



UNPACK
POSSIBLE

MADEBY**DARWIN**.COM

HELLO CHRISTY.

We are excited for the opportunity to collaborate with the City of Asheville to create your new digital presence. We understand you are seeking a trusted partner to optimize your website through strategic creative direction. We can help you realize what's possible and would be honored to be a part of your vision.

We're a brand experience company. Every project we manage begins with brand. We dig for insights, bring clarity and focus, and chart a compelling vision forward. We energize the brand by communicating your new story through vibrant visual, verbal, and digital solutions.

We're passionate about working with causes, places, and education spaces. We have a combined 30-year history of reshaping stories to build greater awareness, strengthen and grow partnerships, and increase impact. Our experience working with a variety of stakeholders – from grassroots to grasstops and residents to board members – allows us to create and amplify authentic and extraordinary brands.

We promise to:

- Collaborate with your team during engaging workshops to uncover insights that will help shape the new story
- Provide transparency by way of exchanging new ideas and concepts freely, as well as submitting regular updates to stay aligned
- Deliver the highest level of craftsmanship to design the best solution
- Bring unmatched positive energy to solving your toughest challenges, making the process fun and fulfilling for both teams

We look forward to partnering with your team as you chart a new course for the City of Asheville's digital presence. Please let me know when we can schedule a time to speak with you to review our approach and any questions you might have.

