


# create marketing llc

A proposal for: 

International Certified Crop Advisors Program



December 13, 2010

To:

**International Certified Crop Advisor Program**  
**c/o Luther Smith, CAE (ASA, SSSA)**  
**5585 Guilford Road**  
**Madison, WI 53711-5801**

RE: Proposal – 2011 Marketing Communications

**Contents:**

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## Section 1.0 - Overview, Goals & Recommendations

### Section 1.1 Overview

The International Certified Crop Advisor Program (ICCA) was established in the early 1990's as a communications guide and educational stewardship accountability program to differentiate and empower the sales and education/advice members provide to their farming communities. Today, interest in the ICCA continues to grow due to even higher demand on that segmentation of communication. It is the ICCA's goal to increase the communication – internal and externally to further educate their targeted communities on the benefits of working with the ICCA.

### Section 1.2 Goals

The ICCA seeks to define its unique position as THE sought-after certification program to which all farming and ag consulting can measure itself for:

- Crop & Farming Safety
- Crop & Farming Education
- Land Stewardship
- Ag Economic Growth
- Agricultural Growth
- Agricultural Sustainability
- Fostering Future Ag Professionals

The one clear drive of the 2011 marketing communications effort for ICCA will be to **define** its brand, **determine** its sole position within its market and **defend** that position.

## Section 1.0 - Overview, Goals & Recommendations

### Section 1.3 Recommendations

It's CreateWOWmarketing's goal to bring the ICCA, its mission / purpose to the forefront in the minds of all that are outlined in the previous sub-section.

Through **TRUE Branding** analysis, strategic marketing development and execution, the partnership between ICCA and CreateWOW will achieve these unique objectives:

- Highlight the advantages to being an ICCA Certified Advisor
- Promote the benefits to being an ICCA Certified Advisor
- Increase program awareness
- Increase certified membership
- Expand membership base and draw

Communications Target:

- ICCA Consultants
  - ICCA Consultant Employees
- Non ICCA Individuals
- Growers
- Governmental Agencies
  - Federal
  - State
  - Regional
  - Local

## Section 1.0 - Overview, Goals & Recommendations

### Section 1.4 Proposed Communications Tactics:

Develop and execute plans, collateral and content for:

The following is based on the research and **TRUE Branding** evaluation

- a. Interactive and Social Media Marketing.
  - i. Website review / development
  - i. Search Engine Optimization (SEO)
  - ii. Search Engine Marketing (SEM)
  - iii. Social Media Marketing
    1. Brand monitoring
    2. Key Discussion tracking
    3. Community integration
    4. Targeted Blog Content Development / Distribution
    5. Content distribution cross-post opportunities
    6. Video / Audio (*podcast*) Promotion / Training / Communications
    7. Twitter Instant Presence Application
    8. LinkedIn Group Promotion / Outpost
    9. FaceBook Presence – Community Monitoring
    10. *more as needed by review and strategy development*
- b. E-Newsletter(s).
  - i. Content Push From Above Tactics
  - ii. Pull Contact / Lead - Database Growth
  - iii. Community Education
  - iv. Weekly / Quarterly Highlights
  - v. *more as needed by review and strategy development*
- c. Public Relations.
  - i. Traditional Print News Releases
  - ii. Electronic News Releases
  - iii. Editorial Interviews / Input
  - iv. Editorial Visits
  - v. Article Distribution / Placement
    1. Trade-specific Publications
    2. Time sensitive
    3. Targeted
  - vi. Speaking Opportunities

- 1. Events
    - 2. Trade Shows
    - 3. Seminars
  - vii. Outreach to National, Regional and Local Media
    - 1. Radio
    - 2. Television
  - viii. *more as needed by review and strategy development*
- d. Advertising.
- i. Print Ads
  - ii. PPC / Paid Advertising (*See Search Engine Marketing*)
  - iii. Radio Commercials
  - iv. Television Spots
  - v. Direct Mail
  - vi. TradeShow Display / Schedule / Staffing
  - vii. Brochures / Collateral
  - viii. *more as needed by review and strategy development*
- e. ICCA - **TRUE Branding** Education to Local Board for Integration
- i. Best Practices
  - ii. Communication Collateral
    - 1. Advertising
    - 2. Brochure Collateral
    - 3. Interactive brand / strategies
  - iii. Brand Training
  - iv. Monitoring / Tracking
  - v. Advisory updates input

Throughout each recommended tactic above, it is CreateWOW's intention to track and monitor all aspects of the ICCA brand via the **TRUE Branding** model – providing a stable, dependable and proven resource for the tracking of marketing of you communications success.

