



TOLL DIVISION EDUCATIONAL MARKETING AND ADVERTISING SERVICES: Packet A

RFQ NO. 2024-1

Request for Qualifications for the State of Washington Department of Transportation

Freeman Lundt
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Scoring Criteria 1: Qualifications/Expertise of Firms on Team

A. Include the following items:

- Provide a listing of all firms on your proposed team;
 - Freeman Lundt
 - Holloway Media Services
 - Monarch Media Solutions
 - Eastfolk Creative Company

- List the type(s) of expertise that each firm on your team can provide;
 - Freeman Lundt
 - Account Management (with internal and external key stakeholders)
 - Project Management
 - Finance FP&A, Budgeting
 - Administrative Support
 - Marketing Strategy
 - Holloway Media Services

<ul style="list-style-type: none"> ■ Strategy ■ Media/Content Production ■ Production Direction ■ Organic Social Media Marketing 	<ul style="list-style-type: none"> ■ Earned Media ■ Graphic Design ■ Copywriting ■ Voice-Over Production ■ Podcast Production
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Holloway Media Services is a subcontractor of Freeman Lundt on the Washington State Toll Division Educational Marketing and Advertising Services RFQ. We hold three national certifications: NGLCC, WBENC, and WOSB.

At Holloway Media Services, we deliver a comprehensive suite of services that includes marketing and multimedia content production. Our multifaceted expertise covers strategic areas such as organic social media marketing, earned media, creative graphic design, compelling copywriting for diverse channels, professional voice-over production, end-to-end podcast production services, and extensive content creation across various platforms.

With a commitment to excellence and a versatile skill set, Holloway Media Services offers a one-stop shop for clients seeking comprehensive marketing and multimedia content production solutions, ensuring their messages resonate effectively across diverse platforms and mediums.

- Strategy
 - Holloway Media Services specializes in crafting and executing tailored social media and content marketing strategies for our clients. We work closely with organizations and individuals to define their target audiences, choose the most effective channels, and develop a comprehensive plan for achieving specific marketing objectives. Our expertise encompasses strategic content creation, thoughtful posting schedules, proactive audience engagement, strategic collaborations, and data analytics to assess performance. With a focus on leveraging the dynamic nature of social media, our strategies aim to enhance brand awareness, foster community engagement, drive

meaningful website traffic, and ultimately contribute to the sustained growth of our campaigns.

■ Production Direction

- We master in overseeing and managing the production of top-notch marketing materials and collateral, ensuring seamless execution of marketing campaigns aligned with overall strategy. Collaborating with diverse teams, including marketing, creative, and external vendors, we bring a wealth of experience in coordinating and delivering projects on time and within budget.

■ Organic Social Media Marketing

- At Holloway Media Services, our specialized focus lies in harnessing the potential of organic social media to elevate online presence and foster authentic audience engagement. We excel in crafting and implementing strategies that prioritize non-paid activities, creating a genuine connection with your audience, and cultivating a thriving online community.

Our approach encompasses various key elements, starting with the strategic creation and sharing of compelling and relevant content tailored to your brand. By strategically sharing this content, we aim to resonate with your audience and stimulate organic engagement.

We take pride in actively participating in conversations, responding to comments, and cultivating a sense of community around your brand. Authenticity is at the core of our services, helping you build a genuine online presence that aligns with your brand values and deeply resonates with your target audience.

Our experts implement strategic posting schedules to optimize reach and engagement, ensuring your content reaches the right audience at the right time. By skillfully managing conversations on your social media platforms, we create a positive and interactive environment that enhances your brand image.

Utilizing analytical tools, we provide in-depth insights into the performance of your organic social media efforts. This allows for data-driven adjustments and continuous improvement, ensuring your strategy remains effective and aligned with your goals.

At the heart of our services is the emphasis on building lasting brand loyalty. Through organic strategies, we focus on creating meaningful connections and consistently providing value to your audience, fostering a sense of loyalty that extends beyond traditional marketing methods.

■ Graphic Design

- Our creative process combines artistic skills with strategic thinking to produce graphic designs that communicate a brand's identity, enhance marketing materials, and engage the target audience. Our design encompasses various visual elements, including logos, typography, color schemes, images, and layout, all designed to convey a cohesive and memorable brand image. We have created many marketing materials, such as

advertisements, brochures, social media posts, website content, and other collateral, contributing to the overall visual appeal and effectiveness of marketing campaigns.

■ Copywriting

- Our copywriting focuses on creating compelling and persuasive messages to drive action, whether making a purchase, signing up for a newsletter, or engaging with a brand. We're versatile and have written content for various channels, including advertisements, websites, social media, email campaigns, and more.

Effective copywriting involves understanding the target audience, highlighting key selling points, and creating a unique and memorable brand voice. We often incorporate elements such as persuasive language, storytelling, and a clear call-to-action to encourage the audience to take the desired next step. The primary aim of copywriting in marketing is to not only inform but also to evoke emotion and influence consumer behavior positively.

■ Voice-Over Production

- Our skilled voice artists bring scripts to life, adding a layer of engaging narration to complement and enhance your videos, animations, commercials, advertisements, and more. We understand the importance of tone, style, and delivery in conveying your intended message effectively. From informative to compelling or character-driven voice-overs, we cater to diverse needs, ensuring that your multimedia projects benefit from clear, impactful, and professionally delivered audio narration.

■ Podcast Production

- Our dedicated team handles every aspect of the process, from initial conceptualization to distribution, ensuring a seamless and professional podcasting experience.

Our services include meticulous planning and scripting to shape compelling content. We excel in the art of editing, enhancing clarity and incorporating post-production elements like music and sound effects to deliver a polished final product.

Our expertise extends to post-production tasks, where we add intros, outros, and promotional segments to enhance brand identity. We offer comprehensive branding and design services, creating visually appealing podcast cover art and promotional materials for effective marketing.

Distribution is a key focus, as we upload episodes to top podcast hosting platforms and ensure widespread availability across major directories. Our marketing strategies leverage various channels, including social media and email, to promote episodes and maximize visibility.

■ Content Creation: Blog, Email, Web Copy, Social Media, Slide Decks, Print Materials, Webinar Graphics, Radio Commercials, etc.

- We deliver comprehensive content creation services tailored to meet the diverse needs of our clients. Our expertise encompasses various formats, including written articles, blog posts, email campaigns, web copy, social media posts, slide decks, print materials, webinar graphics, and radio commercials.

Throughout our content creation process, we diligently ideate, plan, and produce material that engages and informs target audiences. Our research ensures accuracy and relevance, while our creative team excels in developing content that aligns seamlessly with brand guidelines and maintains consistency across various channels.

Whether it's crafting compelling blog posts, designing eye-catching print materials, scripting persuasive radio commercials, or creating dynamic social media content, we tailor our approach to suit each platform's unique requirements. We optimize content for search engines, integrate multimedia elements strategically, and ensure that every piece contributes to our client's overall goals.

Distribution is a key focus, and we strategically share content across appropriate channels, maximizing its impact. At Holloway Media Services, our commitment is to provide end-to-end content creation solutions, allowing our clients to effectively communicate their messages and achieve success across digital and traditional mediums alike.

- Earned Media

- With half of Holloway Media Services' team having backgrounds in radio and local television, our earned media approach is enriched by years of expertise in these dynamic industries. We develop, implement, track, and evaluate earned media plans, ensuring a strategic and effective approach to secure positive media coverage. Leveraging our experience in radio and local television, we aim to optimize positive exposure and enhance the overall impact of promotional efforts.

We extend our support to clients in effectively addressing media inquiries related to projects and programs. Our focus is on providing accurate and timely responses, fostering transparency, and maintaining a positive public image.

Recognizing the significance of effective communication, we conduct comprehensive training sessions for key personnel. This equips them to serve as articulate and credible spokespersons for projects, ensuring a cohesive and impactful representation in the media.

Collaborating closely with clients, we engage in crisis "tabletop" drills and planning to ensure preparedness for potential crises and emergencies related to projects. This proactive approach positions us to navigate challenges swiftly and maintain control over the narrative during critical situations.

Incorporating these elements into our earned media approach, we aim not only to secure positive media coverage but also to enhance our clients' overall communication strategies, ensuring consistency, credibility, and resilience in the face of challenges.

- Monarch Media Solutions, LLC

Monarch Media Solutions is a subcontractor of Freeman Lundt on the Washington State Toll Division Educational Marketing and Advertising Services RFQ.

Monarch Media Solutions is your strategic partner in the ever-evolving world of media. We specialize in optimizing advertising budgets to reach the right audience, at the right time, on the right media platforms.

With a track record of delivering measurable results, we harness data-driven insights and industry expertise to amplify your brand.

We leverage our relationships and expertise with media vendors to deliver added value by way of sponsorships, bonus ads, lower rates, and more efficient multi-media advertising strategies.

- Strategy for integrated media including traditional and digital media solutions.
- Audience and market research
- Media research, analysis, planning, negotiations
- Added Value negotiation and delivery
- Media sponsorships and promotions
- Invoices and paying of media bills
- Post-buy analysis
- Monthly, quarterly, and annual reporting
- Organizational communications
- Account management relating to all media vendors, deadlines, and continuity of media campaigns.

○ Eastfolk Creative Co.

Eastfolk Creative Co. is a subcontractor of Freeman Lundt on the Washington State Toll Division Educational Marketing and Advertising Services RFQ.

Eastfolk is a highly skilled creative production company with a passion for delivering captivating content and a proven track record of successful project management. Experienced in overseeing all aspects of production, from pre-production to post-production, and collaborating with cross-functional teams to bring creative visions to life. We are committed to delivering exceptional results while meeting tight deadlines and budgetary constraints.

- Market Research
- Creative Briefing
- Brand Positioning
- Pre-Production Planning
- Video Production
- Photo Production
- Editing/Retouching
- Post-Production Planning

- How long has each firm on your team provided these type(s) of expertise;
 - Freeman Lundt - 10.75 years
 - Holloway Media Services - 6.7 years
 - Monarch Media Solutions - 11.6 years

- Eastfolk Creative Company - 1.5 years
- Provide an organizational chart of your proposed team and include the respective roles that each firm will provide for the team.
 - Freeman Lundt
 - Dan Seydel - Project Manager
 - Heather Holloway - Marketing Strategist
 - Holloway Media Services
 - Jacque Engelbretch - Marketing Director
 - Amy Shultz - Production Director
 - TBD - Media Relations Director
 - Joe Straub - Marketing Specialist
 - Content Creators
 - Monarch Media Solutions
 - Maureen Williams - Founder/Sr. Media Strategist and Buyer
 - Lisa Lancour-Peterson - Project Coordinator
 - Deb Landis - Office Manager/ Bookkeeping
 - Eastfolk Creative Co.
 - Carly Jones - Video/Creative Production Manager
 - Jesse Eldredge - Video/Creative Director

B. Include the following items:

Provide listing of each team member’s offices within the state of Washington (including the Greater Portland Metropolitan Area), include the total number of employees within each location and the types of expertise that is available at each location.

