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ARO
CREATIVE INC

Texas A&M at Qatar Proposal for Creative Services

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Engagement Letter

To Whom it May Concern,

ARO Creative Inc. gratefully submits our proposal to lead the creative design and implementation for the branding of Texas A&M at Qatar.

As a women-owned creative agency, we proudly represent the < 1% of minority-owned agencies, and our work reflects the passion, cultural awareness and determination it takes to succeed in this industry.

We are a full-service, bi-lingual agency that prides itself on creating stunning branding, comprehensive communication strategies, and immersive digital media experiences. We work hand-in-hand with your team, and our international partner network to ensure seamless collaboration and award winning results.

We know that Texas A&M at Qatar is seeking a partnership to implement their brand across all mediums and elevate their mission through a variety of marketing tactics. Texas A&M at Qatar is a highly acclaimed school that demands a strong marketing presence. Your university is built on world-class engineering programs and a student body that seeks to serve their communities.

We are excited for this opportunity and believe we will be a terrific partner with you as we deliver on your brands promise to your students, faculty and the communities you serve.

We invite you to take a deeper look into our work and ethos, and we look forward to working with you soon!

Sincerely,




Vision Statement For Success

ARO Creative is a woman-owned, full service creative agency headquartered in Tennessee. Through comprehensive strategies, ARO is focused on cultivating partnerships, promoting community initiatives, and creating impactful work for our brands and clients.

OUR APPROACH

ARO begins each project with a sincere understanding of our client's values and goals.

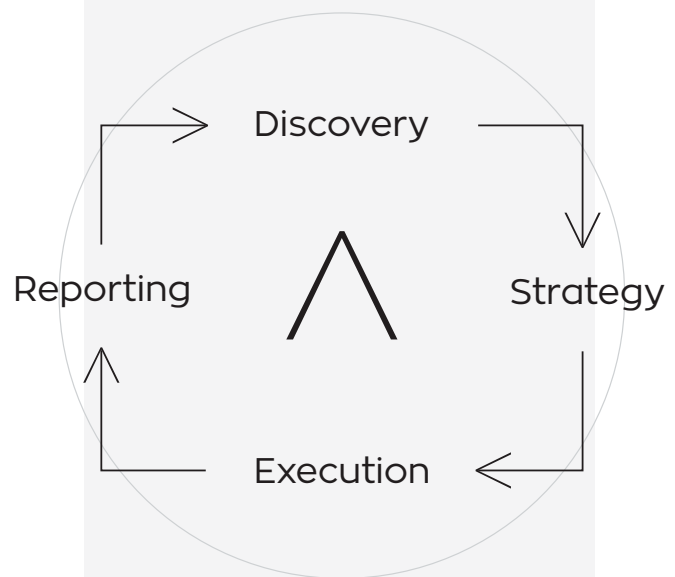
Together, we develop a strategy to connect the values of those goals across an array of communication tactics, creating engaging content as well as visual impact.

Our process also includes a strategic method for measuring our success with the ability to pivot quickly to ensure the inclusion of all our desired audiences.

OUR PROCESS

Our experienced, interdisciplinary teams work in close collaboration with clients, creating strategies to solve problems, communicate from vision and achieve bold goals.

We believe that cohesive brand experiences result in consumer trust that's achieved with consistent, impactful, and thoughtful design thinking across all channels. These channels are best determined when research and strategy are applied before the execution stage. With the use of informed planning and decision making, our strategies continually meet our standards of success. To further improve future endeavors, all projects are reviewed on their level of success to educate and inform our team on how to adapt and evolve in this ever-changing industry.



Statement of Capabilities

Brand Development and Design

Visually precise, thoughtfully succinct communication in all forms. We develop cohesive brand experiences that result in consumer trust — achieved with consistent, impactful, and thoughtful design thinking across all channels.