## Section 2.0 – Schedule & Development Process

### Section 2.1 – Schedule

<b>December 13, 2010</b>	Deliver Proposal on RFP
<b>December 28, 2010</b>	Follow-up Set meeting for client introductions / evaluations / expectations / deliverables / scheduling, etc.
<b>January 3, 2011</b>	Beginning of 2011 ICCA Marketing Communications Development
<b>January 2011</b>	EXECUTE
<b>January 2011 through December 2011</b>	Development & strategy <b>TBD</b> / based on client / contractor directives, needs and collaboration.

## Section 2.0 – Schedule & Development Process

### Section 2.2 – CreateWOWmarketing, LLC Development Process

#### **TRUE Branding:**

For over 16 years, Andrew B. Clark as *The Brand Chef* has been developing and practicing the **TRUE Branding** process with his partners, associates and clients. From agriculture to retail to small and medium-sized business to Fortune 100 conglomerates, the **TRUE Branding** model has been the backbone to developing strategic, easy-to-understand, trackable and measurable marketing communications success.

#### **TRUE Branding is:**

##### ***Truth & Transparency:***

Through investigative research, **TRUE Branding** brings out the core components of a brand and focuses on amplifying, augmenting and educating those that engage it based around those factors.

##### ***Relevance:***

Through the discovery process, **TRUE Branding** will find the relevant points within the brand that define and speak to your targeted audience. Through that we develop strategies and tactics that are based on relevance – not conjecture, knee-jerk reactions or epiphanies from internal or external sources.

##### ***Uniqueness:***

TRUE Brands stand out among the crowd. To define your unique qualities and make them advantageous and beneficial to your targeted audience is the goal of all marketing. **TRUE Branding** finds that uniqueness and amplifies it for affect and results within your market.

##### ***Engaging:***

Creating a PASSIONATE community for your company, product, service or industry is the ultimate goal of **TRUE Branding**.

**CreateWOWmarketing promises to develop marketing communications strategies, tactics and execute them on all levels based solely on your TRUE brand.**



### Section 3.0 – Budget Estimates & Cost Projections

#### Section 3.1 – CreateWOWmarketing, LLC Standard Pricing:

CWM Consulting / Creative Concept / Strategy:.....	\$95.00/hr.
Art Direction / Design Production:.....	\$85.00/hr.
Account / Project Management:.....	\$45.00/hr.
Copywriting: .....	\$75.00/hr.
Production Management:.....	\$60.00/hr.
Account Administration: .....	\$35.00/hr.

#### Section 3.2 – Cost Projection:<sup>†</sup>

*As Outlined:*

<b>Base Interactive / Social Media Marketing*:</b>	\$2,550.00 to \$4,300.00
Monthly management ( <i>based on 25hrs / mo.</i> )	\$2,125.00/mo.

<b>E-Newsletter (single version):</b>	\$450.00 to \$750.00
Monthly distribution ( <i>not including content development</i> )	\$150.00 to \$350.00/mo.

<b>Public Relations*:</b>	\$1,500.00 to \$3,750.00/mo.
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<b>Advertising*:</b>	\$4,500.00 to \$7,250.00
<i>Does not include media buys**</i>	

<b>TRUE Branding Research / Evaluation:</b>	\$3,250.00
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<b>TRUE Branding Education / Integration for Local Boards:</b>	\$800.00/ea.
Webinar possibilities	
On-Site Seminar possibilities	
S.O.P. Development possibilities	

*Ongoing brand marketing consulting / management available*

<i>Original Website dev. investment range:</i>	\$5,750.00 to \$8,250.00+
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*Demonstrations of the tactics discussed can be seen in following sections.*



## Section 4.0 – CreateWOWmarketing, LLC Background and Capabilities



### Section 4.1 – Why CreateWOW?

#### What a silly question!

CreateWOWmarketing, LLC is the genesis of the passion for integrating emerging technologies with the success and effectiveness of traditional marketing strategies. Andrew B. Clark (*The Brand Chef*) and Doug Mitchell from CreateWOWmedia combined resources and talent to foster a new style of marketing company focused on TRUE Branding and trackable results for their clients.

