



PROPOSAL FOR BRANDING AND DESIGN
SERVICES FOR THE

Missouri Botanical Garden

December 10, 2018



MISSOURI BOTANICAL GARDEN

PROPOSAL FOR BRANDING AND DESIGN SERVICES FOR THE Missouri Botanical Garden

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DEAR LIZ,

We are delighted to present the enclosed proposal for branding and design services to introduce a bright, new future for the Missouri Botanical Garden, Sophia M. Sachs Butterfly House, and Shaw Nature Reserve. Paradowski is proud to support the unique and vibrant nonprofit institutions in our St. Louis community—today and throughout our 40-year history.

Our partnerships with organizations such as The Sheldon Arts Foundation, T-REX and Laumeier Sculpture Park have produced beautiful and internationally recognized pieces, but most importantly, they have given us opportunities to work with people and places we love.

By selecting Paradowski as your agency partner to rebrand the Garden and its entities, we will work alongside your team to produce work that embodies the rich history of the brand, celebrating its remarkable venues and the conservation efforts. The Paradowski team is ready for the creative and branding hierarchy challenge and we look forward to the collaboration ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "August Hattrich", with a long horizontal flourish extending to the right.

AUGUST HATTRICH
PRESIDENT

A vibrant spring garden scene. The top half of the image is filled with dense, bright pink cherry blossoms on dark green branches. Below this, a large, solid orange rectangular block serves as a background for the text. At the bottom of the image, there is a field of white daisies with yellow centers, interspersed with some purple flowers. A white picket fence is visible on the left and right sides, partially obscured by the flowers and the orange block.

Our Perspective



Our Perspective

The most current global research available acknowledges that botanic institutions are important aesthetic, cultural and scientific organizations, critical to advancing the human condition. As we move more deeply into this new century, we understand that institutions like the Missouri Botanical Garden (MBG) will most certainly be asked to play a decisive role in addressing global issues such as climate change, food security, biodiversity conservation, environmental education, sustainability and human well-being.

As one of the three most highly regarded botanic institutions in the world, MBG is facing the same reality that many of its peers are: the need to fund the kind of research and activities that not only make today's world better, but help lay the foundation for a greater global future. With funding coming primarily from attendance at its three major venues as well as through membership and donor support, we believe MBG is rightfully considering a new approach to its branding. Establishing a solid brand hierarchy will allow MBG to embark upon a new and energized path for marketing its venues, programs and activities as well as to engage in a rejuvenated donor engagement initiative.

SOME THOUGHTS ABOUT BRANDING vs. MARKETING

“Branding is an experience, and advertising is a temptation.”

*Bruce Duckworth
Principal, Duckworth Turner
London*

MBG has identified a number of goals in its RFP document, challenging respondents with addressing brand and increasing attendance at its primary venues. Branding and marketing are two very different yet wholly connected endeavors. We believe a fundamentally flawed brand will have difficulty—and will most likely fail—when it attempts to market itself.

As Duckworth notes, people have a relationship with brands, whereas advertising and marketing offer consumers a product.

Currently your Missouri Botanical Garden “brand” is shouldering the responsibility of both the institutional brand as well as one of the “products” of that institution.

Some of the most esteemed and successful brands in our lives have faced this dilemma, and it is interesting to consider their actions. As Simon Sinek famously explains in his book (and attendant TED talk) “Start with Why,” Apple has succeeded against formidable competitors because it has defined itself by why it does things, not by what it does. It is not a computer company; rather it is “a company that challenges the status quo and offers individuals simple solutions.” Apple understood that it [as an organization] was not a commercial endeavor, it is a cultural one. In fact, in 2007, Apple changed its legal name from Apple Computers to Apple to reflect it was more than a computer company.

With these topics top of mind, we conducted our own detailed research, studied the materials and goals you shared, and completed a survey of your global and local peer organizations to determine the strengths and weaknesses of your current brand structure.

We arrived at the conclusion that MBG needs to establish a parent brand and a brand hierarchy that articulates the core of MBG’s “why” while allowing the organization to enjoy long-term success with all of its attendant activities and venues. With this conviction in mind, we asked ourselves:

1

How do we demonstrate that a Missouri institution has a rightful place on the botanical world stage?

2

How do we establish a parent brand for MBG that allows it to shoulder responsibility as one of the world’s top three botanic institutions while allowing for the attractions/venues (Garden, Butterfly House, Nature Reserve) to live within and under that parent brand and to maintain their unique brand qualities?

3

And finally, how do we establish a new brand hierarchy that will demonstrate to all audiences—world botanic leaders and scientists, members, potential members and venue visitors—MBG’s rightful place as a leading botanic organization?

Energized
by these
questions,
we began
exploring a
new way to
envision the
brand.

A close-up photograph of a butterfly with yellow and black wings, perched on a green plant. The butterfly's wings are spread, showing a pattern of black spots and lines on a yellow background. The background is a soft-focus green, suggesting foliage. An orange rectangular overlay covers the lower half of the image, containing the text "Creative Approach" in white.

Creative Approach

Creative Approach

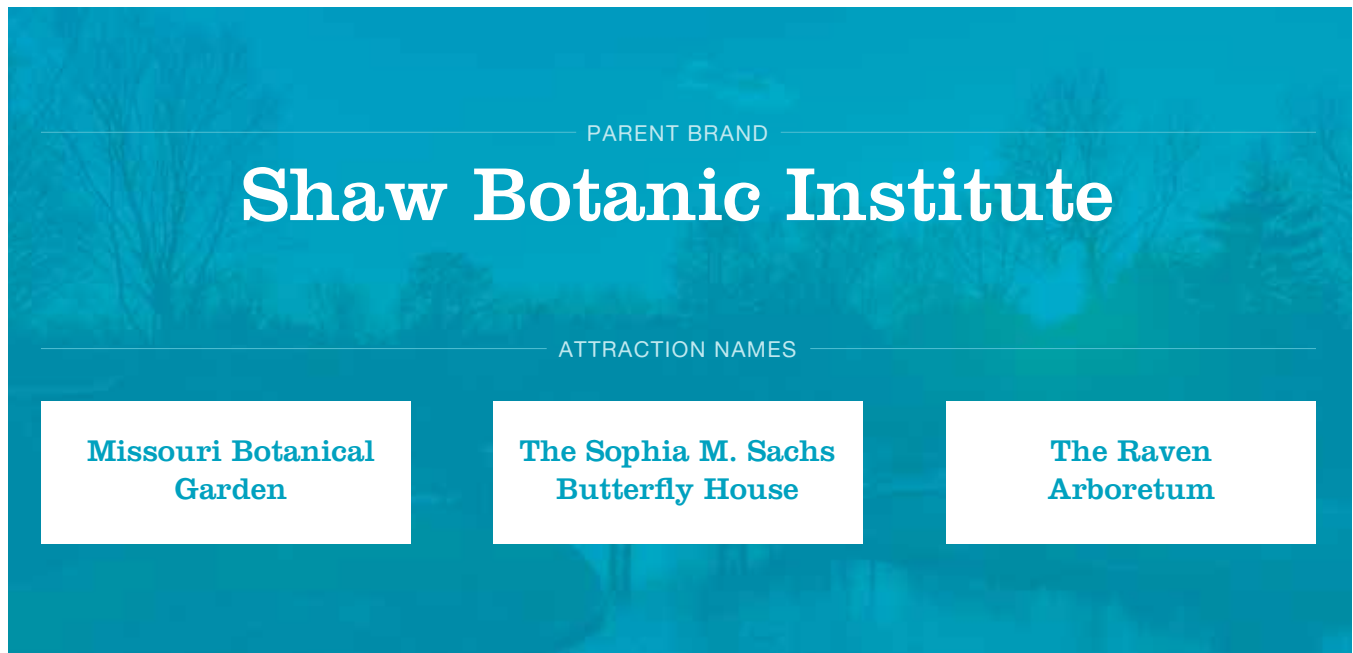
Establishing a parent brand and a brand hierarchy that articulates the core of MBG’s “why” allows the organization to enjoy long-term success with all of its attendant activities and venues.

