

RFP RESPONSE

PREPARED BY

DATE



**JUNE 9
2023**



Dear UCP Marketing Team,

We are grateful for the invitation to participate in your request for proposal for an organization we fully believe in. It fills our hearts to work for the greater good of those with disabilities and make a difference in the world.

At Knoodle, we understand the importance of supporting families with diverse abilities in an ever-changing world. Through our partnership with UCP of Central Arizona since 2019, we have gained valuable knowledge and experience that positions us as a key player in advancing your mission. As you celebrate your 75th anniversary, we are eager to collaborate with your team, reimagining your brand on a national level and crafting a compelling narrative that truly honors your legacy.

In our response to this RFP, we aim to showcase our strategic and creative capabilities through innovative branding applications for UCP. Our internal process has led us to conceptualize and design two refreshed UCP anniversary logos, which can seamlessly integrate across various communication platforms. Our in-house production company also created two videos. One expresses a potential strategy. The other showcases our work with UCP as a reference to what we have done before. While we acknowledge that this work was developed without your direct input or collaboration, imagine what we can accomplish with our collaboration. Additionally, we have included examples of our past nonprofit projects to demonstrate our commitment and creativity to the sector.

The prospect of joining in the celebration of UCP's 75th anniversary and the potential to contribute to the future success of your organization fills us with great enthusiasm.

The future is bright and full of everyday miracles!

Warm Regards,



ROSARIA CAIN,
CEO


ABOUT KNOODLE



KNOODLE PROFILE

Established: 1999

Years in business: 24

Incorporated: Phoenix

Type of services offered:

Public Relations & Content

Social Media Management,

Websites & Digital Marketing

Branding & Creative

Photography & Video

Traditional and Digital Media Planning & Buying

Considered Small Business: Yes/ Woman & Minority Owned



WHY KNOODLE

Knoodle is well acquainted with UCP. Very well in fact. We've been the agency of record for the Central Arizona chapter since 2019.

Knoodle presents a strategy that will stir the human spirit with a compelling and comprehensive marketing campaign, building awareness of the broader reach of UCP and better connecting with affiliates across the country. The proposal is grounded in measurement, optimizing the campaign performance to ensure that specific goals are achieved, constantly iterating and strengthening the approach.

With a multidisciplinary team of senior-level professionals, Knoodle provides a wide range of advertising and marketing services to businesses of all sizes. Knoodle creates and executes branding, PR, digital and advertising campaigns across media channels and platforms. We collaborate with our clients to develop effective strategies to help them reach their target audience, increase brand awareness, and ultimately drive stakeholders to act. Knoodle does this all with market research and analysis services first, to help our clients understand their target audience and competition better.

Knoodle works not only on a local level, but on a global one competing with other firms and agencies to attract and retain clients. We differentiate ourselves based on our areas of expertise, reputation, quality of work, and pricing models. While Knoodle has proven success representing clients in specific industries, like non-profits, healthcare and commercial real estate, collectively our team brings a deep bench of impressive experience across industries, Fortune 50 companies and well established brands.

THE UCP CHALLENGE

THE KNOODLE APPROACH FOR UCP – GOALS

First, we formulate a customized plan around achieving UCP goals.

From your feedback they include:

- Raising awareness within the disability community nationwide about UCP's legacy and relevance to their lives.
- Reaching those in the disability community about the current services offered.
- Educating the disability community on the role and impact of UCP's advocacy efforts.
- Amplifying the brand and who UCP serves with a brand refresh.
- Broadening the mission beyond Cerebral Palsy, since there are many other disabilities and conditions served by UCP.
- Keeping the good name and reputation of UCP and better defining who they reach.
- Improving the visibility of the UCP profile through the 75 anniversary.
- Leveraging the 75th anniversary for fundraising opportunities.



FULL SERVICE CAPABILITIES

Spark imagination.
Ignite results.
Change the world.

Knoodle works to meet client objectives in an atmosphere of transparency, harmony and joy. Our team prides itself on being communicative and ready to take on any challenge. Knoodle employs a wide range of capabilities, including:

Strategic Planning

We help our non-profit clients develop strategic marketing and advertising plans to achieve their goals. This can involve identifying the target audience, creating messaging that resonates with them, and selecting the right channels and tactics to reach them.

GETTING TO GREAT WORK

Process Makes Perfect



Discovery

We learn your goals, your why, how you source your revenue, where you want to be in six, twelve and eighteen months. We also dig deep into how you define success within these time periods.



Brand Spark

We develop your market position, your “insight” or the reason your consumers or clients would choose you over your competitors. This is a three to six week process that includes extensive research, focus groups, data on your brand, the consumer, competitive arena, and the culture that surrounds it. We interpret the data, evaluate it and create insights. Insights are basic, indisputable truths, that haven’t been tested in the client’s competitive arena and can be used to catapult a brand into profitability.



Recommendations

The brand spark gives us a strategic rendering of the brand. The recommendations are the road map that gets you to your goals. We dig deep into our bag of tricks. We do so many things in-house: branding, creative, video, cinematography, editing, public relations, content, social media, digital strategy, SEO, email campaigns, digital display, paid search and media buying.



Scope, Scheduling, & Timetables

We collaborate with you to create the plan and lay it out for you clearly with deliverables, investments and timetables. We line out expectations, metrics and key performance indicators.



Strategy Never Sleeps

We are constantly fine tuning, and adjusting strategy to market conditions, your business needs and changes in your industry.



Communication & Collaboration

We develop a regular meeting schedule for continuous communication and adjustments either in person or virtually.



One Point of Contact

You will have one person that will be your dedicated strategist and account manager. In addition, you will have access to the department heads of every discipline: Creative, Public Relations, Film & Production, Digital, and Media.



Creative Development

Knoodle has a team of creatives who specialize in developing engaging and impactful content across various media channels. They help our clients create compelling messaging, storytelling, and visuals that inspire action and drive engagement.