Freeman Lundt embraces a remote workforce, with headquarters at 1046 Papago Drive FI, Fox Island, WA 98333. The entirety of the expertise necessary for this contract with all employees and subcontractors is “available” remotely.

However, we have facilities for affiliated companies with common ownership at two additional locations.

Location	Address	Employee Count	Expertise
Corporate Headquarters (remote)	1046 Papago Drive FI Fox Island, WA 98333	10	All RFQ required subject matter expertise
Affiliated Company	13701 24th Street E, Unit F2 Sumner, WA 98390	5	Administrative support (if necessary)
Affiliated Company	3479 NW Yeon Ave Portland, OR 97210	6	Administrative support (if necessary)

C. Include the following items:

Has the prime consultant worked with proposed sub-consultant(s) on similar projects in the last three years? If yes, provide name of the project, each firm’s role on the project and the dates the services were performed. Limit examples to one project for each sub-consultant firm.

Name of Project: Napkin Numbers Podcast

In January 2023, Freeman Lundt, the prime consultant, identified the need to enhance its brand presence and engage with a wider audience. Recognizing the power of digital media, they engaged Holloway Media Services as their sub-consultant to lead the marketing efforts for a new educational podcast series.

The collaborative effort resulted in the creating of the "Napkin Numbers" podcast. This podcast was designed to simplify the complexities of selling a business, drawing on Scott and Rahsaan's combined 40 years of banking and financial experience, key figures at Freeman Lundt. The goal was to share valuable insights and real-world exit strategies, particularly targeting business owners.

Roles and Responsibilities:

- Freeman Lundt (Prime Consultant): As the prime consultant, Freeman Lundt recorded the episodes and identified the best topics to cover.
- Holloway Media Services (Sub-consultant): Holloway Media Services, serving as the marketing agency, played a pivotal role in the project. The HMS team was responsible for project management and content creation for the podcast. This involved conceptualizing the episodes, providing industry insights, and ensuring the overall success of the project. They were responsible for developing and implementing marketing strategies to promote the "Napkin Numbers" podcast. This included social media campaigns, content creation for the podcast's website, and other promotional activities.

Date of Services: January 2023 - Present

Success and Achievements:

Thanks to the collaborative efforts, Napkin Numbers is a success. The marketing and content creation expertise brought by Holloway Media Services significantly contributed to the growth of the Freeman Lundt brand on LinkedIn. The podcast successfully reached a wider audience, providing valuable information on business exit strategies.

Continued Collaboration:

The positive outcomes of the "Napkin Numbers" project laid the foundation for a continued and strengthened collaboration between Freeman Lundt and Holloway Media Services. The two firms have since continued working together on various initiatives, including government contracts.

In summary, the collaboration between Freeman Lundt and Holloway Media Services on the "Napkin Numbers" podcast project showcases a successful partnership in which each firm played a distinct role, contributing to the overall success of the initiative.

D. Include the following items:

Provide table identifying current availability of key staff and resources for each firm on the proposed project team. The availability of staff must be identified as hours available per month for the length of the project, not in percentages of time available.

- Freeman Lundt
 - Dan Seydel / Project Manager - 80 hours
 - Heather Holloway / Strategy - 28 hours
- Monarch Media Solutions LLC

- Maureen Williams / Media strategy, planning, placement - 28 hours
- Lisa Lancour-Peterson / Project coordinator for Media - 20 hours
- Deb Landis / Accounting and Admin for Media - 20 hours
- Eastfolk Creative Co
 - Carly Jones / Video and Photography Production - 15 hours
 - Jesse Eldredge / Director of Photography - 10 hours
- Holloway Media Services
 - Jacque Englebretch / Marketing Director - 20 hours
 - Amy Shultz / Production Director - 20 hours
 - TBD / Media Relations Director - 20 hours
 - Joe Straub / Marketing Specialist - 15 hours
 - Content Creators - 40 hours

E. Include the following items: Provide a list of up to three (3) projects that each firm on your project team has completed within the last three (3) years. The project(s) must demonstrate the required expertise needed for this project. Include the work/services provided on the project(s) and the approximate amount received for each project. Include project descriptions, examples of creative materials used for project(s), metrics used to track success for projects, and results.

- Freeman Lundt
 - Bobby Forch Consulting - Colman Dock Rebuild - Dan Seydel
 - Project Date: 10/2021 - 5/2024
 - Work/Services Provided: DBE outreach, technical assistance, communications and government contracting training.
 - Estimated contract amount: \$230,000
 - Project description: \$350MM capital improvement project of Washington's largest ferry terminal.
 - Success metrics: Inclusion of DBE firms, 1st tier, government contractors and evidence of capacity building.
 - Results: Inclusion of over 9% of DBE firms, multiple 1st tier first time government contractors
 - Golden Gift Consulting - Ongoing Business Development Support - Dan Seydel
 - Project Date: 1/2022 - 1/19/2024
 - Work/Services Provided: Entrepreneurial training, coaching and business
 - Estimated contract amount: \$2,500
 - Project description: MWBE technical support services
 - Success metrics: Number of firms assisted
 - Results: Recognized as the primes' most utilized professional services provider.
 - Hoffman Construction Company - MWBE Outreach & Consulting - Dan Seydel
 - Project Date: 1/2023 - 12/2023
 - Work/Services Provided: MWBE outreach and consulting; business development
 - Estimated contract amount: \$230,000
 - Project description: General corporate services (project owners includes, but not limited to WSDOT, Sound Transit, City of Seattle, King County, University of WA)
 - Success metrics: Annual sales growth and market share
 - Results: Since working with Hoffman, their revenue growth increased from \$1B to over \$3.5B, and they've won a number of inclusion awards.

- Holloway Media Services
 - **Project:** BAM Broadband Fiber Internet Launch

Project Date: 2022-2023

Project Description:

In late 2022, BAM Broadband hired Holloway Media Services to spearhead creative materials for their companies, DirectLink and Desert iNET. This initiative aimed to establish a groundbreaking fiber internet infrastructure, revolutionizing high-speed internet accessibility in neighborhoods across Colorado and Arizona.

Focused on creating a compelling narrative, HMS designed a series of mailers guiding potential customers through the construction process and highlighting the benefits of fiber internet. The campaign aimed to empower users with information on how this innovative technology could futureproof their homes and offer an alternative to the often costly cable company internet services.

Multichannel Campaign Execution:

1. Print Materials
2. Yard Signs
3. Social Media Integration

Results:

Holloway Media Services crafted a dynamic and impactful campaign that not only elevated brand visibility on social media but also resonated with consumers in Colorado and Arizona. Additionally, the direct mail campaign played a pivotal role in attracting new customers in two distinct markets, solidifying BAM Broadband's position as an innovative leader in the high-speed internet landscape.

Amount Received: \$75,000

Construction Phase PostCard Example Front and Back:





○ **Project: Gratz Fair**

Project Date: August 2023 - September 2023

Project Description: In 2023, Holloway Media Services was approached to complete a 45-day organic social media campaign. Since the timeframe for this project was fairly short, HMS met with the stakeholders, including the board of directors and the manager of the fair to determine objectives and finalize strategy. Using the statistics from past fairs, we determined that dual posts daily on their primary social platforms (Meta) would achieve the growth in engagement that the stakeholders were looking for. Without using any paid advertising or external growth metrics, we would focus on analyzing the current audience’s needs and patterns and appeal to those audiences with a mix of entertainment, information, and personalized engagement.

Key Achievements:

1. **Impressive Follower Increase:** The Fair saw a remarkable 136.21% growth in followers, adding 411 new likes during the campaign period. This organic growth is a testament to the authentic connection forged with the audience.
2. **Engagement Surge:** Total engagement on Facebook soared by 265%, averaging 51 engagements per day. A strategic approach to content creation and promotion led to sustained interaction, demonstrating the vitality of the online community.
3. **Page Views and Clicks:** Profile views increased by 828%, averaging 690 per day, while page clicks rose by 534%, reaching an average of 469 clicks daily. The campaign effectively directed traffic to the website, generating over 2k individual clicks from Facebook posts.
4. **Extensive Reach and Impressions:** Gratz Fair achieved a 518% increase in page impressions (626K) and a 308% increase in page reach (278K individuals). Strategic tagging of other Facebook pages expanded the Fair's visibility to a broader audience.
5. **Personalized Connections Through Messenger:** Fostering meaningful connections, the Fair (through HMS) engaged with 65 individuals via Messenger, answering queries and building a community beyond the virtual space.
6. **Unique Clicks:** An impressive 23.9K unique clicks underscored the audience's distinct interest, highlighting the effectiveness of the Fair's content in capturing attention.

Strategic Approach

The success of Gratz Fair's organic social media growth lies in its commitment to engagement, authenticity, and personalized connections. By focusing on these pillars, HMS not only expanded The Gratz Fair's online reach but also cultivated a vibrant digital community. This serves as a compelling demonstration of the transformative power of organic social media in enhancing visibility, fostering connections, and achieving tangible growth for events and businesses.

Amount Received: \$5,000

Example Cover Photo Update



Engagement Post Graphic Examples



Educational Post Graphic Examples



- Monarch Media Solutions LLC Project Examples

- **Project:** HIV Awareness Pennsylvania Statewide Campaign - Take Control of HIV

Project Date: 2021-2022

Project Description: Utilizing grant money, a coalition of seven Family Health Councils joined forces in 2021 wanting to create an HIV Awareness campaign to reach into communities hit the hardest with HIV positive residents as well as to educate the general public about the myths surrounding HIV. The campaign goal was to reach those living in counties with an increase in HIV diagnoses as well as reaching into rural and impoverished communities.

