

Toll Division Educational Marketing and Advertising Services | SOQ Packet A

Prepared by: The Odigo Group

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Criteria 1: Qualifications/Expertise of Firms on Team

Proposed Project Team & Firms

Firm 1/Prime Consultant: The Odigo Group

Office Location:

207 Anthes Ave Suite 101

Langley, WA 98260

Firm Description:

The Odigo Group is a full-service, woman-owned marketing agency that provides creative content, digital marketing, and project management services to help government agencies drive initiatives with a fresh perspective. We have 20 years of experience developing successful marketing campaigns using neuroscience to deeply understand your target audience and their emotional drivers. This approach helps us to craft messaging and content that resonates and drives behavior change. Our areas of expertise include:

- Video/Film Production
- Graphic Design
- Web-Based Marketing
- Marketing Consulting
- Content Development
- Advertising – Digital and Print
- Marketing Research & Analysis
- Commercial Photography
- Program Management

Key resources and availability at The Odigo Group

Role	Hours available per month
Senior Project Manager	As needed, up to 168 hours per month
Marketing Strategist	As needed, up to 168 hours per month
Marketing Practitioner	As needed, up to 168 hours per month
Digital Marketing Specialist	As needed, up to 168 hours per month
Senior Designer	As needed, up to 168 hours per month
Designer	As needed, up to 168 hours per month

Firm 2/Sub-Consultant: Glyph Translation Services

Office Location:

316 West Boone Ave Suite 375
Spokane, WA 99201

Firm Description:

Localization is not a one-size-fits-all solution because every business is unique. Glyph’s services are always tailored to meet their client’s unique business goals and to help them overcome their most complex challenges. They offer expertise in comprehensive localization and translation services for Games, Marketing, eLearning, Web, Corporate Communications, Software, Multimedia projects, and more.

We have been working with Glyph Localization and Translation Services (glyphservices.com) for over 10 years to translate and localize content on a global scale. We often work with Glyph to not only translate the copy but also to localize it for context for various markets.

Key resources and availability at Glyph Translation Services

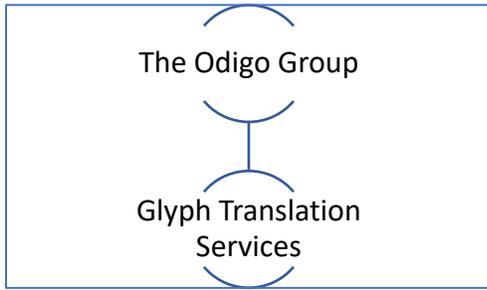
Role	Hours available per month
Translation and Localization Specialist	As needed, up to 168 hours per month

Project Examples | The Odigo Group and Glyph Translation Services

The Odigo Group has worked with Glyph Translation services on the following projects in the last three years:

Project Name	Sub-consultant firm’s role	Project Dates
Localization of a tech ISV eBook into Dutch	Translation and Localization	January – March 2022
Localization of enterprise-level partner channel sales scripts and battle cards into German	Translation and Localization	September – October 2021
Localization of social media banners and copy within the immersive reality space into French	Translation and Localization	April – May 2023

Proposed Project Team Organization Chart:



Prime Contractor: The Odigo Group

Responsibilities: Project research, strategic planning, creative development, earned media, media buying, and planning

Subcontractor: Glyph Translation Services

Responsibilities: Content translation and localization

Project Examples

Project 1: Digital campaign for an enterprise-level no-code business automation solution

<p>Project Description</p>	<p>Our client came to us looking for a comprehensive digital media strategy for multiple industries. The primary objective of the campaigns was to disrupt how different departments conduct administrative tasks and manage various document workflows. The defined goals for the gated digital marketing campaigns were to:</p> <ul style="list-style-type: none"> • Drive brand awareness through customer reach. • Build credibility through meaningful digital impressions. • Build trust with existing and potential customers with gated assets.
<p>Project Amount</p>	<p>\$188,962</p>
<p>Scope of Work and Services</p>	<ul style="list-style-type: none"> • Identified 11 key industries • Conducted comprehensive research to pinpoint key partnerships and events • Defined key topics for each event and aligned messaging with relevant themes • Recruited key influencers per industry • Developed a content plan for each campaign • Produced animated videos, whitepapers, eBooks, infographics, social media banners, and more. • Launched campaign on respective platforms and monitored performance to achieve desired goals
<p>Creative Materials</p>	<ul style="list-style-type: none"> • eBook • Landing page and thank you page • Follow-up response email • Social graphics optimized for LinkedIn, Facebook, and Google Display

