



Hoffman

Website

RFP

10/27/22



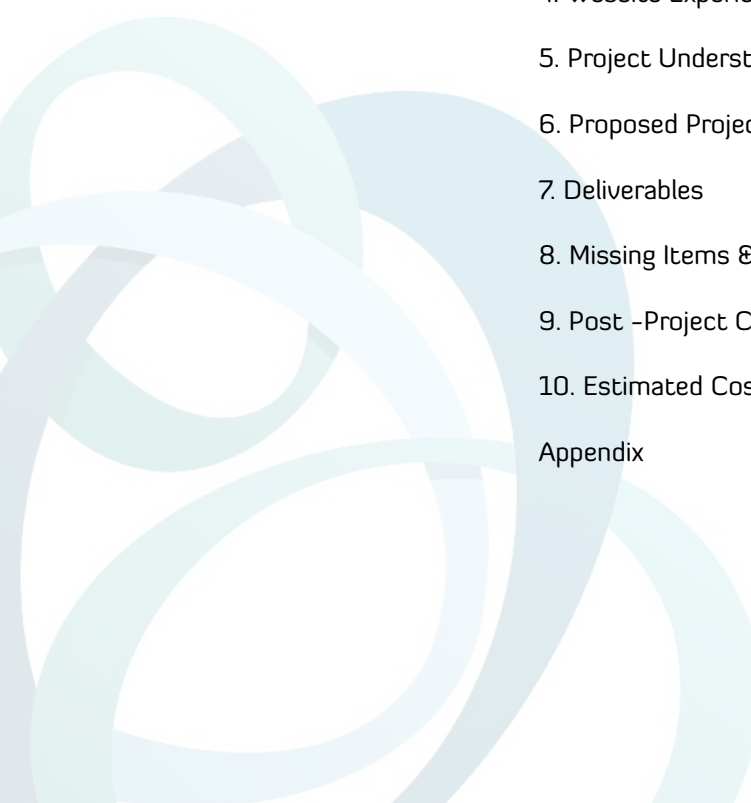
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Hoffman-BRING, BRING-Hoffman.

Pleased to meet you! The following pages contain the requested information as laid out in your RFP. We are excited to share our experience in brand-led, web development and design. We look forward to bringing our extensive website experience and our passion to raise the bar to the new Hoffman website.

Proposal Outline

1. Cover Letter
 2. Firm Profile
 3. Project Team
 4. Website Experience
 5. Project Understanding & Approach
 6. Proposed Project Schedule
 7. Deliverables
 8. Missing Items & Assumptions
 9. Post -Project Customer Service
 10. Estimated Cost/Payment Terms
- Appendix
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Re: Website RFP

Dear Scott,

Thank you for recognizing BRING Studios as a potential partner for your website. The Hoffman opportunity is a perfect fit for us based on our experience with the Somerville, RODAC, and Smet Construction websites, and our focus on brand culture, visual impact, and process detail.

Since 2002, BRING Studios has always looked for ways to BRING more to the table and BRING value to our clients by thinking differently about an idea, strategy, or creative concept.

It is our intention to bring the same passion and talents to the Hoffman Website. So, in addition to the printed RFP, we created a separate website that houses the same content but is more engaging and interactive. So, feel free to switch over to bringresults.com/hoffman-rfp/

After reviewing our RFP submission, please let us know if you have any other questions or need further clarification.

Sincerely,

A handwritten signature in black ink, appearing to read "David Brandy". The signature is written in a cursive, flowing style with a large initial "D".

2. Firm Profile

BRING Studios is a **brand-led** creative, production company based in Green Bay, Wisconsin. We partner with mid-to-large companies and guide them through brand development processes, video production, website design/development, and e-commerce solutions. We say **brand-led** because whether we are creating a new brand, re-energizing an existing brand, or working with a legacy brand, to us your brand is at the core of all communication. BRING is unique from most web development companies because our hybrid expertise in brand, video, and web development, allows us to control the depth of your brand story from all three dimensions.

At BRING Studios, it's all about the smartest route to the best solution. Our team of 9 talented industry experts and proven processes have delivered success in achieving project goals and maintaining timelines and budgets.

Believe it or not, we designed our first website 20 years ago. Through changing technology, trends, and evolving client needs, our website development services also include digital strategy, plug-ins, SEO, photography, video production, content creation, e-commerce, payment gateways, landing pages, sales funnels, and ongoing maintenance.