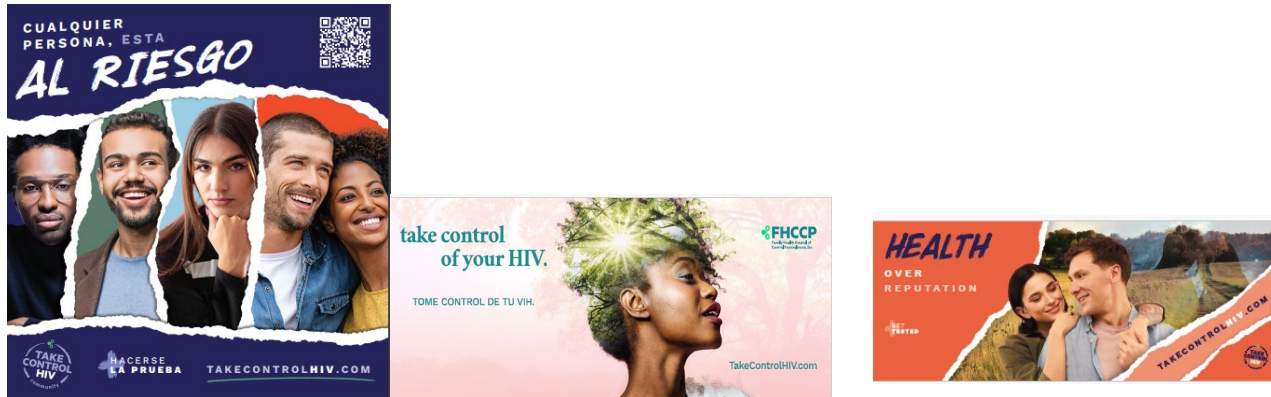
Our team was subcontracted to develop a traditional media campaign that was synergistic to the prime contractor's digital strategy and earned media. To ensure reaching their audience where they live, work, and shop we researched the demographics, and media trends in their key markets, digging down as deeply as county by county.

The media tactics were designed to match the key persona in each market and marketing segment.

Media Tactics:

- Transit: Bus full wraps, bus tails, queen sides, shelters, and bus interior cards. Over the course of the campaign, we were able to negotiate added value by way of extra bus tails, sides and interior cards valued at approximately \$40,000.
- Billboards: Digital and static
- Shopping Carts
- Hospitality Benches
- Hispanic Radio
- Hispanic Lifestyle Publication

Amount Received for two-year plans of non-digital media: \$600,000 (not including digital or creative)



- **Project:** WIC/SNAP campaigns (Family Health Council of Central PA)

Project Date: 2020-2022

Project Description: We created advertising strategies for various awareness campaigns in PA for the SNAP and WIC programs under the Family Health Council of Central PA. The goal for the SNAP Tapestry of Health campaign was education about their Supplemental Nutrition Assistance Program. Messages spoke to being able to choose healthy food options and eligibility.

Media tactics targeted reaching seniors and underserved communities with higher non-English speaking residents.

Media Tactics: Print publications, C-Store posters, C-store POS digital screens

Amount Received for non-digital media: \$50,000 (not including digital or creative)



- **Eastfolk Creative Co. Project Examples**

- **Project:** Lenovo Thinksmart - Smart Collaboration Video and Photo Campaign

Project Date: February 2022

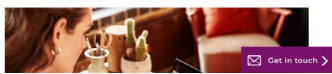
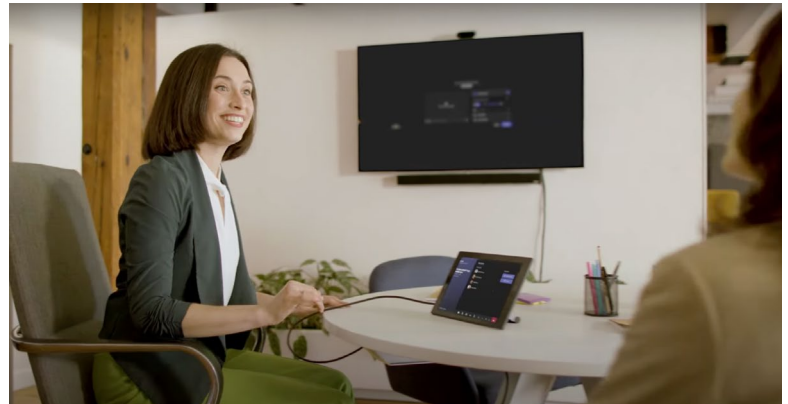
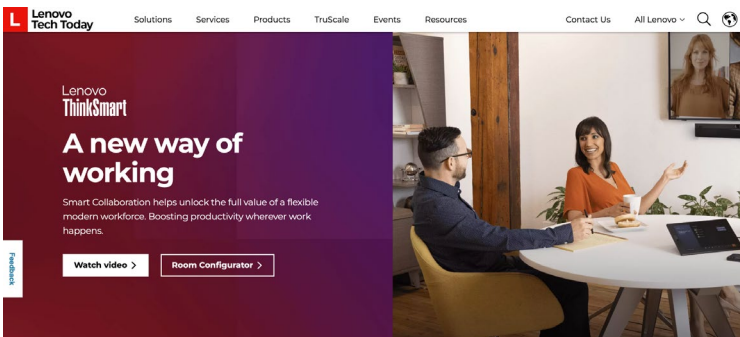
Project Description: We meticulously crafted a visually stunning campaign for Lenovo's ThinkSmart Hybrid Work Solutions, featuring a series of (4) four compelling 45-second

commercials and a captivating collection of (60) sixty photographs. Our creative approach not only highlights the innovative features of the product line but also brings to life the seamless integration of technology and productivity in a visually striking and engaging manner. Through the synergy of dynamic video content and impactful photography, we've successfully captured the essence of Lenovo's cutting-edge solutions for the modern workspace, delivering a campaign that is both visually captivating and informative

Materials Used:

- Creative Direction
- Art Direction
- Set Design
- Talent and Crew Acquisition
 - Cast and Crew of 50-75
- Equipment Rental
- Video/Photo
 - 3 days on Set
- Sound Design
- Editing/Retouching
- Motion Graphics
- Color Grading

Amount Received: \$120,000



Welcome to the hybrid workplace



○ **Project:** Directional Drilling Inc. Brand Video and Website Photography

Project Date: August 2023

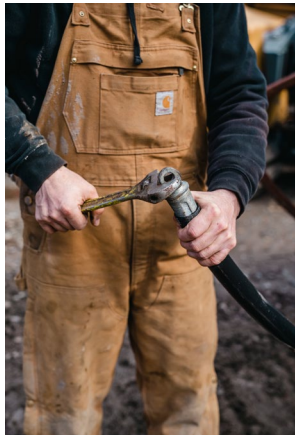
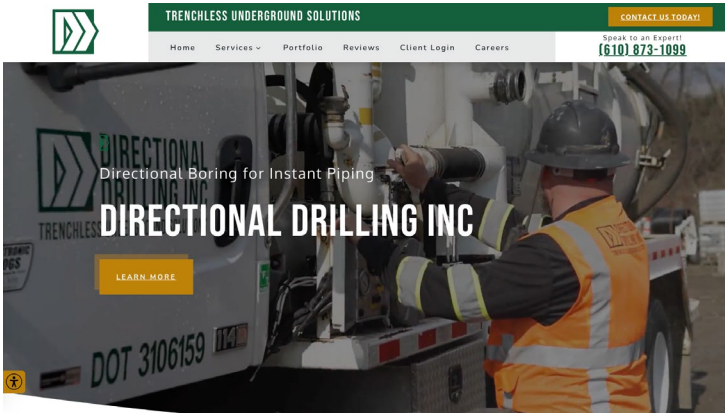
Project Description: We embarked on a transformative journey with Directional Drilling Inc., crafting a documentary-style case study that transcends the conventional narrative of project success. Our storytelling prowess was brought to the forefront as we showcased how Directional Drilling Inc. achieved the unimaginable within an industry that deemed the task impossible. This wasn't just a case study; it was a narrative that delved deep into the brand's values and mission, sculpting a compelling story that resonates beyond the specific project.

Our collaboration extended beyond the documentary, as we seamlessly integrated with their website designer. Together, we curated a powerful package of photo and video assets meticulously tailored for the launch of their new website. These assets not only augment the visual appeal of the website but serve as a dynamic representation of Directional Drilling Inc.'s achievements and capabilities. Through strategic storytelling and multimedia synergy, we've not only captured a remarkable project but encapsulated the essence of the brand's journey, creating a narrative that echoes the spirit of Directional Drilling Inc. as a whole.

Materials Used:

- Creative Direction
- Video/Photo
 - 3 Days on Location
 - 1 Day on Set
- Sound Design
- Editing/Retouching
- Motion Graphics
- Color Grading

Amount Received: \$12,000



○ **Project:** Ed Enuf Diversity and Inclusion Video Courses

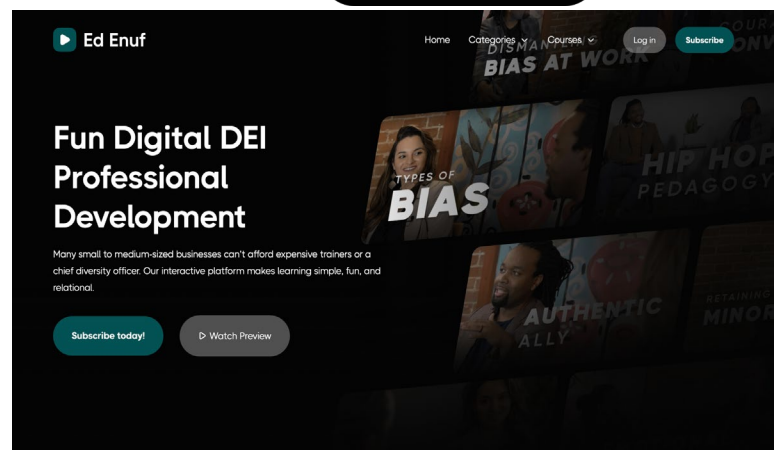
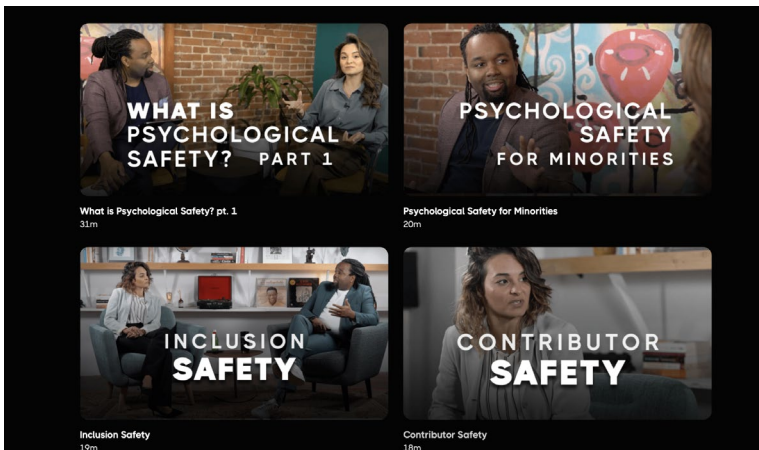
Project Date: September 2022 (Ongoing)

Project Description: We undertook the comprehensive filming and editing 125 pieces of course material for the Ed-Enuf e-Learning platform, seamlessly managing every aspect of the production lifecycle. Our commitment to excellence began with meticulous pre-production planning, encompassing the creation of a purposeful set, strategic lighting design, meticulous scheduling, and the assembling of a skilled crew. From there, we seamlessly transitioned into the filming phase, capturing content with precision and creativity. The final touch was our expert editing process, where we refined and polished each video to deliver a seamless and engaging learning experience. Our holistic approach ensures that the Ed-Enuf e-learning platform is equipped with not just educational content but a visually compelling and pedagogically effective resource for learners.