NAMING CONVENTIONS

We believe that introducing an umbrella parent name will elevate the existing MBG brand to its rightful place as an international botanical powerhouse, and clearly **separate** it from its existing three physical entities. **A deliberate parent brand will earn us:**

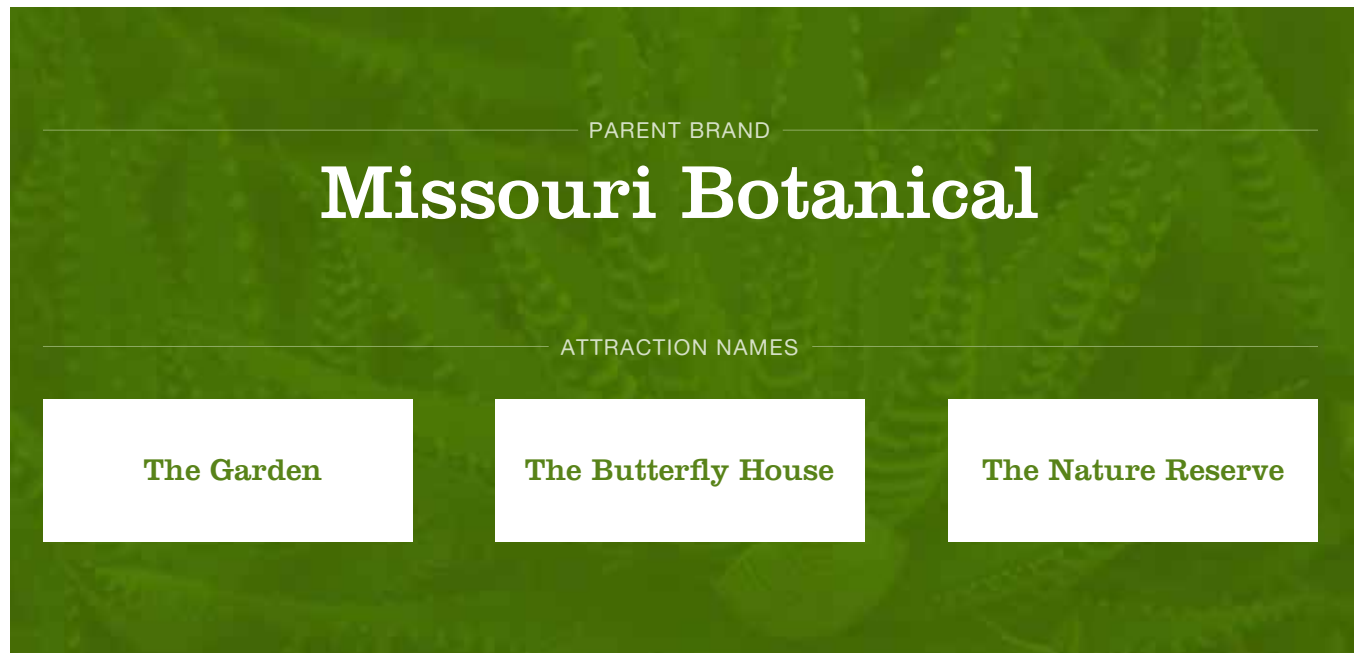
- 1) The ability to weave our international research and offerings into our larger story.
 - 2) Space for each attraction to market themselves separately, highlighting their own brands of magic to work harder and get more folks through their doors.
 - 3) The right to reassess how all of the names work together—repetition in verbiage has been, and will continue to be, detrimental to building the family of brands. Clarity is king.
-

We look forward to reviewing your visitor and donor research, along with collaborating with your team to identify the best way to proceed, should we earn an in-person interview. In the meantime, with our hierarchical naming perspective in place, we have carved out three solutions that offer a range of benefits.



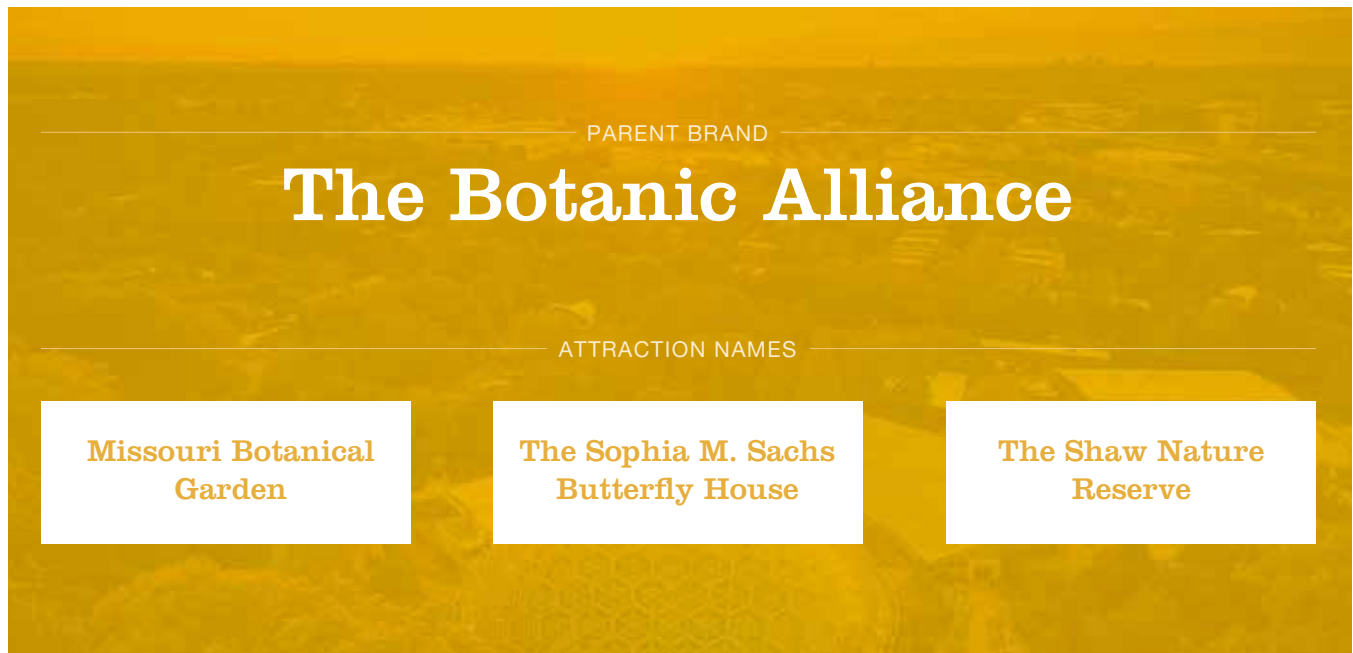
Why it works:

- Henry Shaw's legacy is everywhere. He was also a renowned international figure. Why not lead with an inspiring hero to plant life (taking a page from Kew Gardens).
- Shaw Botanic Institute reduces the cognitive dissonance of having a name beholden to a single state, but a mission that is international.
- Shifting the name of Shaw Nature Reserve to The Raven Arboretum allows us to pay homage to Dr. Raven's leadership while elevating Shaw's name and legacy in the overall hierarchy.



Why it works:

- By dropping the *Garden*, we maintain equity we've built over the years but reduce confusion between parent brand and garden property.
 - Simplifying the property names to how people already refer to them gives a clean, modern and inviting feel. Think "The Zoo," "The Science Center" and "The Arch."
 - The simplification sets us up for easy (and politics-free) naming of subsequent properties.
-



Why it works:

- The other two leading global botanical bodies have people/place as qualifiers in their names. We need to be bold and stake our claim simply. We are the first and last stop for everything botanical.
- *Alliance* doesn't tie us to a physical garden — our entities include a butterfly house, a garden and nature reserve — and will continue to grow in varied directions.
- *Alliance* imbues a sense of urgency and mission — and a future position. It begs the questions: what are we coming together to do? How can I get involved? Where are we going?

For the purpose of this proposal, we will be using Shaw Botanic Institute as a placeholder for the parent brand name. This is not necessarily a recommendation, but a way to provide consistency.

BRAND VOICE

Per the RFP document provided, we know that your agency partner will be tasked with crafting elements of Brand Voice. Brand Voice is the tone and style with which a brand chooses to talk about itself. Consistent brand voice allows your consumers to immediately recognize your content—even without other branded elements—and helps establish your brand as trustworthy and authoritative in your area of expertise. Your brand voice will serve as a definitive language guide when a variety of writers work on your brand's behalf.

We've gone ahead and written a few crucial elements of a brand voice: **brand story, tagline options** and some **key messages** that exemplify how we'd talk to audience segments.

Brand Story

Can cultivating love for our natural world save it?

The Shaw Botanic Institute creates majestic, world-class botanical institutions that turn plant appreciators into plant advocates. We aim to enchant and educate any visitor—whether their curiosity drives them to our wondrous facilities, our peerless online database or even to their own backyards.

We're devoted to preserving biodiversity, and we do just that every day at the Shaw Botanic Institute's prized jewels: the Missouri Botanical Garden, Shaw Nature Reserve and the Sophia M. Sachs Butterfly House. These unique experiences transport visitors to world after world—all while growing their passion for plant life and preservation. Additionally, the research conducted at our satellite locations in 35 countries has enabled us to develop and manage the world's largest botanical database and premier botanical website, Tropicos®, a free resource to all.