3. Project Team

The BRING/Hoffman team consists of seasoned, passionate, and hardworking individuals committed to achieving optimum results. Each project is led by a project manager and technical point person, who in turn are supported by the BRING Studios team. As a team, we guide the creative process, recommend solutions, and partner with clients along every step of the proposed timeline.



David - Director of Creative Solutions

David studied advertising in London before moving to Minneapolis and working as Creative Supervisor at Olson, Fallon, and VML. After working at Goltz Seering in Green Bay, his passion for branding and entrepreneurial spirit pushed him to start Burnham Richards Advertising (now BRING Studios) in 2002. His experience includes brand-led websites for OSMS, Somerville, BayOral, Xperience Fitness, and HJ Martin.

He brings to the project:

- Open Communication/Expectation Setting
 - Account/Project Management
 - Estimating/Budget Tracking
 - Creative/Brand Direction
 - Concepting/Copywriting
-



Amber - Digital Solutions Manager

Amber studied Graphic Design at NWTC and brings over 12 years of website design and development experience to the account. Adapting to emerging trends, she became fluent in HTML before mastering WordPress, Woo-commerce and SEO best practices. Amber has built brand-led websites for OSMS, The National Shrine, REDI Transports, Somerville and Tadych Investments.

She brings to the project:

- Design Aesthetics & Technical Disciplines
- UX Design/Information Architecture
- Web Design/Programming
- Web Maintenance/Support
- Analytical Reporting
- Hosting & DNS Management



Stacy - Director of Operations

With 25 years of brand advertising experience, Stacy carries an impressive resumé of past agency accounts, including Harley-Davidson, Mack Trucks, Minnesota Office of Tourism and Polaris Snowmobiles, Watercraft and ATVs. Stacy managed clients on the account side, leading both strategy and brand development.

She brings to the project:

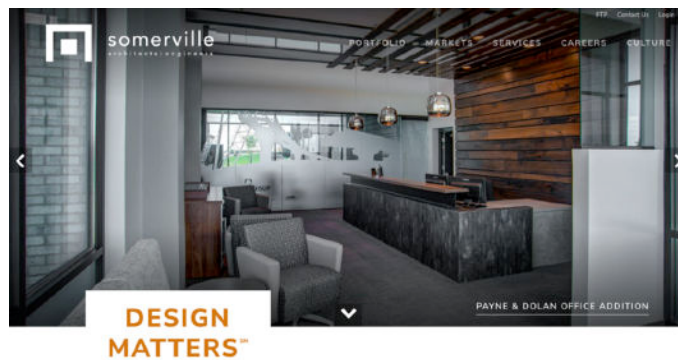
- Brand Strategy
- Account Direction
- Content Supervision
- Process Management
- Operations



4. Website Experience

Since 2002, BRING Studios has designed and developed websites with our clients' brands at their core. Like a building, a website is built on a brand's foundation. Stunning visuals and engaging brand copy will be essential to showcase your expertise and culture, whereas UX will be a reflection of Hoffman's detailed process and architectural functionality.

In the last 5 years, we have created 32 websites. (See appendix) The websites listed below share grand, visual elements and other programming features that could be relevant to the Hoffman website.



