

LAMBERT



L1

Michigan Independent Citizens Redistricting Commission

PROPOSAL FOR VIDEO PRODUCTION SERVICES | APRIL 2021

Introduction



MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION

Lambert & Co. is pleased to provide this proposal for multimedia services to the Michigan Independent Citizens Redistricting Commission (MICRC). We are enthusiastic about the possibility of working with your team and are confident that our vast experience and results-driven approach makes us the right agency partner.

We approach our work from the perspective of our clients—putting your objectives and success at the forefront by providing deliverables that are outcomes-based. Lambert features an experienced multimedia team led by Ryan Gajewski, who prior to joining our firm spearheaded production for the Michigan Economic Development Corporation's (MEDC) award-winning Pure Michigan campaign.

As Michigan's largest and leading integrated communications agency, with offices in Detroit, Grand Rapids and Lansing, Lambert has a long history of working with government organizations across the state to create content supporting community engagement and education. From our work generating awareness for MEDC's multiple business units, to our efforts supporting the Safe Schools Climate Grant for the

Michigan Department of Education, to our partnership with the City of Romulus, helping to highlight opportunities in the region, we have both the experience and the dedicated professionals that will best represent and support the MICRC.

The following proposal outlines the multimedia campaign strategy we believe will increase awareness and engagement in the state's redistricting process.

Thank you for this opportunity. We look forward to discussing with your team at greater length.

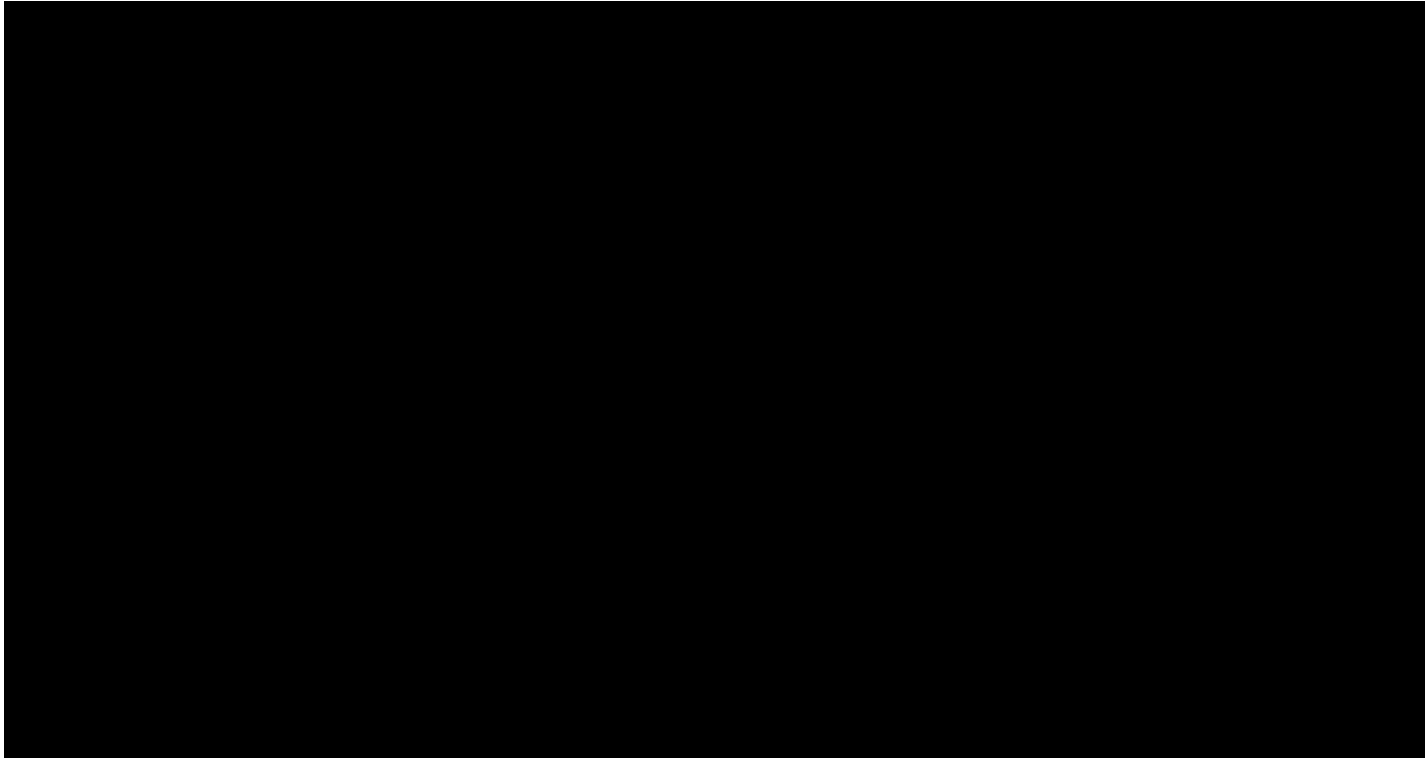
Sincerely,



A handwritten signature in black ink that reads "Joseph DiBenedetto".