We do it for the love of all that is natural, but nothing is ever planted without people in mind. From raising unique varieties to funding revolutionary scientific efforts, it all helps grow both our local communities and diverse world. We truly believe that a garden is only as beautiful as those you share it with, which is why we're continually honored as leading caretakers of flora.

So drop by, say hello, see what's in bloom. Saving our natural world has never looked so beautiful.

Key Messages

Members Our members are some of the world's most loyal supporters of both plants and the people who care for their existence. Through your generosity, the Shaw Botanic Institute is able to further Henry Shaw's vision by cultivating love for the natural world in 35 countries around the globe. Thank you for supporting our mission of growing our Garden to grow our entire world.

Scientists We're committed to conserving the unrefined beauty of our planet for generations to come, and we prove it every day through actions big and small. Whether we're growing new plant varieties in St. Louis or conducting research at one of our international satellite locations, we work tirelessly to instill respect for biodiversity in everyone who visits.

Home Plant Enthusiasts Looking to pick up some new plant care techniques? Or find some inspiration for a garden space of your own? Through our physical locations in St. Louis and our world-class botanical resource Tropicos®, the Shaw Botanic Institute works tirelessly to give plant appreciators resources that will turn them into the world's biggest plant advocates.

Families We aim to educate and enchant any visitor who steps foot in one of the Shaw Botanic Institute properties, regardless of age or background. Through educational tools and interactive experiences, our staff can ensure your family gets the most out of each and every visit. After all, any garden of ours is a garden of yours.

Millennials We care a lot about our planet and every plant that calls it home, which is why we work tirelessly to protect all that is natural. Through a variety of unique events and garden

experiences, the Shaw Botanic Institute strives to make our venues places where plant appreciators become plant advocates and have some fun along the way. Come visit us and we'll transport you to another world, one where natural life is given the respect it deserves. No plane ticket needed.

Community Partners When it comes to creating world-class botanical institutions focused on preserving biodiversity and engaging plant advocates everywhere, it truly takes a village. With your support, the Shaw Botanic Institute will continue fighting to protect all things natural, while growing both our local communities and diverse world. The future of plants and our planet depend on it.

Employees As the team behind some of the world's most impactful botanical institutions, we have a responsibility to turn plant appreciators into plant advocates at every possible turn. The Shaw Botanic Institute appreciates your commitment to growing love for all things natural and hopes you continue finding creative ways to inject your passion for plant life into each day. Thanks for being a leading caretaker of flora.

Tagline Options

- Grown to share
 - For the life of it all
 - Always in bloom
 - Wonder everlasting
 - Another world awaits
 - Natural Treasure
-

LOGOS

There are **two ways** to introduce a parent brand and everything that lives within its reach. Our team has explored both. In the following pages, you'll see **parent brand logos** that stand for all attractions (which are addressed through typography). You'll also see **families of logos** that let the attractions speak for themselves but call back to the parent brand via type. We look forward to reviewing all research and interviewing key stakeholders to best identify the smartest path forward. In the meantime, please enjoy a few possible ways we see the new brand coming to life.

Parent Brand Logos – Concept One

This mark features icons that are specific to each attraction, but could also be found at any one of them.

The Cardinal ties the parent brand to Missouri subtly and allows us to abandon the word “Missouri” in the parent brand name.

A consistent single mark builds awareness for the parent brand.





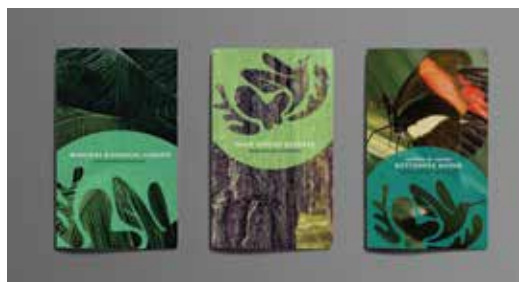
Parent Brand Logos – Concept Two

This custom-illustrated parent brand mark marries elements representing plants, animals, butterflies and water.

The elements are bursting in an outward/upward direction, representing energy and growth, giving the organization a fresh new look and voice.

This parent brand mark is intended to be all-inclusive, appealing to audiences young and old.





Family of Logos — Concept One

This family of logos celebrates the connectivity of all the entities with a style evoking stained glass and ornate gates. While each mark features a unique nod to the specific venue, they all have the same exterior shape. This consistency, along with the typographic parent name identifier, creates a striking brand family.



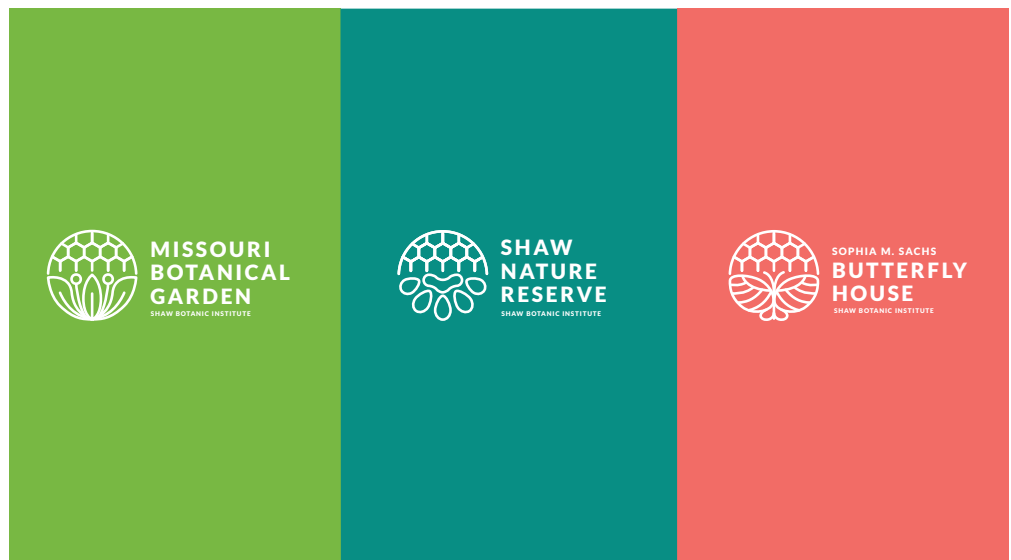


Family of Logos — Concept Two

This modular approach weaves the Garden's iconic Climatron into every version. Underneath is a custom illustration that completes each circle mark.

The completed circle design is a subtle visual cue to the organization's global presence.

Elements can be broken out individually for more custom branding.





THE LAST WORD ON LOGOS

We are respectful that our observations and explorations likely are not news to you, as marketing and design professionals, and that they also likely represent a very complex, institutionalized set of operations and decisions that extend beyond the bounds of this RFP.

If you are seeking a partner to help you begin to navigate towards a stronger and simpler place for the brand, we are that partner and can help you build the roadmap.

BRAND VIDEO

There are so many magical ways to express the breadth and impact of your brand. As an agency, we embrace all forms of expression, and to that end, we have committed to an in-house still and motion photography team that helps us tell stories. To demonstrate our vision for your brand as well as our photography's teams remarkable skill set, we offer you [this brand video](#). It expresses our vision for your brand, both in its script and in its visuals. We thank you in advance for allowing us access to your amazing spaces.



INCREASING ATTENDANCE

As strategic choices are being made in tandem with rolling out a new brand, our team couldn't help but start thinking of ways MBG might further prove its dedication to its role as the international leader in plant science. How might we whet the palates of passersby who aren't quite sure if plants will be one of their passions? How can we earn some organic attention, get people talking on scales large and small?

Here are just a handful
of our initial ideas.

Kemper Home Gardening Center

Phase 1:

From many, home gardening is the gateway to a love for worldwide plant conservation. We suggest adding a free Public Garden Desk on the Alfred Ave. side of the Kemper Center. This help desk will be run by plant experts and remain closely tied to the Kemper Home Gardening Center.

Phase 2:

If Phase 1 enjoys the reception we believe it will, moving the Kemper Home Gardening Center from the middle of the Garden to a free-to-all location adjacent to the garden might better serve our community in St. Louis and around the world.

Neighborhood Access Points

How much more frequently would neighborhood members visit the Garden if the entrance was ‘right outside their front door’? We suggest outfitting Garden access points on surrounding streets (Magnolia, Alfred, Tower Grove) with low-cost technologies that grant Members who live within a certain geographic catchment instant access. Neighbor Members could purchase an additional member card that allows them access at these gates. Or, cameras and intercoms could be used to communicate with security services to “buzz in” Members whose info includes their neighbor status.

We believe that together, we can create experiences that are as cutting-edge as MBG's research. At Paradowski, we have the ability to craft all sorts of interactive technologies that will keep tech-savvy visitors learning, playing and wanting to come back. We've got the largest in-house development/maker team in the region—here are few ideas they've been noodling on. For more examples of what we can do, please visit the [Play](#) section of our website.