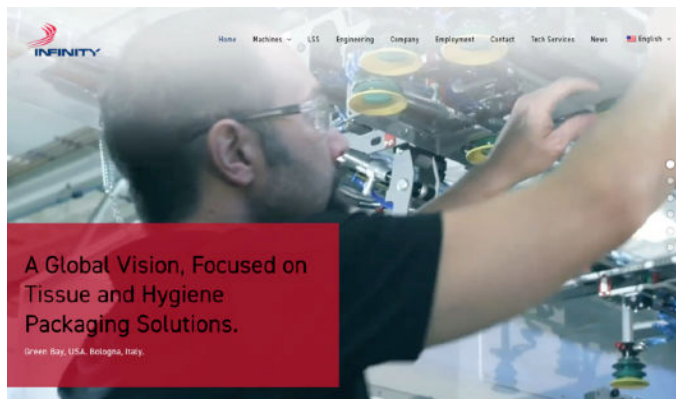
Somerville Architects & Engineers

Heather Nohr, Marketing Director - hnohr@somervilleinc.com

Website: somervilleinc.com

Points of Interest: Visually driven design, team bios, filtered project gallery

Cost \$30,000- \$35,000



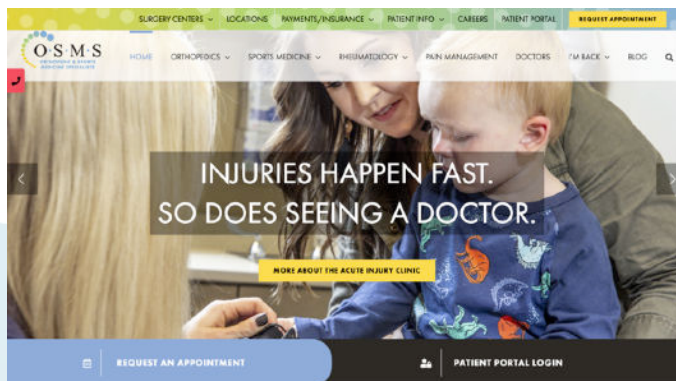
Infinity Machine & Engineering

Ryan Holmer, Marketing Manager - rholmer@infinitymec.com

Website: infinitymec.com

Point of Interest: Full screen, video slider home, externally linked job listings, custom translation, product carousel, 3D rendering fly-throughs,

Cost \$25,000- \$30,000



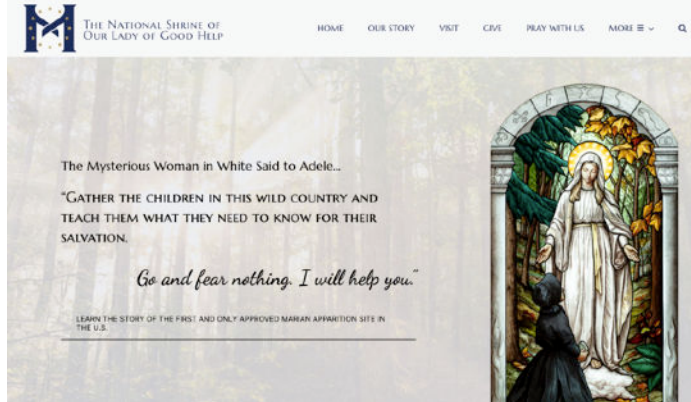
OSMS

Darin Schumacher, Marketing Director - dschumacher@osmsgb.com

Website: osmsgb.com

Points of Interest: Filtered doctor profiles, interactive location map, roll-over body map, intuitive information architecture

Cost \$30,000- \$35,000



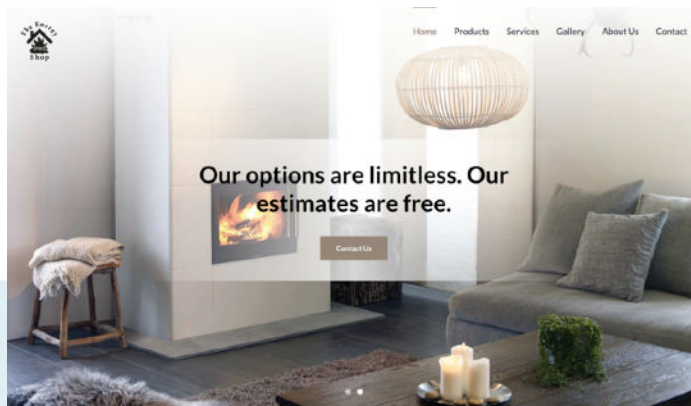
The National Shrine of Our Lady of Good Help

Chelsey Hare, Marketing Director - chare@championshrine.org

Website: championshrine.org

Points of Interest: Visually-led design, 360° virtual tour, historical section, mega menu, dynamic donation forms

Cost \$20,000-\$25,000



The Energy Shop

Matt Waterstradt, President - Sales@energysshop-gb.com

Website: energysshop-gb.com

Points of interest: Visually driven with bold, full-screen photography, inline fireplace animation

Cost \$10,000-\$15,000

5. Project Understanding

Hoffman has led the planning, design, and construction management industry for 130 years, however, the website does not fully reflect your impact, culture, and expertise. We understand that Hoffman needs to create a visually-arresting, brand-led, website that is superior to the shared competitive site samples. The site will be clean and design focused with culture-driven content and process-driven functionality. Hoffman's culture will help support the brand and be important for relationship building and recruitment. We are excited to also bring our experience in intuitive programming features, engaging animation or graphics, and detailed navigation. The website will ultimately be a sales tool to drive leads and promote engagement through CTAs, form funnels, and SEO strategies.

