

MacMichael, Mary

From: Johnson, Jennifer
Sent: Wednesday, November 20, 2019 1:17 PM
To: Silverstein, Mark
Cc: MacMichael, Mary
Subject: Add to operations E #4

Recommend approval to accept the proposal in the amount of \$1,500 from Clearbridge Branding to design a district logo. After district Collaboration with the design team three logo’s will be created for consideration.

Jennifer Johnson
Business Administrator/Board Secretary
Extension 6205

Move forward decisively.



MARKETING STRATEGY PROPOSAL
for
GLASSBORO SCHOOL DISTRICT

BRANDING
DESIGN
MARKETING
STRATEGY
WEBSITE DEVELOPMENT
SOCIAL MEDIA





Clearbridge at a Glance

Clearbridge Branding Agency is an integrated brand marketing agency. We empower smart brands through visionary and innovative brand marketing. Using smart, integrated marketing strategies and big creative ideas, we help businesses like yours create positive change.

About

Clearbridge Branding Agency is a South Jersey-based creative marketing and brand services company that was formed in 2015. We have established partnerships numbering more than 75 local, regional, and national clients.

In 2017, Clearbridge Media Consulting merged with a Washington Township, NJ branding company, Wingspan Advertising, to form a dynamic agency specializing in branding, brand strategy, and eye-popping creative. This, combined with Clearbridge's vast knowledge of the digital and social media world, makes Clearbridge Branding Agency truly a one-stop resource for companies wanting to re-brand their business and bring it to market.

Location

Clearbridge Branding Agency is conveniently located in Glassboro, NJ.

310 Rowan Blvd. Glassboro, NJ 08028
856-327-4141

Our Process

We build brands with a clear strategic focus, compelling creative, and a stepwise approach so that all communications connect with your target audience, so you can:

Move forward decisively.

The power of the brand. Nothing says more about your business. Nothing can take a business further than a strong brand. Just look at the brand icons that we easily recognize: Apple™, Nike™, Levi's™ Target™, just to name a few.

A brand is truth. A statement of intention. A promise to your customers. It is the essence of what your company stands for, conveying instantly with clarity and purpose.

We immerse ourselves into your business.

We do the necessary research, gathering important information as it pertains to your business. We look at the competition, demographics, and audience motivators. We develop insights and understanding about your business that help define an appropriate course of action.

That information is meticulously analyzed and a final positioning statement is developed. Then, and only then, does the fun start. Our branding professionals craft a brand personality and style, and implement it through all of your marketing and media decisions. The final step is assessment. When we get there, we look around. We make sure we're in the right place. We don't stop until you are completely satisfied with the brand we have created.

Clearbridge Team

Executive Team



Kevin Pustizzi – President

As President of Clearbridge Branding Agency, Kevin leads our talented team of marketing professionals and oversees the company's day-to-day operations. Kevin is a reserved yet insightful marketing professional who is solution-oriented and forever focused on doing whatever it takes to help his clients succeed.

Before coming to work here, Kevin helped co-found SNJ Today where he served as Director of Sales & Marketing. A loyal graduate of St. Augustine Preparatory School, Kevin went on to pursue a double major in marketing and management at LaSalle University.



Dave Parkin - Creative Director

When Dick Vermell cut Dave from the Philadelphia Eagles in 1980, one dream ended and another was about to begin. Tired of head on collisions with Earl Campbell, Dave decided to pursue his other passion ... advertising.

Thirty years later, Dave has become one of the most successful and influential creative directors in the region, working with many of the top companies in the nation.

Dave has developed scores of award-winning campaigns as a Creative Director and Art Director, serving diverse industries including tourism, gaming, business-to-business, consumer, healthcare, and retail.

Clearbridge Team

Executive Team



Doug Landon – Marketing Manager

Doug has six years of experience managing accounts, overseeing projects, and developing branding, marketing, and advertising campaigns within the industry. He builds strong relationships with his clients, learns the ins and outs of their business, understands what their marketing objectives and goals are, and creates tailored branding and marketing strategies to get them there.

Doug will carefully listen and analyze his clients' insights, needs, and pain points, and use that information to provide professional recommendations ensure they are best positioned to reach their goals. By acting as an extension of your team, he's understands what will make you look good, because at the end of the day, if you look good, we look good.