Print and Collateral

This includes the creative design of marketing collateral that will be in print form. Primarily these can include, but are not limited to:

- Brochures • Business Cards • Rack Cards • Stickers
- Billboards • Posters • Direct Mailers • Packaging

Digital Media

The design of marketing collateral or advertising to be displayed online. This could be for digital banner ads, social media posts, or web graphics.

- Web Development • Front-End Development
- Photography • App Development

Video Production

Video Production can include projects that are created for broadcast, social, web or mobile. Productions can include live action video and/or 3D animation.

Campaign Management

ARO's marketing campaigns focus on creating a seamless experience across all digital, traditional and experiential tactics resulting in harmonious communication to all involved. This includes the creation of an in-depth campaign and content strategy, as well as planning and implementing the execution and management of the campaigns.

- Social Media • Advertising • Public Relations

Analytics and Research

Tracking and monitoring the success of a campaign is vital in today's industry. ARO can provide reporting and research including:

- Analytics (for all strategies) • Marketing Effectiveness • Metrics
- Search Engine Optimization • Social Monitoring • Usability testing

Strategic Implementation

ARO will follow a strict process list with clearly defined check-in points to keep every project on track, organized, and delivered on time. The following chart is our step-by-step breakdown for a range of branding-related projects including estimated timelines and milestones. Note, the timelines will scale according to the size and scope of the project. Texas A&M at Qatar will communicate directly with Ashley Shutt, ARO Creative's President.

- Project Brief and Scope of Work ☐
- Define Deliverables ☐
- Timeline and Milestones Review ☐
- Collection of Information & Assets ☐

- Visual Research & Development ☐
- Test Design Directions ☐
- Review Drafts with Client ☐
- Adjust as Needed ☐

- Design First Layouts ☐
- Review Internally and Adjust as Needed ☐
- Present Draft 1 to Client for Review ☐
- Improve and Adjust ☐
- Present Updated Version to Client ☐

- Curate List of Needs ☐
- Copywriting and Editing ☐
- Gathering of Assets (Photography, Illustrations, ect) ☐
- Review With Client & Adjust as Needed ☐

- Review all Files, Must Pass Prep Checklist ☐
- Order Prints & Invoice Client ☐
- Schedule for Social, Email or Web Post ☐

1 Kickoff

Duration _____

Approval _____

2 Discovery

Duration _____

Approval _____

3 Design

* Design and Content Steps
May Overlap

Duration _____

Approval _____

4 Content

Duration _____

Approval _____

5 Prep for Production

Duration _____

Approval _____

Capabilities

ARO Creative is a woman-owned, full service creative agency headquartered in Tennessee, USA. Through comprehensive strategies, ARO is focused on cultivating partnerships, promoting community initiatives, and creating impactful work for our brands and clients.

NAICS Codes

541810 - Advertising Agencies

512110 - Video Production

541430 - Graphic Design Services

541511 - Web Page Design Services

541820 - Public Relations Agencies

541613 - Marketing Consulting Services

STRATEGY

- Growth
- Data Research
- Branding
- Strategic Planning
- Market Research

MARKETING

- Campaigns
- Content Strategy
- Social Strategy
- Advertising
- Social Media
- Email
- Photography
- Event & installation design