JOSEPH DIBENEDETTO
Managing Director

Video Reel



[Click here if content does not load](#)

What we heard from **YOU**

- **INCREASE AWARENESS:** Video and multimedia are highly effective tools for delivering important messages, but many distribution channels are full of content that doesn't always strike the right balance of concept matching the messaging. Like you mentioned, this project needs to "wow the audience" while also drive engagement, which is why we believe messaging and creativity must happen simultaneously to ensure maximum audience penetration and retention.
- **PARTICIPATION:** Getting your audience to view something is one challenge; convincing them to engage is even harder. Lambert will provide additional campaign considerations to extend your content past the play button to enact measurable change.
- **REPRESENT DIVERSITY:** Lambert understands the importance of representation in multimedia projects, and strive to ensure diversity is valued at every stage of production.



Our Strategy



**Identify
Business
Objectives**



**Research &
Concepts**



**Content
Creation &
Distribution**



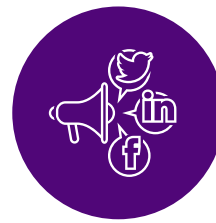
OUR STRATEGY

Identify Business Objectives

Before kicking off a project, it is important to make sure all parties are aligned. Our team will immerse ourselves in your business in order to ensure we have a full picture of the situation at hand and how best we can use multimedia content as a solution by weaving messaging through everything we produce.

We'll schedule a discovery session to better understand your objectives—taking into consideration audiences, possible challenges, and previously created content.





OUR STRATEGY

Research & Concepting

While we come to the table with a number of concepts at the ready, we're also well-positioned to build on any ideas or content you've already developed.

We feel strongly that collaboration creates the best content, and this is the inherent value that our multi-disciplined team provides.

Once objectives are finalized, we will present concepts that will appeal to our target audiences and timelines to guide our efforts. Some things are best discovered and seen in action, and our experience allows us to pivot quickly and capitalize on opportunities. Depending on the selected concept, we can create pilot episodes to provide a vision for how the series will work.





OUR STRATEGY

Content Creation & Distribution

Lights, camera, call-to-action!

At this phase, goals and concepts are aligned, pilot videos have been created, if required, and Lambert's team of multimedia experts is capturing video, images, and sound to deliver a steady drumbeat of assets.

We'll work with your team to develop a review and approval plan that ensures we're creating content that will help your organization meet its objectives.

If needed, we can provide distribution recommendations for any paid promotions across platforms to extend the reach and visibility of the content.

This entire strategy will be verified against metrics, and we plan on making adjustments as the engagement continues.





Our Approach + Investment



Planning + Workflow

TIMELINE

If selected, Lambert will schedule a discovery meeting with the MICRC team to gather details to support the launch of this project. This will include members from our social impact and multimedia teams, but will also feature other members of the firm to provide complimentary perspectives on the best way forward. From there, our proposed schedule is as follows:

- Concepts presented by May 14
- Scripts / outlines approved by June 4
- Any relevant onsite production concluded by June 25
- First cuts delivered by July 9
- Final cuts delivered by July 16

WORKFLOW

In addition to this schedule, Lambert will also provide or conduct the following:

- Bi-monthly status meetings
- Project tracking updates via cloud platform
- Coordination with any value-add opportunities (e.g., using video materials to assist in other communications efforts)

Recommended Investment

The Lambert team recommends a \$10,000 budget based on the scope of work and expected deliverables. Our blended rate for relevant team members is \$200/hour. This budget is flexible according to total amount of deliverables. This will include the following:

Stage of project	Description
Pre-production	<ul style="list-style-type: none">• Coordination needs and objectives• Script / outline creation• Ongoing program management
Production	<ul style="list-style-type: none">• On-site multimedia production• Motion graphic editing if necessary
Post-production & reporting	<ul style="list-style-type: none">• Editing and feedback process• Translations• Content delivery, including captions where relevant



Firm Overview





The **Lambert** Difference

Lambert is a strategic communications, public relations and integrated marketing firm squarely focused on creating high value programs that positively impact our clients' bottom lines. We help our clients reach their goals through intelligent planning, exceptional media relations, strategic messaging and effective marketing.