Augmented Reality Journey

All of the attractions bring several worlds within reach. Using AR technology and visitors' smartphones, they can see what kind of climate and wildlife might actually be around the plants or butterflies if they were in their natural environment.

This is an example of an AR game we created in-house. Instead of putting a game around a cup, we'd put wildlife, for example, around some plants.

[SEE MORE](#)

Augmented Reality Puzzle Hunt

We can add AR markers throughout a venue. When visitors “look” at the marker with their phones, a sculpture-shaped puzzle piece appears.

The visitor will be prompted to interact with the overlaid puzzle piece to solve a riddle or question. Once the puzzle is solved, they'll be given a partial “key” and a clue to what other small puzzles they need to solve to get the rest of the partial keys. Larger puzzles would give larger partial keys. All keys would lead to the opening of the “treasure chest” (i.e. the Climatron).

Once the visitor has unlocked this chest, they can look at the Climatron in their phones, unlock and a celebratory animation will in the sky via AR (fireworks, birds flying out, etc).

The background of the slide is a photograph of a garden. In the foreground, there are several tall, green-stemmed foxglove plants with clusters of purple bell-shaped flowers. Behind them, a large, dark tree trunk is visible on the left side, and the background is filled with more green foliage and some white flowers, all slightly out of focus.

Who We Are

Our team may be big, but we still believe in:

The power of a single person's perspective to challenge the status quo.

The best work is beautiful work.

The best idea should be boss.

**We believe
in design
for all
brandkind.**

PARADOWSKI OVERVIEW

We build brands, campaigns and digital experiences for some of the largest companies on the planet, as well as some of the smallest, not-for-profit organizations.

If you look at our business cards, you'll see titles like art director, writer, strategist, developer and account director. But our dirty little secret is that each one of us is really a designer.

We don't create "ads," "websites," "post cards" or "content."

We design amazing experiences.

What we design
are beautiful
relationships...



BETWEEN
BRANDS AND
IDEAS



BETWEEN
BRANDS AND
CUSTOMERS



BETWEEN
CLIENTS AND
OURSELVES



A very wise man named Howard Luck Gossage (one of the leading 20th-century thinkers on branding) once said:

“People don’t read ads. They read what interests them, and sometimes it’s an ad.”

This was always true, but never truer than it is right now.

Consumers are now firmly in control. They can skip your TV spot, block your online ad, ignore your emails, refuse to LIKE you on Facebook and generally navigate their way around even the most carefully constructed media plan.

At Paradowski, we know consumers are not asking for more advertising, or apps or content. What they want—what they can’t resist—are experiences that entertain, educate, delight and inspire them.

Therefore, we never begin an assignment by asking: “What’s the best way to build this website (or app or campaign)?” We ask: “What’s the best way to serve the interests of the target audience?”

We’re very, very good at using technology and media to facilitate branded experiences. But we never start with those things. We always start with the consumer’s experience in mind and work backward from there.

OUR CULTURE AND INTERNAL VALUES

Not that long ago, when we were a smaller agency, it was easier to describe what we stood for and how we do things. It's a little more complex now, as we've grown in size and deepened our strategic capabilities, but it's still just as important; and our culture and values are just as crucial as they've always been.

Show You Care. We don't have to always have all the answers, but we have to care. If we see a problem, we try to fix it. If we see that someone needs help, we provide it. We show up every day with a passion to make our agency and our clients' lives better.

Be a Chef, Not a Line Cook. We know that every assignment, no matter how small, provides us with a chance for creativity. We always try to keep the big picture in mind, and we never let ourselves become cogs in a machine.

Sleeves Up, Hands Dirty. Everyone here is on the front lines. Everyone works the business. It's really that simple. No matter what our job titles may be, when it's time to dig the proverbial ditch, we all grab a shovel.

Challenge the Expected. Expect the Challenge. We don't settle for safe, expected solutions. We understand it's our job to push and be pushed. We don't take it personally. It's just the way we help each other produce the best work.

Stay Curious. Albert Einstein said: "I have no special talents; I am only passionately curious." He saw things everyone else had seen, and asked questions no one else had asked. It worked out pretty well for him, so we try to follow his lead.

Slay the Dragons, Then Go Home. When we're at the office, we're on an epic quest to solve our clients' problems. When we're not here, we enjoy our personal lives. It's just a sane way to live. And having happy, well-balanced lives leads to braver, more fulfilling work.



NUMBER, SIZE AND LOCATION OF OFFICES

We currently have 70 total employees. Our headquarter office is located in St. Louis, with remote employees located in key cities across the U.S.

ORGANIZATIONAL STRUCTURE

We are generally (and intentionally!) a flat organization with a four-member executive management team representing our core disciplines. We have dedicated account/creative teams who handle ongoing client relationships. This allows us to build trust, continuity and consistency across your projects.

BUSINESS STRUCTURE

Privately owned.

NUMBER OF EMPLOYEES PER DISCIPLINE AND FUNCTION



MULTICHANNEL CAPABILITIES

Paradowski is a full-service creative agency. Our versatile, talented staff spans the following list of strategic offerings:



Brand Strategy: We pride ourselves on making marketing recommendations rooted in research and creative thought leadership. Whether through performance data, industry expertise, or trend forecasting, our strategy is based on solution-oriented thinking that meets our clients' business objectives.



Experiential and Environmental Brand Expression: We have a demonstrated ability to bring brands alive through sensory and environmental installations and experiences.



Creative Strategy and Development: There's truly no end to the capabilities we continue to acquire through our stand-out creative department. From more traditional to interactive experiences, we are confidently skilled in large-scale conceptual thinking as well as applying it to more tactical execution. Offerings include, but are not limited to: art direction, copywriting, interactive design, photography direction, video direction, illustration and brand journalism.



Interactive Strategy and Development: We bring beautiful UX to life through front- and back-end development talent, including CMS-based systems and template infrastructure. As an agile shop, our approach is iterative and experimental, with a thorough emphasis on QA and usability testing.



Content Marketing: We believe no successful brand's marketing playbook is complete without strategic content marketing. Our insights-driven approach begins by analyzing your core audiences to discover natural and authentic intersections to your target's needs and interests. From there, we craft a content strategy that integrates seamlessly with larger marketing efforts.



KPI and Analytics Tracking: Establishing KPIs with our clients at the beginning of any engagement is a critical step. It's also important to align on the expected reporting and analysis against those KPIs. But even our most enthused number nerds would admit that metrics mean little without the overlay of human intent. So we take KPIs to the next level, analyzing why the messages, ads, or users perform the way they do. Similar to our creative methodology, the WHAT plus the WHY creates a winning formula.



Client Service and Project Management: At Paradowski, successful projects are an equal mix of strategy and execution. The best idea falls short if it's not completed on time, on budget and with a smile. Our agency is not just full-service, but service-oriented. Our account staff is positioned as the brand steward and operates as an extension of your team to make the holistic effort successful. We have a detailed workflow for moving projects through the agency and strive to anticipate the needs of the client, project and environment.

IN-HOUSE MARKETING COMPETENCIES

BRANDING

Corporate Communications

Retail and CPG

Brand Positioning, Narrative, Vision and Mission Language

Brand Visual Identity and Logo Development

Brand Guidelines, Marketing Tools and Asset Management

Photography, Still and Motion

ADVERTISING

Broadcast, including TV and Radio

Print, Native and OOH

Digital Display, Rich and Emerging Media

Mobile

Audio and Video

Paid Search

Social Media

PROMOTIONS

Retail Display and POS

Collateral

Direct Mail

Environmental and Trade Show Design

Premiums and Catalog

DIGITAL

Web Properties

Mobile Responsive Apps

VR, including Google Cardboard

HTML Ad and Email Development

OUR APPROACH TO PROJECT MANAGEMENT

The Paradowski Account Service and Project Management teams are focused on meeting your needs and exceeding your expectations. There are several tools and processes we use to communicate, stay organized, track changes and meet tight deadlines for our clients:

Key Steps

- Client project briefs and specification sheets, approved by clients
- Collaborative kick-off meetings and regular status meetings
- Detailed project timelines, inclusive of client creative/legal/technical reviews
- Proofreading
- Documentation of key milestones
- Final file release sign-off protocols

Software Tools

- Trello
 - Slack
 - Jira
 - Industry and marketplace context
 - Microsoft 365 and Google Suite of Office Collaboration Tools
-

A large white rectangle is centered on a grey background with a fine dot pattern. The rectangle is empty except for the text at the bottom.

Your
Team

CORE TEAM

Paradowski takes pride in providing a model where agency leadership is actively involved in our key account work. The team featured in this document will serve as key points of contact and will be responsible for the success of our relationship and work together.