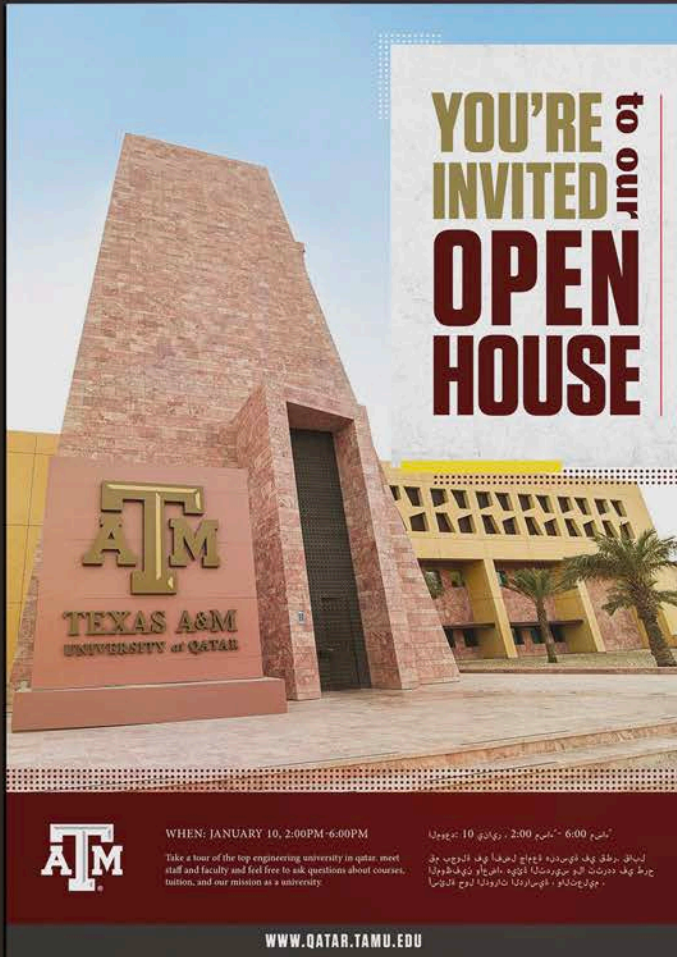
DESIGN

- Brand Identity
- Websites & web management
- Prototypes
- Packaging
- Print & digital collateral

IMPLEMENTATION

- Content
- Experiential Design
- Film & video
- Print management
- SEO
- Analytics
- Public Relations

Sample Vision



Case Studies



THE PARTNERSHIP

Over the last two years General Shale has gone from being a leader in the building materials industry to becoming the largest brick manufacturer in the world. ARO was selected as the agency of record to help guide the brand through these transitions and has continuously provided the support needed for their international marketing. The General Shale team was looking to modernize the way they connected with their consumers and businesses. As their strategic marketing partner, ARO has helped usher in new, digital tools to connect with customers. Since the partnership began, ARO has delivered many successful campaigns from marketing strategy, print management, social media strategy and a multi-national website development transition.

