

B.E.R. Construction Co.

Proposal

For: B.E.R. Construction Co. Leadership | **Prepared by:** Gabriel N Elizondo |
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Executive Summary

The following initiatives have been created to address the current branding and communication opportunities for B.E.R. Construction Co.. We believe design serves a function and have instilled each initiative with this core belief. Our streamlined integration with your business and teams is fundamental to implementing these objectives for our shared success.

Project Initiatives

The following initiatives have been created with a strategic framework that allows for the flexibility in its scope and timeline for optimal results.

1. Communications Design Initiative

- 1.1. **B.E.R. Construction Co.'s Official Style Guide:** An updated *2024 B.E.R. Construction Co. Brand Style Guide* that utilizes B.E.R. Construction Co.'s current assets with a detailed *Standards and Expectations* protocol for all internal and external brand communications.
- 1.2. **Standardized Document Design Suite:** Consisting of the *Formal Internal Communication Set*, the *Formal External Communication Set*, and the *General Communication Set*, the *Standardized Document Design Suite* provides a unified and comprehensive brand identity for B.E.R. Construction Co. across its internal and external communications channels.
- 1.3. **Market Specific Communication Suite:** B.E.R. Construction Co. serves seven major markets that deserve their own dedicated communication sets. Each communication set is designed to serve its specific market by providing clarity and concise messaging through individual document design.

2. Social Media Content Strategy Initiative

- 2.1. **The 40th Anniversary Social Media Content Strategy:** Expanding on B.E.R. Construction Co.'s current public equity and reputation, utilizing social media platforms can further B.E.R. Construction Co.'s understanding of its public image, audience, messaging, engagement, and leverage future opportunities to contact new markets, industries, and partnerships.

2.2. **The 40th Anniversary Social Media Design Suite**

Consisting of formatted social media design assets, icons for social media accounts / channels, post templates, story templates, and production templates, the social media design suite will provide everything B.E.R. Construction Co. deserves to promote, maintain, and establish its presence on social media.

Comprehensive Timeline

Each initiative will officially begin with its first “kickoff meeting” and will conclude based on the agreed upon scope and timeline of B.E.R. Construction Co. and Laura Lian.

Investment

*A bulleted list of:

- Communication Design Initiative - cost
- Social Media Content Strategy Initiative - cost
- an additional monthly cost (if applicable) for any on-going support services
- and a final line for the total investment per term of the proposal

*See appendix for line item breakdown per initiative.

Executive Summary Conclusion

B.E.R. Construction Co. has grown its influence and impact over the last 40 years.

By playing a major role in the local community and establishing a reputation of high-quality results, B.E.R. Construction Co. requires the necessary design elements to remain relevant in a dynamic set of markets for another 40 years.

Together, Laura Lian Creative Partners and B.E.R. Construction Co. can maintain this hard earned position as a leader in the industry.

Our Approach

Every initiative begins with a kickoff meeting that requires stakeholders and top decision makers to attend. A brief review of the initiative's goal, objectives, and desired outcomes is conducted for an approved consensus on the direction of the initiative moving forward. A permanent point-of-contact is designated on behalf of B.E.R. Construction Co., and the initiative begins.

Our process may require a combination of on-site and online meetings with specialists and leadership who can provide access to the resources we need to deliver the best results for the organization. This process will allow us to work efficiently throughout the duration of the project.

Each initiative's success depends on solid planning and management; this work is crucial. Resource reallocation, misplanned tasks, and improperly designated milestones are the top causes of delays for such a project. The beginning of the project will be entirely dedicated to planning and structuring our interactions.

Meetings Structure

Standing Meetings

Initiative-specific status meetings are held every two weeks, are no longer than 30 minutes, and consist of the following:

- A status update on current objectives
- A standard meeting agenda that will serve as an on-going progress report
- A documented request for resource or priority assignments based on the business needs

Milestone Meetings

Held at the start of each month, these hour-long meetings provide a more in depth view of the current initiative status, progression, current needs, and the opportunity to consider timeline ramifications based on the completion of the project.

Communications

Most of our communications are email based, supplemented with the occasional Zoom meeting to provide clarity and insight on any related subject matter. In addition, digital documentation and deliverables are utilized to save time and keep the project moving forward without delay.

1. Communications Design Initiative

Rationale and Significance: Inconsistent Document Design

B.E.R. Construction Co. is delivering inconsistent design documentation among its internal teams and external clients. This inconsistency in design impacts the value of the brand by drawing attention away from the information presented in the document and redirecting the focus on the inconsistent presentation. Fluctuations in color scheme, brand logo, typeface, and aesthetic have resulted from the absence of a clearly designated brand-wide style guide, protocols, and processes of implementation to correct the issue.