Materials Used:

- Creative Direction
- Art Direction
- Set Design
- Crew Acquisition - Crew of 10-15
- Video Production - 3 days on Set
- Editing/Retouching
- Motion Graphics
- Color Grading

Amount Received: \$25,000



Scoring Criteria 2: Qualifications of Proposed Project

A. Include the following items: Provide up to three (3) examples for the proposed Project Manager that demonstrates his/her prior experience as a Project Manager on WSDOT or similar projects. Include the date(s) of each project; the name of the client/organization for each project; list the project manager's responsibilities and tasks on each project.

1. Port of Seattle IDIQ 2019-22
 - a. Lead and manage team of engineers, designers, inspectors, consultants and staff that support construction management and engineering department
2. WSDOT DBE Support Services 2019-20
 - a. Lead and manage team of consultants and staff provide professional services
3. Sound Training Alternative Works Training 2018
 - a. Perform training to contractors and consultants pursuing work with Sound Transit.

B. Include the following items: Provide up to three (3) examples of the proposed Project Manager's ability to manage all of the following within a project;

- Adhere to project schedule;
 - All projects Dan Sydel has performed on is/were completed on or ahead of schedule.
- Adhere to scope of work/avoid scope creep;
 - All projects were strictly followed by Mr. Seydel.
- Communicate regarding budget issues;
 - All projects maintained weekly (daily if necessary) communications for extraneous/extraordinary events.
- Manage concurrent projects/campaigns;
 - Dan has used technology and team members to maintain budgets and milestones across multiple projects simultaneously.
- Adjust to flexible/evolving project timelines; and
 - Dan has used technology and team members to maintain budgets and milestones across multiple projects simultaneously.
- Manage changes that arise throughout the life of the project.
 - Dan has used technology and team members to maintain budgets and milestones across multiple projects simultaneously.

C. Include the following items: Provide listing of professional licenses/accreditations for the proposed Project Manager; include the year that each license/accreditation was received. Please include the licenses that were obtained in the State of Washington only.

1. City of Seattle MWBE Expert
2. Former Member of Washington State Project Review Committee
3. Former Board Member of Washington State Community Economic Revitalization Board
4. General Contractor Construction Manager Training

Scoring Criteria 3: Key Team Members' Qualifications (Prime Consultant and Sub-Consultants)

A. Include the following items:

- List each key team member's role/responsibilities on your proposed team.
- Freeman Lundt/HMS

- Dan Seydel - Project Manager
 - Responsible for project management and assurance of deliverables and compliance; developing SMART goals and supporting tactics; tracking actual v plan goals and pivoting for dynamic events.
- Heather Holloway - Marketing Strategist
 - Heather, a results-oriented marketing leader, has a proven track record of success in launching and managing impactful social media marketing campaigns and leveraging direct response advertising to drive substantial growth for a diverse portfolio of clients. Her expertise lies in identifying target audiences, crafting compelling messaging, and consistently delivering exceptional results. With a strategic mindset and a hands-on approach, Heather is dedicated to achieving organizational objectives and has played a pivotal role in establishing Holloway Media Services as a trusted marketing partner across various industries.

Heather created S.C.O.P.E., Holloway Media Services' innovative, creative development process. S.C.O.P.E., an acronym for Strategize, Customize, Optimize, Publicize, Energize, serves as the framework for crafting compelling creative materials that seamlessly align with communication and marketing campaigns.

Within her dynamic marketing team, Heather fosters a collaborative environment that serves as a playground for creativity. Her leadership doesn't just manage; it inspires, resulting in innovative ideas that challenge norms and redefine success. Her commitment to brand development transcends consistency; it aims at crafting a unique and memorable experience that resonates deeply with the audience.

Heather's role extends to being a visionary ideator. Her ability to infuse fresh perspectives into each project drives continuous evolution. Understanding that ideation is not just a phase but an ongoing process, her leadership ensures that every marketing endeavor reflects innovative thinking, making each project a promise of creativity and excellence.

- Holloway Media Services
 - Jacque Engelbrecht - Marketing Director
 - Jacque is a seasoned and results-driven marketing professional with a proven track record in progressively responsible roles. With demonstrated expertise in developing and executing comprehensive marketing strategies, fostering team collaboration, and overseeing diverse marketing initiatives, she excels in organic social media strategy, design strategy, and program management.

Using her extensive background in creative design and marketing, Jacque is poised to lead the charge in bringing WSDOT's visions to life. Ensuring a shared understanding of project goals, she sets the stage for a seamless and collaborative creative process. At the heart of her role is a commitment to innovative and impactful creative concepts. Her expertise in design strategy and brand development equips us to deliver concepts tailored to captivate and engage, spanning television, radio, digital ads, print ads, out-of-home marketing, and web content.

In her capacity as Marketing Director, Jacque is a pivotal figure in our quest for marketing excellence, combining strategic acumen and creative brilliance. Her multifaceted role contributes to the overarching marketing vision, elevating our brand to new heights.

Jacque's leadership shines through in her strategic planning prowess, actively contributing to developing marketing strategies that seamlessly align with broader business objectives. Collaborating with senior leaders, including the marketing director, she defines and refines the marketing roadmap.

Campaign management takes on a new dimension under Jacque's guidance. With a meticulous approach, she oversees the planning, execution, and analysis of our marketing campaigns, ensuring resonance with our brand's messaging and positioning. Her knack for translating strategic objectives into impactful campaigns sets a precedent for our team's success. Her keen eye for market trends and consumer behavior informs insightful market research, providing a foundation for data-driven decision-making.

Brand management, a critical aspect of Jacque's role, sees her actively contributing to developing and maintaining our identity. Consistency across all marketing materials is a commitment under her leadership.

Jacque's unique skill set, strategic mindset, and commitment to creativity position her as the driving force behind our marketing endeavors, ensuring they leave a lasting impact.

■ Amy Shultz - Production Director

- In her role as Marketing Production Director, Amy serves as the linchpin in the flawless execution of our marketing campaigns. Her multifaceted responsibilities span the entire production process, ensuring alignment with brand and campaign objectives.

Amy's production management skills are a cornerstone of her role. She deftly coordinates and manages the workflow, ensuring timely and budget-conscious delivery of projects. Her collaboration with creative teams guarantees that marketing collateral meets the highest standards of quality and consistency across both print and digital channels.

Quality control remains paramount under Amy's guidance. She thoroughly checks marketing materials, ensuring alignment with brand standards, error-free content, and effective communication of the intended messaging outlined in our overall marketing strategy.

Amy's commitment to timeline management ensures the punctual execution of campaigns. Her proactive approach and identification of opportunities for process improvement enhance the overall effectiveness of our marketing production efforts.

Collaboration with marketing teams is integral to Amy's role. She works closely with these teams to understand campaign objectives, target audiences, and messaging, ensuring seamless alignment with broader marketing goals.

Amy's awareness of industry trends and production technologies enhances the efficiency and effectiveness of our marketing production processes. Her hands-on oversight ensures a meticulous, quality-driven production cycle that elevates creative output.

- TBD - Media Relations Director

- The Media Relations Director at Holloway Media Services is pivotal in shaping and safeguarding our clients' public image through strategic communication with the media. Their responsibilities include developing and implementing a comprehensive media relations strategy aligned with the company's overarching goals. This involves cultivating and nurturing relationships with journalists, editors, and media professionals to facilitate accurate and positive coverage.

The Media Relations Director oversees creating and disseminating press releases, media kits, and other communication materials, ensuring that the media and the public are well-informed about our client's achievements, activities, and announcements. Additionally, they train key personnel to effectively communicate with the media, handling inquiries and interviews with poise and accuracy.

The role extends to crisis management, where the Media Relations Director develops and executes comprehensive plans to effectively manage and mitigate negative situations or emergencies that could impact WSDOT's reputation. This requires prompt and strategic responses to safeguard WSDOT's image.

In monitoring media coverage, the Media Relations Director analyzes trends to understand public perception and sentiment. Their insights provide valuable feedback to our clients for informed decision-making. They will collaborate with other departments to ensure a cohesive and consistent communication strategy across all channels.

- Joe Straub - Marketing Specialist

- Joe is our seasoned Marketing Specialist, bringing a wealth of skills and a proven track record across various domains. With a background in digital media marketing, customer service, and technical engineering, Joe possesses a unique blend of creativity and analytical thinking that enriches our marketing endeavors.

In his current role as a Social Media Manager and Digital Creator at Holloway Media Services, Joe has honed his digital marketing skills to perfection. Responsible for the entire spectrum of digital media, he excels in social media copywriting, scheduling, short-form video creation, and editing. Joe's proficiency extends to blog and newsletter writing, showcasing a talent for crafting engaging content that seamlessly aligns with our marketing objectives.

As an experienced and versatile professional, Joe is well-equipped to contribute to comprehensive marketing strategies in his role as a Marketing Specialist. His ability to seamlessly blend creativity, technical acumen, and customer-centricity positions him as a valuable asset for any team aiming to drive successful marketing campaigns and achieve

organizational goals. Joe's diverse skill set, cultivated through a background in digital media marketing and technical engineering, ensures a dynamic and multifaceted approach to our marketing initiatives.

- For each proposed key team member, provide up to three (3) examples of prior relevant projects. Include the name of project(s); dates of the project(s); and roles/responsibilities for each team member on those project(s); and
 - Freeman Lundt
 - Dan Seydel (Project Manager) -
 - See Criteria 2.
 - Heather Holloway (Marketing Strategist) -
 - Dauphin County Anti-Stigma Campaign - A Compassionate Approach to Raising Awareness

Background:

Dauphin County Drug and Alcohol Services hired Holloway Media Services (HMS) to initiate a social media campaign on Facebook, Instagram, and Twitter aimed at increasing awareness for their recently launched anti-stigma initiative. The overarching goal was to communicate that addiction can impact anyone and to highlight available recovery resources. Messages of support were strategically disseminated across bus shelters, billboards, and social media platforms.