<p>Metrics used to track success & Results</p>	<ul style="list-style-type: none"> • Animated Mini-Commercial <p>To measure success, we tracked the following metrics:</p> <ul style="list-style-type: none"> • Impressions • Clicks • Conversions • Clickthrough Rate • Cost per Click • Cost per Lead • Conversion Rate <p>Our efforts resulted in the following:</p> <ul style="list-style-type: none"> • Captured 20.6 leads per week as tracked by number of gated eBook downloads on the newly designed landing page hosted by the Odigo Group. • Achieved an average Click-Through Rate (CTR) that was 2.4% higher than industry average at the time of the campaign for only 50% of the average Cost Per Click (CPC), resulting in a Cost Per Lead (CPL) that was only 19% of the industry average CPL.
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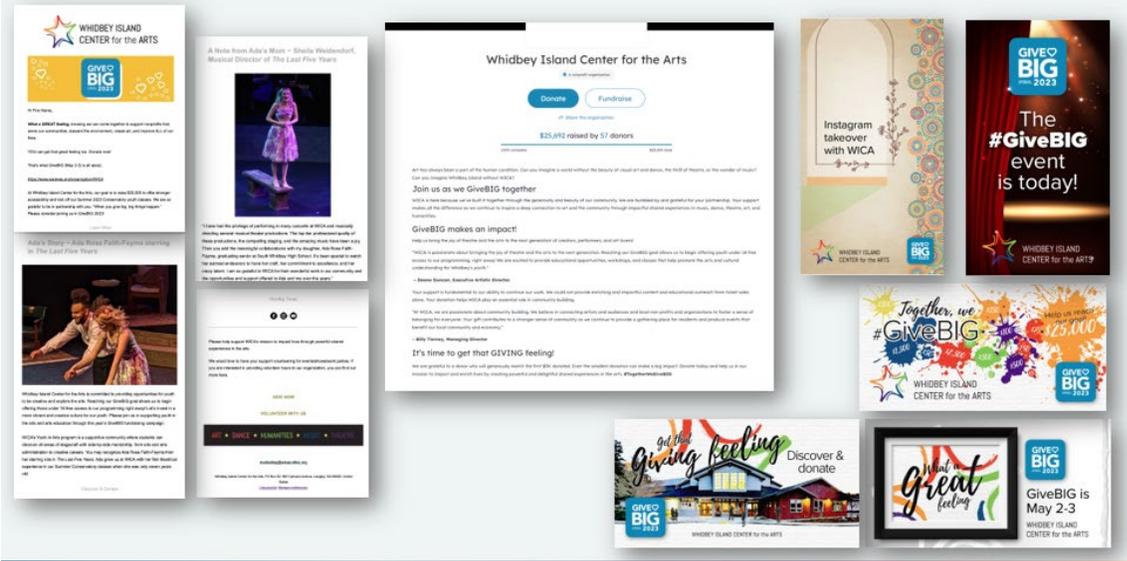
Examples of Creative Materials used for Project:



<p>Project Description</p>	<p>A local non-profit on Whidbey Island focused on bringing awareness of the arts to the local community was struggling to drive the donations they rely on for their daily operations. As part of the Washington Gives statewide campaign, our task was to create the messaging for their campaign page along with an email and social banners to</p>
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	help create awareness and ultimately drive donations during the campaign that takes place each May.
Project Amount	\$45,693
Scope of work and services	<ul style="list-style-type: none"> • Conducted a full messaging and positioning workshop with the owner and key stakeholders prior to drafting the donation campaign messages. • Defined overall campaign messaging, understanding the audience, their pain points, and the client's value proposition. • Held a discovery meeting with the client and key stakeholders post-approval, outlining campaign objectives and strategic approach. • Discussed previous donation campaign results and ensured alignment with stakeholders on the campaign plan. • Produced content in alignment with campaign plan. • Launched campaign on respective platforms and monitored performance to achieve desired goals
Creative Materials	<ul style="list-style-type: none"> • Social Media Banners and Copy • Email Campaign to existing patrons • Copy for landing page provided to Washington Gives
Metrics used to track success & Results	<p>To measure success, we tracked the following metrics:</p> <ul style="list-style-type: none"> • Impressions • Clicks to donation page • New user Reach - Facebook • Clickthrough Rate • Cost per Click <p>Our efforts resulted in the following:</p> <ul style="list-style-type: none"> • Exceeded fundraising goal of \$25,000 enabling the non-profit to offer free programming to those 18 and under • Campaign led to a 485% increase in users reached on Facebook • Drove 402 clicks to the donation page from social media alone

Project Sample 2



Project 3: Go-to-market content development and digital execution for local HVAC retailer

<p>Project Description</p>	<p>Our small business client is on a mission to, “Save the planet one ductless heat pump at a time.” They engaged with us to develop a campaign to encourage residents of Whidbey and Fidalgo Islands to switch their home’s heating systems to ductless heat pumps, which help reduce carbon emissions and save homeowners money on their energy bills long term.</p>
<p>Project Amount</p>	<p>\$72,000</p>
<p>Scope of work and services</p>	<ul style="list-style-type: none"> • Conducted a critical messaging and positioning workshop with the owner and key stakeholders • Defined overall messaging for the #GoDuctless Campaign • Developed an informative infographic and leave-behind brochure to convey the benefits of ductless heat pumps • Printed and distributed brochures at local businesses and shared them at a presentation for the non-profit Kicking Gas. • Launched campaign on respective platforms and monitored performance to achieve desired goals.
<p>Creative Materials</p>	<ul style="list-style-type: none"> • Infographic • Tri-fold brochure • Social media banners & copy
<p>Metrics used to track success & Results</p>	<p>To measure success, we tracked the following metrics:</p> <ul style="list-style-type: none"> • Impressions

Criteria 2: Qualifications of Proposed Project Manager

When you work with The Odigo Group, you are assigned a dedicated project manager who drives every aspect of your project from start to finish with your milestones, deadlines, and budget in mind. Our Project Managers are best-in-class, we never miss a deadline, we have super detailed meeting notes, workback schedules, and PMI-aligned best practices for industry-leading project management.

Senior Project Manager at The Odigo Group

Employee bio: Working in the tech industry for the last 14 years across contract project management for the last 7 years. Experience as a project manager, partner manager, business manager, and event and marketing coordinator.

Professional licenses: Microsoft PMP certification – completed April 2017 in Redmond, Washington

Project Example 1: Partner Manager with ~60 assigned partners

Project Dates: October 2021 - Present

Project Description:

Facilitating partner benefits and project management for a partner association.

Specific responsibilities and tasks:

- Primary POC (Point of Contact) for member communication and engagement
- Encourages members to maximize benefits
- Maintains partner benefit resources tracker
- Owns execution of member benefits including submitting member content to partner channels as appropriate
- Owns management of limited select benefits offered to association members above and beyond their standard association benefits
- Manages additional workstreams and projects as needed to support association's success

Project Example 2: Event planning and execution for Partner Executive Briefing Session

Project Dates: February 2022 – April 2022

Project Description:

End-to-end event support for an executive partner briefing session

Specific responsibilities and tasks:

- Confirm venue and catering and help facilitate hotel bookings
- Lock speakers and gather speaker bios, photos, and session briefs to be included in comms to attendees and other speakers
- Secure event gifts for attendees
- Arrange transportation for attendees from the hotel to the venue and to dinner

- Schedule 1:1 syncs with client and speakers to prep for sessions
- Host weekly sync with client and stakeholders to check-in on progress and drive actions
- Provide weekly status report on all workstreams to eliminate blockers
- Send T-minus comms including event agenda and logistics leading up to the event
- Capture detailed meeting notes and action items for event re-cap and email
- Capture photos to be posted on LinkedIn daily
- Draft post-event summary email and share with client for feedback/revisions
- Archive all event content on Teams/SharePoint and share link with client for future reference

Project Example 3: Business Manager to the General Manager of Global Tech Company

Project Dates: July 2021 – June 2022

Project Description:

Business manager supporting General Manager and a team of 25 for RoB (Rhythm of the Business) alignment across the org.

