain insight and input from multiple stakeholder groups. The traditional meetings were more like focus groups. We also met weekly with a standing committee to provide a broad representation.

We developed a new logo and tagline, brand messaging, and the creative elements to showcase the new brand. We designed new police cars. Meridian Township was extremely happy with the result.

Project budget: \$185,000

Meridian Township Work Samples



Old Seal

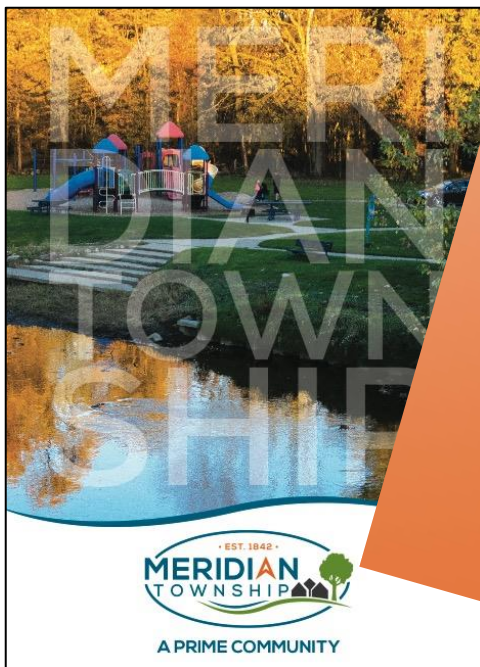
STATEMENT OF WORK – QUOTE



A PRIME COMMUNITY

New logo and tagline

Meridian Township Work Samples



Community Brochure

STATEMENT OF WORK – QUOTE

City of Lansing Public Relations Program

Description of project:

The City of Lansing had a major challenge. It was suffering from a nonstop downtown construction season based on a combined sewer overflow program that was creating orange barrels in seemingly the same place for many years in a row. This resulted in negative press, regular calls from residents and overall frustration from local businesses.

We were asked to help the City overcome this challenge with a strategy. M3 Group determined that it was a lack of understanding that created the overall negativity. The sewer overflow program was essentially an environmental project aimed at stopping sewage overall from reaching the Grand River. This 30-year project was necessary to update the infrastructure.

M3 Group utilized a brand and public relations strategy to educate the public and create much-needed support for the effort. We developed a “Cleaner, Greener Lansing” logo and created materials and a City mascot, Swish the Fish, to help explain why the construction and program was necessary to clean the waterways.

After two years, we stopped calls from coming into the City, we received positive news stories above the fold in the newspaper and we had received high marks for communication. Most of all, our strategy helped people celebrate the construction season with a downtown Hard Hat Day, created and managed by M3 Group.

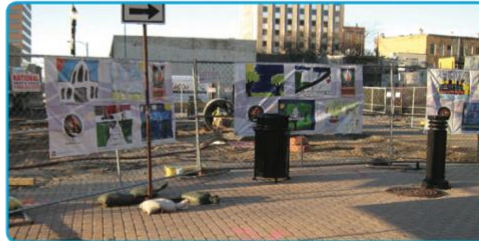
Project budget: *\$350,000*

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LANSING HARDHAT DAY



3RD GRADE ART BANNERS



CITY OF LANSING CSO PROGRAM



STATEMENT OF WORK – QUOTE

Downtown Lansing Launch with Sidewalk Chalking Guerrilla Tactics



Construction Barrel Wrapping



Newstand Posters



Spray Chalk Messaging



STATEMENT OF WORK – QUOTE

Front-Page Article

Lansing State Journal
OCTOBER 18, 2009 SUNDAY
THE POWER OF KNOWING SINCE 1855
WWW.LSJ.COM
\$1.50
\$130 COUPON SAVINGS FOR TODAY'S PAPER

long-term benefits

SEWER SEPARATION PROJECT



Hard at work: "We separate the system and we will never have to worry about the continued pollution of our rivers almost every time it rains," said Chad Gamble, Lansing's public service director. The CSO project began in 1992 and could last for another 11 construction seasons.

City's rivers improving with CSO project

SUSAN VELA
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Last spring, a foot of rain that poured down across the city also imposed an environmental cost. Nearly 200 million gallons of untreated water — murky with raw sewage — emerged from the city's antiquated network of underground pipes in March, April and May, according to city reports marking the progress of Lansing's combined sewer overflow project.

Where the most expensive public works project in the city's history has laid new pipes for sewage and converted old pipes to handle storm water, the spill off into the Grand and Red Cedar rivers is virtually clear of untreated sewage.

Two decades

The city's rivers are benefitting from a CSO project that started almost two decades ago and has cost \$278 million so far. Last year alone, 985 million gallons of raw sewage was diverted from the Grand and Red Cedar rivers because sewage and storm water runoff no longer ran through the same pipes in many areas of the city. That's 35 percent less than the 1.65 billion gallons that



How much?

How much is 505 million gallons of diluted sewage? Enough to fill the Empire State Building twice over.

were going into the rivers annually before the expensive — and expensive — CSO construction began in 1992.