Cheers,

Michael

Michael Matera

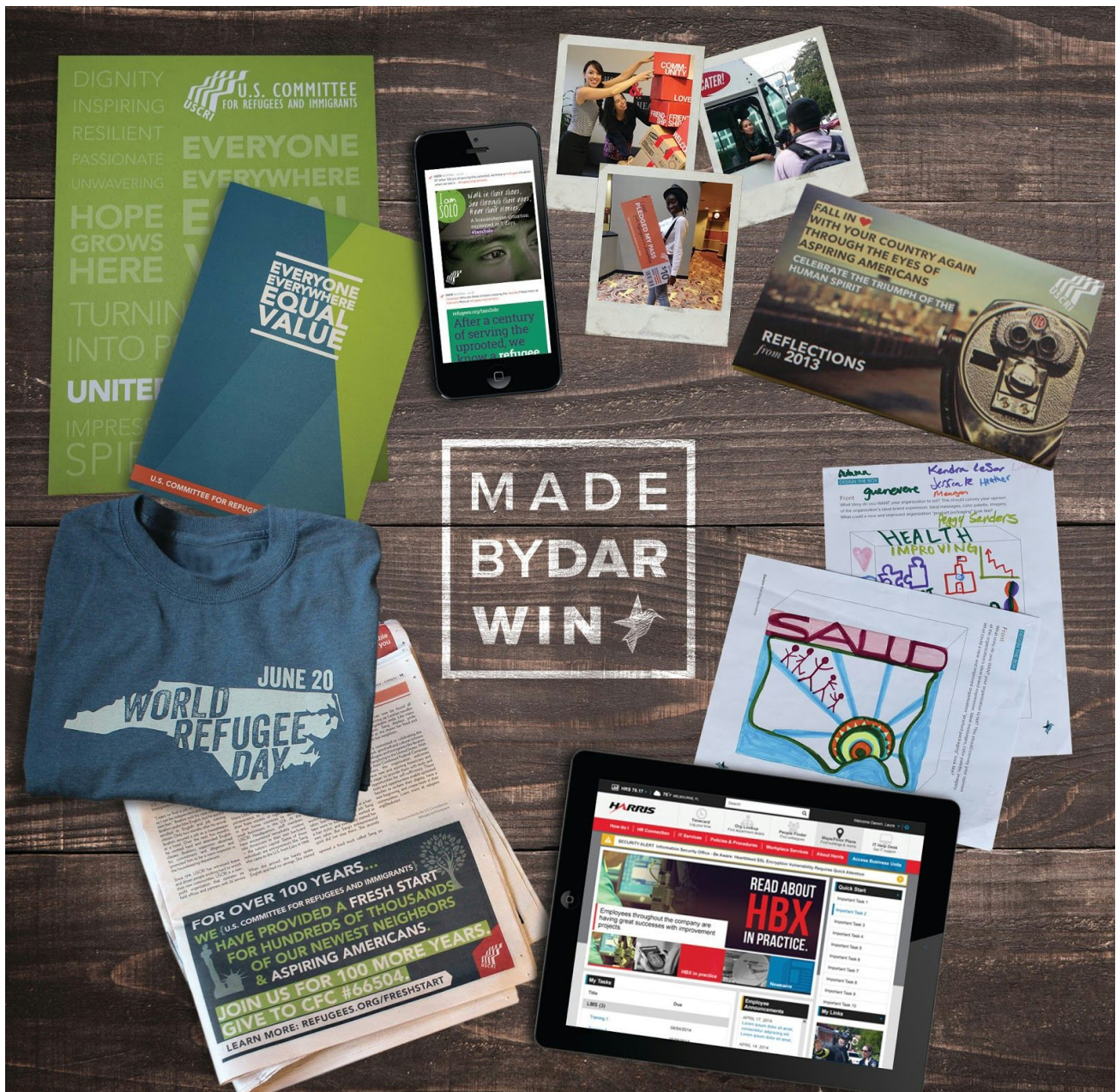
703-828-4591

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WE ARE DARWIN. A BRAND EXPERIENCE COMPANY.

Founded by dreamers of a better today and a brilliant tomorrow, we function as change agents for organizations ripe for disruption. From brand identity and compelling campaigns to digital platforms and organizational strategy, we design experiences that motivate and mobilize. With unmatched insight, imagination, and craft, we help move business and society forward. **We call it delightful disruption.**



MEET YOUR TEAM

With an epicenter in Washington, D.C., our reach is worldwide. We are a friendly bunch who produce stellar results for happy clients. Our unique approach blends the competence and professionalism of a large agency with the passion and personal service of a boutique consultancy. We are committed to maintaining an impressive staff-to-client ratio that allows us to form genuine and lasting relationships built on trust.



Laura Kisailus, Strategy lead

On this project, I will uncover nuggets of insight and provide a well of imagination to drive the direction of the possibilities. I ask “what if?” a lot. Laura is an award-winning creative strategist with 15 years combined client-side and agency experience. She works at the convergence of brand, content, and user experience to design integrated solutions for impact. She marries art and science – looking to uncover opportunities in a dynamic media landscape.



Michael Matera, Creative lead

On this project, I will craft your new brand with passion, purpose, and pixel perfection. What ifs become reality. Michael is a storied designer and thinker of 15 years who crafts visual solutions to business problems. He strives to make the complex simple through intuitive, purposeful, and emotional design. He specializes in branding, marketing campaigns, and creating experiences on paper, on screen, and in life.



Kathleen Monin, Creative strategist

On this project, I will inspire concepts with a fresh perspective and maintain the team’s momentum to keep the project on track. Kathleen is a design-oriented strategist with the enthusiasm of an artist and the imagination of a storyteller. An active thinker and a practiced wordsmith, she believes in artful designs, revolutionary campaigns, engaging user experiences, and the restoration of the Oxford comma.



Jeffrey Hunter, Creative technologist

On this project, I will identify the best technologies and develop seamless integrations between tools. A designer turned developer, Jeff has immersed himself in front-end, back-end, and mobile technologies for the past 15 years. While working with startups, custom web apps, and high traffic consumer sites, he's found a passion in bringing a unique experience through optimization and usability. He writes code better than English.

EXPERT MEET EXPERT

We've had the pleasure of working with and learning alongside for-purpose and for-profit organizations. Combined, we bring over 30 years' experience blending creativity with strategy to shape stories and boldly portray them across multiple media. Enjoy our showcase of projects that illustrate reinvented thinking and recrafted brand experiences.



U.S. COMMITTEE FOR REFUGEES AND IMMIGRANTS

Purpose-driven organization that works with migrants who have lost or left their homes.

Opportunity

Re-think, re-message, and re-design a digital presence to align with a refreshed brand.

Re-architect operational and transactional tools to create a better user experience for both site visitors and staff.

Solution

Conducted workshops to shape site goals, architecture, messaging, and design.

Conducted audits to organize and map content and optimize web copy for impact.

Developed low-fidelity wireframes and sketches for 22 page templates to analyze interactions and create paths to achieve user goals.

Designed front-end components and interactions.

Incorporated video and multimedia elements into an enriching storytelling platform.

Integrated modern, open-source technologies that increased efficiencies in workflow and reduced maintenance costs.