Specific responsibilities and tasks:

- Monthly business review management | coordination, scheduling org level meeting management | all-hands, Leadership syncs
- Partner meeting scheduling oversight | prioritizing partner meetings in alignment with business priorities
- T&E tracking | Reviewing org T&E reimbursements monthly and flagging to managers when items are missing
- Partner Center Tracking | partner migration and solution migration
- Strategic initiatives | Programs such as targets, 1st party events, DTA, MPL, CRM hygiene, Red Carpet, Co-sellathon, etc.
- Responding to requests from PDMs (Partner Development Manager)
- Weekly alignment and action items

Required Abilities of Project Manager

Our vast expertise in project management positions us to effectively support the goals of the project. Our proposed project manager’s differentiators are listed below:

Required Ability	How our project managers meet or exceed the requirement
Adhere to project schedule	<ul style="list-style-type: none"> • Set Clear Milestones: Define and communicate specific project milestones to ensure a shared understanding of the schedule. • Regular Progress Monitoring: Conduct regular check-ins to monitor progress, track all project workstreams using a walking deck, send weekly status reports, provide detailed meeting notes, proactively identify potential delays, and take corrective actions promptly.

	<ul style="list-style-type: none"> • Adjust and Communicate Changes: Promptly adapt the schedule when necessary, communicate changes effectively, and ensure all stakeholders are informed and aligned.
Adhere to scope of work/avoid scope creep	<ul style="list-style-type: none"> • Clearly Define Scope: Establish a well-defined scope of work at the project's outset, detailing deliverables, objectives, and boundaries. • Change Control Process: Implement a robust change control process to evaluate and approve any alterations to the project scope, ensuring they align with project goals and objectives. • Regular Stakeholder Communication: Maintain open communication with stakeholders to understand their needs, manage expectations, and address potential scope changes proactively to prevent scope creep.
Communicate regarding budget issues	<ul style="list-style-type: none"> • Transparent Budget Reporting: Track all expenses using Monday.com and provide regular and transparent updates on the project's financial status, including expenditures, forecasts, and any potential budget risks. • Timely Issue Identification: Actively monitor project expenses and promptly identify any budget issues. Address these concerns with the client and all stakeholders as soon as they arise to prevent further financial implications. • Collaborative Decision-Making: Engage stakeholders in discussions about budget challenges, involve them in decision-making processes, and collectively determine the best course of action to address budgetary issues effectively.
Manage concurrent projects/campaigns	<ul style="list-style-type: none"> • Prioritize and Sequence: Clearly prioritize tasks and projects based on their importance and deadlines. Establish a sequence that allows for efficient utilization of resources and prevents bottlenecks and use project management tools such as Monday.com to ensure all workstreams are tracked. • Resource Allocation: Work with leadership to effectively allocate resources across concurrent projects, ensuring that all contributors are assigned tasks based on their skills and availability. Regularly reassess resource allocation across the project team to optimize efficiency. • Regular Status Updates: Maintain frequent and transparent communication with project teams and stakeholders. Provide regular status updates on project progress, identify potential conflicts or delays, and adjust timelines as needed to keep all stakeholders informed and aligned.
Adjust to flexible/evolving project timelines	<ul style="list-style-type: none"> • Agile Planning: Proactively communicate and accommodate changes in project timelines. Identify key milestones throughout