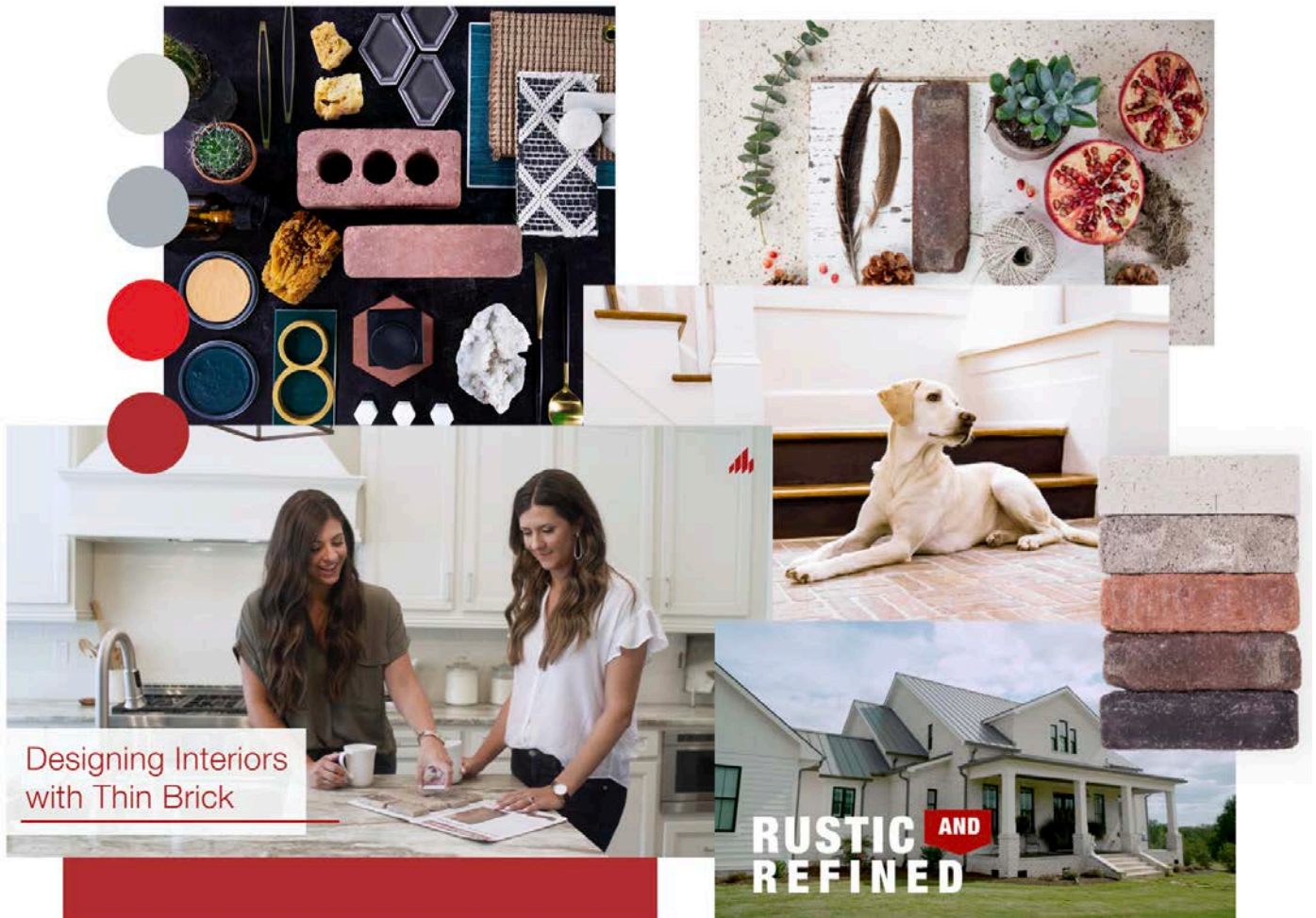
THE RESULTS

Production of Video Library

Comprehensive Marketing Strategy

B2C, B2B and Internal Marketing Campaigns

Modernized Branding and Collateral





VIDEO SERIES

To see a small sampling of the multiple video series ARO created for General Shale, visit:

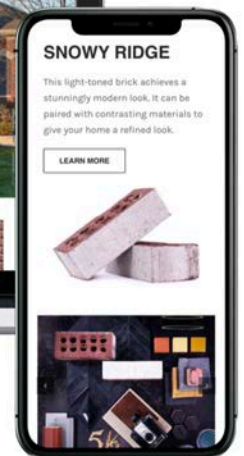
aroinc.com/texasam



GENERAL SHALE LOOKS

ARO created a lookbook and microsite to feature some of the company's most popular bricks. Taking a fresh, interior design approach, custom photography was created to aid and inspire customers who are still picking their product.

To see this site, visit:
generalshalelooks.com



Case Studies



Sync.Space

THE PARTNERSHIP

Sync Space is a network of entrepreneur centers and activity and a key partner with the State of Tennessee. They work closely with universities and colleges throughout Tennessee and Virginia to promote economic development through entrepreneurship and innovation. ARO has created elevated branding and communication tactics to deliver on Sync Space's goal of connecting entrepreneurs with opportunity.

THE RESULTS

Rejuvenated Website

Social Presence

Professional Design



Announcing

Entrepreneurial Bootcamps



Join our expert-led programs around marketing, retail, e-commerce and more as we help regional businesses and individuals, who have been impacted by COVID-19, move forward in their careers and companies.

Makers, Creators and Online Retail Boot Camp

Course Description

Industry experts address topics related to sales and marketing, e-commerce, access to training and equipment, finance and IP. This intensive boot camp is tailored for small businesses and entrepreneurs in the maker, retail or product industries who have been impacted by COVID-19. Specific topics to pivoting strategy, finance, and sales in the midst of COVID will be highlighted throughout the program all centered around an actual project.

