

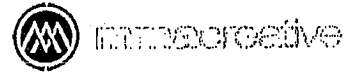
Crossville/Cumberland County  
Brand Development funding proposal

THE  
**HORIZON**  
INITIATIVE  
CROSSVILLE-CUMBERLAND COUNTY

*Prepared by:*

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*1/20/2016*



## **BRAND BUILDING AND BRANDING PROPOSAL**

Naming an initiative like the Horizon Initiative and branding it can be a challenging undertaking. MMA Creative has vast experience in leading brands into newly created personas and venues, and developing those identities across a multitude of communities. Through strategic insight, creative process, stakeholder collaboration, and precision messaging, MMA Creative will guide you through this transition with excellence and ease.

We have thoroughly enjoyed our engagement so far. With Horizon Initiative successfully branded, stakeholders identified, and initial successes measured with two announcement events, two email campaigns and trackable media results, we recommend a year-long program/implementation that continues our effort to accelerate buy-in from your public(s). To that end, our cost outline of strategies necessary for introducing, expanding and exploding the Horizon Initiative into awareness among your key stakeholder groups and communities, as follows:

### **Strategic Consultation**

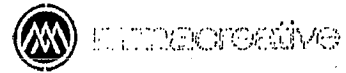
Beginning March 1 through February 28, 2017, agency Founder and president Mike McCloud and lead strategist Mark Thien will direct the Horizon Initiative through precise branding and development activities. These hours will be applied as in-person meetings (schedule permitting), phone conferences and/or email exchange. Strategic consulting in this area would involve timing, tactics and tools to be used for (offered as examples; not intended as an exhaustive list):

- Business-to-business announcements, protocol and strategic communications;
- Partner recruitment and partner alignment exercises;
- Fundraising program development and/or funding advice;
- Opposition containment strategies;
- Development of specialized Horizon Initiative enterprises, including an Inspirational speakers/series, business and personal finance seminar series, health, music/concerts, arts & craft crawl, Entrepreneur Fair, and an industrial Open House series

### **Project leadership**

Beginning March 1 through February 28, 2017, account manager Casey Griffiths will direct the Horizon Initiative through daily and weekly progress, collaborating with key Horizon Initiative contacts on event management, message management, and project management details. These hours will be marked as in-person meetings (schedule permitting), conference calls and/or email exchange. Project leadership activity involves things like (offered as examples; not intended as an exhaustive list):

- Coordinating the timing, tactics and tools to be used for all account activities including budgeting, vendor resourcing and relationships, partner alignment exercises, opposition containment strategies, and certain types of crisis communications, among others;
- Daily or weekly communications with Horizon Initiative teammates;



- Planning and management of internal resources to execute the account deliverables;
- Providing logistics, and marketing support at planning meetings;
- Additional workflow and brainflow leadership to drive Horizon Initiative to market.

### **Public Relations & Media leadership**

Beginning March 1, 2016 through February 28, 2017, MMA will develop all strategic communications for your various communities and audiences. Public relations is often mistaken for media effort or published/broadcast news articles, but it is actually a larger charge, referencing "all the public(s)" that can hear, support, promote, or harm your messages and initiatives. MMA will work meticulously with Horizon Initiative leadership to develop a proper and supportive public through a variety of communications, collaborations events, strategies and activities focused on the Horizon Initiative. Such effort could include (offered as examples; not intended as an exhaustive list):

- Strategic communications to decision makers in key corporations and organizations throughout the community;
- Identification of appropriate materials (brochures, one sheeters, fliers, pamphlets, etc.) and appropriate distribution venues for promoting specific messages and/or good news programs across the greater community;
- Identification of workplace "brown bag" speaking opportunities that will enable Horizon Initiative messaging to reach the individual level;
- Community, statewide and regional initiative to Physicians, Medical Staff, support industries and families that establishes the competitive professional and family offerings of the area;
- Community, statewide and regional initiative to publicize the exciting community offerings to other young professionals and families;
- Different than tourism brochures, not all glamour, with different messaging.