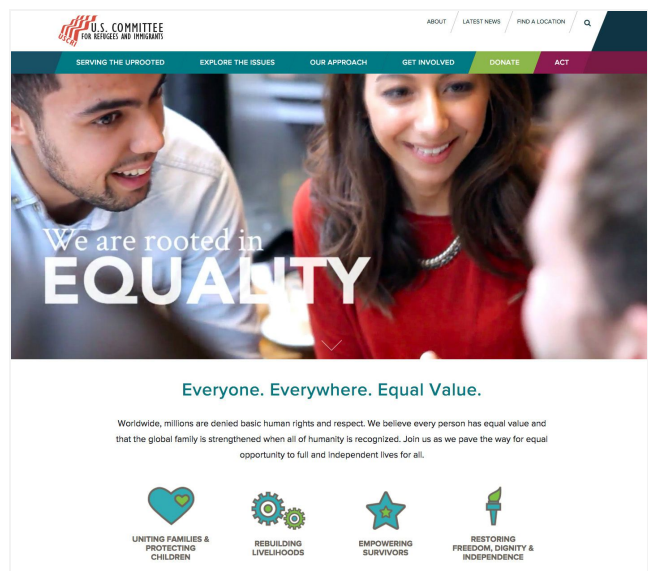
Developed training modules and materials for staff.

SEE THE REDESIGNED SITE

refugees.org



before



after

GORONGOSA NATIONAL PARK

Africa's greatest wildlife park and restoration story.

Opportunity

Tell the story of the rebirth of a park once ravaged by civil war to create a new awareness as a top destination in a competitive tourism industry.

Solution

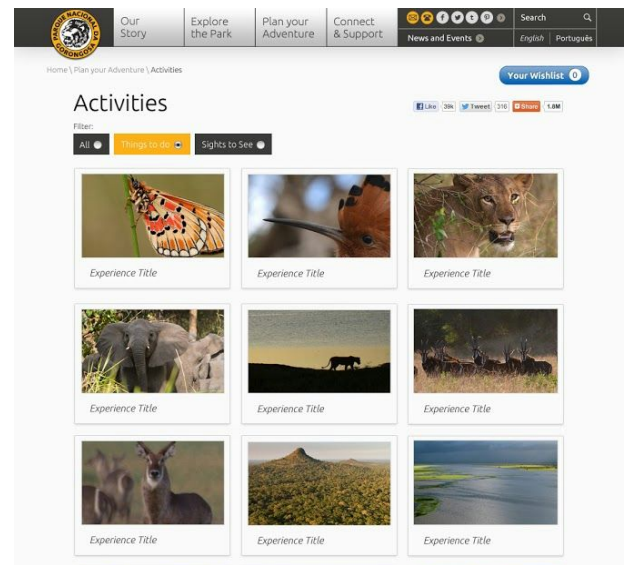
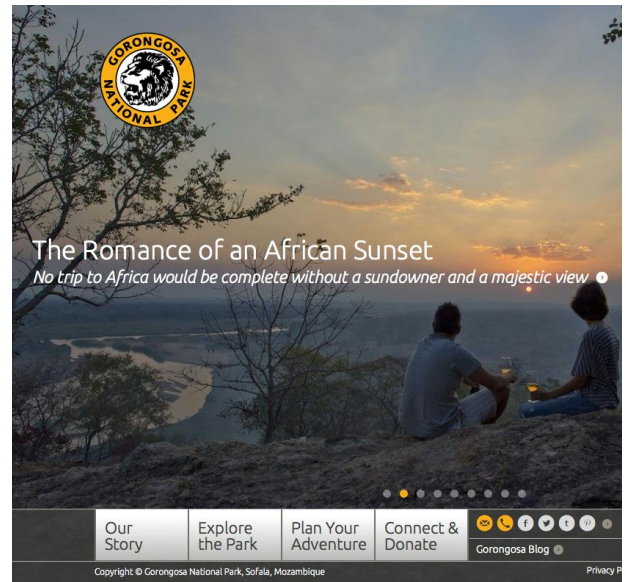
By uncovering rich brand storylines, we created a digital strategy to highlighting the park as a restoration success story.

Conducted an extensive brand audit, including collecting opinions and perceptions of key stakeholders, reviewing touchpoints and marketing materials, assessing the competitive landscape.

To shine in a crowded marketplace, we designed a compelling website user experience and imagined several digital and social media campaigns to attract and engage natural enthusiasts, students, and potential tourists.