Course Dates

Tuesday 11/17
Thursday 11/19
Tuesday 12/1
Thursday 12/3
Tuesday 12/8
Thursday 12/10
Tuesday 12/15

Sessions will be hosted at the Inventor Center in Kingsport on Shelby Street. Course hours are 5:30 – 7:30pm.



Hands-On Experience

Use multiple tools such as welders, saws, cnc router/plasma, and 3D printers at the Inventor Center and take home what you create at the end of the course.

Regional Experts

Get the best advice and guidance straight from local metalworking and woodworking masters.

Everything's Included

We will provide prepared laptops at our facility with all of the software you need for the course.

Enroll today at

syncspace.org/makers-bootcamp



Makers, Creators and
Online Retail Boot Camp

Marketing Boot Camp

Restaurant Recovery
Boot Camp

Case Studies



THE PARTNERSHIP

A project for fellow wanderers. ARO partnered with Bundled to fulfill marketing needs for Vayska, a new outdoor recreation equipment company specializing in hydration packs. Vayska is a company for the wayfarers and the adventurers. After custom photography, a new e-commerce website, a brand video, custom packaging and an influencer marketing strategy, Vayska was ready to hit the trails.

THE RESULTS

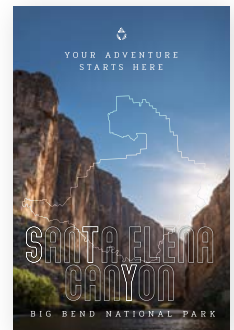
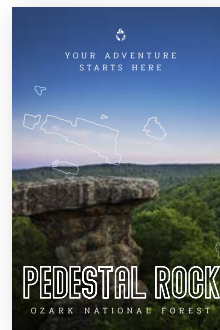
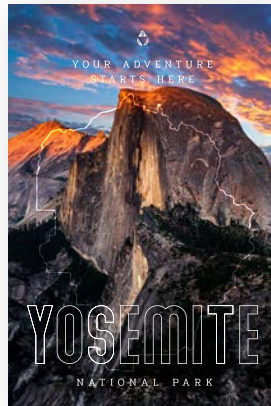
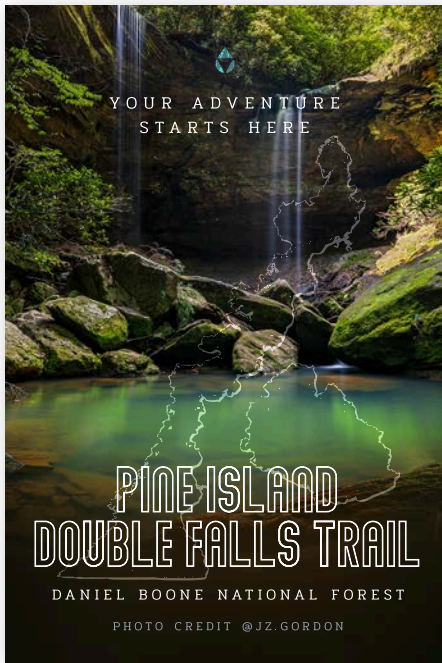
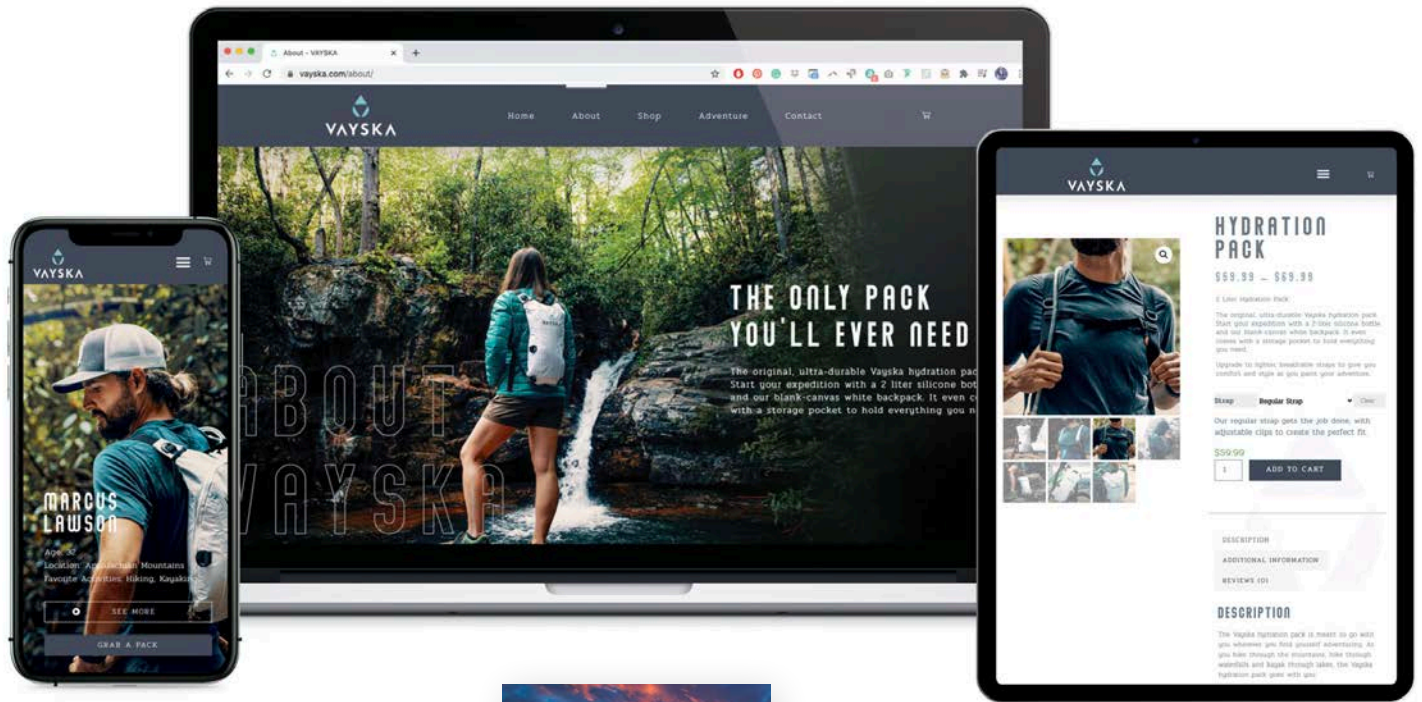
Compelling Branding
Editorial Photography and Brand Video
Custom E-Commerce Website