Our client-centered approach is straightforward and highly effective:

(Re) Imagine Your Strategies

(Re) Frame Your Conversations

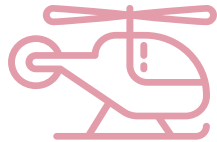
(Re) Deploy Your Assets

Firm Overview



TOP 5

Education
Communications & PR
Firm Nationally



TOP 5

Automotive &
Transportation PR
Firm Nationally



TOP 10

Investor Relations /
Financial
Communications Firm



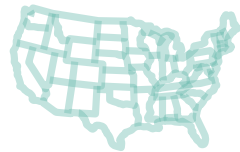
OVER 85

Writers, Strategist,
Creatives, Web Developers,
Marketers + more



TOP 5

PR firm for
Private Equity



7

Office locations
in the U.S.



TOP 50





































PR firm
nationally



TOP 20

Food & Beverage
PR firm

Core Capabilities

Public Relations	Investor Relations	Creative & Multimedia	Brand Strategy	Digital Marketing & Social Media	Website Development
 Media Relations	 Analyst & Investor Targeting	 Branding & Graphic Design	 Brand Journalism	 Content Strategy	 Design & Strategy
 Media Training	 Road shows, Analyst Days	 Multimedia: Video & Photography	 Brand Identity / Positioning	 Social Media Monitoring	 Front-end & Back-end Design
 Crisis & Issues Management	 Activist Investor/Board Counsel	 Campaign Creative	 Naming	 Influencer Programming	 User Experience Optimization
 Product Launches & Market Entries	 M&A/ Bankruptcy/ Special Situations	 Digital & Social Strategy	 Key Message Development	 Paid Media / Advertising	 SEO
 Cause Marketing	 Retail Investor Programs/ Social Media	 Creative Copywriting	 Brand Purpose / Values	 Reporting & Analytics	 Tech Stack Integration
 Corporate Communications	 Perception Studies	 Print Materials & Collateral	 Corporate Social Responsibility	 Virtual Events & Webinar	 Website Maintenance & Support