Video Production

Knoodle does all production in-house with a dedicated cinematographer, editor, copy writers, director and producer. This provides a seamless experience between UCP, Knoodle creative and the production team for work that is beautiful, on-time and on budget.

Media Planning and Buying

Our media planning team comes with years of experience and helps our clients identify the most effective media channels to reach their target audience and negotiate favorable rates for advertising placements. Knoodle has extensive relationships with media outlets that allow for the best negotiating terms.

Digital Marketing

Knoodle's teams are experienced and well-versed in social media and digital marketing, which is proven to be effective for non-profits. They've created social media campaigns, email marketing campaigns, and online fundraising initiatives to reach and engage donors.

Public Relations

The Knoodle PR team has been in the forefront of PR efforts for our non-profit clients with media outreach, event planning, and crisis communications. With Washington, DC experience, they know the national, "member-driven" model well and the value advocacy brings to the grassroots level.

Evaluation and Optimization

We just don't "set it and forget it". Knoodle measures the effectiveness of campaigns, tracks results, and optimizes efforts to achieve maximum impact. We use data and insights to make continuous informed decisions about our clients' marketing and advertising strategies.



STRATEGY FOR UCP

OVERVIEW: PROJECT PLAN (WITH TIMELINE)

To reach UCP's goals, Knoodle proposes a 12-month engagement with an emphasis on branding, visual storytelling and public relations. Below is a summary of the initiatives, followed by detailed descriptions of the recommended implementation.

We suggest establishing a campaign concept to tie the marketing initiatives together, under one identity that has the ability to update the brand, celebrate the anniversary, connect with affiliates and inspire engagement. That theme is **"Everyday Miracles."**

PHASE 1/ Q1
JANUARY - MARCH 2024

Public Relations

- Finalize PR Plan
- Host Media Training
- Ready Spokespeople
- Collect Every Miracle Stories
- Cull Media Lists

Creative

- Strategy
- Discovery
- Brand Spark
- Positioning
- Color Palette
- Brand Font
- Logo

Account Management

PHASE 2/ Q2
APRIL - JUNE 2024

Public Relations

- Begin Media Outreach
- Draft and Produce Media and Affiliate Press Kit
- Plan and Execute On-site
- Engagement at Annual
- Conference (early Spring)
- Plan Press Tour

Creative

- Brand Guide
- Email Signature

Account Management

PHASE 3/ Q3
JULY - SEPTEMBER 2024

Public Relations

- Manage Press Tour

Creative

- Video

Account Management

PHASE 4/ Q4
OCTOBER - DECEMBER 2024

Public Relations

- Pull photos and anniversary campaign visuals into an end of year report

Creative

- Business Collateral

Account Management

CREATIVE

Knoodle has developed a strategy through our proprietary brand spark process that will guide the Knoodle team through all disciplines.



Process makes perfect.

Brand spark


The internal rallying cry that defines where we are taking the brand and how we are refreshing it. This provides clarity through our collaborative process.

Positioning

Differentiating UCP between other non-profits and how it is perceived among chapters around the country.

Updating the brand

Through public relations, content, creative, media and all marketing areas.



Knoodle knows that there are several important factors to consider when developing a marketing and branding strategy, especially in the nonprofit world. Here are some of the most principal ones:

The target audience: To effectively market a brand, it is essential to understand the target audience. This includes the demographics, interests, pain points, and behavior. Conducting market research and creating buyer personas can help to understand your target audience better. It's also about distinguishing the different target segments.

Differentiation: A brand needs to stand out from its competitors. A nonprofit needs to identify what sets its brand apart from others in its industry and emphasize those unique selling propositions (USPs) in its marketing and branding efforts.

Brand identity: Developing a strong brand identity is crucial in creating a cohesive marketing and branding strategy. This includes creating a brand name, logo, tagline, and brand colors that reflect your brand's personality and values; it's also knowing when it's time to refresh the brand.

Consistency: Consistency is key to building brand recognition and loyalty. It's important to ensure that your branding and marketing efforts are consistent across all channels and touchpoints, including your website, social media, advertising, and packaging.

Channels and tactics: Choose the channels and tactics that are best suited to reach and engage the target audience. This can include social media, email marketing, content marketing, influencer marketing, events, and traditional advertising.

Measurement and analysis: It is essential to measure the success of your marketing and branding efforts and analyze the data to refine your strategy. This includes tracking metrics such as brand awareness, engagement, conversions, and customer retention.



Knoodle proposes the following quarterly creative deliverables, prioritizing the 75th anniversary campaign, to help UCP achieve its goals:

PHASE 1/ Q1

JANUARY- MARCH 2024

Strategy

Strategy is at the heart of everything Knoodle does. We use our strategic process to uncover insights within your company, competition, and your target market to find the spark to make UCP stand out as the indispensable resource for individuals with cerebral palsy and other disabilities, their families, and their communities.

Discovery Phase

Knoodle will take the UCP team through our strategic process starting with the Discovery Phase. In this collaborative step we will help define your challenges and SMART (Specific, Measurable, Attainable, Relevant, and Timely) goals related to your brand. The challenges and SMART goals are crucial to developing a well thought out and purposeful strategy.



Brand Spark Phase

The next phase of the strategic process is pre-branding or “Brand Spark”. This is a four to six week process that includes extensive research, focus groups, data on your brand, consumer, competition, and the culture that surrounds it. We interpret the data, evaluate it, and develop insights. Insights are basic, indisputable truths that haven’t been tested in the client’s competitive arena and can be used to catapult a brand into success.

Positioning Statement

Once Knoodle develops UCP’s insights, we will craft your positioning statement and tagline. The positioning statement will communicate your brand’s unique value to your target market. The tagline will sum up the brand’s positioning in a short, clever, and memorable phrase to accompany the logo.

Having a strategy behind your marketing endeavors ensures that everything Knoodle does for UCP comes together with purpose, using reason, so everything has a strong, impactful message that resonates with the target audience.