These teammates are hand-picked to bring you a mix of both in-category and out-of-category expertise, so we can deliver solutions that are informed by your industry dynamics, while still fresh and differentiating for your category.

KEY AGENCY MANAGERS

GUS HATTRICH

President

MELISSA GALAZKA

VP, Account Service

BRAD HAUCK

VP, Creative Strategy

ANDY WISE

VP, Design
and Interactive

YOUR MBG TEAM

JEAN KENNEDY

Sr. Account Director

TAYLOR JANSEN

Account Manager

CAITLIN STEEVER

Creative Director

TRAVIS BROWN

Associate
Creative Director

CHRISTIAN FRICKE

Associate
Creative Director



GUS HATTRICH

President

Gus is the President of Paradowski Creative, ensuring that everything we do for our clients, from strategy to creative, generates business value overall. Gus grew up in the agency business and learned early the value of big ideas. Throughout his career, he's maintained the guiding principle that at the foundation of great agencies are people who commit themselves to making those ideas happen. With over 20 years experience in both above-the-line and below-the-line marketing activities, Gus has worked with clients such as Bacardi USA, Capital One Credit Card, Verizon Wireless, Ocean Spray, Dean Foods, Minute Maid, Solutia, Spectrum Brands, and Costa Farms. Before joining Paradowski, Gus was a founding member of Moosylvania Marketing, and prior to that he was a senior manager of The Zipatoni Company.



MELISSA GALAZKA

VP, Account Service

Melissa manages the agency's team of account service staff. She is responsible for ensuring positive client working relationships and that the entire team is exceeding your expectations. Melissa couples deep experience in brand strategy with her obsession over human behavior to develop compelling strategies for our clients. She has over 15 years of experience in leading strategic marketing campaigns for brands like Monsanto, Johnson & Johnson, Disney, Jim Beam, Miller Lite, Maytag and Energizer. She has worked at other top firms such as Upshot in Chicago and New Honor Society (formerly Zipatoni) in both their Chicago and St. Louis offices. Melissa has a background in research, strategic planning and integrated marketing and believes firmly that research can and should inspire the creative product. Melissa holds a M.A. in Strategic Communication from the University of Missouri-Columbia Journalism School.



BRAD HAUCK

VP, Creative Strategy

As head of creative strategy, Brad helps our clients find the beating heart of their brands, and helps our creative team pursue ideas based on genuine insights into human behavior. A born storyteller, he has a proven history of creating campaigns that profitably connect with customers. He has more than 18 years experience working with brands such as Anheuser-Busch, Monsanto, Abbott, The State of Missouri, eBay, Pernod Ricard, The State of Illinois and Siemens. Prior to his current role, Brad served as Executive Creative Director at Paradowski. Before joining Paradowski, Brad was Associate Creative Director at Chicago-based Slack & Company, the country's largest independent B2B agency.



ANDY WISE

VP, Design & Interactive

Equally fascinated by all things digital and design related, Andy crafts engaging interactive experiences for Fortune 500 companies and other businesses. Most recently, his work has supported the efforts of Anheuser-Busch, Monsanto, the Saint Louis Science Center, Cutex, Elsevier and Washington University. Websites, kiosks, mobile applications, iPhone and iPad games, video animation—anything is fair game. Before leading the digital creative team at Paradowski, Andy served as the creative director at Obata, and also taught web design as an adjunct professor at Maryville University, his alma mater.



JEAN KENNEDY

Senior Account Director

A trained journalist who began her career as a writer and editor, Jean has expanded her professional experience over the past 25 years to include work in strategic communications, branding, marketing, content marketing and special events. Current and past accounts include Missouri Botanical Garden; The Sheldon Concert Hall; Bayer; St. Louis Community College; T-REX, the St. Louis-based technology innovation center and technology incubator; Crop Production Services; Graybar; Centene; Bayer Stewardship and Technology Communications; the U.S. Soybean Export Council; the USDA and FAS; Caleres (formerly Brown Shoe Company); the State of Missouri; the St. Louis Economic Development Partnership; Wells Fargo; the St. Charles City-County Library District; Scottrade Center; TLC Vision and more. Jean is a graduate of the Missouri School of Journalism.



TAYLOR JANSEN

Account Manager

Taylor earned her Bachelor of Journalism from the University of Missouri-Columbia in May 2014, after which she eagerly began her advertising career in account management. Taylor thrives in fast-paced environments, maintains a high-level of organization, and is always willing to go the extra mile to achieve client satisfaction and success. She has worked with brands of all sizes, including Bayer Stewardship, Woodford Reserve, St. Louis-International Airport, St. Charles City-County Library District, Crop Production Services, Missouri Botanical Garden, The Sheldon Concert Hall and T-REX.



CAITLIN STEEVER

Creative Director

Spending the first leg of her career in Chicago, she's worked at internationally acclaimed agencies and digital startups alike. Clients of note include Google, Hilton Worldwide, Disney Vacation Club, Cox Communications, St. Louis Community College, St. Charles City-County Library District, Bayer, T-REX, Purina, Pabst Brewing Company and Missouri Botanical Garden.



TRAVIS BROWN

Associate Creative Director

Travis has 20 years of branding experience under his belt. He is an integral member of the design team, bringing beautifully creative yet on target designs to every project he works on. His portfolio ranges from small, local businesses to Fortune 500 companies including branding initiatives for Opera Theatre St. Louis, Contemporary Art Museum St. Louis, List Contemporary Art Museum at MIT, HOK Architects, SAK Construction, Chaminade School, and Mercantile Exchange in downtown St. Louis.



TRAVIS BROWN

Associate Creative Director

As associate creative director, Christian builds effective brand strategy while working with a team of talented designers. Working with Paradowski for more than 13 years, Christian has served the agriculture industry throughout his entire career and continually navigates successful campaigns for Monsanto, specifically Modern Agriculture as well as the Monsanto Technology Licensing Team.



Relevant Clients & Experience

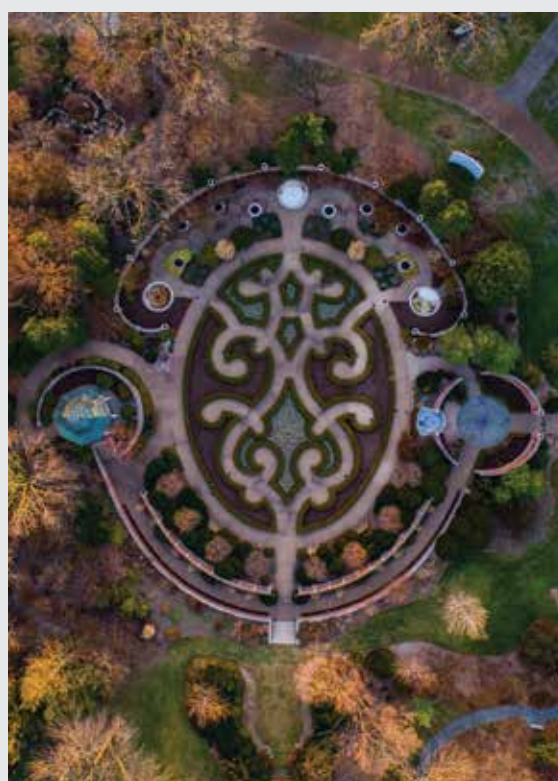
MISSOURI BOTANICAL GARDEN, FELLOWS OF FLORA

Missouri Botanical Garden (MBG) welcomes more than a million visitors annually, conducts research in over 35 countries, and is considered one of the top three botanical gardens in the world. In early 2018, MBG engaged Paradowski to rebrand and streamline their upper-level membership tiers and donor categories. Current upper-level members did not feel inspired or encouraged to increase their giving amounts, due members not fully understanding how their donations to the Garden are applied and an overall lack of understanding