#### CreateWOWmarketing, LLC:

- *TRUE Branding*
- *Brand Discovery*
- *Brand Design*
- *Brand Marketing*
- *Interactive Strategy*
- *Interactive Design*
- *Interactive Production*
- *Marketing Communications Strategy*
- *Print Media Development*
- *Print Media Design*
- *Tradeshaw Design & Implementation*
- *Video Creative & Production*
- *Audio Creative & Production*
- *Public Relations*
- *Media Management*
- *Training and Consultation*

## Section 4.0 – CreateWOWmarketing, LLC Background and Capabilities

### Section 4.2 – Who Creates WOW? – Our Management Team

#### **Andrew B. Clark – President / *The Brand Chef***

With over 16 years experience with marketing communications, specifically in the fields of interactive and print graphic services, social media strategy design and development, Andrew's career has shown to be results-driven successes for his partners and clients.

Central Iowa born and raised, Andrew studied fine art photography and illustration at Coe College, in Cedar Rapids, Iowa, and The Museum School of Fine Art in Boston, Massachusetts. He earned an associates degree in Commercial Art from Des Moines Area Community College. He is a member of the Art Directors Association of Iowa and the American Advertising Federation.

Since 1992, Andrew's career has been focused on helping companies become successful and profitable by developing strategies and managing creative communications and production environments. With the ever-evolving nature of marketing communications tools, Andrew's insatiable desire for new information and research has made his career choice exciting and challenging. There is no challenge that Andrew won't address with logic, strategy, exuberance and fearlessness!

#### **Andrew B. Clark's Specialties:**

- Branding and identity development
- Marketing and communications
- Creative consulting
- Strategic planning
- Public Relations
- Video Production
- Audio Production
- Print design
- Interactive design (Web and social media)
- Social media marketing
- Photography
- Client / Account management
- SOP development
- Employee training & management

## Section 4.0 – CreateWOWmarketing, LLC Background and Capabilities

### **Doug Mitchell – Consultant / Chief Brand Amplifier**

Doug has been creating, innovating, and leading at technology start-ups since 1999. In October of 2005, Doug decided to execute geographic arbitrage and traded in his southern California commute and moved his family to Des Moines, Iowa where the economics of success are skewed in the direction of the individual.

Since then, Doug has immersed himself in the local business and technology communities and founded The Mitchell Group, RentalMetrics, CreateWOWmedia and now CreateWOWmarketing, LLC.

Doug does the occasional Olympic Distance Triathlon as well to keep up his image as a SuperHero a la Aquman.

### **Doug Mitchell’s Specialties:**

Marketing and Strategic Design  
Project Development / Management  
Creative Consulting  
Copywriting  
Public Relations  
Employee Training  
Video Production  
Audio Production  
Media management

## Section 4.3 – Who Creates WOW? – Our Client Partners (Partial List)

DSM Religious Council	National Pork Board	IA Private Colleges Assoc.
Prime Creative	TABER Asset Management	The Meyvn Group
Brick Gentry Law	Asmus Farm Supply	Boesen the Florist
Heirlooms Rugs	Better Basement Technologies	
Clarke County Development Corporation		Meals from the Heartland ( <i>Pro-Bono</i> )

Section 5.0 – CreateWOWmarketing, Case Studies & References

Section 5.1 – Case Studies - Meals from the Heartland (Pro-Bono)

**Need:**

- Awareness
- Strategy
- Interactive Strategy / Presence
- Educational Collateral
- Public Relations

**Deliverables:**

- Rebranding
- Marketing Strategy w/ Collateral
- Interactive  
    Web & Social Media
- DVD for Education
- News / Media Outreach

**Return:**

- Increased Cause exposure
- Volunteer Growth 125% in 2009
- Recognizable brand (Nationally)
- Funding for 4+ Million meals in 2010
- Manageable / Tracked Marketing



