

(letterhead)

A PROPOSAL  
TO PRODUCE A  
CAPABILITY BROCHURE  
FOR SECURITY FINANCIAL SERVICES

Prepared for  
Sally D. Client  
Director of Marketing Support  
September 1, 0000

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## ASSIGNMENT BACKGROUND

Security Financial Services, a division of Security National Bank, provides personal investment counseling and special banking services for individuals whose net worth exceeds one million dollars. The division was founded in 1993 to provide both a broader range of custom products and services and more personal attention to high-deposit customers. Security was the first bank in South Florida to provide this service. Since that time, all banks in Security's market area have offered similar programs and most have promoted them aggressively.

To date, the three-hundred-plus customers of the division have been acquired solely through referrals by officers of the bank's fifteen retail outlets. There has been no advertising and there is no literature to explain the division's products and services, or how they differ from that offered by other, competitive banks.

## ASSIGNMENT OBJECTIVES

- 1) To broadly support a marketing campaign that will seek to double Security Financial Service's customer base within the next twelve months.
- 2) To fulfill the estimated 3,000 literature requests that will result from Security's "Talk to a Specialist" advertising campaign due to begin in December 2001 and run through April 2002. The material produced must key off the ad that will be producing the requests.
- 3) To provide literature that introduces the full range of the division's many services to its existing customers who may know of only one Security service.
- 4) To help educate and motivate all bank personnel about the "state of the art" nature of the products and services provided by Security Financial Services.

## PRODUCTION AND SCHEDULING REQUIREMENTS

To design, write, and oversee production of a brochure that explains the immediate and long-term benefits of using Security Financial Services to handle a wealthy individual's financial and estate planning.

The brochure produced can be up to 20 pages (16 text plus cover) and utilize full color. Quantity will be 25,000. There are no restrictions on style, but it is desired that the brochure focus on the higher quality personal service provided by Security.

Due to the lack of any literature at present, and the formal announcement of the division's marketing campaign at a sales meeting starting on November 12, the brochure must be delivered by November 10, 0000.

## SAVANT ASSOCIATES' EXPERIENCE

Savant Associates is a Miami firm specializing in communications and graphic design services for businesses throughout the southeast. Our firm was founded in 1989 by John J. Creative and Sarah S. Smart who combined over twenty years of corporate communications experience. Previously Mr. Creative was Vice President and Creative Director for Outstanding Advertising of Fort Lauderdale; Ms Smart was Vice President of Marketing and Strategic Planning for Swamp Land Development Corporation of Hialeah.

Since its founding in 1989, Savant Associates has built an impressive reputation for producing materials and programs that are strongly market-focused, yet are also tasteful and contemporary.

We have worked for small firms and large, startups and those well established. Some of our more prominent clients have been: Cuba Libre Airlines... Belle Glade Jai Alai Fronton... Delectable Ugly Fruit... Barely An Island Bahamas Spa & Resort... and HelpingHand Medical Centers. Projects have include advertisements, brochures, sales literature, package design, store displays web page design, and corporate identity programs.

Our extensive financial services experience includes working with South Florida Savings & Loan, Coral Gables Municipal Savings Bank, and Retirement Funds Investments. (See pages 13 and 14 for examples.) Assignments for these and other institutions have included the production of annual reports, product sales literature, and identity and signage programs. We are not currently working for any other financial services institution.

Savant Associates currently has a staff of ten who encompass a wide range of design and marketing skills. If we are granted this assignment, strategic planning and account service will be handled by company principal Sarah S. Smart; creative development and project management will be handled by company principal John J. Creative.

## SAVANT ASSOCIATES' APPROACH

### **Phase I — Information Gathering**

#### *First Meeting*

The Savant Associates account team of Sarah S. Smart and John J. Creative will meet with Security Financial Services to clarify objectives, identify subjective preferences, discuss possible thematic approaches, and uncover potential marketing problems.