PAINT YOUR ADVENTURE.

VAYSKA BRAND VIDEO

To capture the adventures that people will enjoy with their new outdoors gear, ARO captured beautiful, local footage. To view the video, visit: aroinc.com/texasam



Case Studies



this is **kingsport**

THE PARTNERSHIP

Strong heritage, focus on family and a vision to build on a foundation of innovation. “This is Kingsport” was a city-wide movement to celebrate and share 101 years of achievements and the continuation of an inspired outlook in the mountainous city of Kingsport, TN. After the implementation of a well-planned strategy, new and versatile branding, a brand video encompassing the vision, and website to showcase it all, Kingsport was ready to share what makes it a good place to live, work and play.

THE RESULTS

An In-Touch Community Website

Full Branding Package

Inspiring Hero Video



THIS IS KINGSPORT BRANDING

A new logo and corresponding branding guide was created for the city-wide campaign. To view the full guide and brand video, visit: aroinc.com/texasam

Case Studies



ARMS CYBER

SECURITY SOLUTIONS

THE PARTNERSHIP

ARO partnered with Cyber Security company, ARMS Cyber to develop bold and innovative marketing materials that coincide with their vision for the future of cyber security world-wide. ARMS Cyber is a company aimed at providing adaptive defense technologies to clients like NASA, the C.I.A., Black Ops and the White House.