Here in detail, is a draft positioning statement we've prepared to illustrate the strategy behind "**Everyday Miracles**," the theme that will tie the rebrand and anniversary efforts together.



Cerebral palsy remains an unknown battle for many, but for over 75 years, United Cerebral Palsy has been a beacon of hope and strength for those affected. Through our unwavering dedication, we have shattered barriers, developed innovative therapies, and improved the quality of life for individuals with cerebral palsy and other disabilities; we do all of this through the support of donors.

However, we recognize that causes are more often supported by those who are directly affected. We understand the importance of raising awareness about cerebral palsy and strive to bring it to the forefront of collective consciousness. Through educating and sharing powerful stories of individuals conquering their perceived limitations, we bridge the knowledge gap and empower them. Together, we create a world where everyone's potential can be reached.

Join United Cerebral Palsy (UCP), as we champion these individuals and share in their stories of success, independence, and productivity. – **Everyday Miracles.**



RECOMMENDATIONS

Color Palette

Knoodle will create a color palette that gives a welcoming feel, using colors that reflect UCP's vision and personality. This color palette will be used throughout all materials created for UCP.

Investment: \$1,000

Brand Font

The brand font will reflect the personality of UCP. The brand font plays a big role in the way UCP will present itself. The brand font does not necessarily have to be used in the UCP logo, this font is mainly used throughout UCP collateral, which could be anything from a print piece, any collateral, the UCP website, to the text/captions in a video, etc. to again, keep consistency with the look/feel of the UCP brand.

Investment: \$1,000



LOGO

The UCP logo will typically be one of the first things people see when encountering the brand. It will give an instant-feel/message for the type of personality that UCP has, it will also give an overall idea of what UCP is and what UCP does.

Based on preliminary analysis and existing resources, we've outlined a strategy to refresh the logo:

The logo that Knoodle will develop for UCP will have a vibrant look with a welcoming feel. To accomplish that, we plan on creating a unique logo that is clean-looking, artistic, organic, yet sophisticated.

We will create an icon using more organic shapes with softer edges versus the typical geometric shapes.

To accompany the UCP icon we will apply an easy-to-read typeface.

The logo will include only the colors from the brand guide that Knoodle will create.

The icon created will be able to stand alone and be easily recognized because of its uniqueness.

We will create a horizontal and vertical version of the logo to be used in different applications as needed. There will also be a full-color, black and white, and single color logo versions available.

75th Anniversary Logo

Once the logo is approved, Knoodle will take the final logo and incorporate the 75th anniversary message in a manner that allows for easy removal in the future without altering the original appearance of the approved logo. The 75th anniversary message will be designed to match the color scheme of the newly selected UCP logo and will utilize complementary fonts to maintain a consistent visual style.

Investment: \$5,000

CONCEPT #1



CONCEPT #2



Brand Guide

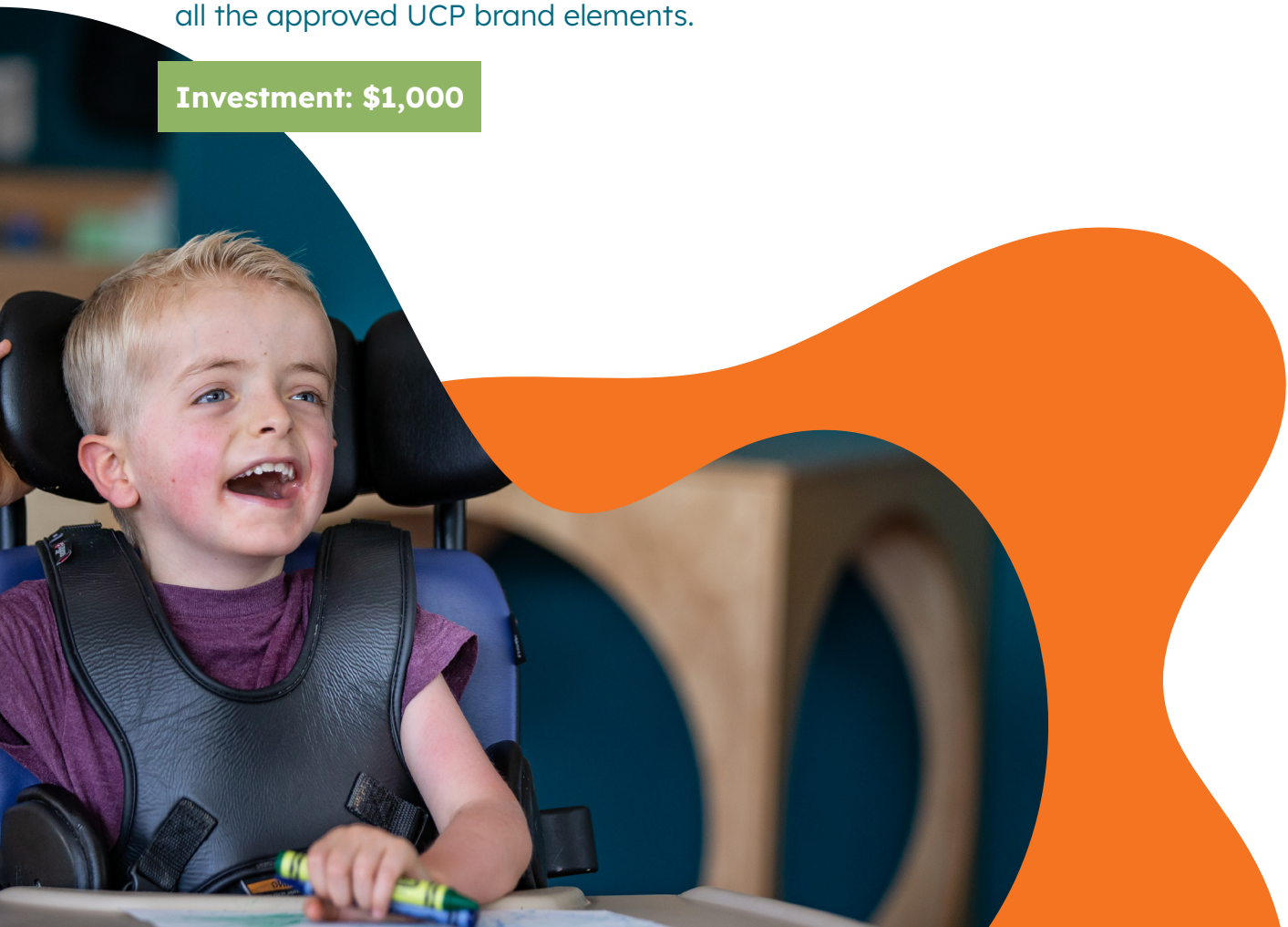
The Brand Guide is a professionally designed document that contains all rules for how to use the UCP brand. It will describe specifics on how all the branding elements should be applied. This document is meant to help anyone navigate while working with the brand no matter how new they are to it. This document is like the constitution, it will keep and maintain the integrity of the UCP brand. Included in this document are sections such as how to use the UCP logo properly, what the UCP color palette is along with color codes in all color modes, it also includes the brand fonts, and any other guidelines needed depending on the brand.