MMA Creative will also provide leadership for expanding relationships with, and coverage from, media outlets across a range of geographic and business agendas (ie. County, City, State, Region, National). Leveraging our agency's proprietary news monitoring and database, we propose to identify more journalists to support your good news with more editorial opportunities. By managing the messages toward media, we can push the Horizon Initiative name and agenda into:

- (1) general consumer news mediums;
- (2) trade publications and;
- (3) other published, source- or research-based outlets, both online and print

Thus, we propose to create robust media exposure Crossville has never seen before, and push Horizon Initiative further into partners, recruitment firms and corporations. Such effort could include (offered as examples; not intended as an exhaustive list):

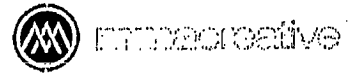


- Regular distribution of Horizon Initiative media releases such as we've previously handled for the Apex Energy announcement;
- Manufacturing of good news opportunities which places Horizon Initiative leadership into the context of developing or developed stories in the region;
- Active solicitation of column writing, blog submissions, letter-to-editor opportunities and other open source publicity venues that will help establish the Horizon Initiative;
- Development of a Crossville/Cumberland County Media Tour, whereby we recruit practicing media of all genres to visit the crowned jewels of the area for potential publicity;
- Active promotion to media of specific regional programs, including the TCAT/Roan State Workforce Development Strategies and others.

### Social Media leadership

*As a means of reaching the citizenry of Crossville-Cumberland County, social media is the lowest cost, most reliable and welcoming forum for exchanging information. Using national data, 74% of all internet users engage in social media, with the highest use age groups being 18-29 (this is the age group most inclined to leave the Crossville-Cumberland County region) and ages 30-49 (the age group most in need of inspired, good news). We propose an integrated social media program that establishes the Horizon Initiative on four social media fronts: Facebook, Twitter, Instagram, and regular HTML email.*

- **Instagram:** We propose managing a Horizon Project account to share your good news with Instagram's online community. Currently, 199 posts are tagged to "CrossvilleTennessee", with most involving the scenic beauty of the region. These are high interest assets that we can leverage into "feel good" followers among the users who posted them. Cross promoting the Horizon Initiative messaging will find supporters and advocates through our efforts here.
- **Facebook:** Account establishment and ongoing community development. Our initial social media audit showed seven extremely active Facebook accounts within the Crossville-Cumberland County region, tallying more than 22,000+ endorsements (or likes). Our proposal calls for developing a strategy and tactical plan to connect with supporters of these pages and lure them into your Horizon Initiative conversations. We anticipate a vibrant, active online community where people share their positive news and innuendos with others, and set the stage for authentic exchange and discussions.
- **Twitter:** Account establishment and ongoing community development. The second most used social media channel and your conduit to advocates outside the near area. Twitter is the universal replacement for the Associated Press wire, and we intend to use it as such to advise the "outside world" of the meaningful developments within Cumberland County.
- **HTML EMAIL:** Entire campaigns have circled the globe thanks to initial, well-composed emails to welcoming recipients. In this way, our HTML-based emails take root and grow. MMA proposes to continue "seeding" the Horizon Initiative with tailored HTML emails (one campaign per month) to key communities, who will further the messages organically.



**PROPOSED CONSULTING PACKAGE:**

[REDACTED]

Includes preferred client access, travel costs within 30 mile radius of Crossville, and reduced blended billing for principal, strategist and account manager roles.