Strategic Approach:

In recognizing the sensitivity of the subject matter, HMS adopted a compassionate approach, delivering messages that encouraged individuals to seek help for their addictions. The emphasis was on illustrating a shift in the approach of law enforcement, redirecting focus from punishment to treatment for drug offenses. Social media posts showcased diverse individuals, spanning different demographics, conveying the universal nature of addiction.

Key Achievements:

1. Broad Impressions: The 90-day campaign generated a total of 875,612 impressions, reflecting the extensive reach and impact of the anti-stigma messages.
2. Engagement Success: The campaign garnered 5,512 engagements cross-network, indicating active involvement and interaction with the audience.
3. Video Views: Notably, 75,578 video views were achieved, underscoring the effectiveness of the visual content in conveying the campaign's messages.
4. Click-throughs on a Modest Budget: Operating within a modest budget of \$2838, the campaign achieved 633 clicks, demonstrating a strategic focus on cost-effectiveness and low cost per click.

Strategic Utilization of Platforms:

Employing a mix of Twitter, Facebook, and Instagram, the campaign strategically targeted areas of concern identified by Dauphin County Drug and Alcohol Services. The messages of hope were tailored to address specific communities facing challenges related to overdoses, empowering individuals to pursue successful recovery journeys.

Under Heather's guidance and HMS's team of creative experts, comprising paid and organic social media specialists, she crafted a nuanced campaign that navigated the delicate nature of the subject matter with finesse.

The Dauphin County Anti-Stigma Campaign, executed by Holloway Media Services, stands as a testament to the power of compassion and strategic messaging in raising awareness around sensitive issues. By leveraging social media platforms focusing on inclusivity and understanding, the campaign successfully reached a wide audience, fostering engagement and encouraging positive action in the fight against addiction stigma.

- Holloway Media Services
 - Jacque Engelbrecht (Marketing Director) -
 - The Association of Fundraising Professionals of Central Pennsylvania National Philanthropy Day Video Series

Background:

In its third consecutive year hiring Holloway Media Services, The Association of Fundraising Professionals, Central Pennsylvania Chapter, used social media to showcase a video series to honor the extraordinary individuals and organizations shaping the philanthropic landscape of their local communities.

Strategic Approach:

To celebrate compassion, dedication, and positive change, the video series showcased inspiring youth philanthropists and committed organizations. Heather and Amy leveraged their television expertise to transform nominee and winner stories into an engaging video series and social media posts that echoed the spirit of philanthropy.

1. Month-Long Organic Social Media Campaign: The organic social media campaign spanned 30 days across Facebook, YouTube, and LinkedIn, aiming to share heartwarming philanthropic stories with a wider audience.
2. Facebook Impressions: The campaign on Facebook generated 7000 page impressions, significantly boosting visibility and enhancing the impact of National Philanthropy Day celebrations.
3. LinkedIn Audience Growth: LinkedIn experienced a substantial 400% increase in its audience, showcasing the campaign's resonance within a professional network. This growth resulted from a strategic alignment of content and platform.
4. YouTube Minutes Watched: On YouTube, the campaign saw an impressive 473% increase in minutes watched. The captivating video series effectively engaged audiences, fostering a deeper connection with the philanthropic narratives.

Conclusion:

Jacque seamlessly blended storytelling with a robust digital presence for the

National Philanthropy Day Video Series from AFP Central PA Chapter to not only celebrate local changemakers but also effectively engage its community across social media platforms.

- Monarch Media Solutions
 - Maureen Williams - Sr. Media Strategist and Buyer

- **Example 1:**

Project Name: HIV Awareness Pennsylvania Statewide Campaign - Take Control of HIV

Project Date: 2021-2022

Project Description: The goal was to create an HIV Awareness campaign to reach into communities hit the hardest with HIV positive residents as well as to educate the general public about the myths surrounding HIV. The campaign goal was to reach those living in counties with an increase in HIV diagnoses as well as reaching into rural and impoverished communities.

Roles & Responsibilities: Maureen was responsible for the complete media strategy and execution of this campaign. This included researching the data for counties where HIV cases were prevalent and on the rise, as well as to reach rural and underserved communities to educate on the importance of testing. Research was conducted to identify key personas, demographics, and media trends per market.

Maureen was responsible for negotiating added value with each vendor in each market. She created processes to manage all media vendors, worked with the creative team to coordinate creative asset timelines, liaised with media outlets to ensure creative continuity and schedules ran efficiently, managed budget planning, and deliverables as well as reported on post-buy analytics.

- **Example 2:**

Project: WIC/SNAP/Family Planning campaigns (Family Health Council of Central PA)

Project Date: 2020-2022

Project Description: The goal was to create advertising strategies for various awareness campaigns in PA including for the SNAP and WIC programs under the Family Health Council of Central PA. The goal for the SNAP Tapestry of Health campaign was education about their Supplemental Nutrition Assistance Program. Messages spoke to being able to choose healthy food options and eligibility.

Roles & Responsibilities: Maureen was responsible for the complete media strategy and execution of this campaign. This included researching the data to identify key markets, personas, for each campaign.

Maureen was responsible for negotiating added value with each vendor in each market. She created processes to manage all media vendors, worked with the creative team to coordinate creative asset timelines, liaised with media outlets to ensure creative continuity and schedules

ran efficiently, managed budget planning, and deliverables as well as reported on post-buy analytics.

- Eastfolk Creative Co.
 - Carly Jones - Video and Photo Production Manager
 - **Example 1:**
 - Project Name:** MDC Interior Solutions - Func. Video Campaign
 - Project Date:** September 2021
 - Roles & Responsibilities:** In the dynamic role of producer for MDC Interior Solutions' Func. Line campaign, Carly expertly orchestrated a multifaceted production process centered around a comprehensive line of 12 innovative products. Her responsibilities ranged from the intricate planning of pre-production details, including set design, lighting considerations, and assembling a proficient crew, to overseeing the seamless execution of four distinctive videos. These videos not only showcased the aesthetic allure of the Func. Line but also served as comprehensive guides, imparting knowledge on product assembly and functionality. Carly's commitment to excellence shone through as she navigated the creative and educational facets of the campaign, ensuring a harmonious blend of visual appeal and instructional depth. Through her strategic direction, MDC Interior Solutions' Func. Line campaign emerged not just as a showcase of products but as an engaging and informative experience for users, embodying the brand's commitment to both beauty and functionality.
 - **Example 2:**
 - Project Name:** Lenovo Classroom Management Software - Lanschool Video Campaign
 - Project Date:** May 2021
 - Roles & Responsibilities:** In Carly's role as the producer, she took on the exciting challenge of spearheading a comprehensive 5-minute video campaign explaining the myriad benefits and practical usability of Lanschool's software in collaboration with Lenovo products. Carly's responsibilities spanned the entirety of the production process, starting with the meticulous oversight of scripting and storyboarding to ensure a compelling narrative that effectively communicated the software's advantages. Additionally, she played a pivotal role in talent casting, sourcing individuals who could authentically convey the software's user experience. Diligent location scouting ensured that the settings aligned seamlessly with the campaign's objectives. Carly's strategic planning extended to crafting timelines that optimized efficiency while guaranteeing a high-quality outcome. Simultaneously, she managed budgets judiciously, ensuring that financial resources were allocated effectively. The end result is a cohesive, informative, and visually engaging video campaign that showcases Lanschool's software in synergy with Lenovo Products,

providing audiences with a thorough understanding of its benefits and usability.

- Jesse Eldredge - Director/Cinematographer

- **Example 1:**

Project Name: Directional Drilling Inc. Case Study Video and Website Photography

Project Date: August 2023

Roles & Responsibilities: In the capacity of Director and Cinematographer for the 5-minute docu-narrative case study highlighting the accomplishments of Directional Drilling Inc., Jesse undertook multifaceted roles and responsibilities with unwavering expertise. From the outset, Jesse played a pivotal role in crafting the narrative, meticulously directing each scene to capture the essence of the brand's remarkable achievements. As the cinematographer, Jesse skillfully curated the visual elements, ensuring a cinematic quality that complemented the narrative. The result was a compelling and informative video that not only showcased a specific project but also painted a holistic picture of the brand's journey. In addition to these responsibilities, Jesse showcased a versatile skill set by photographing and editing over 50 brand photos tailored for the launch of Directional Drilling Inc.'s new website. Through Jesse's artistic vision and technical proficiency, the combined video and photographic assets form a powerful and cohesive representation of the brand's capabilities, contributing significantly to the success of the campaign.

- **Example 2:**

Project Name: Lenovo Thinksmart - Smart Collaboration Video and Photo Campaign

Project Date: February 2022

Roles & Responsibilities: Jesse's role as the Director and Cinematographer for the campaign showcasing Lenovo's ThinkSmart Hybrid Work Solutions was nothing short of extraordinary. Leading a cast and crew of 50-75 individuals, Jesse brought a visionary approach to the production of four compelling 45-second commercials and a collection of sixty captivating photographs. Jesse's directorial prowess ensured a seamless collaboration, guiding the team to authentically capture the innovative features of Lenovo's product line. As the cinematographer, Jesse curated the visual narrative with finesse, achieving a harmonious blend of aesthetics and functionality. Beyond the production phase, Jesse's responsibilities extended into post-production, where the magic truly happened. Handling all aspects of post-production, including sound design and color grading, Jesse meticulously crafted the final output. The result is a campaign that not only showcases the excellence of Lenovo's ThinkSmart Hybrid Work Solutions but also bears the unmistakable mark of Jesse's creative vision and technical mastery.

- **Example 3:**

Project Name: Ed Enuf Diversity and Inclusion Video Courses

Project Date: September 2022

Roles & Responsibilities: In the capacity of Director and Cinematographer for The Ed Enuf Diversity and Inclusion Video Courses, Jesse undertook an ambitious and impactful venture. Overseeing the entire production process, Jesse seamlessly

directed and captured content that not only encapsulated the essence of diversity and inclusion but also contributed to the creation of a staggering 125 individual video courses. The efficiency demonstrated in achieving such an extensive deliverable within a mere three days of production reflects Jesse's adept management and organizational skills. Jesse's directorial guidance ensured each course was not just informative but also visually compelling, fostering an engaging and inclusive learning experience. From conceptualization to execution, Jesse's roles and responsibilities exemplified a commitment to excellence and efficiency, resulting in a comprehensive collection of video courses that stand as a testament to the power of effective storytelling and visual communication in promoting diversity and inclusion.