SEE THE SITE

gorongosa.org



HARRIS CORPORATION

Global provider of mission-critical assured communications products, systems and services to both government and commercial customers.

Opportunity

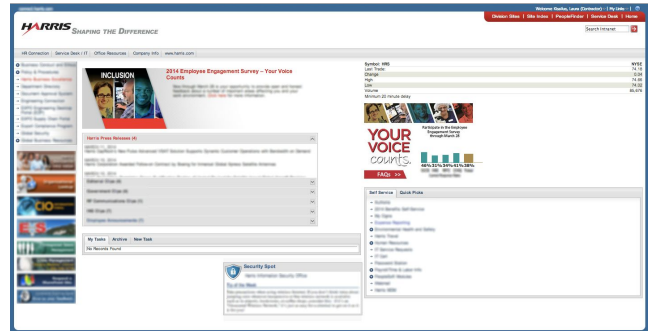
Collect input, maximize collaboration, and build trust across a 14,000-person company in order to ensure adoption of a new design to an intranet that had not been reconsidered in 7 years.

Solution

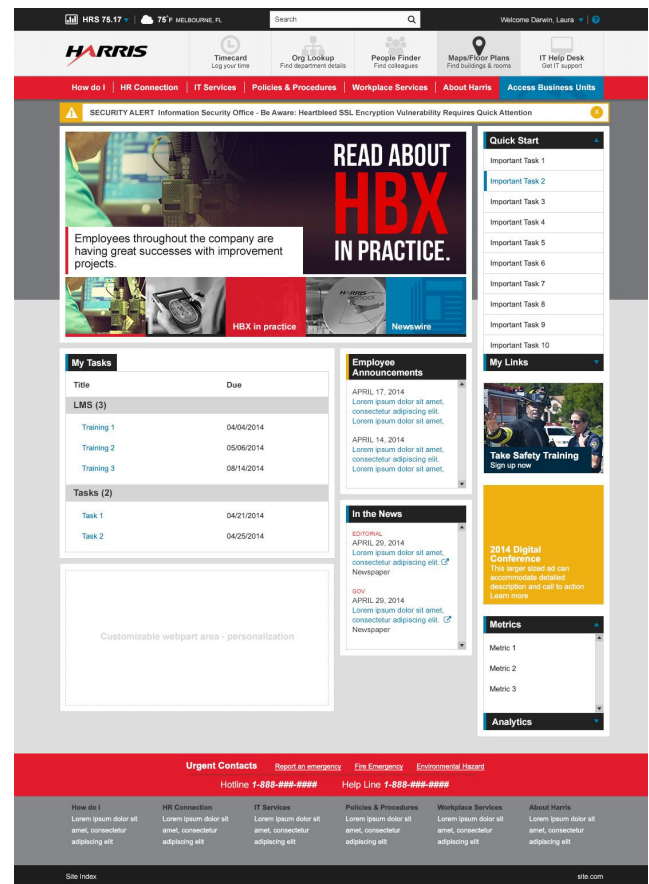
Conducted workshops with a sampling of staff across 3 regional offices, programs, and business units to stimulate cross-functional collaboration and consensus building.

Re-architected content into purposeful segments, providing more efficient access to high priority and most frequently used items.

Redesigned core intranet pages by infusing a fresh look into an outdated brand, focusing on a cleaner user experience.



before



after

GEORGE WASHINGTON'S MOUNT VERNON ESTATE

George Washington's former estate and living museum.

Opportunity

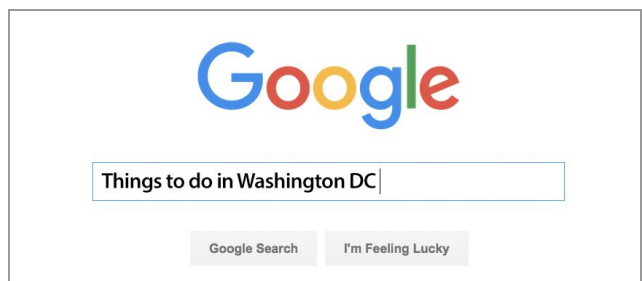
Explore modern marketing strategies to generate digital tourism buzz and awareness for the most visited historic estates in America.

Solution

Collaborated with leadership team to address emerging marketing trends and opportunities.

Pitched a pilot program to experiment with a refreshed brand presence and micro-site tourism experience.

The short-form marketing platform was small and mighty. Clever user experience and copywriting captured new audiences and converted browsers to ticket purchasers.