A Leader in Social Impact

AmplifyGR

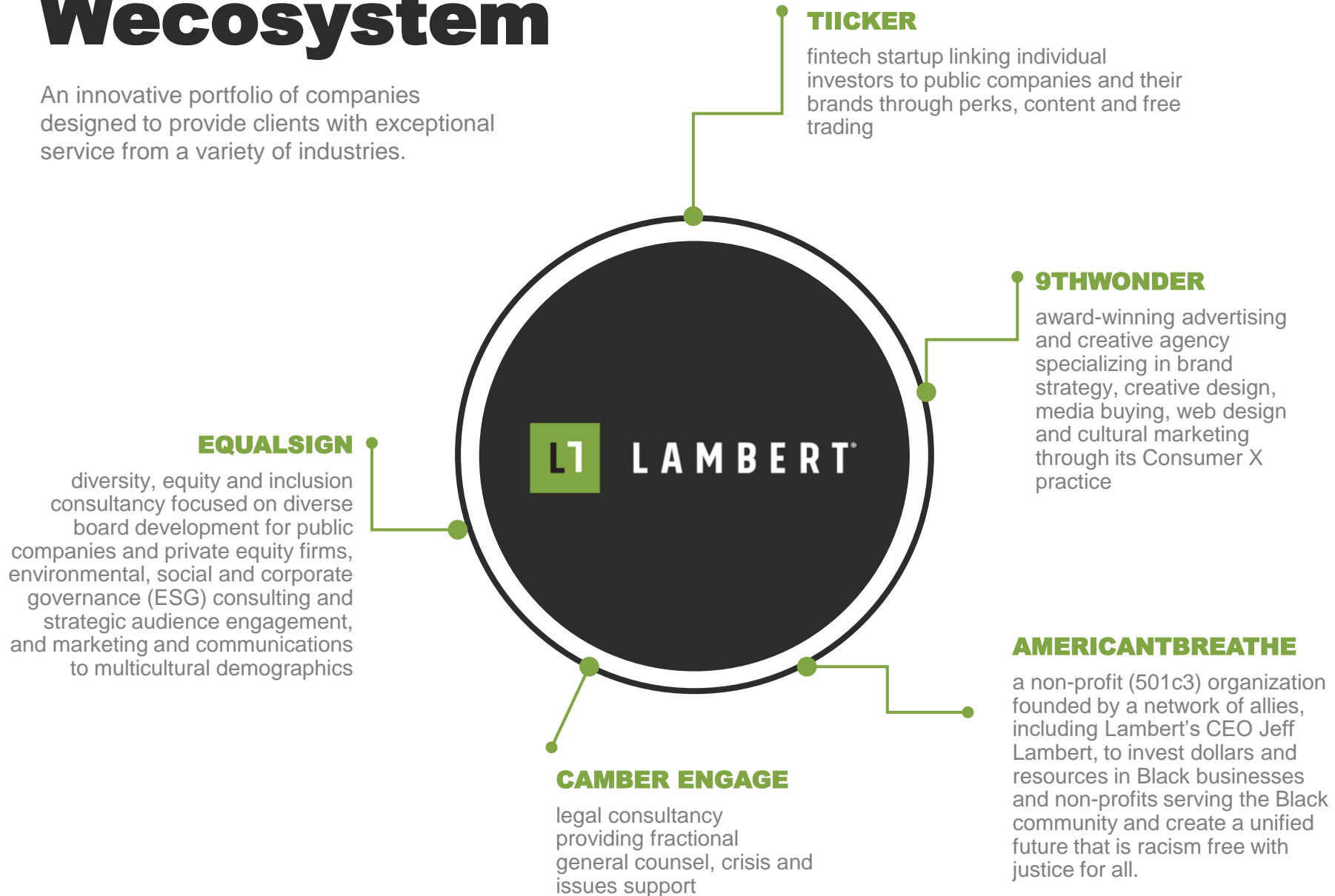


**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



Wecosystem

An innovative portfolio of companies designed to provide clients with exceptional service from a variety of industries.





Meet Your Team



Your Team



JOE DIBENEDETTO

Managing Director



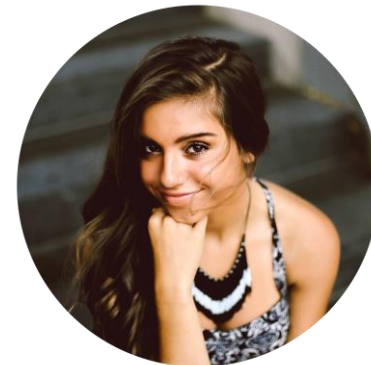
RYAN GAJEWSKI

*Director of Video &
Digital Strategy*



GABE GONZAGA

*Senior Associate Producer,
Multimedia*



DAWSON BISHOP

*Associate Producer,
Multimedia*



Case Studies



Campaign Branding & Implementation

CHALLENGE

The Michigan Department of Education developed the Safe Schools Climate Grant, developing comprehensive, data-driven and evidence-based programs to help address critical climate conditions for learning. MDE needed support in raising awareness and participation in the program across the state.

SOLUTION

The Lambert team developed a branding and marketing campaign for the program statewide – titled “think. respect.” – creating an internal communications system for all participating schools and related MDE staff to interact with each other throughout program implementation.

TACTICS

- Worked individually with participating schools to create a community strategy for communicating about the “think. respect.” program
- Developed a communications strategy – featuring branding research, strategic planning, grassroots advocacy, media relations and social media content creation – to increase awareness and participation
- Developed messaging associated with the MDE grant and relevant program areas
- Created a “think. respect.” communications guide and toolkit for participating schools



✓
INCREASED YOUTH
ENGAGEMENT

👍
SUCCESSFULLY
LAUNCHED CAMPAIGN

The Michigan Department of Education (MDE) oversees public school districts in the state. The department is governed by the State Board of Education.



Awareness Campaign

CHALLENGE

Michigan Economic Development Corporation's Entrepreneurship & Innovation initiative had been running for more than five years but received little recognition across the state.

SOLUTION

Lambert developed a strategy utilizing multimedia content to share success stories focusing on the state's robust entrepreneurial ecosystem and capturing the impact the initiative has on the state's economy.