"We separate the system and we will never have to worry about the continued pollution of our rivers almost every time it rains," said Chad Gamble, the city's public service director.

Skeptics are quick to criticize a lack of monitoring available to accurately gauge true improvements in the rivers' water quality.

City Hall doubters want a cost-benefit analysis. Neighbors just want an end to orange barrels that could mark the project for another 11 construction seasons.

Gaining momentum

Statistics show that, while it took years of CSO work to see large diversion numbers, real progress didn't become evident until after 2000. Overflows throughout the city should contain only storm water by 2020.

CSO progress has gained momentum. By the conclusion of the project, the city should contain only storm water by 2020.

In the come zone: The sewer separation is one of the most expensive public works projects in Lansing's history. To date, it has cost \$278 million.

Lansing State Journal file photo

\$278 million cost so far of CSO construction that began in 1992

585 million gallons of raw sewage diverted from the Grand and Red Cedar rivers last year

1.65 billion gallons that were going into the rivers annually before the project began in 1992

11 estimated number of construction seasons remaining for project

See CSO | page 5A

STATEMENT OF WORK – QUOTE

City of Jackson Public Relations Project

Description of project:

The City of Jackson had a reputation that they were noncommunicative when construction projects would arise. They wanted to change their image with the media and the public because a significant downtown infrastructure project was set to start and disrupt activity throughout Jackson.

M3 Group created a new brand image to represent the project and City after meeting with multiple stakeholder groups. We began with a logo creation and utilized intentional graphics to give life to the brand. We provided opportunities for the media to participate in press conferences and heard from them and community members that it was the best communication effort they've witnessed in a long while.

Since it was construction downtown, it was important to help the public understand how to travel and help businesses with providing information. We incorporated multiple mapping tools, advertisements, collateral materials and events to support the effort.

City of Jackson Work Samples



Project Logo

STATEMENT OF WORK – QUOTE



Project Launch Press Conference



Project Stickers

STATEMENT OF WORK – QUOTE



Project Advertisement

STATEMENT OF WORK – QUOTE



Posters to Support Businesses Downtown

STATEMENT OF WORK – QUOTE



August 6, 2014
FOR IMMEDIATE RELEASE

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CITY OF JACKSON'S 'DIG DOWNTOWN' CONSTRUCTION PROJECT TO BEGIN IN AUGUST
City to rebuild aging infrastructure to keep Jackson growing and thriving

JACKSON, MI – The City of Jackson announced today it will begin construction on the Dig Downtown Jackson Project, which is set to begin August 11, 2014, with a projected completion date of Fall 2015. With a desire to keep Jackson growing and thriving, city officials are taking action to rebuild the city's aging infrastructure.

"Jackson has a rich history we all can appreciate, and as with every great city, it becomes necessary to repair its infrastructure. Now is the time," said Patrick Burch, City Manager with the City of Jackson. "This project will not only eliminate current issues, like water main breaks, it will poise the city for continued growth."


With programs in place like the Anchor Initiative, which focuses on place making and aims to encourage local involvement and innovation, officials say it is important for the City of Jackson to be ready for whatever is next – be it a redevelopment of an existing building into a mixed use facility or construction of a new condo development, for example.

Work is expected to begin on Michigan Avenue between Francis and Mechanic in early August and will continue in phases from Mechanic to Blackstone in 2015. As the project is completed, adjusted traffic flow will be established and beautification efforts will take place to better the downtown area.

"We understand construction of any kind can be inconvenient. The city is committed to supporting local business owners, residents and visitors by limiting the disruption of day-to-day life in downtown Jackson," said Jonathan Greene, Economic Development Director with the City of Jackson. "The process and the end result are both being taken on with the best interest of businesses and downtown Jackson in mind."

(cont.)

Press Release



Because of its rich history, Jackson has an aging infrastructure. With a desire to keep Jackson growing and thriving, city officials are taking action to rebuild the city's foundation. This process eliminates current headaches, like water main breaks, and – more importantly – poises the city for continued growth.

City officials understand construction of any kind is sometimes inconvenient for business owners, residents and visitors. The city is committed to supporting local business owners and limiting day-to-day disruption in downtown Jackson. Our continued strategic marketing efforts drive activity to the downtown core. The process and the end result are both considered with the best interest of businesses and downtown Jackson in mind.

GET YOUR DIG DOWNTOWN UPDATES!
To learn more and stay updated on road closings, openings, detours and parking, check out these information sources:

DigJackson.com
Here is a web resource to learn all about the Dig Downtown Jackson project. Get specific project details or learn about the city's historical infrastructure. If you don't find what you need to know, you can reach out to a project team member at (517) 768-6075.