GRAND RAPIDS, MI

COUNCIL OF MICHIGAN FOUNDATIONS

Philanthropic organization coordinating public-private partnerships to restore economic and civic life throughout Michigan.

Opportunity

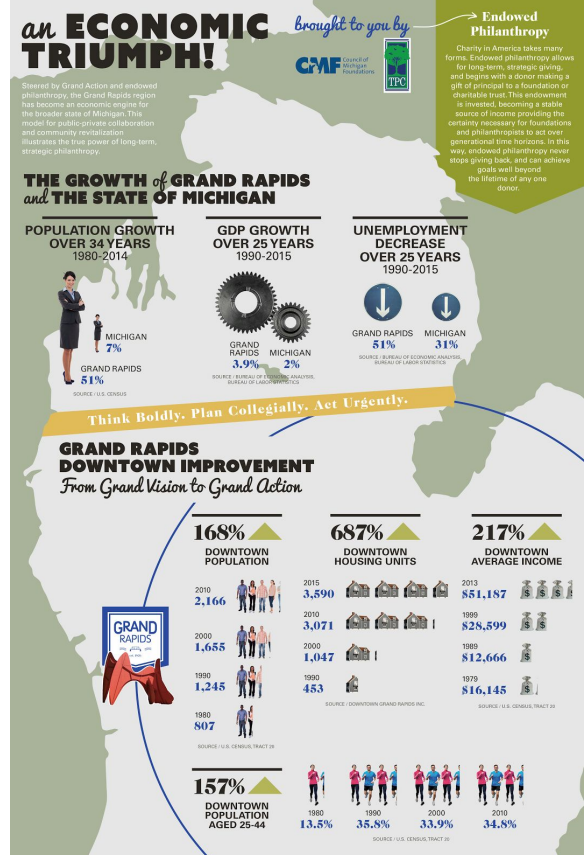
Visually portray the transformation of a withering Rust Belt city to humanize the impact of philanthropic dollars on destination tourism, residential life, and business partnerships.

Solution

Collaborated with team to unpack key narratives to support tangible successes and milestones that would resonate with audiences.

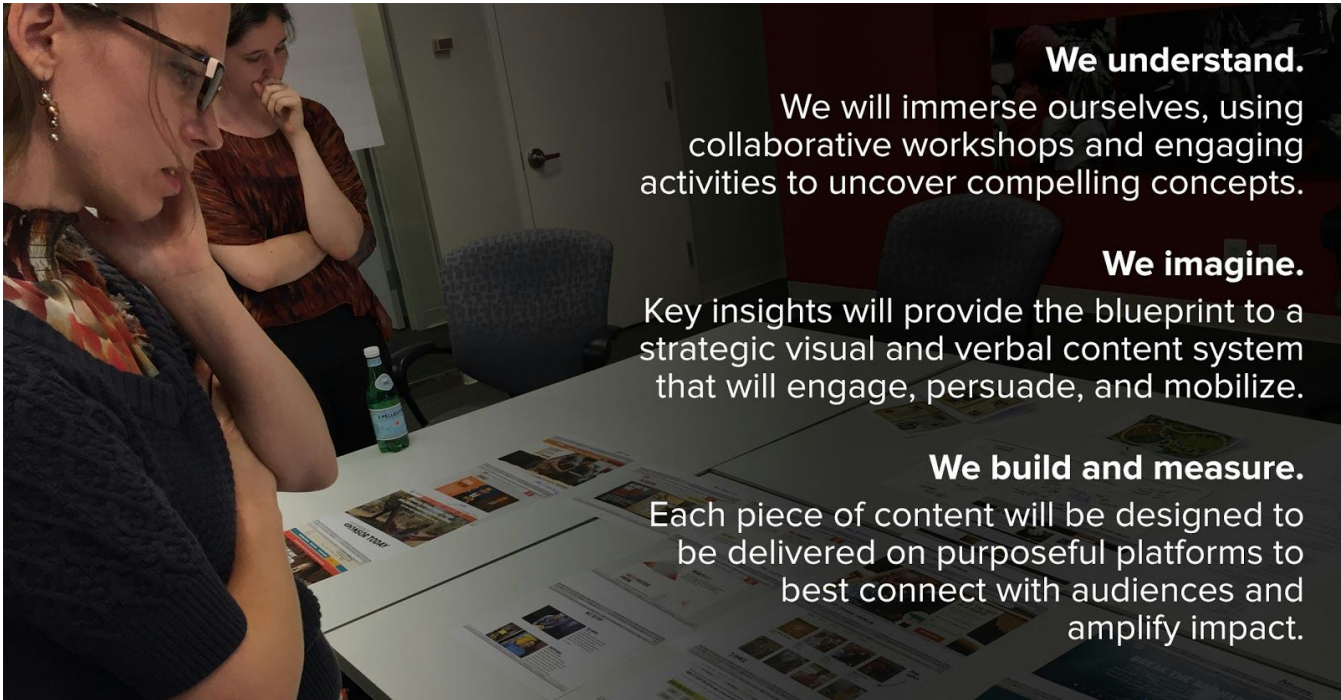
Designed moodboard and identity style guide to convey the appropriate voice of revitalization and renewal through visuals and verbals.