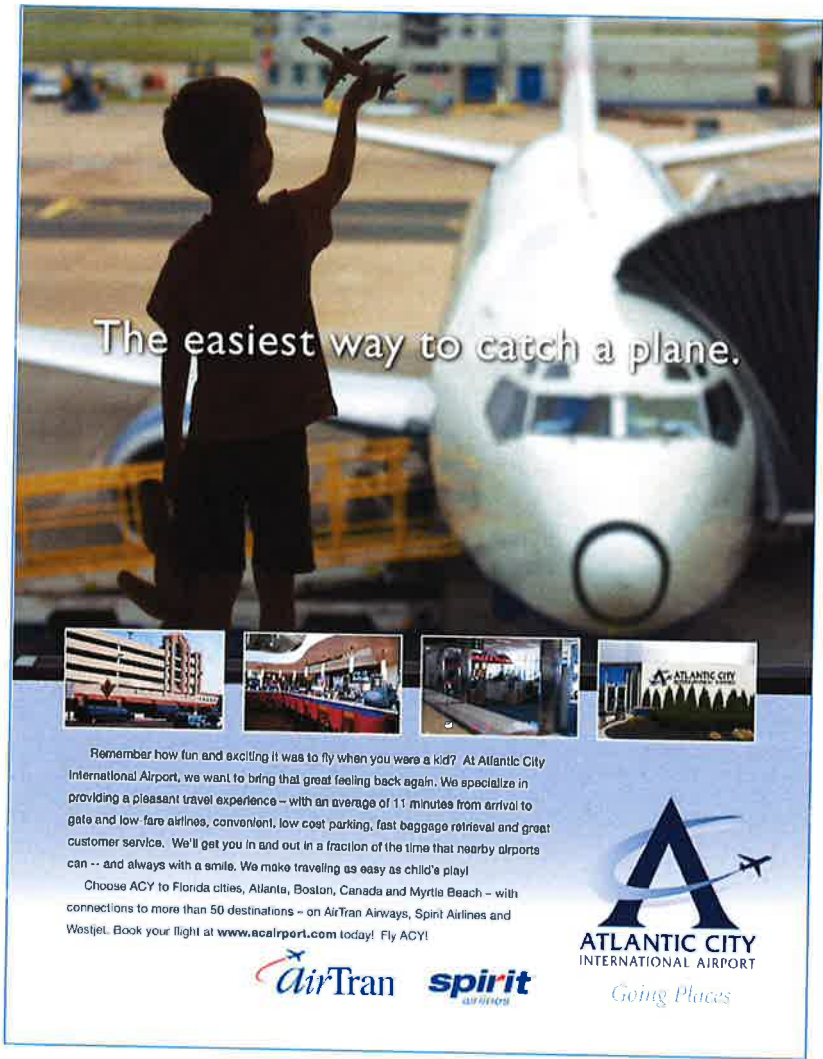
Rebecca Kowalewicz – VP, Digital

Rebecca is the lightning rod of the Social Media Services team at Clearbridge Branding Agency. She plans and administers social media strategies and programs for more than 30 clients. She is a strong believer in fully integrating social media as part of a client's overall marketing and branding efforts. Her unprecedented energy and professionalism is second only to her expertise.

Rebecca is also a contributing writer for Forbes.com, and her prior positions include managing social media for SNJ Today, Ibanez Guitars & Tama Drums, and AC Moore, Inc.

Creative Case Studies: Atlantic City International Airport

Rebranding Project



The Atlantic City International Airport was ready to compete with Philadelphia International Airport for a share of the north-east regional leisure and business travel market. To do this however, they knew they needed a new “international” brand.

We designed a new logo, ad and billboard campaign, and on-site signage. We also developed the new tagline: “Going Places.” This reflected a sense of growth for the airport as well as the opening of new routes to cities such as Orlando, Chicago, Boston, and Charlotte.

Rebranding Project



The PATCO High Speed Line has been an essential rail line for commuters from South Jersey to Philadelphia for decades. In 2005, they embraced the new technology of an automated card-swipe system that had been introduced throughout the country by leading transit systems.

In conjunction with this transformation, PATCO decided to completely rebrand the agency along with the branding and naming of the card. We successfully rebranded the agency, named and branded the card, and created a new tagline, along with all the marketing materials to introduce the program.