Scoring Criteria 4: Firm's Project Management System

Describe your firm's Quality Assurance/Quality Control processes;

Our collaborative Quality Assurance/Quality Control approach, involving key members of the Freeman Lundt, Holloway Media Services, Monarch Media Solutions, and Eastfolk Creative Company teams, is designed to seamlessly integrate our decades of collective experience into a powerful marketing force for WSDOT.

The following four-step QA/QC process ensures that each agency's contributions meet the highest quality standards, resulting in successful and impactful marketing campaigns.

1. Project Initiation and Planning:

- a. Project Management:

Dan Seydel, Project Manager, plays a pivotal role in this phase. His responsibilities include clearly defining project objectives, scope, and Key Performance Indicators (KPIs) in collaboration with WSDOT. Dan also takes charge of developing a detailed project plan, outlining timelines and responsibilities for each agency involved. Additionally, he facilitates communication and understanding among all agencies to ensure alignment with WSDOT's overarching goals.

- b. Creative Services and Organic Social Media Marketing:

During the kickoff meeting, Heather Holloway and Jacque Engelbrecht will lead the development of a comprehensive creative brief that aligns seamlessly with WSDOT's messaging and branding. This brief will serve as the marketing North Star, a guide to consistent branding and messaging that will be shared with all agencies and WSDOT. Regular weekly reviews with all agencies are integral to this process, verifying strict adherence to the brief and brand guidelines.

Collaboration with the Holloway Media Services team is paramount to ensure cohesive messaging across both paid and organic channels. Leveraging the experience of having a background in television, where strict adherence to brand guidelines was a norm, they ensure meticulous attention to detail, covering aspects like spelling, grammar, messaging, colors, fonts, URLs, names, and facts - all under the constant review of their production team lead, Amy.

Using Google Workspace and Slack or email, Amy will collaborate, share documents with WSDOT, and submit proofs for their approval. This step ensures a thorough review and alignment with WSDOT's expectations before anything goes live.

c. Paid Advertising:

With Monarch Media Solutions taking the lead in paid advertising, their responsibilities involve establishing stringent criteria for ad content, research, targeting, and budget allocation.

After researching and identifying key marketing segments, especially in underserved communities, they will negotiate and place paid media to support the communication and marketing campaign in accordance with executed task orders. Once our paid media strategies are completed and have received client's approval, the campaigns will launch to market.

From time to time, our media vendors will have disruptions in programming or inventory. Our Q&A processes include establishing relationships with media outlets to develop strong partnerships with our clients and team. This helps us ensure that our client's schedules and earned media exposure are properly managed from the start. We enlist the support of the media to alert us of any preemptions or schedule changes and require that our schedules are made good at equal or greater value.

We also negotiate added value where available, including sponsorships, lower rates, additional impressions, and/or bonus commercials.

Monthly, we compare all invoices to our media insertion orders, and any discrepancies are made good for the client at or above value.

d. Video Production: Eastfolk Creative Company oversees video's vital role in successful marketing campaigns. They begin with pre-production meetings to align video concepts with WSDOT's campaign objectives. In the pre-production phase, the production team employs project management tools for seamless collaboration, ensuring the script and storyboard undergo meticulous reviews. Shot lists are thoroughly verified to align with the creative vision and client expectations.

During the production phase, our team conducts regular checks using camera testing equipment, light meters, and audio monitoring devices to ensure optimal recording conditions. Moving into post-production, we will utilize video editing software, color grading tools, and audio editing software for comprehensive checks during the editing, color correction, and sound design processes. Visual effects, if applicable, are carefully reviewed to meet the highest quality standards. Continuous communication and feedback loops are maintained through collaboration platforms, ensuring internal reviews catch any inconsistencies. Client feedback is actively integrated into the editing process.

In the final delivery phase, we perform technical checks using video quality analysis tools, verifying resolution, aspect ratio, and file formats for compatibility with specified distribution

platforms. This comprehensive approach guarantees the consistent delivery of high-quality videos that meet both technical specifications and creative expectations.

2. Cross-Agency Collaboration:

To foster cross-agency collaboration, we organize regular cross-functional virtual meetings on Zoom weekly to facilitate open communication and address inter-agency dependencies. Utilizing shared project management tools like Asana and Slack, we diligently track progress and gather valuable feedback from all involved parties in real-time.

3. Post-Campaign Assessment:

In the post-campaign phase, our collective effort involves monitoring campaign performance across various metrics, ensuring a thorough evaluation of its success. Through a comprehensive assessment, we identify specific areas for improvement, aiming to refine our strategies for future endeavors. Lessons learned from campaigns are carefully documented, and feedback is actively incorporated into our ongoing commitment to enhancing the effectiveness of future campaigns.

4. Continuous Improvement:

In our pursuit of continuous improvement, all agencies participate in quarterly retrospectives, assessing the effectiveness of our marketing. Through these reflective sessions, we identify valuable lessons learned, incorporate industry best practices, and integrate WSDOT feedback. This commitment ensures an ongoing refinement process, allowing us to enhance the quality of our services and deliver even better outcomes.

By adopting this collaborative and comprehensive QA/QC process, we aim to deliver marketing campaigns for WSDOT that not only meet but exceed expectations, showcasing the strengths of our individual agencies and the synergies of our collective efforts.

Describe your firm's tracking system(s) to monitor the project's budget and/or scope;

We employ a robust project management approach encapsulated in our proprietary marketing system, S.C.O.P.E. (Strategize, Customize, Optimize, Publicize, and Energize). This comprehensive system is anchored in strategic planning and meticulous monitoring to effectively manage our projects' budget and scope.

Asana serves as our tracking system, allowing us to monitor and control various aspects of the project throughout its lifecycle. During the WSDOT Educational and Marketing series, for instance, we will utilize S.C.O.P.E. to strategize the project plan, customize it to fit the unique requirements, optimize resources, publicize the campaign effectively, and energize the execution phase.

In managing projects such as the WSDOT Toll Division at Freeman Lundt, we employ a Purchase Order system to enhance financial organization and budget control. A unique Purchase Order (PO) is assigned for each campaign, accompanied by a dedicated budget.

To ensure financial tracking, we develop a master budget sheet that provides a comprehensive breakdown of billable elements for each campaign. This detailed itemization enables a transparent view of financial allocations, allowing for effective monitoring and control of project expenses.

Our S.C.O.P.E. system ensures that we not only create a well-thought-out plan but also adhere to it consistently. It provides us with a structured framework for tracking expenses, resource allocation, and overall project progress. By integrating strategic planning with meticulous monitoring, S.C.O.P.E. enables us to maintain a tight grip on both the budget and workload, ensuring successful project outcomes.

Here's a breakdown of how we'll utilize S.C.O.P.E for the WSDOT Toll Division Educational and Marketing series.

Strategize:

- Initiate each project with a focused kick-off meeting to introduce the team, set clear objectives, and identify the Market, Media, and Messages needed for the campaign.
- Establish specific, measurable, achievable, realistic, and time-bound objectives that provide a benchmark for success.

Customize:

Next, we list all the creative deliverables that fall within the project and break them into sub-dependencies on Asana for each agency—constantly referencing the comprehensive creative brief to stay on brand. Resource management features within Asana allow us to assign team members to specific tasks, ensuring efficient utilization of resources without exceeding allocated hours.

For example:

Holloway Media Services

1. Organic Marketing
 - a. Social media
 - b. Blog
 - c. Email
 - d. Press release
 - e. Web copy

Monarch Media Solutions

1. Paid Advertising
 - a. Broadcast TV/Radio
 - b. Cable TV
 - c. Billboard
 - d. Convenience stores (digital screens, gas pump toppers, posters)
 - e. Transit
 - f. Streaming Radio and audio devices
 - g. OTT/CTV/VOD (includes all apps, devices and website platforms)
 - h. Direct Mail

Eastfolk Creative Co.

1. Video Series
 - a. Long-form
 - b. Short-form
 - c. Commercial

Breaking down the project into sub-dependencies as individual tasks with specific resource allocations, as shown above, is crucial. This task-level management provides a granular understanding of resources and facilitates better control over production time and costs. Real-time reporting features in Asana empower us to

generate comprehensive reports on budget performance and project progress. This real-time insight allows us to quickly identify any areas of concern and take corrective actions as needed.

Optimize:

Leveraging Holloway Media Services' expertise in content repurposing, we strategically transform lengthy content into a variety of marketing assets, ensuring a cost-effective approach for diverse platforms and channels. Additionally, we monitor activity to identify key pieces of content with high engagement for further expansion. Finally, we prioritize creating all content with relevant keywords to align seamlessly with algorithmic preferences, ensuring heightened visibility and effectiveness across all platforms.

In tandem, Monarch Media Solutions actively collaborates with media outlets, optimizing schedules and securing favorable rates to stay within budget constraints. Their commitment extends to closely monitoring advertising success metrics and conducting messaging tests, allowing for continuous refinement and optimization of marketing campaigns while adhering to budgetary considerations.

Publicize:

Our agencies will work closely with WSDOT to launch the campaigns and ensure on-time delivery of assets to all of the different media outlets and partners.

Following the successful award of the WSDOT Toll Division's Educational Marketing Campaign, Holloway Media Services' Media Relations Director will play a vital role in orchestrating earned media relationships on a statewide level. This professional brings their expertise to establish relationships with local media, ensuring seamless coordination of all communication and media relations efforts.

In the event of media-related challenges or crises, our Media Relations Director and team will work closely with the STATE and WSDOT's stakeholders to facilitate swift and effective crisis management. This collaborative effort guarantees that, if necessary, appropriate channels are utilized to notify the media promptly, maintaining control and coherence in our communication strategies.

Energize:

We commit to infusing enthusiasm, inspiration, and positive energy, into the WSDOT Educational and Marketing series as we create collective momentum within our teams.

Our promise involves conducting weekly reviews of the project's budget and scope with WSDOT stakeholders. These reviews, conducted virtually (or in-person as needed) are pivotal, serving as a collaborative platform with the project team. Through active engagement, we share updates, insights, and address challenges to keep everyone informed, aligned with project goals, and motivated to contribute their best.

This collaborative approach to reviewing any project's progress is integral to our strategy. It ensures that necessary adjustments are made promptly, keeping the project on track and aligned with WSDOT's expectations. This iterative and collaborative process, under the banner of "energize," embodies our commitment to revitalizing the team's commitment, adaptability, and resilience.