In addition to Sally Client, we suggest this meeting include Laurie Jameson, Vice President of Marketing; Craig Heritage, Group Vice President; Vicki Montenegro, Account Supervisor, Florida; and any other bank personnel who can contribute to the overview of opportunities, concerns and potential problems.

In addition, we suggest that representatives of Bamboozle & Bamboozle provide a briefing of their “Talk to a Specialist” advertising campaign strategy, creative approach, and fulfillment requirements.

We also suggest that any previously developed materials or information on the division and its competition be made available to us.

#### *Second Meeting*

Based upon the overview obtained in the first meeting, John J. Creative will interview Sally Client and Craig Heritage to gather the specific detail and information needed to write and art direct the brochure.

#### *Schedule*

To assure meeting your deadline of having brochures for the sales meeting on November 12, we suggest that the first meeting be scheduled the week of September 7. The second meeting should happen a week or so later, ideally during the week of September 14.

## **Phase II — Idea Development**

### *Concepts*

Based on the input from the two meetings with your staff, Savant Associates will develop up to three conceptual, or rough, approaches to the brochure. A cover treatment and one spread from one of these approaches, our recommendation, will be rendered in full size, in color, along with a quarter-size dummy (mock up) of the entire brochure. Also developed will be an outline of the copy.

### *Third meeting*

At this meeting we will present our approaches to Sally Client and Craig Heritage. Input from this meeting will be used to set the final direction for the brochure.

### *Schedule*

We anticipate that the third meeting (conceptual presentation) will take place approximately two weeks after the second (detailed input), ideally the week of September 28.

## **Phase III — Development and Approval**

### *Photography*

We will select the photographer and supervise the taking of photographs. We will ask Security to help us in making arrangements and providing technical supervision during each photographic session.

### *Writing*

We will develop copy in keeping with the direction provided at the third meeting and submit drafts to Sally Client for approval.

### *Design*

We will execute the design approved at the third meeting and will coordinate and integrate the copy when it is approved. We will set type and prepare electronic (printing) artwork for the approval of Sally Client.

### *Schedule*

We anticipate that first copy draft will be completed approximately one week after the third meeting, ideally the week of October 5. Final draft will be completed approximately one week later, ideally the week of October 12.

We anticipate photography to be done during the week of October 12.

We anticipate that mechanicals will be available for review three weeks after the third meeting, ideally the week of October 19. Final approval of all mechanicals will be necessary by October 27.

## **Phase IV — Printing and Delivery**

### *Printer selection*

Savant Associates will ask for bids from three printers and recommend one of the

three based on a combination of cost and quality factors. Selection will be made by Security Financial Services.

*Print Supervision*

Savant Associates will oversee printing of the brochure, giving instructions to the printer, supervising color separations and corrections, and checking proofs. However, Security Financial Services will have ultimate responsibility for the accuracy of the brochure as indicated by a signed approval of the final blue line (salt print) proof.

*Schedule*

Printing and binding of 25,000 four-color, 20 page brochures will take approximately two weeks from the time final, approved mechanicals are turned over to the printer. Assuming that mechanicals are approved by October 27, delivery by November 9 is feasible.

*Project Timing*

Note: the delivery of this brochure by the required date requires close adherence to the schedule outline above. Delivery cannot be guaranteed unless critical dates are met.

ESTIMATE OF SAVANT ASSOCIATES' COST

**Phases I & II — Information and Idea Development**

For three meetings, up to three conceptual approaches, one quarter size dummy of complete brochure, full-size rendering of cover and one spread, copy outline, typography sample.