Project Initiative: Standardized Design and Implementation

Internal-to-external communications are inconsistent due to the following:

- The use of outdated graphics including logos, headers, color schemes, etc.
- A templated archive of older documents combined with reports, statements, etc.
- The use of third-party software for quotes, specs, without formatting to B.E.R. Construction Co. style guide standards.
- Non-standard in-house design approach without a designated style guide to provide clear direction on any aesthetic considerations.

The following initiatives deliver a unified brand aesthetic and consistent protocols for B.E.R. Construction Co.'s design and implementation issues.

1.1 The 2024 B.E.R. Construction Co. Brand Style Guide

1.1.1 An updated *2024 B.E.R. Construction Co. Brand Style Guide*

The *2024 B.E.R. Construction Co. Brand Style Guide* celebrates Bear's 40th year anniversary by integrating this hallmark achievement into the brand's design aesthetic. An updated B.E.R. Construction Co. 40th anniversary logo, secondary logo, icon logo, color palette, typography, iconography, and collateral examples with best practices protocols will establish B.E.R. Construction Co.'s brand identity through a standardized visual expectations guide.

1.1.2 Departmental Style Guides

Each department will have its own dedicated section within the *2024 B.E.R. Construction Co. Brand Style Guide* that details the correct format, size, typography, and direction it should utilize to maintain a consistent brand identity on behalf of its department. This approach saves time and helps reduce inconsistencies by providing each department with their most used graphic assets, in the proper format, color, size, typography, and aesthetic.

1.1.3 Standards and Expectations

A detailed, leadership approved, *Standards and Expectations* section within the *2024 B.E.R. Construction Co. Brand Style Guide* will ensure a timely and accurate implementation of the provided assets across the organization. The *Standards and Expectations* will result from a collaborative effort among top leadership in defining the B.E.R. Construction Co. brand identity practices and their expectations moving forward.

Timeline

- 3 months

Deliverable

- Updated Universal Brand Style Guide
- Create Secondary and Icon logo using Current Assets
- Updated 40th Anniversary logo
- Departmental Style Guides (Up to 4 departments)
- Standard and Expectations Guide

1.2 Standardized Document Design Suite

Consisting of the *Formal Internal Communication Set*, a *Formal External Communication Set*, and a *General Communication Set*, the *Standardized Document Design Suite* provides a unified and comprehensive brand identity for B.E.R. Construction Co. across its internal and external communications channels.

1.2.1 Formal Internal Communication Set

A detailed and consistent set of internal communication templates utilized for announcements, status updates, meeting agendas, planning/procedure updates, etc. This strategically designed communication set immediately indicates to the reader: source of content, content type, urgency, and function of the communication by its function-based aesthetics.

1.2.2 Formal External Communication Set

Created with the consistency and professionalism required for formal reporting, this set of external communication templates provide a structured and functional presentation for bid proposals, progress reports, scope reports, and all other formal external communications. This strategically designed external communication set immediately indicates to the reader: source of content, content type, urgency, and function of the communication by its function-based aesthetics.

1.2.3 General Communication Set

Utilized for general communication purposes, this set of templates provide B.E.R. Construction Co. with a unified and comprehensive presentation for emails, memos, short reports, briefs, outlines, and general documentation purposes.

Timeline

- 3 months

Deliverable

- Formal Internal Communication Set: Up to 5 document templates
- Formal External Communication Set: Up to 5 document templates
- General Communication Set: Up to 4 document templates

1.3 Market Specific Communication Suite

B.E.R. Construction Co. serves seven major markets that deserve their own dedicated communication sets. The *Market Specific Communication Suite* provides each major market with its own specialized documentation design to save time and provide a clearer communication that empowers both clients and the organization to move to the next step and get work done together.

Each market communication set is designed to serve its specific market by directing the reader to the most relevant information for that industry per document. Each market varies considerably, requiring a variety of industry-specific protocols like compliance documentation for medical facilities, employee accommodation compliance for retail locations, recreational and safety considerations for education markets, etc.

A dedicated set of standardized templates per market removes the complexities of creating new documentation for every proposal within that market.

1.3.1 Interior Market Communication Set

Market specific document design that best serves interior-based communications.

1.3.2 Healthcare Market Communication Set

Market specific document design that best serves healthcare-based communications.

1.3.3 Industrial Market Communication Set

Market specific document design that best serves industrial-based communications.

1.3.4 Education Market Communication Set

Market specific document design that best serves education-based communications.

1.3.5 Municipal Market Communication Set

Market specific document design that best serves municipal-based communications.

1.3.6 Retail / Hospitality Market Communication Set

Market specific document design that best serves retail / hospitality-based communications.

1.3.7 New Construction Market Communication Set

Market specific document design that best serves new construction-based communications.

Digital versions of each communication set will provide the option for quick-access in a variety of locations on laptop, desktop, mobile, and tablet.