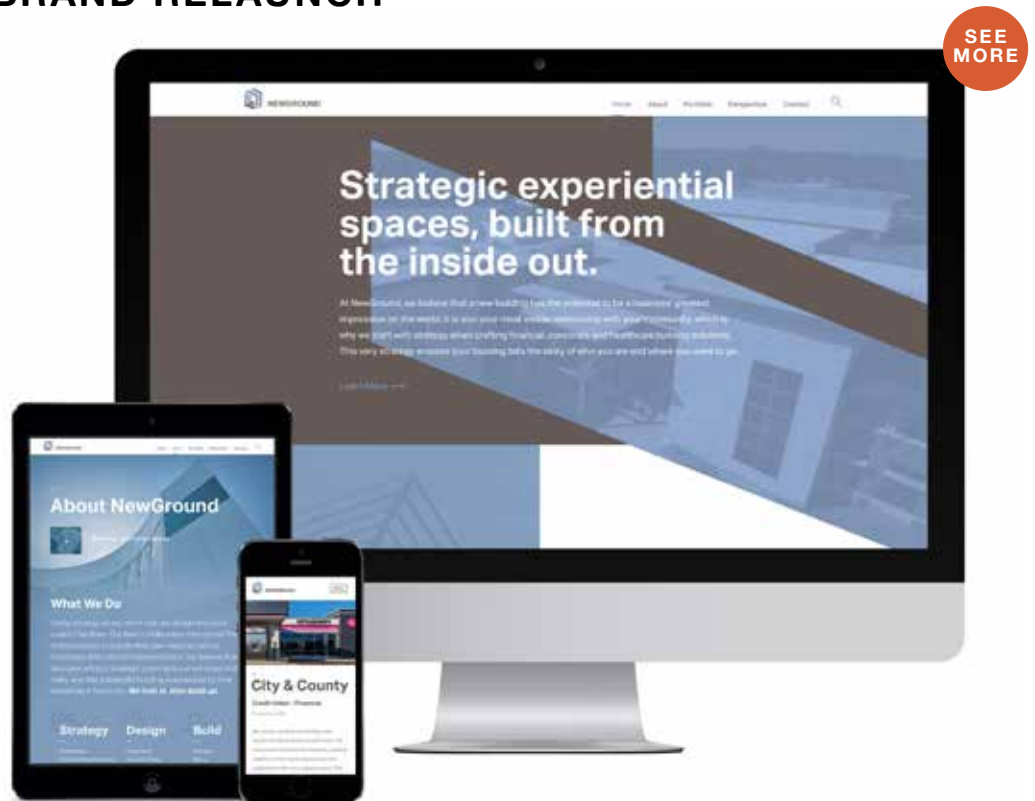
with the current upper-level membership structure. The new “Fellows of Flora” brand allows donors to feel a sense of belonging in the various membership tiers — becoming advocates, philanthropists and visionaries — while having them always tempted to up their giving and to envision their lifelong journey of donating. The refined brand voice establishes an emotional connection with members, and the Fellows of Flora visual identity was inspired by the Garden’s own beauty and architecture.



Brochure, Landscape
Inspiration, Apparel and
Member Event Collateral

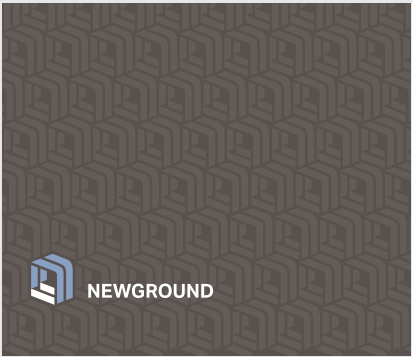
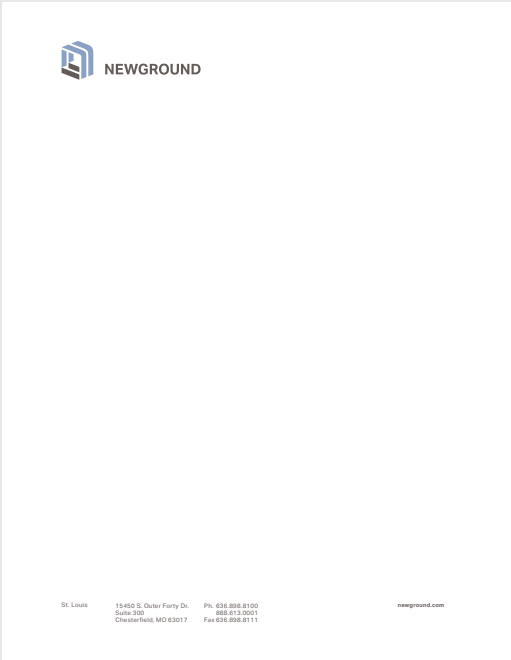


NEWGROUND BRAND RELAUNCH



Founded over 100 years ago, NewGround has successfully designed or built more than 15,000 facilities, ranging from large corporate headquarters to dynamic retail experiences. The company's vision for experiential, holistic creations has set it apart for more than a century, and NewGround's belief that a beautiful building is measured by how beautifully it functions eventually led to its decision to embrace a comprehensive rebrand. In 2015, NewGround chose Paradowski Creative as its partner in this endeavor.

The rebranding engagement encompassed brand positioning, logo and identity, website design, content creation and development; brand positioning video; logo animation video; business, sales and marketing collateral; and internal and external signage. The company's new look, feel and voice represent both its remarkable accomplishments as well as its aspirations for the future.



SEMINIS BRANDING

In refining the Seminis® Vegetable Seeds brand, we started with “why.” Why is Seminis able to promise the ability to grow forward? Why should growers nod in agreement when the brand speaks? We were in search of a reason. The truth is it had been sitting in plain sight for over 150 years. As farms were passed from generation to generation, over and over, Seminis was a constant. Always there—helping them grow forward. Seminis is...Better with Every Generation. This emotional truth showcased the human side of Seminis in order to better connect with growers and distribution partners, and to help them move from sole product preference to overall brand affinity. “Better with Every Generation” strives to bring life to the dedication and innovative research and technology that Seminis puts into its products year after year to ensure their partners not only see the results this year, but for generations to come.

In the past several years, this platform has inspired all brand communication materials produced for Seminis Vegetable Seeds. This includes the redesign of the brand’s website, which creates awareness and familiarity for the brand, as well as an emotional heritage that ties in the purpose for every product and variety that Seminis produces. It launched with a newly reconstructed user-first mentality, organizing hundreds of product pages under the parent brand. To date, we have developed many sub-brands for products and product lines within the Seminis portfolio. Each had a sub-brand rollout plan for new product varieties ready to be introduced in the marketplace that were designed to elevate both the Seminis brand AND the new product.

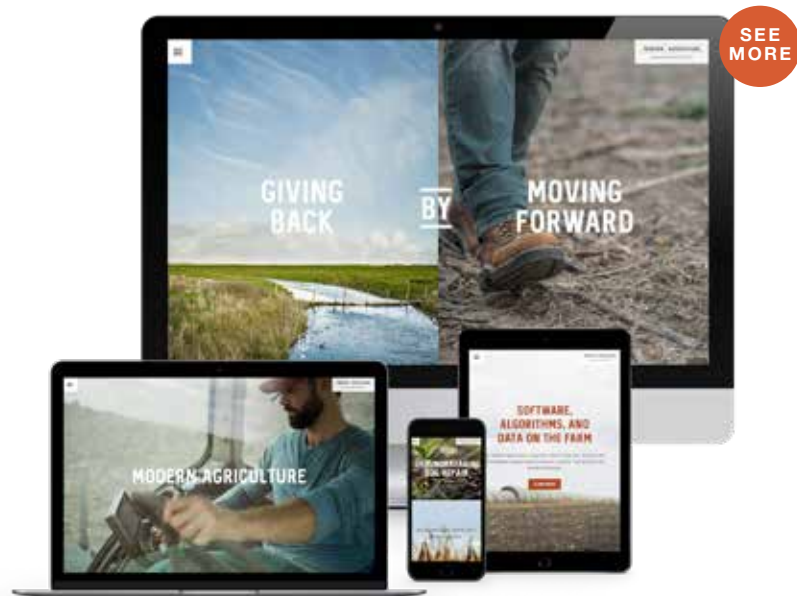
In the years since joining forces, the relationship between Paradowski and Seminis has consistently led to award-winning work.



Packaging, Collateral,
and Magazine Ad



MODERNAG.ORG MODERN AGRICULTURE CAMPAIGN



This campaign aims to inform and motivate a targeted group of influential consumers to improve their perceptions of the industry. Paradowski lead the strategy development and created an initiative under the name, “Modern Agriculture.” TV, print and digital advertising drove our audience to ModernAg.org for in-depth content about how human innovation is reducing the volume of natural resources that humanity needs to feed itself.

On ModernAg.org, each piece is intended to cultivate a new fascination within the readers. The content is tasked with sharing how the industry is using technology, intelligence and digital tools not to conquer Mother Nature, but to conquer human impact.

A wide range of video, interactive 3D elements, long-form editorials and motion graphics are housed on the site, making for an immersive and engaging user experience.

Since inception, ModernAg.org has received over 2 million lifetime cumulative sessions with 83% being new visitors. Engaged sessions account for 42% of total lifetime sessions. And according to brand health research, favorability of conventional, non-organic agriculture has increased by 14% after campaign exposure.