	<p>the project and adapt plans as needed based on evolving requirements.</p> <ul style="list-style-type: none"> • Continuous Communication: Establish and maintain open lines of communication with team members and stakeholders throughout the project. Regularly discuss and reassess project timelines, keeping everyone informed about any adjustments and ensuring alignment with evolving project goals. • Proactive Issue Resolution: Anticipate potential challenges and proactively address them to avoid disruptions to project timelines. Implement contingency plans and collaborate with the team to overcome obstacles, ensuring flexibility in response to changing circumstances.
<p>Manage changes that arise throughout the life of the project</p>	<ul style="list-style-type: none"> • Change Control Process: Follow a formal change request process to evaluate and document proposed changes. Ensure changes align with project objectives and the scope of work and obtain appropriate approvals before implementation. • Impact Assessment: Conduct a thorough impact assessment for proposed changes, considering factors such as timeline, budget, and resources. Clearly communicate the implications to stakeholders, enabling informed decision-making. • Stakeholder Collaboration: Engage stakeholders in the change management process. Foster open communication, gather feedback, and collaborate to make decisions that align with project goals while addressing evolving requirements.

Criteria 3: Key Team Members Qualifications (Prime and Subs)

Key Team Members Roles & Responsibilities

Senior Project Manager

Oversees the planning, implementation, and completion of projects within government agencies. Works closely with stakeholders, including government officials, contractors, and vendors, to ensure that projects are completed on time, within budget, and meet the specified requirements. Project Managers in the government sector also play a critical role in managing risks, identifying potential issues, and developing contingency plans to mitigate any problems that may arise. Provides excellent communication skills to keep all parties informed of project progress and any issues that may arise. Learns and understands government regulations, policies, and procedures relevant to the project to ensure compliance.

Marketing Strategist

Includes professional advice and guidance offered by experts with decades of experience in marketing to organizations seeking to grow awareness of your programs, solutions, and service offerings. Our marketing consultants work closely with you to identify your marketing challenges, goals, and target audience, and provide tailored recommendations and solutions that align with your unique needs and budget. These services may include market research, brand development, advertising, digital marketing, social media, events, and other related areas. Marketing consulting services aim to help you maximize your marketing effectiveness, increase your market share, and ultimately, drive growth and public awareness of your open government programs.

Marketing Practitioner

Responsible for promoting government programs, initiatives, and services to the public through various forms of media. These services can include creating and implementing advertising campaigns that target specific demographics, designing and producing print and digital advertisements, coordinating media buys, broadcast media, and conducting market research to gauge the effectiveness of the advertising efforts. Additionally, advertising services may involve developing public relations strategies and creating content for social media platforms. The goal of these services is to increase awareness of government initiatives and services, promote public engagement, and build trust and credibility with the public.

Digital Marketing Specialist

Responsible for the online marketing strategies to promote and communicate government initiatives, programs, and services to the public. These services utilize digital channels such as websites, social media, email marketing, and search engine optimization (SEO) to reach citizens and stakeholders effectively. Our web-based marketing services for government agencies aim to improve public engagement, increase transparency, and build trust in government by creating and delivering high-quality and relevant content to the public. These services may also include website design and development, content creation, digital analytics, and social media management to improve the overall digital presence of the government agency.

Designer

Responsible for the creation of visual materials that promote and communicate government initiatives, programs, and services to the public. These services may include the design of logos, brand guidelines, brochures, posters, banners, infographics, and other visual materials that communicate complex information in an engaging and accessible way. The aim of graphic design services for government agencies is to improve the overall visual identity of the government agency, enhance its public image, educate the public, and increase public engagement with government initiatives. Additionally, these services may also include website design, social media graphics, and other digital design elements to create a cohesive and visually appealing online presence for the government agency.

Key Team Member Roles & Responsibilities across projects

The three projects outlined below all followed a similar scope of work that included content development and digital execution. The roles and responsibilities per team member on the project were consistent between all three projects.

