



JOHN DAY
STRATEGY, WEBSITE & COMMERCIAL CAMPAIGN PROPOSAL

PREPARED BY: STRAW TO GOLD
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to
GOLD**



Strategy

“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.

Creative Vision

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 to explore the eastern region of Oregon.

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

Now is the time for exploration, adventure, and reconnecting with what our entire world values so dearly; meaningful human connections.

August 2020

Deliverables

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

August 2020

Talent Matrix

Benjamin Ariff

Principal / Producer

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

Adam Mefford

Strategy + Messaging

**brand identity systems design
design problem solving
relationships & PR outreach**

Jon Carr

**elite cinematographer &
VFX Supervisor**

Andrew Holder

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

Jeremy Mora

high end merchandise production

Nick Davis

**professional cinema editor
8+ years at W+K**

Tony DiZinno

**elite cinematographer &
photo journalist**

Ilan Dei

**design & production for outdoor
signage and furniture**

Schedule

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)

August 2020



Budget

Total Investment: to be determined based on milestones & scope

August 2020

An aerial photograph of a vast, rolling landscape. The foreground and middle ground are dominated by a dense forest of tall, thin evergreen trees, likely pines or firs, with some open, grassy or brush-covered areas interspersed. The terrain consists of gentle hills and valleys. In the distance, more hills are visible under a sky filled with large, soft, grey and white clouds, suggesting an overcast or late afternoon setting. The overall color palette is muted, with greens, browns, and greys.

THANK YOU

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