Used new brand storyline to craft two unique and targeted print storytelling devices. An impact report organized by descriptive and intuitive infographics, targeted at federal legislators and the local government community. A success story map showcasing the vibrant, world-class community.



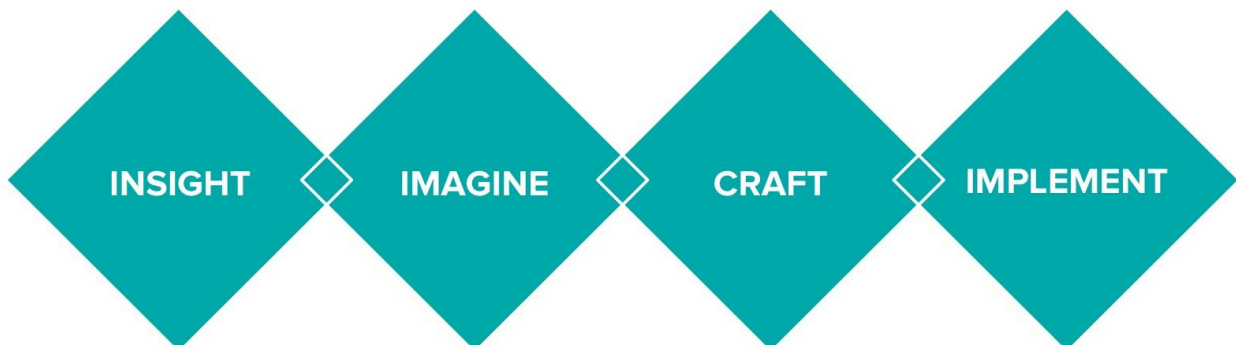
YOUR DREAMS. OUR ABILITIES.

Let's meld your subject matter knowledge with our strategic skillset. We'll partner with you to uncover solutions to accomplish business goals with breakthrough ideas and revolutionary creative. Ideas become concepts, concepts become content, and content is delivered through impactful marketing channels with stellar results.



SMART DESIGN

We are strategic storytellers. We are the only brand experience company that imagines what others cannot see and is courageous and daring enough to pull it off. Our unique *Smart Design* process unites business strategy and creative design to uncover the insights needed to tell compelling stories on dynamic digital platforms. Insight and imagination are front-loaded in our process to fuel the polished craftsmanship and perfected implementation that follow.



THE RUNDOWN

Team kickoff. All hands on deck.

To start, we'll launch a discussion with stakeholders to understand the goals, the players, and the parameters to develop a shared understanding of a successful project. Project plan and process will be created to align schedules.

Digital audit. No pixel nor zero or one unturned.

We'll assess the current digital landscape – content and technology – by auditing content management tools and processes, examining competitors and inspirational websites, analyzing website messaging and content, and reviewing your digital architecture. We'll develop a content migration plan for existing site pages and prepare for the creation of new storylines.

Insights review. Let's identify opportunity.

We'll synthesize through the possibilities and begin revealing insights through iterative workshops. We'll dig deeper into information architecture to identify technology and functionality requirements and craft the visual and content vision for the new website.

Persona development. Audience empathy.

We'll get into your audience's minds, step into their shoes, and empathize with them to understand their most urgent and pressing concerns and the factors involved in making an informed decision. We'll fine tune your audience expectations into personas to help us determine how to most effectively reach them.

Content creation. Telling your story.

Through words and visuals, we will frame your storylines tied to brand voice and messaging. We'll develop a content plan working with subject matter experts to create headlines and copy.