	Project Example 1 ISV Partner Channel content development & go-to-market digital campaign execution Dates: June 2021 - Present	Project Example 2 Digital campaign for an enterprise-level no-code business automation solution Dates: June 2020 – January 2022	Project Example 3 Co-branded content development for tech enterprise-level partner channel Dates: September 2022 - Present
Senior Project Manager	<ul style="list-style-type: none"> Manages the planning, implementation, and completion of projects on time and within the allocated budget. Collaborates with diverse stakeholders, including SMEs, contractors, and vendors, to ensure timely and accurate project delivery. Assumes a crucial role in risk management, issue identification, and contingency planning for optimal project outcomes. Uses strong communication skills to maintain transparency on project progress and promptly address any emerging issues. Acquires and applies knowledge of industry regulations, policies, and procedures to ensure project compliance. 		
Marketing Strategist	<ul style="list-style-type: none"> Offers professional advice and guidance to organizations aiming to enhance awareness of their programs, solutions, and services. Collaborates closely with clients to understand marketing challenges, goals, and target audience, delivering tailored recommendations and solutions within specified project needs and budget constraints. Provides comprehensive marketing consulting services covering areas such as market research, brand development, advertising, digital marketing, social media, and events. Focuses on maximizing marketing effectiveness, expanding market share, and fostering growth and awareness. 		
Marketing Practitioner	<ul style="list-style-type: none"> Promotes programs, initiatives, and services through diverse media channels. Creates and implements content for advertising campaigns targeting specific demographics, for both print and digital advertisements. 		

	<ul style="list-style-type: none"> • Aims to enhance awareness of initiatives, foster community engagement, and build trust and credibility through effective content strategies.
Digital Marketing Specialist	<ul style="list-style-type: none"> • Formulates online marketing strategies for promoting and communicating through digital channels. • Utilizes websites, social media, email marketing, and SEO to effectively reach the campaign's desired target audience • Offers comprehensive web-based marketing services, including website design and development, content creation, digital analytics, and social media management. • Provides insights to campaign performance and uses historical performance data to make recommendations to digital strategies.
Designers	<ul style="list-style-type: none"> • Creates visual materials promoting and communicating specific initiatives, programs, and services. • Designs logos, brand guidelines, brochures, posters, banners, infographics, and other visually engaging materials to convey complex information effectively. • Focuses on improving the overall visual identity, enhancing the brand image, and educating the public about specific programs or initiatives. • Provides graphic design services including website design, social media graphics, and digital design elements to maintain a cohesive and visually appealing online presence. • Aims for a compelling visual representation across content mediums used in a campaign.

Criteria 4: Firm's Project Management System

Quality Assurance and Quality Control Processes;

Our quality assurance and quality control processes include:

1. Industry-leading and proven standardized project management tools and templates including meeting notes, action items, walking decks, and playbooks.
2. Project teams built for redundancy--documented playbooks, managers who understand the projects, and team members who can lean in at a moment's notice.
3. Professional copy editing and design services for any public-facing materials from editors and designers with decades of experience.

Tracking system(s) to monitor the project's budget, scope, and timeline scheduling

We use a project management tool called Monday.com to monitor the project's budget, scope, and timeline. These boards follow a proven and standardized template that outlines the key milestones and project dependencies and enables the project team to collaborate on individual tasks. We then export the boards into a status report each week to share with clients for visibility and to help remove any potential barriers to success. The boards were used on all three project examples outlined above in "Criteria 1" and "Criteria 2".

Interacting with our internal project team

We are a fully enabled Microsoft 365 and Teams business as our team is distributed across North America.

We regularly share best practices and key learnings to help the team automate repetitive tasks, share best practices of dashboards for reporting and data visualizations, and use Microsoft Teams for persistent chat, collaboration, training, and storing enablement resources. We also use Monday.com as a third-party integration to Microsoft Teams for project tracking.

Interacting with the Toll Division, our vendors, and stakeholders.

External communication with the Toll Division, its vendors, and stakeholders will be done through a shared Microsoft SharePoint instance that all key personnel will be able to access. This SharePoint will host all project artifacts, meeting notes, content, and key resources for the duration of the project.

Status reports are sent every Friday with visibility for all stakeholders, and action items are color-coded based on progress toward agreed-upon goals/milestones. If adjustments need to be made, they are discussed on weekly project syncs, and updated meeting notes and action items are sent along with adjustments to the project plan, as required.

Criteria 5: Project Delivery Approach

Developing a Work Plan

We've developed a customized Project Management toolkit and playbook that every project manager follows to develop a work plan for every project with excellent results. This toolkit includes standardized and consistent meeting notes templates with clearly defined action items, ownership, due dates, and notes.