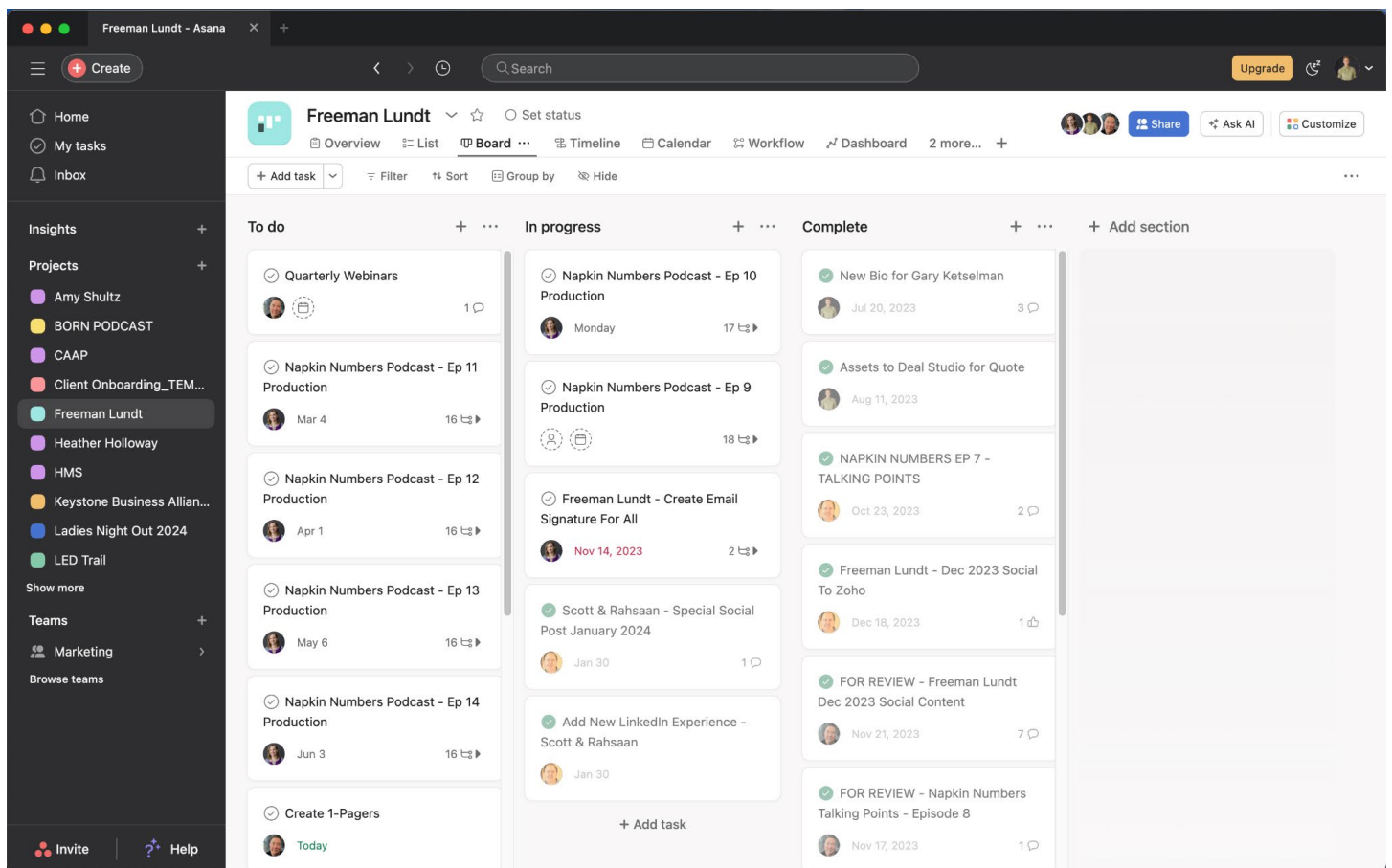
In essence, our pledge is to go beyond individual motivation, making Energize a dynamic force that permeates the team week to week. This commitment fosters a positive and innovative work environment, contributing significantly to the overall success of the WSDOT Educational and Marketing series.

As you can see, S.C.O.P.E. our comprehensive tracking system rooted in Asana, our project management software, empowers us to manage our projects with precision, transparency, and accountability, ensuring successful project delivery for WSDOT.

List your firm’s scheduling program. Identify the type of software and list up to three projects where the proposed Project Manager(s) have utilized this software;

Asana is a popular project management and collaboration tool that helps teams organize their work, streamline communication, and manage projects efficiently. It provides our team with a centralized platform where members can collaborate on tasks, projects, and workflows. We use Asana on every project and campaign to enhance transparency, improve coordination, and increase overall productivity within our teams.

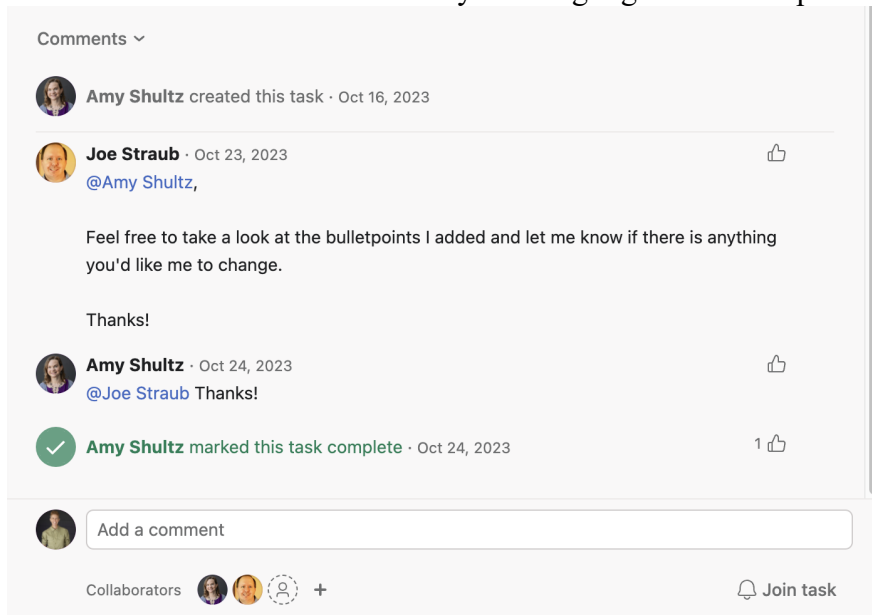
Here’s a screenshot of Asana showcasing what a typical workflow looks like. This is a project example featuring Freeman Lundt marketing projects:



Here's how Dan uses Asana to schedule projects for Freeman Lundt:

1. **Task Creation:** Dan starts by creating tasks within Asana under the To Do column, breaking down the project into manageable units. Each task represents a specific activity or deliverable required to complete the project.
 - a. **Task Details and Assignments:** For each task, there is detailed information, including descriptions, due dates, priority levels, attachments, and any relevant subtasks. Dan assigns tasks to Heather, who assigns sub-dependencies to specific team members responsible for their completion. For instance, content creation might be dependent on research completion. This helps in creating a logical sequence for the project and managing the flow of work.
 - b. Dan works with Heather to assign due dates to tasks to create a timeline for the project. Here, milestones can be set to mark significant achievements or deadlines within the project.
2. **Project Timeline View:** Using Asana's Timeline view, Heather then creates a visual representation of the marketing project schedule and shares with Dan. This allows them to easily adjust task durations, dependencies, and milestones by utilizing a simple drag-and-drop interface.
3. **Team Collaboration:** Dan fosters collaboration among team members. Discussions, file sharing, and updates related to marketing tasks take place directly within the platform, promoting efficient communication.
4. **Task Completion:** Dan monitors marketing project progress and tracks task completion, time spent on tasks, and utilizing visual indicators to assess overall project advancement.

Here is a screenshot of Joe and Amy working together to complete a blog post for Freeman Lundt:



5. **Email Notifications and Progress Tracking:** Dan and the teams receive a clear daily update (Monday to Friday) highlighting tasks that require attention, including:
 - a. Tasks due soon (within the next 5 days)
 - b. Tasks recently assigned to team members
 - c. Tasks assigned by team members to others

Additionally, team members receive email notifications for various activities, ensuring they stay in the loop on project developments. These activities include:

- d. Task assignments
- e. Changes in due dates for tasks assigned to them
- f. Addition of new files or comments to tasks they collaborate on
- g. Task completions, likes, and comments
- h. Team or project-related messages and updates
- i. Status changes of tasks they've been waiting on
- j. Task approval assignments

Asana's email notifications for projects are also utilized to keep team members updated on task-specific comments and @mentions. All project members receive notifications when comments or @mentions are made, enhancing real-time collaboration.

By leveraging these features, Dan effectively schedules and manages projects, ensuring that tasks are organized, timelines and budgets are met, and team collaboration is streamlined.

Describe your firm's process for interacting with your internal project team;

We leverage Slack, Zoom and Asana to facilitate seamless communication and collaboration within our internal project team. Here's how we integrate these platforms into our daily workflow:

1. Slack for Daily Real-time Communication:
 - a. Channels: We've set up dedicated channels on Slack for different projects, teams, and specific topics. This allows team members to join relevant channels, ensuring focused and organized communication. Team members share brief updates on their progress, challenges, and goals for the project. This ensures everyone is aligned on project status and priorities.
 - b. Direct Messaging: Slack's direct messaging feature enables quick one-on-one communication between team members, fostering instant collaboration and problem-solving.
 - c. Clarifications: Slack serves as a platform for team members to pose quick questions, seek clarifications, or share important updates without the need for formal meetings, fostering efficient communication.
 - d. File Sharing: Slack enables the seamless sharing of files and documents. Team members can upload, share, and collaborate on project documents directly within private channels, reducing the need for email attachments.
 - e. Integrations: We've integrated Slack with other tools, such as Google Drive and Asana, allowing for easy access to shared documents and promoting a centralized location for collaborative work.
2. Zoom for Weekly, Monthly and Quarterly Virtual Meetings:
 - a. Scheduled Meetings: We schedule regular Zoom meetings for team check-ins, project updates, and collaborative discussions. This ensures face-to-face interaction even in a virtual environment, enhancing team connectivity.
 - b. Screen Sharing and Collaboration: Zoom's screen-sharing capabilities are invaluable for presentations, collaborative document reviews, and troubleshooting sessions. This promotes a dynamic and interactive virtual meeting experience.