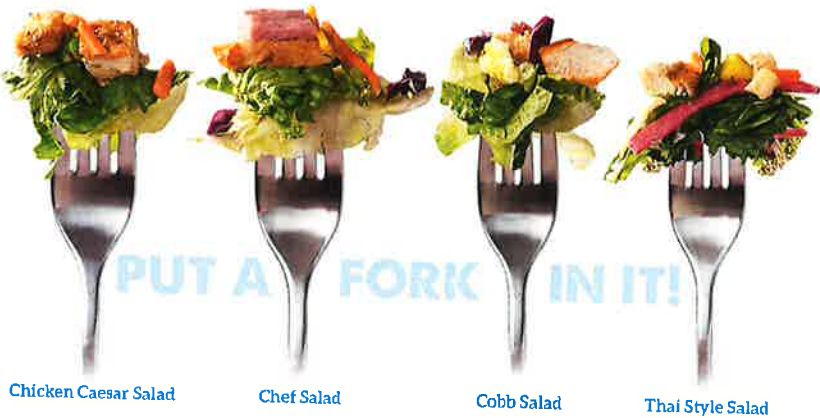
Branding Project



PUT A FORK
IN IT!

When Safeway Foods, a major, national prepared foods manufacturer and distributor, located in Vineland, New Jersey wanted to bring their Sunnyside Farms brand salad line to market, they chose Clearbridge Branding Agency to name, design, and produce their packaging and labeling.

Several concepts were presented to the client, and the winner both in the eyes of Safeway Foods and Clearbridge Branding Agency, was the edgy and eye-popping idea of "Put A Fork In It!" Once the concept and design was agreed upon, Clearbridge Branding Agency designed six additional salad lines, seven in total, including: Chicken Caesar Salad, Cobb Salad, Chef Salad, Mediterranean Style Salad, Thai Style Salad, Apple Harvest Style Salad, and Southwest Style Salad.



Chicken Caesar Salad

Chef Salad

Cobb Salad

Thai Style Salad

FRAME YOUR SMILE.



Vermillion Cosmetics is the brain-child of Caitlin Nicke. Her idea was to enhance the cosmetic dentistry for women patients by providing a one-of-a-kind, all-natural, long lasting lipstick within the walls of dental practices. What a great idea! All she needed was a great brand.

Clearbridge Branding Agency worked closely with Caitlin to create the perfect brand for Vermillion Cosmetics. We designed everything from the logo and tagline, to the bottle design, corporate brochure, tri-folds, presentation folder, and much more!

Vermillion Cosmetics is currently recruiting other dental practices as distributors and signing up product influencers with the help of Clearbridge Branding Agency.

Rebranding Project



*Innovative teaching,
fearless learning.*

AIM Academy, in Manayunk, PA, is an independent private school for children ages 5 to 18 who have language-based disabilities.

Clearbridge Branding Agency helped AIM Academy refine its brand by enhancing their existing logo mark, developing a new tagline and redesigning all of their collateral and advertising materials.

The outcome is a set of standards that reflected their caring philosophy with the use of vibrant colors and professional photography.

In 2016, they opened a state-of-the-art 23,000 sq. ft. school, and are one of the largest schools of its kind in the nation.



Situation Analysis

The purpose of this proposal is to present the services offered by Clearbridge Branding Agency to design a new logo for Glassboro School District. Clearbridge Branding Agency will collaborate with Glassboro School District to identify the core values, message, and branding elements the school district should embody. Clearbridge Branding Agency will ensure the school district's logo accurately and compellingly portrays the Glassboro School District, and its rich history and character. The logo will serve as the face of the school district, and will increase the overall perception, look, and feel of the school district.



Scope of Services

Logo Design

Clearbridge Branding Agency will conduct extensive market research, and take a deep dive into identifying and understanding the personas of the school district's demographics. From the stakeholders, to the families in the district, to the students attending school in Glassboro, everyone will be considered and accounted for when identifying the best way to portray the Glassboro School District, as well as the implementation of Clearbridge Branding Agency's own creative development and expertise.

The cornerstone of any organization's brand revolves around the company's logo. Logos are intended to be the "face" or the identity of a company or organization. It will be the school district's potential customers' first impression, and in a world where first impressions dictate most decisions, it is imperative that the school district sets the standard of excellence that is sure to outshine neighboring districts, and entice and impress their target demographics.

Clearbridge Branding Agency will provide three full logo design concepts to present to the Glassboro School District. Each concept, upon completion, will include:

- Logo Design
 - Professional print-ready logo artwork files (.AI, .EPS, .PDF, .JPG, .PNG – transparent)
 - Full color, grayscale, and black and white version
 - Copyright ownership to the final logo
 - Stationary - letterhead, business cards, envelopes
 - Colors/design templates
- Colors/design templates



Breakdown of Costs

Deliverables

Cost

Logo Design

\$1,500





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ClearbridgeMedia.com

BRANDING
IDENTITY
DESIGN
DIGITAL
WEBSITE DEVELOPMENT
SOCIAL MEDIA