Authorized Crossville Representative: \_\_\_\_\_

Authorized MMA Creative Representative: \_\_\_\_\_

Date: \_\_\_\_\_

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# **SOCIAL AND TRADITIONAL MEDIA MONITORING**

**MMA CREATIVE**

**SAMPLE PACK**

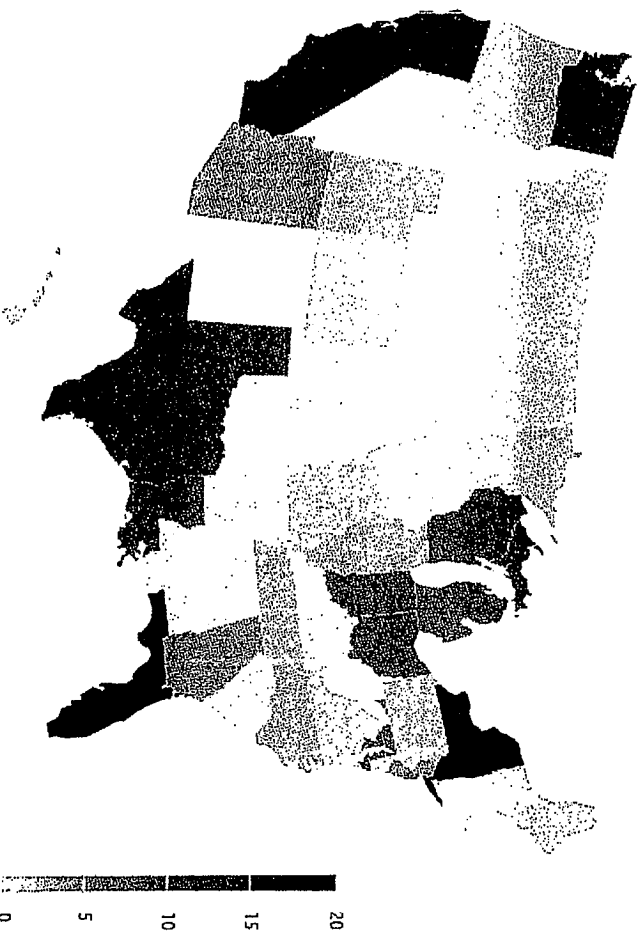


**mmacreative**





# UNITED STATES HEAT MAP



## Explanation

The Heat Map provides insight into how coverage of your brand or related topic is broken down by State. Volume of coverage is represented by color saturation and thereby helps you understand in which markets a topic is trending.



# Example: Media contact & outlet database

▼ Filter

Journalists  Outlet

Set criteria for filtering Journalists

## Journalist Info 2

Role 1 selected   Search

Currently Selected

- Assistant Editor
- Associate Editor
- Blogger

## Outlet Info 2

Name

Circulation  Contributor

Frequency

- Medium  Online  Newspaper  Television  Radio  Magazine  Other
- Customer Magazine  News Agency  Trade Publication  Consumer Magazine  Advertising Paper

Currently Selected

- Agriculture
- Animals
- Architecture & Design
- Arts
- Automotive
- Aviation
- Beauty
- Building & Construction
- Business
- Computers
- Consumer Goods & Services
- Crime
- Culture
- Design
- Education