Investment: \$2,000

Email Signature

Knoodle will create a branded signature to be used at the base of every single email that is sent from all UCP staff. The email signature will include the UCP logo, the individual's name, title, and contact information. All this will be created using all the approved UCP brand elements.

Investment: \$1,000



CONCEPT #1





Video

When it comes to marketing, it's all about influencing people's perceptions. Knoodle will produce a high quality video to shape the perception of donors to achieve a greater expenditure for UCP. Video can also help raise awareness and educate individuals about what cerebral palsy is, how UCP is involved in the disability community nationwide, it can also explain UCP's legacy, contemporary relevance, the offering of services and programs across the network, and the role and impact of UCP's organization with regards to advocacy on behalf of people with disabilities.

Videos produced by the Knoodle production team will help present UCP in a positive light and make it more appealing for potential donors.

Video will allow control over the messaging and how to position UCP now and into the future.

Investment: \$35,000 per video*
(3 to 5 minute long video)

*On screen-talent fees are not included in the price. (If applicable)

*Travel expenses not included in the price. (if applicable)

SERVICES INCLUDED IN CREATING A VIDEO

- Concept
- Direct
- Produce
- Shoot
- Drone
- Basic Animation
- Talent Casting
- Copywriting
- Voiceover
- Music
- Editing

PHASE 4/ Q4
OCTOBER - NOVEMBER 2024

Business Collateral

Collateral will play a very important part in the new branding for UCP. In order to keep consistency throughout, the Knoodle creative team will develop collateral that consists of:

- Business Card
- Letterhead
- Envelopes (Different sizes as needed)
- Templates for presentations, media kits, etc.

Using approved brand elements for brand consistency, this business system will help UCP look polished, professional, and well put together.

Investment: \$5,000

**SUMMARY
OF CREATIVE
INVESTMENT**

PHASE 1/ Q1

- Color Palette
- Brand Font
- Logo

Investment: \$7,000

PHASE 2/ Q2

- Brand Guide
- Email Signature

Investment: \$3,000

PHASE 3/ Q3

- Video

Investment: \$35,000

PHASE 4/ Q4

- Business Collateral

Investment: \$5,000

CONCEPT #1



CONCEPT #2





PUBLIC RELATIONS

The Power of a Story

Knoodle's PR team is adept at storytelling, tapping into emotion, uncovering interesting and lesser known facts, and pinpointing the real impact of an organization to ultimately influence public perception and increase awareness. We take an active role in managing a client's reputation and pave a path for current and prospective clients, customers, advocates, supporters and partners to better understand and engage with a brand. This includes story development, a constant flow of relevant story ideas, media outreach, event planning, thought leadership and crisis communication, if necessary.

75 Years of Everyday Miracles

The anniversary presents an opportunity that is two-fold. It allows UCP to 1) update the brand and 2) use the 75th anniversary to incorporate and roll out the refreshed brand to better connect with UCP affiliates with content that resonates with them and the communities they serve.

We celebrate not only 75 years of impact but the incremental successes and achievements that happen daily at UCP therapy clinics across the country. It's the small wins and daily growth in routine tasks that represent UCP and the miracles it helps to create. There are thousands of these stories, of these miracles. We will work with UCP to find examples of them across the country and highlight them in the PR campaign – carefully selecting a cross section of stories and ambassadors that accurately explain who UCP serves and how it's evolved over time. The anniversary provides a natural opportunity to raise awareness of cerebral palsy and related neurodevelopmental disorders – to tell the full story of UCP and the services their affiliates provide to the communities they serve.



Press Kit

In concert with the campaign development, a visual identity will be created to further enhance the refreshed logo and highlight the significant milestone. To assist in the roll out of the new materials, we will create a UCP affiliate and partner (i.e., for organizations like AACPD, ANCOR, ACCSES, The Arc, Consortium for Citizens with Disabilities) press toolkit to include items that build upon the brand guide and will include items such as:

- Photo editor/filter for profile images on social media
- Customizable press releases
- Customizable letters to the editor
- Customizable Congressional letters and phone scripts
- Approved hashtags
- Website banners
- Others to be identified



Everyday Miracles Press Tour



The rebrand and anniversary efforts are a perfect springboard for media interviews and opportunities. We recommend organizing a press tour with CEO Armando Contreras and a number of UCP ambassadors from across the country that represent a diverse range of ages, disabilities, ethnicities and experiences with UCP – our everyday miracles. Knoodle will help select the ambassadors and ready them with media training and prep. A separate media training will be done for Armando, honing in on messaging to more closely connect with the affiliates and build their trust.

The press tour can be executed in a number of ways dependent on budget and the scope of the PR plan.