Recent updates in technology have streamlined and expedited the process through the WordPress platform. We develop websites on Wordpress instead of a custom CMS because it is the most globally utilized open-source CMS platform updated and supported by developers to integrate software. This makes WordPress compatible with more features while keeping development costs down.

Therefore, our only concern would be the long-term implications and limitations of a custom CMS versus the universal functionality of WordPress.



Brand/WEBSITE Audit

An integral part of our web development process is to gain brand insight from our clients. Your website will be built on the foundation of a brand experience that highlights your point of differentiation. Your brand promise will then be communicated throughout the website with brand-led content, design and functionality.

The following questions will make sure that we are on the same page strategically and chronically and that your site is delivering upon the agreed objectives.

Business Context	
1	Please describe your organization in one sentence.
2	What is your brand's position or tagline?
3	Please give a brief history of your organization.
4	What three words best describe your strength?
5	What are the areas of weakness in your organization?
6	What is the external perception of your organization?
7	Where do you see your organization growing or reducing in the next 3-5 years? Please rate the importance of each.

1617 Challenger Drive, Suite 100, Denver, CO 80202
Phone: 303.426.4343 | Email: info@bring.com

Approach- Kick off to 3 Phases

Our approach to website development is the same, every time. As a kick-off meeting, we discuss and share our Web Audit Form with you and your team. This allows us to confirm goals and wants, understand brand and culture, discover client interactions and opportunities, and uncover nuances and internal dynamics. Once completed, we have a clear roadmap as it pertains to your brand, culture, sales process, marketing approach and technical requirements.

A. Discovery

During the discovery phase, we take our findings from the Web Audit and guide clients through the relevant information that shapes the solid foundation of the new website. After additional competitive research, we plan key messaging, create target personas, and explore web functionality to reflect the brand. Once complete, we move on to information architecture, site mapping, navigation and review of the creative brief.

Discovery phase includes:

- Review web audits
- Review client wish list
- Asset & design file collection
- Admin/login collection
- Target/ Competitive research
- Site mapping
- Content hierarchy

B. Design/Development

During the design phase, we integrate the brand promise into graphics and user experience. We present key page designs for a homepage and specific internal pages to agree on colors, fonts, and site features. Once design elements are approved, we build a test site on a hidden server so you can have live interaction all the way through to the final launch. Here, we assign photography and video needs then provide an estimate for production costs to efficiently capture the necessary visual elements. As we import content we optimize headlines, images, links and tags for optimum SEO. (See appendix for more info on SEO.)

Design & Development phase includes:

- Create and present design options
- Supply Google Doc for content input
- Install hosting platform
- Program responsive website
- Deliver site for content insertion
- Curate content for SEO best practices
- Supply fully functional test site

C. Deploy

Once we have final approval on the test site and have proofed, checked, and double-checked it, we will push it live. BRING Studios offers several hosting plans that are specifically designed for WordPress installations. We host and maintain client websites to keep all plugins and software up-to-date and make sure the site remains free of bugs or broken links. This is an ongoing process and is performed on a scheduled basis, giving clients peace of mind within a fixed annual cost.

Deploy phase includes:

- Customize meta data
- Create link redirects
- Compress/ offload images for optimized site speed
- Launch new website
- Add Google Analytics and Google Search Console
- Archive old site
- Begin site maintenance
- Schedule monthly traffic reports
- Updated Google My Business page



6. Proposed Project Schedule

See next page for detailed process/timeline with deliverables.

Phase One - Discovery; Complete By	1-30-2023
Initial Client Meeting, Web Audit, Review Creative Brief, Create/Approve Sitemap & Information Architecture, Present Wireframe	
Phase Two - Design & Develop; Complete By	4-4-2023
Present Page Designs, Collect Content (Body Copy, Files, and Images), Complete Development, Provide Test-Site Links for Progress, Review Full Site For Changes	
Phase Three - Deploy; Complete By	4-28-2023
Revisions, Final Proof, Additional SEO & Site Speed Measures, Add Accessibility Tools, Launch, Begin Maintenance	



7. Deliverables

PHASE ONE- DISCOVER

Initial Research	Responsibility
Kickoff meeting	CLIENT/BRING
Asset & design files	Provided by CLIENT
Website admin & login Info	Provided by CLIENT
Brand/Web Audit	Responsibility
Conduct web audit	BRING
Review client wish list	BRING
Review creative brief w/client	CLIENT/BRING
Information Architecture	Responsibility
Present initial sitemap	CLIENT/BRING
Present revised/final sitemap	CLIENT/BRING
Approve sitemap	CLIENT
Present wireframe for page outlines	BRING

