



BURGESS & BURGESS **S T R A T E G I S T S**

Proposal for Marketing Strategies for Lorain Port Authority

Burgess & Burgess Strategists is pleased to submit a proposal for ongoing marketing strategies for the Lorain Port Authority for 2014. Burgess & Burgess hopes to continue building the market presence and brand awareness of the Lorain Port Authority, through carefully thought-out communications to the community.

A comprehensive marketing plan will be developed by extensive analysis of strategies proven to be effective last year and in years past. We have seen significant results over the past three years and look forward to continuing the path to success.

1. **Media plan:** Burgess & Burgess will take the data, research and analytics from the previous year's media plans, and determine how the marketing budget can be used most effectively to best promote the Lorain Port. Burgess will negotiate the best possible rates for paid media, and upon approval will buy, place and track all media.
 - a. Electronic - TV, cable & radio
 - b. Print - newspapers & signage
 - c. Outdoor - billboards & kiosks
 - d. Digital - online ads on news websites
 - e. Social Media - Facebook

2. **Production and management of creative materials:** Burgess & Burgess will write, design and produce all creative materials. Whether we are producing in house, with a third party or overseeing production from a vendor, Burgess will continue to manage production to assure the highest quality and keep the message consistent.
 - a. Advertising – electronic, print, outdoor, digital and social media
 - b. Programs for events and festivals
 - c. Website updates and revisions

3. **Ongoing communications:** Burgess & Burgess will be available on an ongoing basis for crisis communications and general counsel, as well as more detailed assistance for any other matters that may arise.

4. **Annual assessment:** Burgess & Burgess will write and distribute an online survey gauging the needs and expectations of the community. This will include questions to see the Port's standing and what progress is being made in the community.



Burges & Burges realizes there was a severe cut to Lorain Port Authority's yearly operating budget. We would not like to damage our comprehensive marketing plan, but realize that budget cuts are at times a necessity. For this reason, we recommend creating a media plan that can be executed in three tiers listed by importance.

1. SEM (search engine marketing), Time Warner cable, Morning Journal print & online, local radio stations and initial production costs for new marketing themes.
2. Lamar outdoor advertising (billboards), Clear Channel & CBS Cleveland radio, Cleveland.com or other news sites and Chronicle Telegram
3. Crocker Park theater & kiosks, Crushers digital marquee, LorainCounty.com or like websites

The budget can also be manipulated move dollars and cut items here and there without losing some of these items altogether. These points would need to be discussed in a planning meeting with the Burges & Burges and Lorain Port Authority.

For these services, Burges & Burges anticipates a monthly fee of \$3,000, and an industry standard 15% commission on any media that is commissionable. Please keep in mind vendors pay the agency commissions on media not the client. Media that is not commissionable will not be marked up.

Thank you for allowing Burges & Burges to present this proposal, and thank you for your time.

Project Team

Vanessa Tey Iosue, Vice President

Vanessa creates and manages election campaigns, communication campaigns, and strategic planning for Burges & Burges clients.

Her many years of consulting for clients has honed her skills in designing, coordinating and executing community research and engagement projects for organizations so they can better understand and thus serve their constituents. She has worked with local universities, community colleges, school districts across the state, not for profit organizations, municipalities and local candidates. Her range of talents includes, designing community research, creating integrated communications campaigns and executing grassroots campaigns.



Vanessa has a bachelor of business administration and a master of business administration from Cleveland State University. She is a professionally trained focus group moderator and speaks Spanish fluently.

Nick Pecko, Producer & Media Buyer

Nick is our full time producer, screenwriter, videographer and media buyer. Nick performs all facets of video and audio production. He manages our in-house production suite that includes Sony HD cameras, Adobe Creative Suite, Final Cut Studio and all other support equipment.

Nick also works for our clients by researching, planning and placing electronic, print, outdoor, and digital advertising. Nick uses one of the nation's leaders in media buying software, Strata, to ensure the best possible media plans for the budget.

Nick has a bachelor of arts in media arts from the University of South Carolina. He also holds several certificates in his chosen field.