# JOHN DAY STRATEGY, WEBSITE & COMMERCIAL CAMPAIGN PROPOSAL

PREPARED BY: STRAW TO GOLD AUGUST 19, 2020



# "A problem well framed is half solved."

Strategy frames which outcomes are seen as successful, thereby orienting efforts with these goals in mind. A cornerstone of our process is a deck used as a working document to generate internal alignment and translate intention into focused execution in design and other marketing activities.

Therefore the process deck documenting the internal understanding on behalf of the client becomes a valuable asset from our engagement, one which bridges to future work or can be traded to other groups when new needs arise.





to explore the eastern region of Oregon.

and motivational energy to take action in the direction of John Day.

meaningful human connections.

We intent to present a creative vision to achieve the goals of our project with John Day. This would include creating a body of content that combines motion and stills to empower and encourage visitors

- Visual style and technique will stimulate the imagination and curiosity of individuals and families alike. With new engaging content and synergistic design assets your viewers will have both a trusting feeling
- Now is the time for exploration, adventure, and reconnecting with what our entire world values so dearly;





# Internal Marketing Deck

Framing the communication problem to solve for, identifying goals and audiences, and designing a multimedia identity system for John Day as an entity.

# Broadcast Commercial

Two 30-second commercials showcasing the region of John Day as a destination for outdoor activities and a place to live and work.

# Public Web Presence

Serving as the presence for the City online, a purpose-built site to highlight content and engagement with residents and future residents.

# Social Marketing Content

On-narrative brief media vignettes which build upon each other and drive traffic to the public website and social profiles. Development of image archive for marketing support.

# Data and Impact

Tracking on impressions from Broadcast and Social Media, along with other online traffic, charting impact to report to officials involved with backing this project

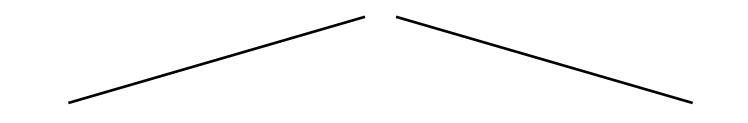




# Benjamin Ariff

**Principal / Producer** 

broadcast-quality video content web technologies & systems integrations management & accountability



Jon Carr

elite cinematographer & **VFX Supervisor** 

brand designer & graphic artist formally in-house w/ Facebook

elite cinematographer & photo journalist

Nick Davis

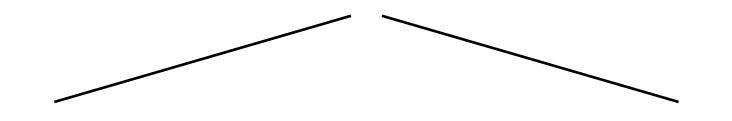
professional cinema editor 8+ years at W+K

### **Talent Matrix**

# Adam Mefford

#### **Strategy + Messaging**

brand identity systems design design problem solving relationships & PR outreach



Andrew Holder

## Tony DiZinno

### Jeremy Mora

#### high end merchandise production

#### llan Dei

design & production for outdoor signage and furniture

# September

- Initial research and stakeholder meetings
- Development of commercial production schedule -
- Film commercial & social content + capture photography assets for marketing
- Establish strategy for project / campaign and data collection methods

# October

- Commercial post-production and editing of social content and photography -
- Begin design of new website property -
- Copywriting and continue development of marketing strategy —

## November

- Distribute Broadcast commercial -
- Formalize social media and marketing campaign towards next month's launch
- Complete design of website and begin development -

# December

- Distribute Broadcast commercial
- Begin social media campaign & public messaging
- Continue development of website (launch expected end of 2020) -

### Schedule







# Total Investment: to be determined based on milestones & scope







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# THANK YOU