Timeline

- 3 months

Deliverable

- Interior: Up to 5 customized document templates
- Healthcare: Up to 5 customized document templates
- Industrial: Up to 5 customized document templates
- Education: Up to 5 customized document templates
- Municipal: Up to 5 customized document templates
- Retail/Hospitality: Up to 5 customized document templates
- New Construction: Up to 5 customized document templates

The Results: A Unified Internal and Commercial Brand Aesthetic

B.E.R. Construction Co. deserves a unified brand identity in all of its communications. By implementing the *2024 B.E.R. Construction Co. Brand Style Guide, Standardized Document Design Suite* and the *Market Specific Communication Suite*, B.E.R. Construction Co. can confidently move forward with a cohesive and functional brand aesthetic.

2. Social Media Content Strategy Initiative

Rationale and Significance: No Social Media Strategy

B.E.R. Construction Co.'s social media platform is underperforming in service of the brand. With a lag in community engagement, content interest, and no discernible cohesive messaging in line with the B.E.R. Construction Co. brand, a considerable amount of brand culture, identity, and narrative potential is being underutilized.

Why Does This Matter?

Social media platforms are a self-contained media outlet that operate to serve proactively interested community members who *choose* to engage with a brand. This active effort to remain connected to a brand on a social media platform presents a valuable opportunity to craft a narrative in alignment with a brand's overall strategic initiatives. By doing so, a brand can leverage the online community to test potential ad campaigns before providing full funding, community events, partnership/sponsorship opportunities, cultural expansion campaigns, as well as collect valuable insights on who is choosing to engage with the content itself.

Who Cares About Bear?

User data insights can determine critical demographic information and psychographic profile creation that reveals who is truly invested in the B.E.R. Construction Co. brand, where they reside, how old they are, what their interests are beyond B.E.R. Construction Co., what content they enjoy, what other brands they prefer, what causes they champion, and what they want to see in the future with B.E.R. Construction Co.. This additional data can provide insight on new initiatives for community driven construction that would otherwise have gone unnoticed.

Case Study Example: Rebuilding a Community Daycare

A large population of B.E.R. Construction Co. Instagram followers have been posting about a fire that has devastated their local daycare. No one was injured but the entire community is set back due to the drop in available daycare in the area. B.E.R. Construction Co. reaches out to the affected daycare and offers a sizable discount to repair and rebuild. An in depth social media campaign is conducted in accordance with this process/effort. User engagement is guaranteed due to the location, background, utility, and connection with the community.

The results are an opportunity to live the brand's values, help the community, promote the integrity of the brand itself, and craft the brand narrative in a positive way that can work to protect the organization from any unknown future threats to reputation, appeal, and value. In addition, social media content derived from the efforts can be reused in accordance with future promotional efforts, public relations efforts, and to celebrate the contributions B.E.R. Construction Co.'s hosts for its community.

Project Initiative: A Cohesive Social Media Content Strategy

A strategic and comprehensive approach to social media content is required to properly leverage the strengths of a social media platform. By creating a content strategy in alignment with B.E.R. Construction Co.'s most relevant initiatives in 2024, B.E.R. Construction Co. can:

- Secure control of their public narrative
- Leverage community contribution to expand on their brand perception
- Build upon their nonprofit partnership efforts
- Increase personal engagement with their followers
- Secure new sponsorships and public interests
- Generate new opportunities to contribute directly to the community
- Expand their reach to recruit new talent for the brand
- Create partnerships with large social media influencers to expand relevant messaging

2.1 The 40th Anniversary Social Media Content Strategy

In celebration of B.E.R. Construction Co.'s upcoming 40th anniversary, a major brand identity / campaign opportunity is available for all social media efforts. A detailed and comprehensive social media campaign, in accordance with press and events for the brand, can act as a major opportunity for B.E.R. Construction Co. to proactively control its public brand narrative.

Expanding on B.E.R. Construction Co.'s current public equity and reputation, utilizing social media platforms can further B.E.R. Construction Co.'s understanding of its public image, audience, messaging, engagement, and leverage future opportunities to contact new markets, industries, and partnerships.

2.1.1 Social Media Community Assessment

The B.E.R. Construction Co. social media community will be assessed to determine the current state of engagement with the brand. This process indicates the relevant relationships between the current community and the brand, the primary interest of the audiences, the secondary audiences, and the preferred form of media that is most engaging for the follower base.

2.1.2 Social Media Marketing Audit and Analysis

A brief audit of the current marketing efforts in social media will be conducted to clarify recent campaigns, tactics, content, themes, and the impact these efforts have had on the brand. An analysis of the current results will inform the future direction of the social media strategy.

2.1.3 Social Media Content Framework

Consistent communication and partnership with the B.E.R. Construction Co. marketing and business development teams will align the social media content strategy with B.E.R.

Construction Co.'s current brand strategy. Brand goals, objectives, and initiatives will then be included in the social media framework as it is developed across social media channels.