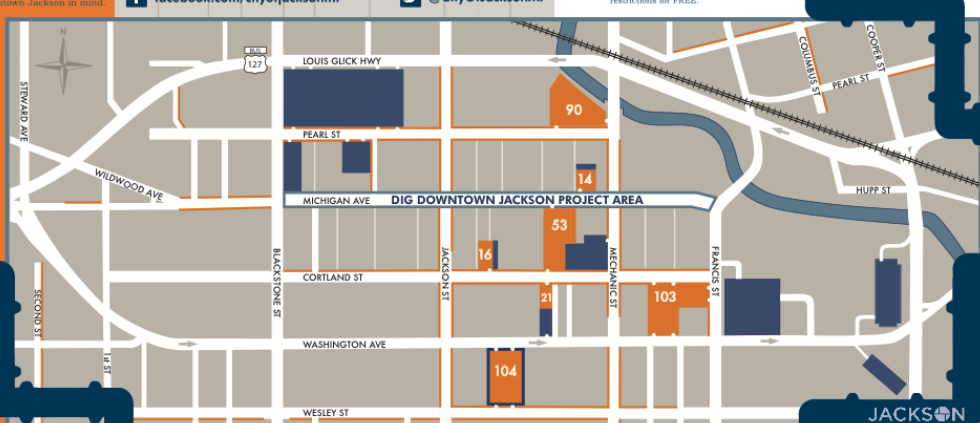
City of Jackson Facebook and Twitter
Login every morning to see project updates. Like or Follow us to stay up-to-date while you get your social media fix!

The Same Page Newsletter
A construction e-newsletter is available every other week through the project and is your direct link to everything you need to know about the Dig Downtown Jackson project. View the current issue at DigJackson.com.

City of Jackson Construction Map Key

- 90** Visitor Free Lot: 3 hour free parking, Mon. - Fri. 8 a.m. - 5 p.m. White number indicates spaces.
- City of Jackson Permit Lot:** Free Parking after 5 p.m. & all day on weekends.
- Visitor Paid Lot:** All day parking, Mon. - Fri. 8 a.m. - 5 p.m. \$2.
- Street Parking:** Most street parking for two hours, Mon. - Fri. 8 a.m. - 5 p.m. Check posted signs.
- P** Visitor Parking Pass: Available for purchase at City Hall, \$4. Allows one day of all day parking in any visitor lot.

AFTER 5 P.M. AND ON WEEKENDS:
Street Parking and all City of Jackson Parking Lots available without time restrictions for FREE.



Z-Card Folds Down to Business Card Size

STATEMENT OF WORK – QUOTE



City of East Lansing Digital Ads for Infrastructure Project

STATEMENT OF WORK – QUOTE



*Infographic for the
Michigan Department of Health and Human Services
Children's Trust Fund*

STATEMENT OF WORK – QUOTE

Campaign work

Regional Granger Waste Campaign

Project Specifics: Trash Can...

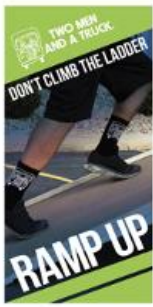


Michigan Virtual University Rebrand

STATEMENT OF WORK – QUOTE



Flyer



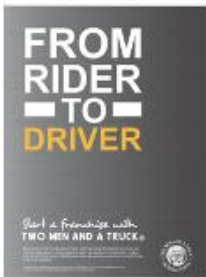
Digital Ads



Billboard



TWO MEN AND A TRUCK National Media Campaign



*TWO MEN AND A TRUCK Franchise Campaign
Featuring Landing Page and Digital Ads*

STATEMENT OF WORK – QUOTE

Quote for Services

Type of Services	Tactics	Labor Cost Per Hour	Estimated Hours	Flat Rate	Media Cost	Total
Magnify						
	Discovery			\$1,500		\$1,500
	Persona Development			\$4,500		\$4,500
Motivate						
Strategy						
	Messaging	\$150/Hour	25 hours			\$3,750
	Playbook and plan (Includes PR, content and social planning)			\$5,500		\$5,500
	Design assets	\$150/Hour	30 hours			\$4,500
Public relations						
	Cision onboarding			\$4,500		\$4,500
	Printing			\$3,500		\$3,500
Advertising						
4-8 weeks depending on medium	Cable and TV*				\$60,000	\$60,000
	Duluth DMA					
	Green Bay DMA					
	Marquette DMA					
	Traverse/Cadillac DMA					
	Alpena DMA					
	Flint/Sag DMA					
	GR/Kzoo DMA					
	Lansing DMA					
	South Bend DMA					
	Toledo DMA					
	Radio/Talk/NPR*				\$12,000	\$12,000
	Programmatic digital				\$10,000	\$10,000
	OTT				\$15,000	\$15,000
	Social/YouTube				\$10,000	\$10,000
	Outdoor*				\$35,000	\$35,000
Mobilize						
Implementation						
	PR/writing	\$150/Hour	60 hours			\$9,000
	Events/logistics		40 hours			\$6,000
	Social/events		30 hours			\$4,500
	Follow up with media		40 hours			\$6,000
	KPIs		20 hours			\$3,000
						\$198,250

*M3 Group will work with media organizations to provide value-added programs and PSAs to support the effort and contribute to the media outreach.