NATIONAL CATTLEMEN'S BEEF ASSOCIATION MEMBERSHIP CAMPAIGN



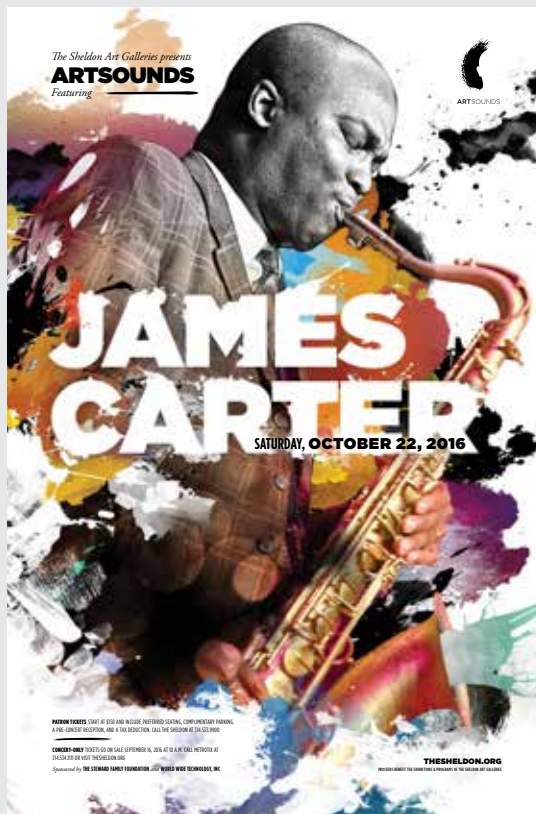
The National Cattlemen's Beef Association is the marketing organization and trade association for America's one million cattle farmers and ranchers. Paradowski partnered with the NCBA to develop a new brand voice, key messaging and membership campaign entitled "Black & White," which launched in October 2018.

The objective was to make it clear to cattle producers and ranchers that joining the NCBA will positively impact and add value to their organizations, regardless of the size of their operations. With the intent to encourage existing members to renew their memberships as well as inspire potential members to enroll, the messaging of the campaign focused on the organizations' lobbying and representation in Washington, D.C., which is one of the most valuable NCBA membership benefits.

This fully integrated "Black & White" campaign included a national direct mail piece to around 88,000 farmers and ranchers, encompassing the current national membership base of about 25,000. Other campaign components included a national 30-second television spot, national print ads, a regional 30-second radio spot broadcast in specific regions of focus and a campaign microsite.

Through this ongoing campaign and others, we at Paradowski share a continued pursuit in achieving excellence on behalf of all brands. National, regional or local, our commitment to creating lasting results is a reflection of the love we have for our work.

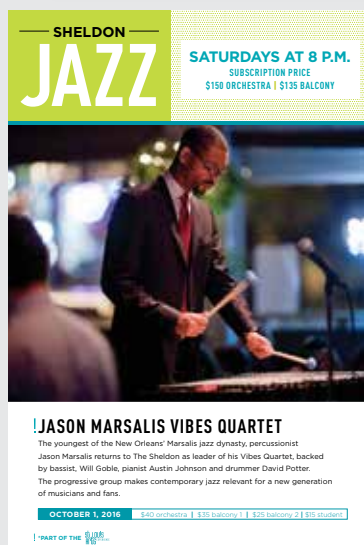
SHELDON CONCERT HALL SEASONAL MATERIALS



The Sheldon Arts Foundation is dedicated to enriching the greater St. Louis region and beyond with a wide range of music, visual arts and educational programs of the highest quality, diversity and educational impact; and to the preservation and operation of the historic Sheldon Concert Hall and the adjoining Sheldon Art Galleries.

For this client, we partner on all annual strategic marketing materials, including but not limited to the creation of key art for each new season and applying this to ancillary marketing materials for the season; gala key art and related materials; branded newsletters; special communications; posters and brochures, including new membership brochures.

Sheldon Season Brochures 2016–2018



Sheldon Season Brochure 2018–2019

THE SHELDON CONCERT HALL
2018–2019 SEASON

SUBSCRIPTION PRICE
\$160 ORCHESTRA | \$145 BALCONY **BEST VALUE!**

SATURDAYS AT 8 P.M.

SHELDON

RHYTHM & JAZZ

Rhythm and Jazz is sponsored by The Steward Family Foundation and World Wide Technology, Inc. and welcomed by 85.7 The Sound.

10.20.18 **Jon Batiste**
The New Orleans-based, New York-based Jon Batiste is a musician, educator and television personality whose talent has earned international acclaim. The vibronic pianist incorporates soulful crooning and a playful stage presence into his live performance, as he balances a demanding international performance schedule with his roles as bandleader for *The Late Show* with Stephen Colbert and Artistic Director of the National Jazz Museum in Harlem.
\$150 orchestra | \$45 balcony 1 | \$35 balcony 2

11.17.18 **Dee Dee Bridgewater and the Memphis Soulphony**
Over the course of a multifaceted career spanning four decades, Grammy and Tony Award-winning Dee Dee Bridgewater has ascended to the upper echelon of vocalists. Bridgewater presents a revolutionary reinterpretation of American Blues and R&B classics, combining the intelligence and power of a jazz diva with an undeniable soulful sensibility.
\$45 orchestra | \$40 balcony 1 | \$30 balcony 2

2.9.19 **Dianne Reeves**
Dianne Reeves is one of the pre-eminent jazz vocalists in the world today, known for her virtuosic, experimental prowess in soul, jazz and R&B stylings. Reeves has received five Grammy Awards, an honorary doctorate of music from Tulane and was recently named a 2018 National Endowment of the Arts "Jazz Master." "...one of the most powerful, powerful, and accurate voices of this or any time."
— Wynton Marsalis
\$45 orchestra | \$40 balcony 1 | \$30 balcony 2

3.2.19 **Eliane Elias**
Grammy Award-winning pianist and singer Eliane Elias is known for a distinctive style that blends her Brazilian roots with an enduring voice and impeccable keyboard skills. With a career that spans over 25 albums, Elias has collaborated with artists ranging from opera sensation Denyce Graves to jazz legend Herbie Hancock. Her performance will include her well-loved traditional repertoire, as well as selections from her latest project, *Mind of La Mancha*.
\$45 orchestra | \$35 balcony 1 | \$30 balcony 2

SUBSCRIPTION PRICE
\$25 ORCHESTRA | \$10 CHILD **BEST VALUE!**

Perfect for the whole family!

SHELDON

SATURDAY MATINEES

SATURDAYS AT 11 A.M.

4.6.19

Dan Rubright & Friends
Composer and jazz guitarist Dan Rubright is joined by top St. Louis artists Steve Davis on drums, Bob Deboo on bass and Paul DeMarinis on saxophone to perform the eclectic, contemporary compositions of Rubright, which draw from jazz, world and pop influences. Don't miss this energetic show loaded with soaring hooks and surprises for music fans of all ages!
\$12 adult reserved | \$5 child reserved

2.2.19 **Anita Jackson "Tribute to Ella Fitzgerald"**
Soulful and swinging, one of St. Louis' premier ladies of song Anita Jackson, makes her Sheldon series debut, paying tribute to jazz legend Ella Fitzgerald. Jackson has appeared as a featured vocalist with several jazz, R&B, blues and gospel groups around St. Louis, leaving a lasting impact with her powerful voice and commanding stage presence.
\$12 adult reserved | \$5 child reserved

5.11.19 **Ben Nordstrom & Steve Neale "The Music of Billy Joel and Elton John"**
Two of St. Louis' favorite musical theater performers come together to celebrate the music of Billy Joel and Elton John. Drop his such as "New York State of Mind," "Don't Let the Sun Go Down on Me," "Scenes From an Italian Restaurant" and "Your Song," performed with Ben and Steve's trademark wit and charm.
\$12 adult reserved | \$5 child reserved

12.15.18 **Scott Kennebeck, Emily Truckinbrod & John Powell Walsh "Home for Christmas"**
Acclaimed vocalists Scott Kennebeck and Emily Truckinbrod, along with accompanist John Powell Walsh, take listeners on a heartwarming holiday journey through favorite sacred and secular songs of the season, including "I'll Be Home For Christmas."
\$12 adult reserved | \$5 child reserved

Art Sounds Invite &
Educational Brochure

THE SHELDON ART GALLERIES PRESENTS

john pizzarelli quartet

ISHIELDON

SATURDAY

October 28, 2017

AT THE SHELDON

Sponsored by: Ryan C. Essay, The Marches Family, Peggy Surmes and The Model Group of Wells Fargo Advisors

Co-Chaired by: Peggy Surmes and Ryan Essay

RSVP by October 20
to The Sheldon's Development
Department at 314.533.9500

Attr: Creative Cocktail

7-745 p.m.
Conductors:
John Pizzarelli
John Pizzarelli and
The Model Group

8:00 p.m.
Concert by John
Pizzarelli Quartet
Pizzarelli Quartet
Pizzarelli Quartet

ArtSounds Committee
Gary Grant
Marty Hill

Kimberly A. Livingston
Barbara McConnell

The Sheldon Art Galleries
3448 Warrington Blvd.