The goal is to secure media coverage over the course of a few select days, with the CEO and Ambassadors available for media opportunities. The range of activities can span from virtual/zoom interviews in one target media market (i.e., Washington, DC) to in-person studio interviews occurring at multiple media markets over the course of several days. To fully maximize the media footprint, Knoodle could take the press tour further with a satellite media tour, bringing in a vendor that can set up 30+ in-studio media interviews in Manhattan with guaranteed national coverage.

Develop PR Plan for Campaign Rollout

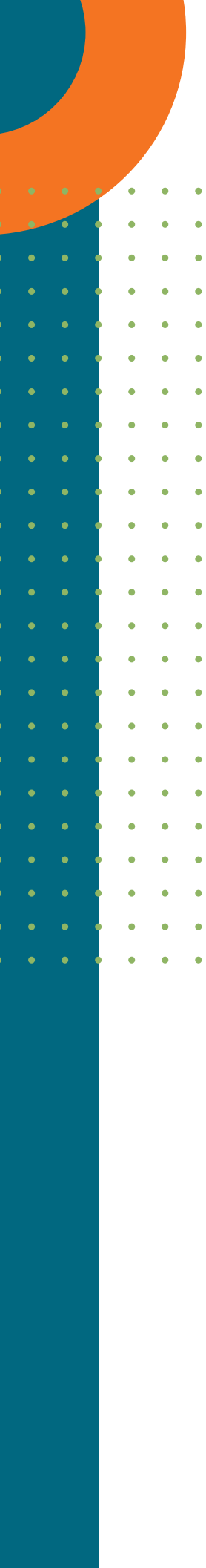
To promote the updated brand and the 75th anniversary, Knoodle recommends a suite of core PR activities, to be selected by Knoodle and UCP collaboratively. We recommend the following core activities of the PR plan:

Core Activities:

- Plan press tour
- Earned media outreach including a special focus on podcasts (parenting, disability, therapy, etc.)
- Create templates for user generated social content
- Establish fundraising anniversary goal
- Leverage existing advocacy efforts (i.e., legislative fly-In) with branded shirts and other marketing assets
- Introduce an on-site “anniversary experience” at UCP Conference – video booth recording, onsite mural painting, olympics, open-mic, poetry reading, etc.

Additional Ideas (dependent on additional budget spend):

- Engage celebrity sponsor(s)
- Conduct a national satellite media tour with several partners
- Produce animated short on neurodevelopmental disorders
- Introduce a photography contest – with someone with CP behind the lens, individuals perspective (CP&me)



Knoodle recommends the following deliverables by quarter to reach UCP's goals, with a focus on the 75th anniversary campaign, supplemented by sustained and regular media outreach:

PHASE 1/ Q1

- Finalize PR Plan
- Host Media Training for CEO, Amando Contreras and select Ambassadors
- Ready Spokespeople
- Collect Every Miracle Stories
- Cull Media Lists

Investment: (\$15,000/\$5k per month)

PHASE 2/ Q2

- Begin Media Outreach
- Draft and Produce Media and Affiliate Press Kit
- Plan and Execute On-site Engagement at Annual Conference (early Spring)
- Plan Press Tour

Investment: (\$20,000/\$6.6k per month)

PHASE 3/ Q3

- Manage Press Tour

Investment: (\$10,000/ \$3.3k per month)

PHASE 4/ Q4

- Pull photos and anniversary campaign visuals into an end of year report

Investment: (\$5,000/ \$1.6k per month)

ACCOUNT MANAGEMENT

Strong account management creates more success for our clients. They are project managers, problem solvers and advisors. In addition, they are your day to day contact.

- Full-service account management
- Strategy, meetings, and communications
- Innovative and unique marketing ideas
- Forward-thinking strategy and creative input on current and future campaigns
- A weekly or bi-weekly status call or in-person meeting to review progress, report updates, gather feedback, and identify changes to implement
- Continued and ongoing research on assigned markets to uncover new insights

Monthly Investment: \$1,000
8 hours of account management/month



CAUSE MARKETING

UCP can highlight Everyday Miracles by creating a cause marketing program where sponsors can underwrite all or part of it.

This can pave the way for a national media effort to boost visibility for UCP and its programs. This is also advantageous to the sponsors who know that purpose driven companies have more loyal constituents and enjoy more success. Knoodle has build out dozens of these title sponsorship programs including:

- **Cause for Paws**
- **Fence Patrol**
- **Pets for Vets**
- **School Salute**
- **2 Seconds is 2 Long**
- **Fly the Flag**

In all cases there was a cause involved: water safety, pet care, patriotic sensibilities and education. In the case of UCP, the organization- and all the good that it does- is the cause. The sponsor gets the positive press and solid PR value of being involved, while helping spread the word of UCP. This can be executed on radio, television, streaming devices and even in movie theaters.

MEDIA BUYS

Knoodle's process for determining and buying appropriate media to reach those audiences

Set Campaign Goals: Knoodle works with clients to define the campaign goals, such as increasing brand awareness, generating leads, driving sales, or increasing website traffic. The campaign goals will inform the media strategy and tactics.

Research: Knoodle makes media choices based on quantitative and qualitative research tools that include Scarborough Research, Nielsen, exhaustive online data mining and non-profit info derived from form 990s.,

Develop Media Strategy: Based on the campaign goals and target audience, Knoodle develops a media strategy that identifies the most effective media channels to reach the target audience. The media strategy will consider factors such as reach, frequency, cost, and ROI to determine the most effective mix of media channels.

Plan Media Buys: Once the media strategy is developed, Knoodle plans media buys to reach the target audience. This involves identifying the most appropriate media outlets, such as TV networks, radio stations, websites, or social media platforms, and negotiating the terms of the media buys, such as ad placement, frequency, and pricing.

Execute Media Buys: Once the media buys are planned and approved by the client, Knoodle executes the media buys. This involves negotiation to secure the best possible pricing. As part of the process, we handle all details of the buy including the submission of all creative assets, such as ad copy, images, and videos, to the media outlets and monitoring the campaign to ensure that it is running as planned.