With ARMS Cyber's high-tech technologies came a need for compelling materials that represented their industry prowess. ARO Creative took those needs and decoded them into something sophisticated and innovative.

THE RESULTS

Intuitive Branding

Sophisticated Website

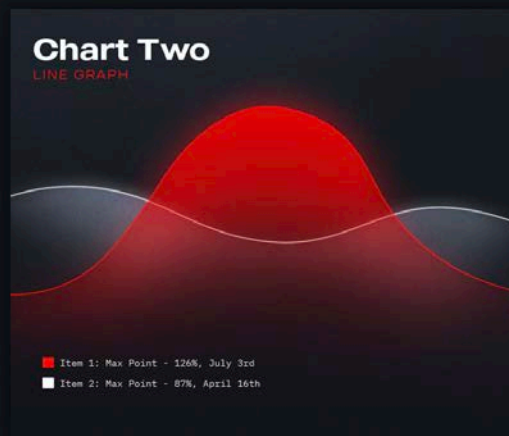
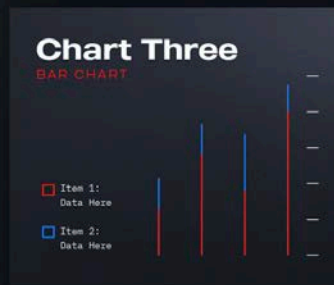
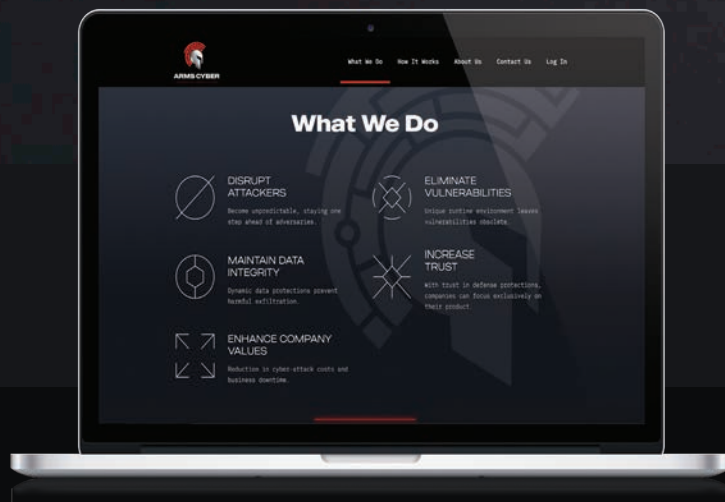
Striking Design

BOLD.
INNOVATIVE.
TECHNICAL.



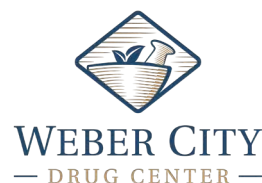
ARMS CYBER

SECURITY SOLUTIONS



Case Studies

BRANDING PROJECTS



Our Team



ASHLEY SHUTT **PRESIDENT & CREATIVE DIRECTOR**

Along with her extensive agency experience, Ashley's background includes work in creative production, marketing strategy, and content for B2C and Fortune 500 companies. She has also implemented product brand strategies to assist the joint-venture of two Fortune 200 companies and has produced content for Clorox, General Electric, Camelbak, Goodwill, and other major brands. Among her professional accomplishments, she obtained a 40 Under 40 recognition, she is featured in "Who's Who In America, Top Professionals" and has received multiple, regional awards for entrepreneurship and business excellence in Tennessee.



HEATH GUINN **VICE PRESIDENT OF BUSINESS DEVELOPMENT AND STRATEGIES**

Heath Guinn serves as ARO's in-house business strategist. With over 20 years of experience, he has launched multiple successful companies: from strategic communication consulting for online and traditional campaigns, to visual arts production, to consumer product lines. He has also led teams of employees and external agencies on various scales of design, interactive and media production in the marketing and communications industry. Notably, he consults and leads presentations to community leaders, business owners and marketing departments helping them understand their needs and successfully implement technology and communication methods into their businesses to promote brand growth and product awareness. He has partnered with businesses and higher education such as: Cleveland Clinic, Ballad Health, Northeast State University and East Tennessee State University.