2.1.4 Brand Messaging / Social Media Campaign

The development of a B.E.R. Construction Co. social media messaging campaign will be developed in accordance with the marketing and business development teams. This new messaging campaign will build upon the current B.E.R. Construction Co. brand with additional insights provided by the *Social Media Community* analysis, *Social Media Marketing Audit*, and utilize the *Content Framework* to expand on the brand's narrative.

2.1.5 Social Media Creative Direction and Production Framework

A detailed messaging strategy will provide full direction on what themes, tone, direction, production, and tactics will be used during the new messaging campaigns. A comprehensive list of required resources, partnerships, budget, and returns will be provided along with a detailed timeline of execution to completion.

2.1.6 Scheduling and Monitoring Reports

Upon completion of the required content, post/video scheduling will be done in accordance with the most active times B.E.R. Construction Co. followers exhibit on social media platforms. Engagement metrics will indicate how effective the content is in conveying engagement, message, and brand narrative. Interactions with B.E.R. Construction Co. from the social media platforms will be monitored and directed to marketing for additional follow-up.

Timeline

- 3 months

Deliverable

- Social Media Community Analysis
- Social Media Marketing Audit Report
- Social Media Content Framework
- Social Media Brand Messaging Strategy
- Social Media Creative Direction and Production Framework
- 3 Months of Social Media Performance Reports

2.2 The 40th Anniversary Social Media Design Suite

A detailed and curated B.E.R. Construction Co. 40th Anniversary Social Media Design Suite will be created utilizing the data, insights, and community-driven feedback from the B.E.R. Construction Co. social media content strategy.

Consisting of formatted social media design assets, icons for social media accounts/channels, post templates, story templates, and production templates, the social media design suite will provide everything B.E.R. Construction Co. deserves to promote, maintain, and establish its presence on social media.

These curated designs will derive from the *2024 B.E.R. Construction Co. Brand Style Guide* ensuring 100% brand consistency across all communication channels. From internal communications, external documentation, online posts, and social media content, B.E.R. Construction Co.'s brand identity will be comprehensive and unified.

2.2.1 Social Media Post Templates

Designed for most online social media platforms, each post template provides an easy-to-use branded presentation for any chosen content.

2.2.2 Social Media Story Template

Created for social media platform story-channels, story templates provide a quick way to brand temporary story content with the B.E.R. Construction Co. brand identity.

2.2.3 Social Media Icon Templates

A detailed set of social media icon templates provide branded cover material for social media platform collections, channels, and series. Platform users will be able to quickly identify branded content by locating these icons on most major platform accounts.

2.2.4 Social Media Banner Templates

At the top of every social media platform account is the largest visual area to brand a business. This area, known as the banner, is the fastest way for a user to identify what the account is about, who it represents, and what to expect when engaging with the content provided. This area is known as the “billboard” space of a social media account and is the key focal point for social media users.

Timeline

- 3 months

Deliverable

- 3 Post Templates
- 3 Story Templates
- 3 Icon Templates
- 2 Banner Templates

The Results: A Stronger Brand Online and On-Site

A significant impact in brand narrative, reach, influence, perception, and insight can be garnered with the execution of a comprehensive social media content strategy. With a targeted approach to its online community, B.E.R. Construction Co. will increase its brand presence, expand its impact on the local community, increase its visibility for future sponsorship opportunities, identify additional sources of revenue and conversion, and take full control of its brand narrative in the public zeitgeist.

Our Values - Who We Are

Introduce your organization's values. A brief summary of your background as a brand, anything that reinforces your qualifications and alignment with the client.

Our Team

Introduce each leader (if the team is massive, stick with leadership) with:

- Headshot
- Brief bio
- Bullet list of qualifications
- Previous accomplishments
- Organization contact information (never personal)

Do not get too detailed on each individual if the project does not call for it. However, if the project requires specialists, experts, high-caliber individuals with very niche backgrounds, then spend a bit more time speaking to their qualifications.

Investment

The following is an estimate based on our previous services and the required scope of the project. Our team works diligently to remain within these estimates and to deliver results on time.

[*A table of services with costs and required durations per service that shows total investment at the bottom of the table.]

Note - Always highlight the following details if they apply:

Printing

- Ongoing charges or repeating fees for the client.
- When specific charges activate, an example is if a website maintenance fee activates once the website launches.
- When specific charges deactivate, an example would be the retainer for initial branding services stop at the end of the retainer term once all the branding deliverables arrive for the website.
- Additional consultation charges and the duration of the consultation.
- Any additional advertising costs should not be included in this model, be specific:
 - This does *not* include additional ad spend for social media ads
 - This does *not* include additional production costs for content creation

*NOTE: Not the spreadsheet, but a standard quote sheet. The spreadsheet appears in the appendix or at the back of the report for reference