Section 5.0 – CreateWOWmarketing, Case Studies & References

Section 5.2 – Case Studies – Boesen The Florist

Need:

- Retail Sustainability
- Interactive Strategy / Presence
- Public Relations

Deliverables:

- Targeted Market
- FlowersDesMoines.com
- Interactive
  - Web & Social Media
- News / Media Outreach

\*Return:

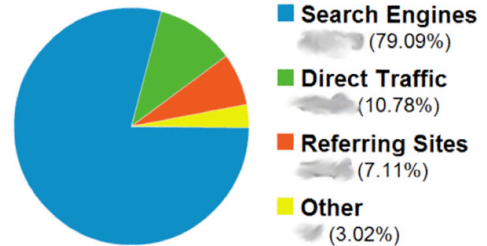
- +10% Sales - Web (only) in 2009
- FREE Media coverage
  - Due to Social Media Presence
- Marketing Database Growth of 150% in 2009
- Search Engine Ranking
- Manageable / Tracked Marketing
- BIGGER Local / Regional Brand

\* A complete case study of the Boesen the Florist campaign with results can be **downloaded** at <http://www.CreateWOWmarketing.com>



Month	Growth
January	3.41%
December	1.04%
November	14.19%

Traffic Sources Overview



79.09% FROM ORGANIC FINDABILITY VIA SEARCH ENGINES



## Section 5.0 – CreateWOWmarketing, Case Studies & References

### Section 5.3 – Case Studies – National Pork Board

#### Need:

- Member Education
- Curriculum
- Tracking of Certifications
- Interactive Delivery
- National Distribution

#### Deliverables:

- Full Course Outline / Content
- Workbooks
- DVD Work Source
- Bi-Lingual Content
- Customizable Courses

#### \*Return:

- Certification up 200% from 2007 to 2009
- Increased Safety Records Nationwide
- Database Growth of 34% in 2010



An entire visual portfolio can be found on our Website: <http://createwowmarketing.com>

## Section 5.0 – CreateWOWmarketing, Case Studies & References

### Section 5.4 – References

William (Bill) Trickey  
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Clarke County Development Corporation  
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Osceola, Iowa 50213  
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Creative Director  
Prime Creative Group  
<http://primecreativegroup.com>  
515.360.9179  
Julie@4westworks.com



## **Section 6.0 – Term & Conditions**

### **Section 6.1 – Clarifications of Pricing / Work-for-hire**

*\*The pricing estimated herein is based on past or current client projects / contracts that are have been or are currently in execution and does not reflect any pricing or budget for those that may be currently working with or associated to CreatWOWmarkeitng, LLC and ICCA.*

*\* CreateWOWmarketing, LLC is estimating in good-faith and under the following assumptions;  
1 – Websites are already in place and only marketing evaluation / branding and strategies will be applied. New sites or site reconstruction will be bid on a separate work order.*

*2 - External CreateWOWmarketing expenses (e.g. - stock art/photography, hosting, third party development, media purchases, postage delivery fees, printing) will be charged back to the client at cost+15% and are not included in the included estimates*

*\*\*Media buy budget is additional based on monthly commitment*

### **Section 6.2 – Payment**

*Upon agreement of this proposal or revisions that may follow based on this proposal, and before consulting, scheduling or initial production will begin, one third (1/3) of the estimated costs are due as a working deposit. The second third (1/3) of the balance will be due at the midpoint of standard production as agreed upon in the schedule by both the client and CreateWOW. The final third (1/3) of the balance will be due upon delivery. Monthly-retained invoices will be due Net 15 as billed for services as outlined in the proposal.*

### **Section 6.3 Work Order Contract**

*Once the final scope of the project is agreed upon, CreateWOW will supply the client a Work Order as contracted agreement and will also serve as project outline and guide for expected deliverables. This will also reflect EXACTLY what the client will be invoiced for work agreed upon – NO MORE NO LESS.*

### **Section 6.4 – Scope Changes**

*Revisions or author's alterations to the Scope of Work shall obligate the Client to additional fees and costs outside the above mentioned work order contract. These additional fees and costs will be defined at the time of change requests are made and be documented in a new work order approved by the client and CreateWOW before any additional action will be taken.*