Analyze and Optimize: Throughout the campaign, Knoodle analyzes the performance of the media buys and makes adjustments as needed to optimize the campaign's effectiveness. This may involve adjusting the media mix, targeting parameters, ad creative, or placement to improve the campaign's performance and achieve the campaign goals.

SUMMARY OF INVESTMENT

PHASE 1/ Q1: JANUARY - MARCH 2024

Public Relations	\$15,000
Creative	\$7,000
Account Management	\$2,500

Total	\$24,500
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PHASE 2/ Q2: APRIL - JUNE 2024

Public Relations	\$20,000
Creative	\$3,000
Account Management	\$2,500

Total	\$25,500
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PHASE 3/ Q3: JULY - SEPTEMBER 2024

Public Relations	\$10,000
Creative	\$35,000
Account Management	\$2,500

Total	\$47,500
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PHASE 4/ Q4: OCTOBER - DECEMBER 2024

Public Relations	\$5,000
Creative	\$5,000
Account Management	\$2,500

Total	\$12,500
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Total Investment	\$110,000
Minus -15% discount	-\$16,500
Investment (final)	\$93,500

EVEN MORE CAPABILITIES

Overall, Knoodle has a wide range of media capabilities that we can leverage to help our clients achieve their marketing and advertising goals. We can create customized campaigns across various channels to reach targeted audiences and drive results.

MORE ON MEDIA BUYING

Knoodle offers a wide range of media capabilities that we offer to our clients. Here are some of our most common media capabilities:

Media Planning: The strategic plan which guides the media choices, is based on research and closely aligned with the goals set by the client. It is also based on personas and the stakeholders we are trying to reach. A good media plan is as essential as the creative when it comes to augmenting and already developed brand, such as United Cerebral Palsy.

Traditional Media: Knoodle has expertise in creating and executing advertising campaigns across traditional media channels, such as television, radio, print, and out-of-home advertising (billboards, transit advertising, etc.). We help our clients reach their target audience and build brand awareness through these channels. Knoodle has technical expertise which guides each negotiation in terms of reach, frequency, gross rating points, audience figures, psychographics and circulation.

Cause Marketing: This provides companies with an avenue to be a purpose driven enterprise. For instance, UCP could be the “cause” for a corporation to promote for the good of its constituents nationally, regionally or locally. Knoodle has created dozens of these programs for clients and have successfully incorporated nonprofits into these plans, as well.



Experiential: Knoodle can customize a UCP experience that truly creates connections with the public through innovative, customized events. This can include virtual reality, building of sets in public places like airports, shopping areas and other high traffic areas.

Digital Media: The Knoodle team has in-depth knowledge of digital media channels and can create and execute campaigns across various platforms, including social media, search engines, websites, and mobile apps. We know what it takes to reach targeted audiences, generate leads, and drive conversions through digital media.

Programmatic Advertising: Knoodle helps clients leverage programmatic advertising, which uses automated technology to buy and place digital ads. Programmatic advertising allows for precise targeting and optimization of campaigns, resulting in more efficient and effective advertising.

Content Marketing: Content is king, right? Knoodle creates compelling content that aligns with our clients' brand messaging and resonates with their target audience. We develop content strategies, create and distribute content across various channels, and measure the effectiveness of content marketing efforts.

Influencer Marketing: Need an influencer? We got you covered. Knoodle will assist our clients in partnering with influencers to promote their products or services. We identify the right influencers, negotiate partnerships, and measure the impact of influencer marketing campaigns.



Knowing the Audience Best

Conduct Market Research: Knoodle conducts market research to gather information on the client's industry, competitors, and target audience. This may involve analyzing demographic data, psychographic data, and consumer behavior data to gain insights into the target audience's characteristics, attitudes, and behaviors.

Develop Personas: Based on the market research, Knoodle develops personas that represent the client's target audience. Personas are detailed descriptions of the ideal customer, including their demographics, interests, behaviors, and pain points. Personas help the agency better understand the target audience and tailor their messaging and tactics accordingly.

Define Target Markets: Knoodle uses the personas to define the client's target markets. Target markets are specific groups of consumers who share similar characteristics and are most likely to be interested in the client's products or services. Knoodle then identifies the target markets based on factors such as age, gender, income, education, location, and interests.

Analyze Media Consumption Habits: Knoodle analyzes the target audience's media consumption habits to determine the most effective channels to reach them. This may involve analyzing data on how the target audience uses various media channels, such as television, radio, print, digital, and social media.

Develop Messaging and Tactics: Based on the market research and persona development, Knoodle develops messaging and tactics that resonate with the target audience. This may involve creating advertising campaigns, content marketing strategies, social media plans, and other marketing and advertising tactics that are tailored to the target audience's interests, behaviors, and pain points.



CASE STUDY: UCP of Central Arizona

Industry
Nonprofit


Background

United Cerebral Palsy of Central Arizona has a seventy-year history in the disability community and yet, many people do not know exactly who the organization serves or what diagnoses other than cerebral palsy they treat. They selected Knoodle to create a campaign focused on stronger brand recognition to increase donations and communicate the numerous diagnosis they serve.

Challenge

UCP wanted to increase donations to the organization in a very crowded nonprofit world, during a challenging COVID environment with an uncertain post pandemic economy. In addition, they were transitioning from an events-based platform to a digital platform in order to develop a new donor base. New donors did not have a history with UCP and were not familiar with the mission or the services that they provided. They needed a reason and an urgency to want to donate to UCP.



Three children are shown in cloud-shaped frames against a teal background. On the left, a young girl with dark hair and a white shirt looks slightly to the side. In the middle, a young girl with blonde hair and a red plaid shirt looks forward. On the right, a larger frame shows a young boy with brown hair, wearing red-rimmed glasses and a colorful plaid shirt, smiling broadly.