TACTICS

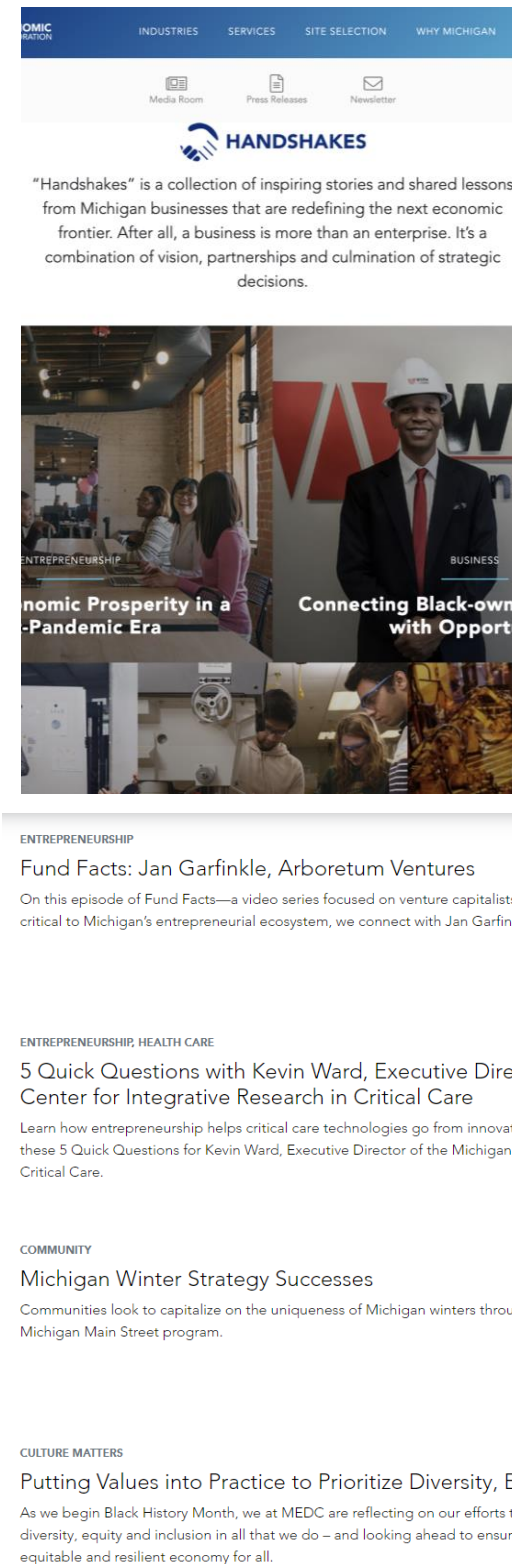
- Created a series of videos featuring testimonials, tips and success stories, including:
 - Entrepreneurs in Elevators
 - Fund Facts
 - 3 Takeaways
 - In the Zone
- Developed infographics featuring key data points demonstrating the entrepreneurial ecosystem's impact on Michigan's economy
- Generated substantial media coverage focusing on successful entrepreneurs and experts from the Entrepreneurship & Innovation initiative



25+
VIDEOS CREATED

100+
MEDIA CLIPS

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy.



CITY OF ROMULUS

Highlight Opportunity

CHALLENGE

The City of Romulus enlisted Lambert to drive proactive public relations, social media strategy and communications to reach current and potential residents and business owners—and position the city as the Home of Opportunity for target audiences.

SOLUTION

The team developed a plan to support the City of Romulus by providing targeted media outreach and media relations, digital media strategy, marketing efforts, and strategic counsel and support.

TACTICS

- Developed media pitches, press releases, advisories, statements and byline articles
- Created business, resident and development spotlights to raise awareness of the City's people, places and programs
- Provided crisis counsel and strategic communications support
- Maintained weekly social media content development, monitoring and reporting



53M+

MEDIA IMPRESSIONS

41

SPOTLIGHTS

1.2M+

FACEBOOK IMPRESSIONS

The City of Romulus serves over 23,000 residents and 700 businesses, with a daytime population of more than 51,000 due to the large-scale operations of the Detroit Metropolitan Airport.



Creating Equitable Communities

CHALLENGE

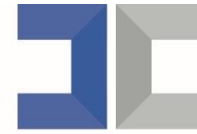
Sharing community impact during a time of resurgence can be difficult. Capital Impact Partners wanted to amplify its organization, its team and the important work it does for Detroit during the city's ongoing revitalization.

SOLUTION

To elevate their profile and notable work, Lambert worked closely with Capital Impact Partners, the organization's partners and individuals impacted by its funding to increase share of voice in the Detroit market.

TACTICS

- Launched Capital Impact's Displacement and Relocation Report, which resulted in an exclusive story in the Wall Street Journal
- Positioned Capital Impact personnel as industry experts through community-focused events, thought leadership content and media opportunities
- Developed foundational materials, including talking points, key message documents and media briefs, throughout the process
- Implemented a video series featuring partners who are having an impact on the revitalization of Detroit



CAPITAL IMPACT
PARTNERS

150M+

IMPRESSIONS WITH
STATEWIDE,
REGIONAL &
NATIONAL MEDIA
OUTLETS

ELEVATED

PARTNERS THROUGH
MEDIA OUTREACH,
THOUGHT
LEADERSHIP &
EVENT SUPPORT

Capital Impact Partners is a nonprofit community development financial institution that delivers strategic financing, incubates new social programs and provides capacity building to help ensure low-to-moderate-income individuals have access to quality health care and education, healthy foods, affordable housing and the ability to age with dignity.



References

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Thank You!

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