# Example: Media contact & outlet database

Modify Search

add to list
  xls export
  csv export
  save search
  select all results

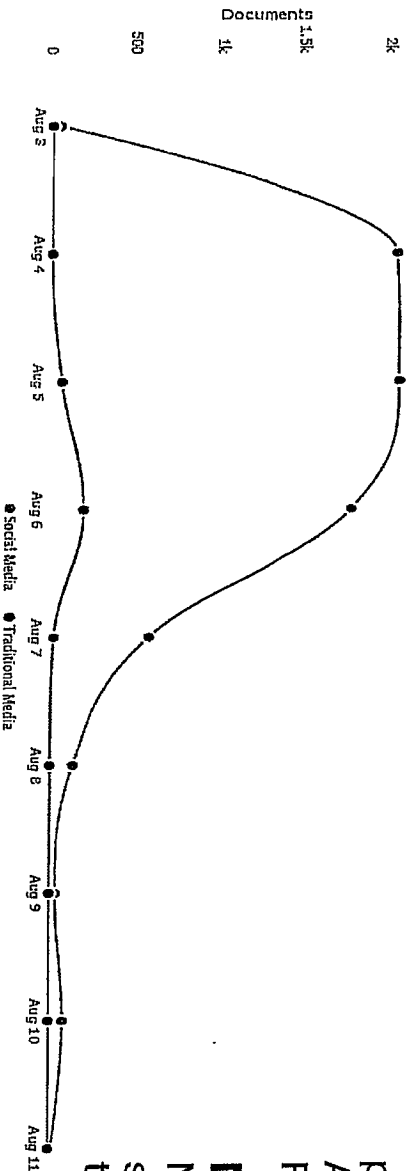
Show 15 entries 1-15 of 406

Find:  RESULTS 1 2 3 4 5 Next

Rank	Journalist	Title	Outlets	Location	Last Published	Articles	Quick Tools
1	Don Woods	Reporter	South Jersey Times	Iselin, NJ	01/12/16 07:00	All   Relevant	
2	Jack Hummel	Reporter, Columnist	Advance Publications, Inc.	Iselin, NJ	12/8/15 11:00	All   Relevant	
3	Steve Marroli	Reporter	PA Media Group - HQ	Mechanicsburg, PA	01/12/16 13:39	All   Relevant	
4	Heather Mullinix	Assistant Editor	Community Newspaper Holdings, Inc.	Crossville, TN	01/07/16 13:34	All   Relevant	
5	Scott Dolan	Staff Writer	Maine Sunday Telegram	Portland, ME	01/08/16 08:57	All   Relevant	
6	Paul Smith	Reporter	WPMT-TV	York, PA	01/11/16 10:12	All   Relevant	
7	Matt Miller	Reporter	PA Media Group - HQ	Mechanicsburg, PA	01/06/16 10:54	All   Relevant	

# MEDIA EXPOSURE

Traditional Media		Social Media	
Date	Mentions	Date	Mentions
August 3, 2015	0	August 3, 2015	49
August 4, 2015	2	August 4, 2015	2,038
August 5, 2015	65	August 5, 2015	2,030
August 6, 2015	214	August 6, 2015	1,757
August 7, 2015	42	August 7, 2015	585
August 8, 2015	4	August 8, 2015	142
August 9, 2015	1	August 9, 2015	39
August 10, 2015	0	August 10, 2015	85
August 11, 2015	0	August 11, 2015	17
<b>TOTAL</b>	<b>328</b>	<b>TOTAL</b>	<b>6,623</b>

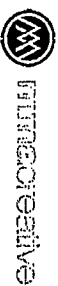


## Explanation

This chart shows the media exposure for a sample period, before and after, a social media announcement. Date period: August 3<sup>rd</sup> to August 11<sup>th</sup>, 2015 4:00 PM ET.

## Mentions

Number of articles or social media posts within the given date range.