John Pizzarelli is one of today's top jazz guitarists and vocalists, with a repertoire ranging from Nat "King" Cole and Frank Sinatra to the Beatles! This elegant evening, inspired by the exhibit, *The World of Spectacular Strings*, includes live music, signature cocktails and gourmet hors d'oeuvres.

Image: © David LaPointe

art SOUNDS

FOR ELEMENTARY/MIDDLE SCHOOL STUDENTS

THE JAZZ STORY

Presenting a colorful tour of the Jazz, R&B, and Blues scenes. Young students will experience the story of America's unique musical past—Jazz, Blues, and R&B—through the eyes of Duke Ellington and Billie Holiday to Dave Brubeck and Louis Armstrong.

Oct. 26, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOK MUSIC MEETING POT

Presenting a colorful tour of the Folk, Bluegrass, and Country scenes. Young students will experience the story of the country and folk songs of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR MIDDLE/HIGH SCHOOL STUDENTS

NOTHIN' BUT THE BLUES

Presenting a colorful tour of the Blues, R&B, and Soul scenes. Young students will experience the story of the Blues, R&B, and Soul scenes of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

DRUMS & DANCES OF AFRICA

Presenting a colorful tour of the African, Latin, and Caribbean scenes. Young students will experience the story of the African, Latin, and Caribbean scenes of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR HIGH SCHOOL STUDENTS

THE AMERICAN MUSICAL

Presenting a colorful tour of the American Musical scene. Young students will experience the story of the American Musical scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

WINTER WONDERLAND

Presenting a colorful tour of the Winter Wonderland scene. Young students will experience the story of the Winter Wonderland scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR COLLEGE STUDENTS

THE SHELDON SOLID MUSIC PROJECT

Presenting a colorful tour of the Sheldon Solid Music Project scene. Young students will experience the story of the Sheldon Solid Music Project scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

STEAM INTO YOUR CLASSROOM

Presenting a colorful tour of the STEAM Into Your Classroom scene. Young students will experience the story of the STEAM Into Your Classroom scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR ADULTS

THE MUSIC OF LEWIS & CLARK

Presenting a colorful tour of the Lewis & Clark scene. Young students will experience the story of the Lewis & Clark scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

THREE WAYS TO ORDER

Presenting a colorful tour of the Three Ways to Order scene. Young students will experience the story of the Three Ways to Order scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR ADULTS

VISIT THE SHELDON ART GALLERIES

Presenting a colorful tour of the Sheldon Art Galleries scene. Young students will experience the story of the Sheldon Art Galleries scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

DETAILS

Presenting a colorful tour of the Details scene. Young students will experience the story of the Details scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR ADULTS

THE SHELDON SOLID MUSIC PROJECT

Presenting a colorful tour of the Sheldon Solid Music Project scene. Young students will experience the story of the Sheldon Solid Music Project scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

STEAM INTO YOUR CLASSROOM

Presenting a colorful tour of the STEAM Into Your Classroom scene. Young students will experience the story of the STEAM Into Your Classroom scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR ADULTS

THE SHELDON SOLID MUSIC PROJECT

Presenting a colorful tour of the Sheldon Solid Music Project scene. Young students will experience the story of the Sheldon Solid Music Project scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

STEAM INTO YOUR CLASSROOM

Presenting a colorful tour of the STEAM Into Your Classroom scene. Young students will experience the story of the STEAM Into Your Classroom scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

FOR ADULTS

THE SHELDON SOLID MUSIC PROJECT

Presenting a colorful tour of the Sheldon Solid Music Project scene. Young students will experience the story of the Sheldon Solid Music Project scene of the 20th century.

Nov. 17, 2019 **Jan. 10, 2020**
Jan. 24, 2020 **Feb. 14, 2020**
Feb. 21, 2020 **Mar. 15, 2020**

Program introduction aligns with the Missouri state history standards and the Missouri state social studies standards.

STEAM INTO YOUR CLASSROOM

Presenting a colorful tour of the STEAM Into Your Classroom scene. Young students will experience the story of the STEAM Into Your Classroom scene of the 20th century.

LAUMEIER SCULPTURE PARK 40TH ANNIVERSARY SITE & GIGI SCARIA EXHIBIT



To best commemorate Laumeier Sculpture Park's 40th year, we created a site that continued driving the intersection of art, people and the natural world. On the homepage, a living data visualization morphs daily based on Instagram posts geolocated and hashtagged at the park. Visitors play a part in creating a piece of digital art while experiencing physical art. To further pay homage to 40 years of sculpture, the site houses an interactive archive of stories and events. ***Because of its innovative approach to showcasing the beauty and history of Laumeier, the site won the 2018 international Webby award in***

the Art category, beating out institutional heavyweights such as the MoMA in New York.

In addition to the 40th Anniversary site, Paradowski has also helped the Laumeier Sculpture Park create a brand identity and exhibition catalogue for Gigi Scaria's summer 2016 exhibition titled "Time." With a tight deadline to meet the opening of the exhibit, our internal timelines and open communication with clients helped deliver a timely exhibit brochure that truly celebrated the inspiration of the artist.

Gigi Scaria Exhibit Brochure



The background of the slide features a close-up photograph of a blue lotus flower. The flower's petals are a vibrant blue, and its center is filled with numerous stamens. A semi-transparent orange rectangle is positioned over the left and center portions of the image, serving as a backdrop for the title text.

Cost Proposal

COST PROPOSAL

Our workflow will be divided into several phases that can occur with a calculated amount of overlap. Our agency blended rate is \$125 per hour. All pricing proposed here is subject to the development of a final scope of work and associated budget. We do not anticipate any out-of-pocket costs at this time; however all costs here are projections and a final budget will be presented and finalized if we are chosen as your partner agency.

Discovery and Briefing

Includes intake meeting with client team and Paradowski strategist, creative director, art director, writer and account service representative. This meeting will be followed by a Briefing meeting in which the Paradowski team will walk you through the Briefing and receive your input. We will then refine the Briefing and receive final approval before we begin the Strategy and Plan of Work.

2 Weeks (40 hours @ \$125/hour)

Strategy and Plan of Work

Includes development of a brand strategy and brand promise as well as a Plan of Work for execution. In this phase, we will explore approaches to the overarching branding, the venue branding and the brand promises associated with each. In addition, we will execute a Plan of Work. Two rounds of client review and edits are included.

2 Weeks (80 hours @ \$125/hour)

Branding and Style Guide

Includes final comprehensive branding and an overarching style guide. This will not only include graphic elements but brand positioning and voice as well. Two rounds of client review and edits are included.

2 Weeks (100 hours @ \$125/hour)

Creative and Design Rollout

Includes full creative and design rollout, which will include creative approaches for print and digital communications and how each will be executed.

4 Weeks (220 hours @ \$125/hour)

Project Total	\$55,000
Paradowski Investment	-\$25,000
MBG Investment	\$30,000

The background of the slide is a composite image. The top half shows a close-up of pink flowers with yellow centers. The bottom half shows a close-up of a butterfly wing with orange and black stripes. A semi-transparent orange rectangle is overlaid in the center, containing the text.

Happy Clients & References

HAPPY CLIENTS!

Our team believes in the clients we work for. We build high-functioning teams that truly serve as an extension of your brand team. When we find a match that works for both the client and Paradowski, we're all in on the issues you face. Simply put, our team never stops working on the things that keep you up at night. One of the greatest compliments our company received this past year was from a Director of Marketing who described a meeting with Paradowski as...

“A meeting you always feel good about having.”

“They add value to anything they touch for me.”

More specifically, she referenced her lack of hesitation in throwing anything our way due to the approach of our entire organization. She knows that our team is an agile group that shares the vision and goals of her company and will do whatever it takes to accomplish that.

We invite you to contact any of the references listed here as needed for information regarding our agency.

REFERENCES

Kedra Tolson

Executive Director, Marketing and Communications at St. Louis Community College, may be reached at ktolson@stlcc.edu

Dana Turkovic

Curator at Laumeier Sculpture Park, may be reached at dturkovic@laumeier.org

Patricia Hagen, PhD

President/Executive Director at the Technology Entrepreneur Center/T-REX, may be reached at patricia@downtowntrex.org

Jessica Simmons

Brand Director, Customer Experience at Bayer, may be reached at jessica.simmons@Bayer.com

John Robinson

Vice President, Membership and Communications, National Cattlemen's Beef Association, may be reached at jrobinson@beef.org

Chris Peimann

Director of Marketing and Publicity at Sheldon Concert Hall and Art Galleries, may be reached at cpeimann@thesheldon.org



Thank You

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Taylor Jansen, Account Manager
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tjansen@paradowski.com