Design. Engaging and purposeful.

With content in hand, we'll develop low fidelity wireframes – or skeletal models – of the website. We'll develop a moodboard to showcase the look, feel, and tone. We'll turn wireframes into crafted designs that align with brand standards, content requirements, user interactions, and audience needs.

Build. Iterate, test, and implement.

We'll build pixel-perfect pages and construct front- and back-end components that are compatible with multiple devices and browsers and integrate within your desired operating and system environments. Through our quality assurance process, we'll test elements, features, and functionality.

Go live. Launch and love.

We'll work with your team to promote and launch the new website and provide governance for site management. We'll provide training to team members who will lead content creation and oversight.

HOW WE WORK

We know you are the subject matter experts. It's our job to explore the possibilities by teasing out facts, insights, and ideas that combine into a solid strategy. Our process is highly collaborative, always ideating and iterating as a team to perfect concepts along the way.

Collaboration

Our two teams become one as each member brings a unique skill set and perspective to the project. Everyone will have a chance to contribute the best ideas. We use creative workshops, brainstorming sessions, and regular check-ins to ensure that our two organizations work toward one shared vision of success.

Transparency

Everything is a work in progress until it's done, and you'll see it all every step of the way. Sketches, wireframes, post-it notes – our team will generate a lot of ideas. You'll help us identify the best ones to refine and expand as we move from concept to finished product. We'll have regular updates and standing calls so that you always know what we're working on and what's coming next.

Energy

We love our clients. We can't be successful in our work without investing ourselves in your mission. We aren't afraid to get excited about what you do and we harness that energy to push ourselves to do our best work on every project. We're with you from start to finish and we want you to leave our final wrap up meeting feeling empowered and ready for the next challenge.



ESTIMATED TIMELINE & INVESTMENT

Task	Est. Hours	Est. Timeline	Investment
Discovery - Content and technical audits - Requirements gathering	25-35 hours	March 15 - April 1	\$5,000
Creative Development - Verbal – messaging, copywriting - Visual – moodboards, wireframes	30-40 hours	April 4 - April 15	\$6,000
Design and Development - Front and back-end development - Content migration - Quality assurance testing and iteration	75-100 hours	April 18 - June 30	\$15,000
Training	16 hours	2 days	\$2,000
Guidance on Site Launch	--	--	included
TOTAL			\$28,000

Team hourly rates

Our team is a mix of business minds, creative generators, and technology architects. Here's our hourly breakdowns per role:

- Strategy lead: \$200/hr
- Creative lead: \$200/hr
- Creative strategist: \$125/hr
- Creative technologist: \$200/hr

Potential third party expenses

To design and develop your new website, the City of Asheville may incur third party expenses including but not limited to freelance/stock photography, fonts/typography purchases, software licensing, or website hosting. We will work with your team to prioritize purchases and find the most cost effective solution.

YOU ASKED...WE ANSWERED

HAPPY CLIENT REFERENCES

U.S. Committee for Refugees and Immigrants

Lee Williams
Vice President
703-310-1130
llwilliams@uscridc.org

Gorongosa National Park

Bridget Conneely
Digital Project Manager
301-215-8500
bridget.conneely@gmail.com

Harris Corporation

Jaime O'Keefe
Marketing Communications
703-309-6659
jokeefe@harris.com

DARWIN LIFETIME

Please describe how long your company has been in continuous operation.

We are excited to partner with your team and more so that our engagement will kickoff on Darwin's two-year anniversary.

CONTENT MANAGEMENT SYSTEMS

Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training.

For the last 2 years, our team of strategists, designers, and technologists have collaborated with organizations such as the U.S. Committee for Refugees and Immigrants, Gorongosa National Park, and Harris Corporation to create solutions for their digital needs. We've guided our partners along a path that took them from discovery to design to development to delivery of training. We've had the pleasure helping them rethink their digital presences – crafting public facing websites built on varying sizes of content management platforms, re-architecting an intranet, and creating dynamic and templated web pages and campaigns.

USER EXPERIENCE

Please describe how your company evaluates the user experience of content management solutions that your company has developed or implemented.

Our solutions, no matter the size nor medium, take a user-centered approach. The user is critical to success, outcomes, and impact. When we investigate content management solutions, we consider our client's and their user's needs along with technology and business requirements. Based on our discovery, we research and test solutions that are the best fit for the requirements we've gathered and are stable and scalable for future growth.