Knoodle's Key Strategies

- Craft a dynamic positioning statement that identifies what United Cerebral Palsy of Central Arizona does, the diagnosis they treat and the diverse clients they serve.
- Build a new campaign around the tagline Possibilities Realized to educate the donor about the importance of their donations and the critical services that UCP provided.
- Create a brand-new website. The campaign focused on increased traffic, digital ads, and donations to the website. It featured Spanish translation, easy accessibility for the blind and hearing impaired and beautiful, diverse images of the individuals they served.
- Develop a dynamic, tagline, consistent new branding, website, collateral, SEO generating digital ads, blogs, video, and social media to attract new donors and re-engage past donors and clients.
- Design a digital dashboard to view real time analytics that allows the internal team to evaluate marketing messages. This resulted in strong targeting of donors, potential employees, and the services that UCP provides.
- Improve UCP name recognition through a creative outdoor and digital campaign.



Results

Individual donations increased by over a million dollars up 79% over 2021

Website traffic doubled from 2019-2022

Spanish speaking website visitors increased by 266%

The Facebook page reach increased by 88.7%, for a total of 185,914 followers

The accessibility scores doubled to make the site more accessible for all users

The new brand inspired reassurance and trust in the organization, increased new donors, and a renewed commitment of existing supporters

Previous UCP Work





POSSIBILITIES REALIZED.™

Katy Hansen
Director of Development
C: 602.818.1944 O: 602.943.5472
khansen@UCPoCentralAZ.org

Dear John Smith,

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LAURA DOZER CENTER
1802 West Parkside Lane, Phoenix, Arizona 85027
UCPoCentralAZ.org | 602.943.5472 | info@ucpofcentralaz.org

POSSIBILITIES REALIZED.™

UNITED CEREBRAL PALSY OF CENTRAL ARIZONA

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CASE STUDY: CAL-AM

CAL AM INC
PROPERTIES

Industry

55+ Senior living Communities

Background

With a solid reputation as an innovative, quality driven industry leader, for more than two decades Cal-Am Properties manages communities and Resorts in Arizona, California, Florida, Minnesota, Nevada, Ohio, Oregon, and Washington. Cal-Am Resorts features snowbird destinations for 55+ adults who want to stay active and build new relationships. For this dynamic company, it's always been about creating unparalleled experiences for both residents and guests. That means consistently delivering on their promises with amenity-rich, quality designed, and landscaped properties combined with a high level of service.

Challenge

As Cal-Am Properties began to expand, the community's leaders enlisted Knoodle's guidance as they prepared to raise awareness in an overly saturated 55+ market. The first order of business was for us to work with the Cal-Am internal marketing team to develop a fully integrated plan that would serve as the roadmap for generating interest and attracting leads. With no market presence or awareness, the next step after developing an integrated marketing plan was to refresh the current website that would not only provide information about the properties, but also a place where prospects could inquire and learn more about all the communities and what they had to offer.

Knoodle's Key Strategies

- Conducted research and gathered stakeholder insights as we began refreshing the framework of the website that would be geared toward providing as much information as possible to prospects as they weighed their senior living options.
- Knoodle and Cal-Am Properties relied heavily on helpful content that answered prospects' questions about Cal-Am and senior living in general.
- Directed and produced videos and photoshoots at different Cal-Am properties to create imagery that spoke to their aspirations and painted the picture of what life at a Cal-Am Resort would be like.
- The more information we gathered from prospects, from the terms they were searching, the pages they were visiting on the site, to A/B testing, the more we were able to create content that was tailored to their needs and kept them returning to the website for additional information, updates, and insights from the community.
- Data and information that was gathered helped us to optimize content for search engines and increase organic search engine traffic to the website.
- Developed new email campaigns for all 12 properties utilizing the research and insights we uncovered.
- Worked closely with the Cal-Am team to keep the website up to date with occasional refreshes based on web trends, as well as best practices for senior living industry websites.
- Recommended and continues to oversee the implementation of new features including, updated layout, more simplified navigation, virtual tours, videos, and digital marketing.
- In keeping the site in line with best digital practices for the current day, we continue to optimize the mobile experience with each update to ensure the best user experience. As such, the website continues to be Cal-Am Property's biggest asset for generating interest and attracting future residents.

Today, Cal-Am Properties website features bright and aspirational imagery, a schedule of upcoming events and pages showcasing the lifestyle, amenities and services provided for their 55+ community. What's even more impressive is the work on the backend of the website that most people don't see. The Knoodle team is continually working to ensure the best possible user experience on the website and reviewing analytics to inform new content. All of these efforts have helped make the website the Cal-Am team's greatest marketing tool.



Results

Cal-Am Properties organic search contributes to 55% of overall web traffic of all time- and the lowest bounce rate at 38%

The Discover-Cal-Am.com website relies on Facebook Ads for 88% of its traffic

Increased traffic by 346% on DiscoverCal-Am.com

Improved conversions by 3.5 times

Decreased cost per lead by 3 times

4711 inquiries generated since 2020 through digital channels alone

453,615 new users since 2020

Created ads that attracted over 5x as many clicks at 1/50th the cost of industry averages

CLIENT EXPERIENCE



Knoodle has over 24 years of experience in designing and implementing comprehensive branding and marketing communication plans for the following national charitable organizations:



Over the years, Knoodle has built a reputation for delivering outstanding results and providing innovative solutions to meet the unique needs of its non-profit clients.

With our team of experienced professionals who specialize in various areas of branding and marketing, Knoodle has the expertise to help non-profit organizations establish a strong brand identity, increase their visibility, and engage with their target audience effectively. The agency's approach to branding and marketing is tailored to the specific needs of each client, and it includes a range of services such as brand development, market research, graphic design, content creation, public relations, media planning and buying, social media management, and website development.

Knoodle's track record of success is a testament to its ability to deliver measurable results for its clients, especially our non-profits. By leveraging our expertise and staying up-to-date with the latest trends and technologies, Knoodle has helped numerous national charitable organizations achieve their marketing goals and increase their impact on the communities they serve.