### **Section 6.5 – Ownership & Usage Rights**

*Full ownership of work done for / on behalf of the client by CreateWOW will belong to the client upon receipt of 100% payment for the agreed work order / invoice. CreateWOW has the right to reproduce content and cite cases of work done for the client for their own promotional purposes.*

## **Section 6.0 – Term & Conditions**

### **Section 6.6 – Non-Disclosure Of Confidential Information**

*Each Party will not, at any time, whether during or after the termination or expiration of this Proposal, for any reason whatsoever, disclose to any person or entity or use for any purpose other than fulfilling its obligations hereunder, the other Party's Confidential Information, as defined below. Any concepts, business strategies, trademarks, service marks, materials, outlines, etc. provided to a Party by the other Party constitute trade secrets and Confidential Information under this Proposal and shall not be used by the other Party for any other purpose than for the purpose of the Project.*

### **Section 6.7 – Confidential Information**

*Confidential Information means all confidential and proprietary information of either Party, including, without limitation, information relating to: the business; trade secret information; client, investor, customer and supplier lists, and contracts or arrangements; financial information; market research and development procedures, processes, techniques, plans and results; investment or acquisition opportunities, pricing information or policies; computer software, passwords, programs or data; and all other business related information, whether such information is in written, graphic, recorded, electronic, photographic, data or any machine readable form or is orally conveyed to or developed by the other Party; provided that Confidential Information shall not include information which: (a) is in or hereafter enters the public domain through no fault of the receiving party; (b) is obtained by the receiving party from a third party having the legal right to use and disclose the same; (c) is in the possession of the receiving party prior to receipt from the disclosing party, as evidenced by the receiving party's written records pre-dating such receipt; (d) is independently developed by the receiving party as evidenced by written record proving such independence; or, (e) is required to be disclosed by governmental order or judicial subpoena, provided that prior to disclosure the receiving party shall give the disclosing party prior notice to allow the disclosing party an opportunity to obtain an appropriate protective order.*

### **Section 6.8 – Return of Confidential Information**

*Each Party shall, upon the request of the other Party, return to the other Party all written or other descriptive materials containing Confidential Information or otherwise relating to the other Party, its business and its intellectual property, including, but not limited to, drawings, blueprints, descriptions, notes, analyses or other papers or documents which contain any such information. In any event, upon the completion or expiration of this Proposal, or if this Proposal / Agreement is terminated for any reason, each Party shall, without request by the other party, return all aforementioned Confidential Information; provided that each party may retain one archival copy of the Confidential Information, solely for the purpose of determining its obligations under this Agreement.*

## **Section 6.9 – Indemnification**

*Each Party shall indemnify, defend, and hold harmless the other and its affiliates, officers, agents, and employees, from any and all claims, suits, actions, demands, damages, liabilities, expenses (including reasonable fees and disbursements of counsel), judgments, settlements and penalties of every kind that may be asserted or incurred including but not limited to: (a) any breach by such Party of any trademark, tradename and/or copyright infringement, invasion of privacy, defamation, or other wrongful use of any pictures, photographs, images, copy or other materials; and/or (b) the negligent, intentionally wrongful or illegal acts or omissions of such Party, its employees, agents, subcontractors or other representatives and/or (c) violations of any federal, state, local and/or international laws, rules and/or regulations to which such Party is subject.*

## **Section 6.10 – Applicable Law/Dispute Resolution**

*This agreement shall be governed by, and construed under, the laws of the State of Illinois. In the event of a dispute arising under this Agreement, the dispute shall be finally settled by arbitration under the Rules of the American Arbitration Association (the "AAA"). The Arbitration shall be held in Chicago, Illinois. The arbitration shall be held before a single arbitrator, selected in accordance with the rules of the AAA. The arbitrator's award shall be final and shall be enforceable in any court of competent jurisdiction. The arbitrator shall award the prevailing party its costs of such arbitration including, but not limited to, reasonable attorneys' fees. If a party refuses to comply with the rendered award, and the other party enters an application for judicial enforcement thereof, the refusing party shall bear all of the expenses incurred in connection with such application. Nothing in this Paragraph 11 shall prevent either party from resorting to judicial process if injunctive or other equitable relief from a court is necessary to prevent serious and irreparable injury to one party or to others.*