Work Plan Development: Decision-making process

Each project manager is responsible for putting together the work and communication plan for each project that is reviewed and approved by their team lead. Odigo leadership keeps a strong pulse on program priorities across the business by using tools like Monday.com and a regular cadence with team leads to view incoming work. Regular check-ins occur across the teams executing on programs and projects to ensure priorities are communicated and the right number of resources are focused on the areas with the greatest impact.

We have a culture of transparency and when it's known that workload is going to be higher than normal, we prepare our teams by letting them know what to expect and providing them with additional support when needed.

Elements of the proposed work plan

Our Project Manager is responsible for putting together the work plan which will include:

- Meeting with client to understand the campaign scope
 - Identify target audience and data source
 - Identify key messages by audience persona
 - Identify key communication channels/vehicles
 - Define the marketing plan
- Understand how many resources are required to execute the campaign according to the client's timeline
- Develop a detailed work back schedule and approach
- Agree with the client and gain sign-off
- Resource accordingly
- Draft process playbook/content/scripts/communications
- Operationalize with tools/systems
- Kick off action items

Addressing contingencies within the work plan

In the time Odigo has been in business, we have never missed a deadline or dropped an action item. Project scopes do occasionally change based on dynamic issues on the client side, but we always accommodate to deliver on time and on budget.

In the rare instances that we have an issue that requires escalation, we engage our CEO immediately, and she works directly with clients, partners, and team members to develop a correction of error plan, implement a solution, and drive the issue to closure. Any changes to the project scope are detailed in the meeting notes and action items. These changes are communicated to the entire team and then posted to SharePoint for future reference.

B. Resolving issue(s) within the project team; client(s) and stakeholders.

We have found that breakdowns in relationships are almost always a result of miscommunication. When this happens, Odigo's leadership team works closely with our team members to understand the relationship dynamics and root cause of the breakdown, and coach team members through conflict resolution and remediation techniques. Meanwhile, we also engage with the client to understand their side of the story to determine if the relationship can be repaired in a positive and functional way.

If both parties agree that the misunderstanding can be overcome and there is value in continuing to work together, we assign a team lead to attend calls and be copied on communications to help proactively identify friction, working to coach, train, and improve communications on our side.

If the parties decide that the issue is beyond repair, or the personalities or communication styles are simply not a good fit for collaboration, we reassign our team member to a role that is a better fit for their skills and find a new resource that is a better fit for the client's personality and communication style.

C. Identify any key issues and critical milestones for the project.

It is difficult to identify key issues that will arise prior to beginning this specific project; however our team will be sure to proactively address them should they arise. Critical milestones for the project will include:

- Comprehensive research and strategic planning phase prior to developing content for the campaign
- Content approval processes from all key stakeholders and vendors
- Identifying digital platforms and coordinating with the State on targeted and broad media outreach initiatives

D. Managing multiple concurrent campaigns and with evolving timelines

One of our key differentiators is the way our business is structured with a project management line of business as well as a content and campaign services line of business. Project Managers operate at capacity based on the needs of the project. However, our content/campaign services

team members are much more agile and able to support the team across the entire organization as workloads flex. We have highly capable campaign managers who can dive into a campaign at a tactical level to operationalize it quickly, and we also have team members who can prioritize or de-prioritize other workstreams to lend support for high-demand projects.

- For example, in mid-March of 2022, a Product Marketing Manager at an enterprise-level tech company reached out and said she needed to spend her Q3 budget (by March 31) and wanted to create content for her partner ecosystem. We were able to reallocate several of our content project managers, writers, and designers to produce **401 deliverables for 72 partners in 10 working days**—delivering on time and on budget.

E. Identifying and reaching historically underserved and overlooked communities

In our work for global technology companies, our content is always required to be inclusive and culturally relevant. As a full-service creative agency, we provide most of our services in-house and do not sub-contract much except for translation services, which are, by nature, tailored to reach diverse audiences. When we create visual content or capture photos or videos, we are mindful to include imagery and individuals who are representative of the communities we are portraying, and we do our research to understand those individuals. We do not contract with traditional modeling or acting agencies, but rather, work within our personal and professional networks to identify individuals who represent our content authentically.