\$ 5,600

**Phase III — Development & Approval**

Copywriting	\$ 4,000
Photo supervision and editing	2,800
Design	3,000
Electronic art	3,800
Typography	3,200
Photostats and photo copies	<u>400</u>
	\$17,200

**Phase IV — Printing & Delivery**

Instructions to printer, checking separations, on-press supervision.	\$ 2,400
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Miscellaneous expenses—our costs +25percent markup	
Deliveries	\$ 200

Total of Savant Associates' estimated costs (Estimated costs do not include taxes.)	\$ 26,200
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ESTIMATE OF OTHER COSTS

**Photography**

4 days @\$1,000 day	\$ 4,000
Expenses and supplies	<u>750</u>
	\$ 4,750

**Printing**

25,000, 8.5x11," 16-pages plus cover, 4-color process plus spot varnish on cover, 12 color separations, saddlewire bind.	\$19,000
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Total of other costs	\$23,750
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Note: this is an estimate for planning purposes only based on our past experience. Actual photography and printing prices will be determined from competitive bids.

All photography and printing will be billed by the vendor directly to Security Financial Services.

Estimates do not include shipping or taxes.

## WORKING AGREEMENT

### *Estimates*

The costs and expenses cited in this proposal are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change.

Cost and expense estimates are appropriate for 30 days from the date of this proposal. Taxes are not included in cost and expense estimates.

### *Revisions & Alterations*

Work not described in this proposal, including but not limited to revisions (AAs), corrections, alterations and additional proofs, will be billed as an additional cost at the hourly labor rate of \$125 per hour, or at our cost plus 25% markup.

### *Terms*

Approximately one third of the total estimated costs in advance; approximately one third upon acceptance of the design concept; the balance upon delivery.

If any phase of the assignment is delayed longer than sixty days, we will bill for work completed to date.

### *Responsibility*

Savant Associates will make every reasonable effort to assure the accuracy of the material produced, but are not responsible for the correctness of copy, illustrations, photographs, trademarks, nor for obtaining clearances or approvals.

We will take normal measures to safeguard any materials entrusted to us. However, we are not responsible for the loss, damage or unauthorized use of such materials, nor are we responsible for the actions of the vendors and suppliers we utilize.

*Ownership*

All materials used in the production of this assignment—including original artwork and computer generated artwork, formats, and code—remains the property of Savant Associates.

Unless otherwise agreed upon, all original photographic film (transparencies and negatives) will remain the property of the photographer selected.

Unless otherwise agreed upon, all printing materials (primarily films, plates, and electronic files) remain the property of the printer selected.

Ideas which are not accepted remain the property of Savant Associates and may be used in the future in the course of other assignments.

*Purchase Order*

If this proposal is acceptable, a Security purchase order in the amount of \$27,000 should be initiated. All invoices submitted against the purchase order will be net, payable within 30 days of receipt. Interest may be charged on past due invoices.

We shall be pleased to begin work upon receipt of your purchase order.

Submitted by:

Sarah S. Smart  
Principal  
Savant Associates

Approved by:

Sally Client  
Director of Marketing Support  
Security Financial Services

## EXAMPLE OF SAVANT FINANCIAL EXPERIENCE

(Illustration here)

The symbol of South Florida Savings and Loan is one of the most recognizable in the state. Because it is so strongly identified with the organization, any change is risky. Yet an organization's visual identity must also be strong and contemporary, or its market position can suffer.

Updating South Florida's symbol while also protecting it and building upon its equity was the challenge faced by Savant Associates.

The result of our efforts is a symbol with a much friendlier, more contemporary feeling. Equally important, along with it we developed a comprehensive corporate identity manual. It informs employees about the invaluable asset the symbol represents, and provides guidelines for its use on media ranging from calling cards, to ads, to company vehicles, to signage.

## EXAMPLE OF SAVANT FINANCIAL EXPERIENCE

(Illustration here)

For Retirement Funds Investments we were asked to audit their communications programs to employees, shareholders and customers. What we found were sporadic efforts that were expensive in terms of confusion, redundancies and missed marketing opportunities.

Our challenge was to create an economical, effective and coordinated program.

The result is a redesigned “RIF Weekly,” the newsletter for employees, quarterly and annual reports that further reinforce the company’s market positioning, and a new quarterly house organ, “The Sentinel,” sent to all customers.