PHASE TWO-DESIGN & DEVELOP

Design & Content Meeting	Responsibility
Present initial copy/content	CLIENT/BRING
Present home page design	BRING
Present internal page design	BRING
Design approval	CLIENT
Begin Development	Responsibility
Create production site installation	BRING
Begin programming	BRING
Create style sheets	BRING
Develop home page, navigation, and page templates for all main pages & pos types	BRING
Submit Privacy Policy and Terms of Use documents	CLIENT
Present test link for progress	BRING
Development	Responsibility
Complete pages & special features	BRING
Present site link	BRING
Review design/functionality	CLIENT/BRING

PHASE THREE-DEPLOY

Review & Proof	Responsibility
Re-brand social media themes	BRING
Check design/functionality	BRING
Check missing content	BRING
Proof final site	BRING
Review site and provide feedback	CLIENT
Launch Site	Responsibility
Proof launched site	BRING
Begin maintenance	BRING

8. Missing Items/Assumptions

BRING acknowledges and agrees to the scope of work required as outlined in the RFP. In addition to the proposed scope and in the company mission to BRING more:

- BRING will host the Hoffman test site on an internal server during development for a live-site review of progress.
- BRING can offer our accessible website software to make the new Hoffman website ADA compliant. See accessiblewebsitesolutions.com
- BRING will provide estimates for any additional photography or video production services recommended or requested and not supplied by the client.
- BRING will include updates to Hoffman's Google my Business page, soliciting new reviews, branded content, and images.
- BRING includes first year of WordPress hosting from installation date and will provide the Hoffman team with a 2-hour WordPress workshop on procedures for login, user management, media galleries, and image/copy editing.



9. Post-Project Customer Service

Following the launch of a BRING website, our hosting plan would include secure hosting, daily backups, quarterly theme and plugin updates, Google analytics tracking, image compression, site-speed integration, and premium plugin access (as determined by development).

We offer multiple options for ongoing updates* to page content. Including creating new pages, updating sliders, adding projects/bios/job listings, etc. Changes are usually completed within 48 hours, depending on the complexity of the task.

Our Hosting /Maintenance plan is \$2,400 per year, which at an average of \$200 per month, clients can be assured their website is kept up to date with the latest technology.

- Monthly Miscellaneous Plans start at a \$500/mo flat rate for BRING to be on hand to fix or - update the website. This plan is billed monthly and reviewed after 12 months.
- Quarterly Miscellaneous is available for making edits only if requested or approved. We track time used and bill time \$120/hr at the end of each quarter.

After the website is launched:

BRING can offer ongoing SEO support to drive relevant traffic and maintain brand awareness.

BRING can create content for blog posts and news stories to keep the website content fresh, relevant, and resourceful.

BRING can promote the website with 6 months of Adwords to boost traffic, google ranking, relevance, and drive leads.

BRING can produce quarterly newsletters to email list and drive links back to the website.

*You do not have to be a BRING hosting client to contract ongoing maintenance and support.

10. Estimated Cost/Payment Terms

We have included our official estimate in the Appendix.

Payment terms are 50% upon estimate approval. We will issue a pre-bill for this amount which is due upon receipt and before work commences.

At the end of Phase 2 on 4/4/2023, we will invoice another 25% of the estimate as work in progress. (Net 30)

The final 25% will be invoiced on the scheduled launch date of 4/28/2023. (Net 30)



Appendix



5 years/ 32 Websites

Somerville Inc
OSMS
The National Shrine
Infinity Machine
The Energy Shop
Hinterland Beer
Bay Oral Surgery
RODAC Development
SMET Construction
Walk To Mary
Tour Guide Rentals
ESI Empowers
REDI Transports
R.W. Fernstrum
Advoca Dental
Iola Family Dental
Amherst Family Dental
New London Family Dental
Enstrom Helicopter
Pep's 62 Pizza
Bring Studios
Novisphere
Build in Hobart
Bone & Joint
Bondi Hunter
320 East College
201 West Wisconsin
Griffin Industries
Jumpstart Foods
GLC Minerals
Bellin Orthopedic Surgery Center
Tile & Stone Gallery