- c. Recording Meetings: Zoom allows us to record important meetings, making it convenient for team members who may need to review discussions or catch up on missed meetings.
3. Asana for Daily Project Management
- a. All project-related creative services are meticulously recorded and categorized. The collaboration features of Asana enhance communication among team members. Regular updates on project progress are easily accessible to the entire team, fostering a transparent and collaborative environment.

Describe your firm’s ability to provide interaction with the Toll Division, our vendors, and/or stakeholders.

While Freeman Lundt is proudly headquartered in Washington, our team extends its reach across the nation. Our team has a proven track record of hitting the highway or catching a flight to meet clients, vendors, and stakeholders face-to-face when the situation demands it. Additionally, we seamlessly integrate technology into our approach by frequently using video conferencing through Zoom for online meetings.

We like to conduct weekly meetings but will defer to WSDOT’s availability. During the weekly meetings, WSDOT will meet with key Holloway Media Services and Monarch Media Solutions members to review current projects. Freeman Lundt will check in monthly for status updates and budgeting, and Eastfolk Creative Company will join on a per-project basis and as needed.

Beyond scheduled meetings, other communication channels include a dedicated Slack channel, email, and phone. However, our commitment remains unwavering – if an in-person presence is what you require, count on us to be there.

Scoring Criteria 5: Project Delivery Approach

A. Work Plan Development:

How does your firm develop a work plan for this project:

- Our firm employs a comprehensive approach to work plan development. It starts with a thorough understanding of project requirements, objectives, and stakeholder expectations. We integrate insights from market research, competitor analysis, and stakeholder feedback to inform our planning process.

Who is involved in the decision-making process for the development of the work plan:

- The decision-making process involves collaboration between our project management team (Freeman Lundt), strategy experts (Holloway Media Services), creative professionals (Eastfolk Creative Co.), and media buying experts (Monarch Media). Regular communication and feedback loops ensure that all key stakeholders contribute to and approve the final work plan.

Describe each element of the proposed work plan for this project:

- The work plan includes:
 - Research and Market Analysis
 - Conduct market research and analysis of competitors.
 - Identify target audience and market trends.
 - Stakeholder Kickoff Meeting
 - Present research findings to stakeholders.

- Define campaign goals and objectives.
- Strategy Development
 - Develop a comprehensive marketing strategy.
 - Outline key messages and positioning.
 - Define metrics for success.
- Stakeholder Strategy Approval
 - Present the marketing strategy to stakeholders.
 - Discuss feedback and finalize the strategy.
- Creative Brief Development
 - Develop a detailed creative brief based on the approved strategy.
 - Identify creative concepts and key visual elements.
- Stakeholder Creative Brief Approval
 - Present the creative brief to stakeholders for approval.
 - Discuss any necessary adjustments.
- Media Planning and Buying
 - Research and select appropriate media channels.
 - Negotiate and purchase media space.
 - Align media strategies with overall campaign goals.
- Earned Media Strategies
 - Develop strategies for earned media coverage.
 - Cultivate relationships with influencers and media outlets.
 - Leverage PR tactics to generate positive media attention.
- Production Planning
 - Develop a production timeline.
 - Identify and engage with external agencies or vendors if necessary.
- Creative Production
 - Execute and produce the marketing materials based on the creative brief.
 - Coordinate with design, copywriting, and multimedia teams.
- Stakeholder Mid-Campaign Review
 - Present a preview of the campaign materials.
 - Discuss any adjustments or improvements needed.
- Implementation Kickoff
 - Launch the campaign across selected channels.
 - Monitor and optimize in real-time as needed.
- Campaign Monitoring and Data Collection
 - Collect data on campaign performance.
 - Analyze metrics against defined goals.
- Stakeholder Results Presentation
 - Present the campaign results to stakeholders.
 - Discuss the overall success and areas for improvement.
- Campaign Recap and Future Planning
 - Prepare a comprehensive recap report.
 - Gather feedback from stakeholders for future campaigns.
 - Begin initial planning for the next year's marketing strategy.

* Please see an example work plan for reference on the following page.

Work Plan 1 Year Timeline Sample: This timeline is flexible and can be adjusted based on the specific needs and complexity of the campaign. Additionally, it's important to note that ongoing communication with stakeholders and continuous optimization throughout the campaign is crucial for success.

		Quarter 1: Research and Planning			Quarter 2: Creative Briefing and Planning			Quarter 3: Production and Implementation			Quarter 4: Analysis and Optimization			
		MONTH	1	2	3	4	5	6	7	8	9	10	11	12
ACTIVITY	RESPONSIBLE PARTY													
Research and Market Analysis	Holloway Media Services													
Stakeholder Kickoff Meeting	Freeman-Lundt													
Strategy Development	Holloway Media Services													
Stakeholder Strategy Approval Meeting	Freeman-Lundt													
Creative Brief Development	Eastfolk Creative Co.													
Stakeholder Creative Brief Approval Meeting	Freeman-Lundt													
Media Planning and Buying	Monarch Media Solutions													
Production Planning	Eastfolk Creative Co.													
Stakeholder Mid-Campaign Review Meeting	Freeman-Lundt													
Creative Production	Eastfolk Creative Co.													
Implementation Kickoff	Monarch Media Solutions													
Campaign Monitoring and Data Collection	Monarch Media Solutions													
Stakeholder Results Presentation Meeting	Freeman-Lundt													
Campaign Recap and Future Planning	Holloway Media Services													

Describe how your work plan addresses contingencies that may arise:

- Our work plan incorporates contingency planning at various stages. We conduct risk assessments, identify potential issues, and develop mitigation strategies. This proactive approach allows us to address unforeseen challenges promptly, ensuring the project stays on track.

B. Issue Resolution:

- We employ a transparent and collaborative approach to resolve issues within the project team, with clients, and stakeholders. Regular team meetings and status updates facilitate open communication. Client feedback is actively sought and addressed promptly. Stakeholder concerns are identified early, and resolutions are negotiated to ensure project alignment.

C. Key Issues and Critical Milestones:

- Key Issues:
 - Timely stakeholder approvals
 - Challenge: Delays in obtaining stakeholder approvals can hinder the progress of subsequent project phases.
 - Resolution: We establish clear communication channels and set expectations early. Regular updates and proactive stakeholder engagement help prevent delays.
 - Adherence to production timelines
 - Challenge: Unforeseen complications in the production phase may affect the overall campaign schedule.
 - Resolution: A detailed production plan with built-in buffers is created. Regular progress reviews and real-time communication help identify and address issues promptly.
 - Effective campaign monitoring
 - Challenge: Inability to monitor the campaign's performance may lead to missed opportunities for optimization.
 - Resolution: We implement robust monitoring systems, utilizing analytics tools and KPI tracking. Regular assessments enable us to make data-driven adjustments for better results.
- Critical Milestones:
 - **Stakeholder Kickoff Meeting:**
 - Importance: Sets the tone for collaboration and ensures alignment on project goals and expectations.
 - **Stakeholder Strategy Approval:**
 - Importance: Represents a crucial checkpoint for validating the proposed strategy before moving into execution.
 - **Stakeholder Creative Brief Approval:**
 - Importance: Approval ensures that the creative direction aligns with stakeholder expectations and the overall campaign strategy.
 - **Implementation Kickoff:**

- Importance: Marks the transition from planning to execution, signaling the official launch of the campaign.
- **Stakeholder Results Presentation:**
 - Importance: Provides stakeholders with a comprehensive overview of campaign performance and insights, facilitating informed decision-making for future initiatives.

D. Managing Multiple Concurrent Campaigns:

- **Project Management Tools:**
 - Use project management tools to create detailed timelines for each campaign, clearly outlining milestones and deadlines.
- **Dedicated Teams:**
 - Assign dedicated teams for each campaign to ensure focused attention and expertise.
- **Regular Cross-Campaign Meetings:**
 - Conduct regular meetings to discuss progress, share insights, and address any potential conflicts or resource constraints.
- **Flexibility and Adaptability:**
 - Be flexible and adaptable to changes in priorities. Allocate resources based on campaign needs and adjust timelines as necessary.
- **Efficient Communication:**
 - Establish efficient communication channels to facilitate seamless information flow between teams working on different campaigns.

E. Identifying Historically Underserved Communities:

- Our approach to identifying and reaching historically underserved communities is multifaceted:
 - In-Depth Demographic Analysis:**
 - Conduct thorough demographic analysis to identify communities that may have been historically overlooked.
 - Community Collaboration:**
 - Collaborate with community leaders, organizations, and influencers to gain insights and build trust within these communities.
 - Targeted Outreach:**
 - Implement targeted outreach campaigns through channels that are relevant and accessible to the identified communities.
 - Tailored Messaging:**
 - Develop messaging that resonates with the cultural and social nuances of the identified communities, ensuring inclusivity and relatability.
 - Continuous Feedback Loops:**
 - Establish continuous feedback mechanisms to assess the effectiveness of outreach efforts. Use this feedback to refine strategies and improve engagement.

This comprehensive approach ensures that campaigns are not only well-managed and adaptable but also inclusive and responsive to the needs of diverse communities.

Additionally, Seydel has held public positions supporting and advocating for small business and environmental matters for over two decades including, but not limited to:

- Community Economic Revitalization Board Member (2 terms)
- WA State Project Review Committee Member
- WA State Capital Projects Advisory Review Board | Small Business Task Force Chairman
- DOT Disadvantaged Business Advisory Board Member
- WA State Affordable Housing PAT Board Member
- WA State Freight Mobility Board

Seydel also has nearly three decades of serving non-profit community as well, including the following organizations:

- Entrepreneurial Institute of Washington (Founder & CEO)
- Tabor 100 (one of ten founding board members in 1997, former Treasurer, Secretary and Chairman of Business and Legislative Committee that conducted multiple forums for City Council, US Senate, Gubernatorial as well as led multiple meetings with the Governor and other top local government executive and operational state (City of Seattle Mayor, Seattle Council, King County Executive, KC Council, Seattle Public School Superintendent, SPS Board, UW Regents, Port of Seattle CEO, Port Board, Seattle Housing Authority CEO, Commerce etc.), and too many legislators to name on both side of the aisle.
- Washington Center for Cooperative Development Institute (WCCDI a technical assistance organization for small cooperative business organizations)
- National Association of Minority Contractors (NAMC assisted the four other local business owners establish the Western Washington chapter)
- Associated Builders and Contractors Diversity Committee (ABC Diversity Committee former chair and member since 1996)

Seydel has also been an active business decathlete in Washington. Since 1995, Seydel has founded businesses in government procurement, contracting, healthcare, environmental/recycling, sustainable building development/manufacturing and technology.