

2011 West Orange proposal

DIRECT IGNITION, LLC

TOWNSHIP OF WEST ORANGE



August 1, 2011
The Honorable Robert Parisi &
The West Orange Town Council
66 Main Street
West Orange, NJ 07052

purpose of this document

To propose a scope of work to be provided by Direct Ignition, LLC to the Township of West Orange, NJ to help develop and leverage a "Brand Identity" to promote the town in 2011/12 and beyond.

patrick sutherland, founder - background

13 year resident of West Orange. The School of Visual Arts, BFA in Advertising. 20 years of staff and consulting creative positions with advertising agencies large and small, from BBDO, Ogilvy and McCann, on the large end to Fallon, Cliff Freeman and DeVito/Verdi on the small end. Formerly an instructor of advertising at The School of Visual Arts and Adjunct Professor of Advertising at Kean University. Awards include Addy, Art Directors Club, Cannes, Clio, Kelly, New York Festival, Obie, One Show. Currently: Founder of Direct Ignition, llc, an agency focused on bringing world class advertising practices to Main Street with new technology and low cost/no cost delivery vehicles including Vidooov.com which creates and distributes low cost, web distributed video for Mom and Pop businesses.

current reality

The plain truth is that people are spending less these days and no amount of messaging will change that. When working with corporate clients we call this the shrinking pie phenomenon. And when it comes to building the brand of a community, clearly the era of building your way into an identity by investing in sports arenas or symphony halls has passed for at least the near future.

scope of work

So how do we proceed in this environment? To attack the shrinking pie issue we need to create a simple, ownable message and get it in front of more people so that we can take a larger slice. This increased market share will then increase revenue flow. Cost effective distribution techniques include leveraging internet search, social marketing and developing a target list for email. We can also analyze targeting trade shows.

That brings us to the issue of a Brand Identity and the reality that we cannot invest our way into one. Today, the best approach may be similar to that of artists who create amazing works out of found objects. With this in mind the mission for Direct Ignition will be to identify and leverage a truth about West Orange that already exists but just needs to be recognized, dusted off and presented in an engaging and ownable way that will lead potential home buyers, businesses and entertainment seekers to consider living, locating and spending in West Orange. The Holy Grail of any such branding effort is to create an engaging message that captures a unique position for us which would not work for our competitors. The definition of "ownable".

The role we envision for Direct Ignition is as follows.

1. While we will be one of several vendors developing ideas we will also function as a Creative Director

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using a skill set developed while managing branding projects over 20 years spent in the Advertising Industry. In this capacity we will help organize and drive this effort forward with the other team members chosen by West Orange to develop messaging, graphics and social media content that will be critical to the success of this project.

2. We will also be a generator of ideas for events and/or competitions to be held throughout the next year that will bring whatever positioning we land on to life. The description of this part of the scope of work needs to be general rather than specific because the ideas for these programs must spring from and reinforce the future positioning approved by the Mayor and the Town Council.
3. In order to encourage consumers residing in West Orange to frequent our local businesses rather than travel to “Big Box” stores outside our borders while gaining market share from surrounding towns by attracting consumers to West Orange shops and businesses Direct Ignition, llc has developed a video enabled online asset map that will help connect local businesses with area shoppers. The beta version of this West Orange map should be ready to launch in Fall 2011. While the map is proprietary there will be no cost to the township or consumers for its use.
4. Oversight of consumer facing communication generated by the Township of West Orange, NJ to ensure that it reinforces the Brand Identity of West Orange whenever possible. This would include outreach to various organizations in town including the West Orange Chamber of Commerce, The Downtown West Orange Alliance, the West Orange Arts Council and others. While we cannot control the messaging of these independent organizations we can do our best to get them to “buy in” to the overall town message so that we are all rowing in the same direction. This will magnify the effect of our effort.
5. Assistance in identifying targets to deliver our message to. While the internet has made it easier to get messaging in front of interested parties through their online search process we will also spend time identifying key influencers such as corporate headhunters, relocation experts and real estate agents so that we can deliver promotional materials to them. These are people who can become key brand advocates who can steer people unfamiliar with the area to consider us.
6. Video coverage and online distribution of some key events and/or shooting of custom web video content (such as a web video aimed at corporate relocation experts.) that will help reinforce the Brand Message. Up to 10 hours of shooting is included but editing costs may be extra. Any future editing costs will be negotiated and agreed to in writing by both parties.

terms

Project fee: **\$15,000**

While this is a project fee it is based on the assumption that there will be 8 hours per week spent on this effort over 12 months from the signing of this document. Payment due within 30 days of signing.

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The Honorable Robert Parisi, Mayor, West Orange, NJ

Patrick Sutherland, Founder, Direct Ignition, llc