STAFF BIOS



ROSARIA CAIN, CEO

Rosaria Cain is a highly experienced media professional with over 16 years of experience in television, radio, magazine, and newspaper. She also has 24 years of experience in media planning, buying, and negotiation in various mediums including television, radio, out of home, sports sponsorships, cause marketing, magazine, newspaper, experiential, and digital.

Rosaria has also taught and mentored students in the areas of marketing, media, and internships for the Art Institute of Phoenix and National Association of Women Business Owners (NAWBO). She has served as the President of NAWBO in 2022, Chair of Internships NAWBO from 2021-2022, and as a member of the Marketing Committee from 2019-2020. Her extensive experience in media planning and buying, coupled with her ability to negotiate effectively, has enabled her to achieve successful outcomes for various clients across different industries.

16 years of media experience in:

- Television
- Radio
- Magazine
- Newspaper

24 years of media planning, buying and negotiation in:

- Television
- Radio
- Out of home (billboards, bus shelters, signage)
- Sports sponsorships
- Cause marketing
- Magazine
- Newspaper
- Experiential
- Digital (in tandem with the Knoodle digital team)

Taught and mentored students for the Art Institute of Phoenix and National Association of Women Business Owners (NAWBO) in the areas of:

- Marketing
- Media
- Internships
- Served as President of NAWBO (2022)
- Served as Chair of Internships NAWBO (2021-2022)
- Served on Marketing Committee (2019-2020)

STAFF BIOS



SANDRA GUADARRAMA BAUMUNK, **PARTNER/VICE PRESIDENT, CLIENT SERVICES**

Over 25 years in marketing in branding in media and entertainment. Since 2019 led the Knoodle team with UCP of Central Arizona's partnership in which Knoodle re-branded and produced new assets from photography to videography for UCP of Central Arizona.

In addition, Knoodle executed media buying services, public relations and social media services. Knoodle was also responsible for building a new, user-friendly website for UCP of Central Arizona and provided maintenance and support.

Executed full-service marketing initiatives for:

- Arizona Burn Foundation
- Honoring America's Veterans
- NAWBO (National)
- Soldier's Best Friend (cause marketing)
- Arizona Hemophilia Association
- Native American Connections

Sandra sits on the board of the NAWBO (National Association of Business Owners)

Notable clients:

- | | |
|-------------------------------|------------------------------|
| • Architerra Homes | • MLB |
| • Arrowhead Honda | • MJS Designs |
| • BusyKid | • Knight Transportation |
| • Cabela's | • Queen Creek Olive Mill |
| • Cal-Am Properties | • RED Development |
| • Chas Roberts | • Robson Homes |
| • Cheba Hut | • Saguaro Hotel |
| • Desert Valley Media Group | • Scottsdale Rodeo |
| • Etnico | • Starbucks |
| • Evergreen Commercial Realty | • Timber Sky- Mandalay Homes |
| • Homie | • W.M.Grace Companies |



**JERRY FERGUSON,
DIRECTOR OF DIGITAL STRATEGY**

Jerry has 19 years experience in digital marketing, web development, analytics, search engine optimization, paid search, and social media marketing. Jerry also has specific experience in digital marketing and web development within the healthcare industry, including HIPPA compliant websites and marketing.

Jerry is also an Emmy award winning cinematographer and photographer; and has worked with major TV networks and film studios including CNN, ESPN, HBO and Netflix. National Geographic and the Smithsonian have also featured his work.

Notable clients:

- Procter & Gamble
- Arizona State University
- University of Phoenix
- Grand Canyon University
- History Channel
- Netflix
- AZFamily
- CNN
- PBS
- Fox News
- History Channel
- Discovery
- Fox Sports
- ESPN



KORENNA WILSON,
DIRECTOR OF PUBLIC RELATIONS

Korenna has 17 years of experience in public relations with most of her time spent in Washington, DC. She graduated from the University of Arizona where she was a member of the Delta Sigma Pi Business Fraternity. She was Press Secretary for the late U.S. Congressman Jim Kolbe, ran communications for National Trade Associations and represented agency clients in every industry - securing media placements and leading public awareness campaigns.

Notable clients:

- The District of Columbia Bar
- Shulman Rogers
- International Association of Administrative Assistants
- Lockheed Martin
- Military Families United
- Convention Industry Council
- US Travel
- HSC Foundation
- LOR

IVÁN GALAZ, CREATIVE DIRECTOR

Iván is a Creative Director with 20 years of advertising agency experience. He was born and raised in Mexico, growing up surrounded by a family of talented artists pushing him to follow an artistic path in his career. He moved to the United States in the year 2000 to continue his education.



After school, he landed a job as a graphic designer for a full-service Hispanic advertising agency in Phoenix, AZ. After 4.5 years, he went to work for an automotive advertising agency as a multi-cultural Art Director. After 6 years he went to work at his third agency as a Sr. Art Director working on various clients and successful new business pitches, alongside a team of copywriters and graphic designers. After being there for 6.5 years, he then went to work for Knoodle as a Creative Director.

Notable clients:

- McDonalds
- Hyundai
- Armor All
- STP
- FlapJacked
- Qwest Communications
- Salt River Project
- Arizona Department of Health Services
- Sedona Chamber of Commerce
- Fulton Homes
- Encore Communities (Senior Living)
- City of Phoenix
- Valle del Sol
- Arizona Hispanic Chamber of Commerce
- American Express

PROFESSIONAL REFERENCES

F U L T O N
H O M E S

CAL AM INC
PROPERTIES



Fulton Homes

DOUG FULTON
CEO

Client tenure: 20 years
DSF@FultonHomes.com
(480) 753-6789
www.FultonHomes.com

Cal-Am Properties, Inc.

FELIX POSOS
Director of Marketing

Client tenure: 2 years
FelixP@Cal-Am.com
(714) 432-9800 x 1159
www.Cal-Am.com

UCP of Central Arizona

KARLA VERDUGO
Marketing Manager

Client tenure: 4 years
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