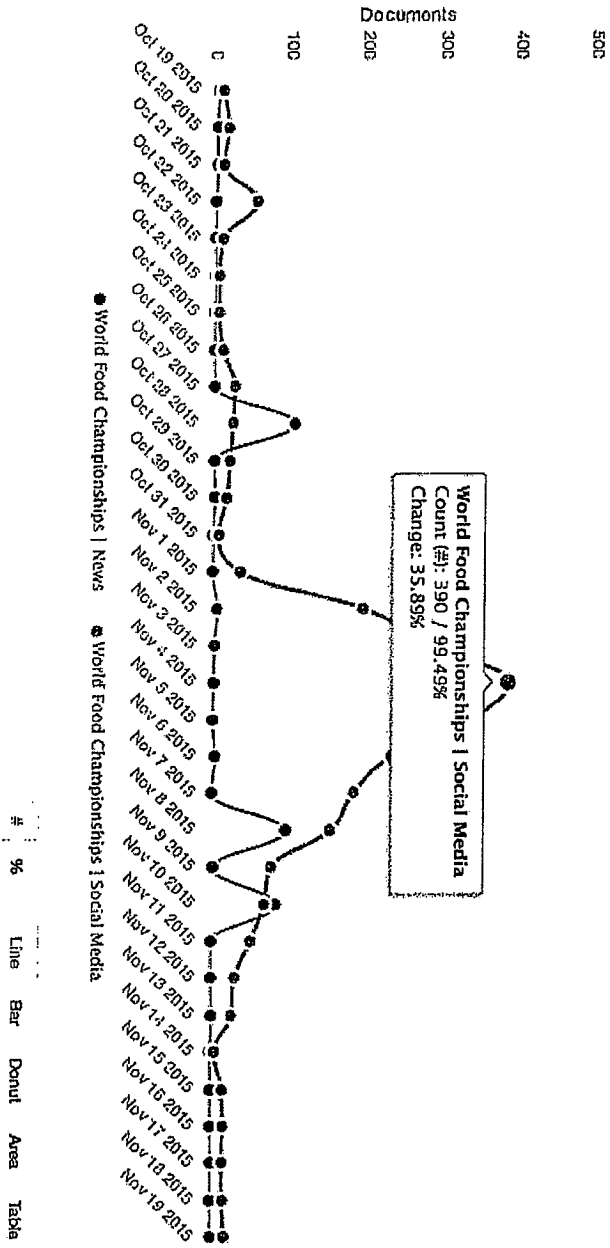


# TRENDING THEMES

## Social Media

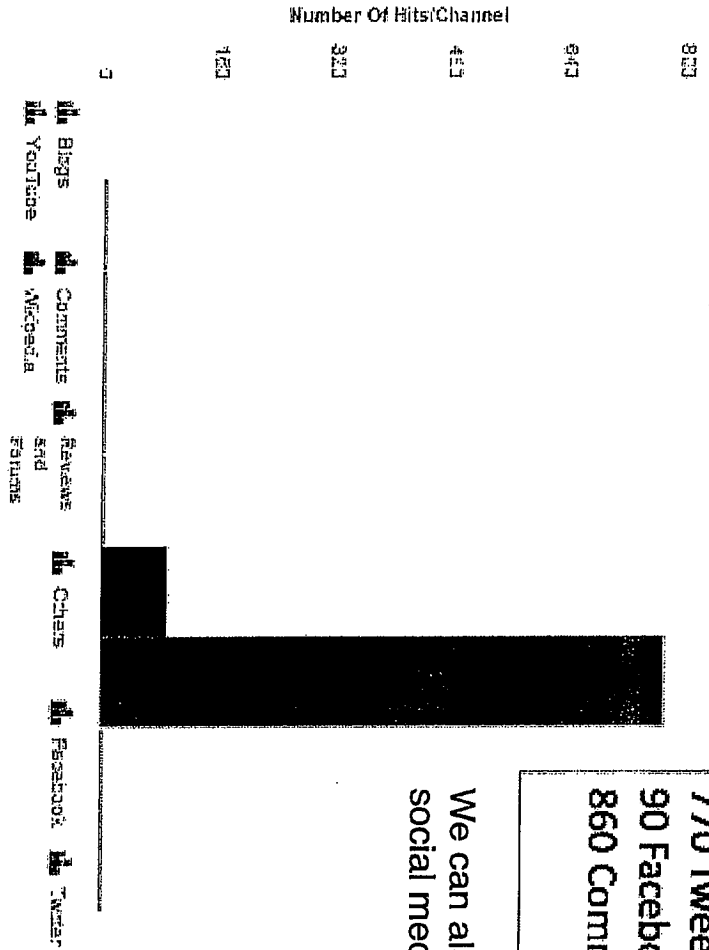
Dashboards > Monitor > Media Exposure

Oct 19, 2015 - Nov 19, 2015



# TRENDING THEMES

By Channel

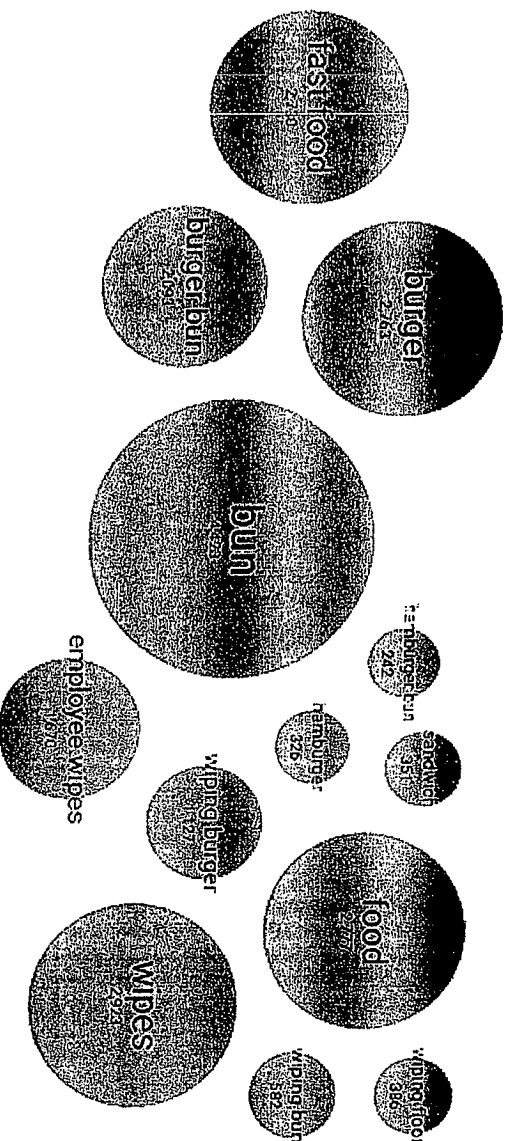


770 Tweets  
 90 Facebook Page mentions  
 860 Comments

We can also track trending themes by social media channel.

# TRENDING THEMES

## Social Media



### Explanation

Trending themes word cloud insight into keywords and key phrases that are most frequently associated with your brand/news or announcements. The word cloud is typically useful for discovering potential emerging trends.

The number below each keyword denotes the amount of individual social media post that mentions the keyword.



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# TRENDING THEMES

## Social Media

Entity	Count	Entity	Count
col_adaptive	13	Author	13
AppVista	13	Name: CrossFit T2	13
Facebook	13	Location: CrossFit, TX	13
Stone, Steve	13	Picture	13
Connell, Lisa	13	# of Followers: 338	13
Henry	7	# of Following: 487	13
enigma	5	# of Tweets: 1153	13
terrence	3		
Wright, John	4		
binign	4		
T. J. Harty	4		
ODJZA	4		
Shel, Anna	4		
Instagram	4		
Wikipedia	4		
duke	4		
hampshire	4		
SNV	4		
And, James	4		
	0		

Entity	Count	Entity	Count
Author	13	Picture	13
Name: Deborah Han	13	# of Followers: 151	13
Design	13	# of Following: 123	13
Location: Austin, Texas	13	# of Tweets: 2523	13

Entity	Count	Entity	Count
Author	13	Picture	13
Name: Victoria Agel	13	# of Followers: 91	13
Location: NA	13	# of Following: 55	13
		# of Tweets: 352	13

Entity	Count	Entity	Count
Author	13	Picture	13
Name: Deborah Han	13	# of Followers: 151	13
Design	13	# of Following: 123	13
Location: Austin, Texas	13	# of Tweets: 2523	13

### Explanation

When we look at trending themes, we can produce an overall look at where your mentions are coming from.