## **Section 6.11 - Cancellation**

*In the event the Client cancels this Agreement prior to the completion of the Project, within five (5) business days of such cancellation, Client shall pay (a) CreateWOWmarketing, LLC for all work performed by CreateWOW up to the date of termination, (b) for all contracted for Outside Expenses and commitments that have been incurred and cannot be cancelled and (c) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid to CreateWOW if the Agreement were to have been fully performed.*

## **Section 6.12 - Errors**

*The Client has the responsibility to proofread and examine all work produced during the Project. Therefore, the Client is ultimately responsible for any typographical, spelling, grammatical, copy, photographic, illustrative, layout or other errors discovered after printing or reproduction, or for any work or services performed by any party selected by the Client. In the event the Client determines that there are errors in the work produced during the Project, Client shall notify CreateWOW of any errors within 48 hours of Client's determination. Failure to promptly notify CreateWOW shall constitute a waiver by Client of any claim arising out of such errors.*

### **Section 6.13 - Performance**

*Each party shall use commercially reasonable efforts or fulfill its obligations hereunder, but shall in no event be responsible for any failure or delay in performance due to any catastrophe, act of God or government authority, civil strife, or any other cause beyond the control of such party. In no event shall CreateWOW's liability exceed the sum of payments received from the Client under this Agreement. Neither party shall be liable to the other for any consequential, indirect, special or punitive damages, even if such damage were reasonably foreseeable.*

### **Section 6.14 - Pricing**

*The prices set forth in this Proposal are valid through December 31, 2010 and represent CreateWOW's good-faith estimate of costs included in the price. If printing is a component of this estimate, printing prices are not guaranteed until paper has been ordered. CreateWOW shall inform Client promptly if any variations in costs or outside expenses are anticipated.*

### **Section 6.15 - Waiver**

*Any waiver by either party, whether express or implied, of any provision of this Agreement, any waiver of default, or any course of dealing hereunder, shall not affect such party's right to thereafter enforce such provision or to exercise any right or remedy in the event of any other default or breach whether or not similar.*

### **Section 6.16 - Severability**

*If any provision of this Agreement shall be deemed void in whole or in part for any reason whatsoever, the remaining provisions shall remain in full force and effect.*

### **Section 6.17 – Independent Contractor**

*In performing their respective obligations under this Agreement, the parties agree that their relationship is that of independent contractors and not that of a partners, joint venturers, agents, employees or part-time employees of the other party. Neither party will represent itself as, act or purport to act as or be deemed to be the agent, representative, employee or servant of the other party.*

### **Section 6.16 - Notices**

*If either party is required or permitted to send the other party any notices, such notices shall be in writing and sent to the other party at its last business address by registered or certified mail, postage prepaid, return receipt requested or by private overnight delivery service, return receipt requested. Notices shall be effective upon receipt.*

## **Section 6.17 – Entire Proposal**

*This Agreement and the attachments hereto represent the entire agreement between CreateWOW with respect to the performance of the Design and Production Services and supersedes any prior oral or written agreements of discussions, may not be modified or amended unless in writing signed by each of the parties, and may not be assigned by either party without the written consent of the other party which consent will not be unreasonably withheld.*

## Section 7.0 – Closing / Agreement

### Section 7.1 - Closing

I hope the above information is useful. Please review and contact me with any questions you may have.

Again, thank you very much for this opportunity. I look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrew B. Clark', with a stylized flourish at the end.

Andrew B. Clark, President / The Brand Chef  
CreateWOWmarketing, LLC  
4225 Fleur Drive, #148  
Des Moines, Iowa 50321

P: 515.257.6584  
FX: 515.866.2570961

[Andrew@CreateWOWmarketing.com](mailto:Andrew@CreateWOWmarketing.com)

**Section 7.0 – Closing / Agreement**

**Section 7.2 - Agreement**

**Proposal/Contract Authorization**

Signing below authorizes work to begin on the outlined project. All payments, due dates and account structures will be established based on this agreed outline.

-----  
Client title

Client Company

Client telephone

-----  
Client signature

**Client lead personnel approved to sign-off on progress & completion:**

-----  
Name (print) Telephone

-----  
Name (print) Telephone