Our Team Cont.



SAMANTHA CULBERTSON **ART DIRECTOR**

Samantha works hand-in-hand with creative teams and individuals to guide projects to completion. She is an award-winning creative, and the woman behind many of ARO's famous designs. She dictates the visual direction needed for each project and sets processes to streamline agency output. Samantha has created engaging work for a wide array of target audiences, including a state-wide health campaign targeted at students, and an identity package that led to a city being recognized as one of Tennessee's healthiest communities. Having successfully launched and completed dozens of websites and branding projects including logo design, brand guidelines, and supporting collateral design, Samantha uses her client experience and design processes to give back to the community and help teach young designers how to quickly integrate into the workforce. She has created work for Fortune 500 companies, international companies and nonprofits.

A handwritten signature in black ink that reads "Samantha Culbertson".



KAYLEE SILVERS **ACCOUNT EXECUTIVE**

Kaylee is a detail-oriented and organized professional who is dedicated to managing ARO's accounts, finding solutions, and problem solving. She has extensive experience in brand strategy and social media content creation; pitching ideas to better serve client's needs. She is dedicated to creating new and interactive content that helps support the missions and ideas of our client portfolio.

A handwritten signature in black ink that reads "Kaylee Silvers".



KENNEDY PEACOCK **COMMUNICATIONS SPECIALIST**

Kennedy is an outstanding brand strategist who uses her experience in journalism and communications to create consistent messaging and engaging content. A storyteller by trade, she has marketing experience for Fortune 500 companies and universities, as well as extensive journalism experience. Her education has encouraged her to be a life-long learner, passionate about modern technology, relevant messaging and innovative marketing solutions. Kennedy specializes in key messaging, public relations, strategy and web development.

A handwritten signature in black ink that reads "KP".

Our Team Cont.

MEGHAN GAFFNEY **UX DESIGNER**

Megan is an awarded UX Designer with experience in the tourism, government and music industries. She creates flawless websites, conducting research, wire framing, prototyping and building. Megan prides herself on building websites that are user-friendly, modern and provides amazing user experience. With a Master's degree in business and branding, she knows what is needed to create an innovative site that -- while stunning -- invites users to be immersed in technology that creates actionable experiences.

CHARITY HONEYCUTT **HONEYBEE STYLING & DESIGN**

Charity is an art director, event designer, and stylist. She designs sets for global production companies, HGTV, Travel Channel, and Discovery Network. Among her many accolades, Charity was the stylist and set designer for a John H. Daniels marketing campaign that featured Chris Blue. She works alongside stars such as The Property Brothers Drew and Jonathan Scott, Patricia Nash, Erin and Ben Napier of Hometown, and many more. In 2016, she planned Jordan Smith's (winner of The Voice) wedding which was featured in People Magazine, one of over 30 weddings she produces each year. Charity has worked hand in hand with ARO over the years and is considered an integral member of our creative team.

EDY REZENDEZ **DIRECTOR/VIDEOGRAPHER**

Edy Recendez is a director based out of Knoxville, TN. He started working in the industry from an early age which led him to understand and value every aspect of film making. He's a problem solver by nature, his creative vision along with his passion for collaboration is what has led him to work with a number of different brands and artists from all over the globe.

TAYLOR STERN **USA TODAY**

Taylor works on the Consumer Marketing team as the Sr. Marketing and Events Manager for USA TODAY producing corporate events and overseeing marketing strategy. Taylor has experience with social media management, event production, and building brand presence for USA TODAY products. She coordinates and facilitates events for The National Sports Awards with VIP guests including Shaquille O'Neal, Clay Matthews and Von Miller. This touring event brings in several million dollars a year for the USA Today Network.

TO SEE MORE OF OUR TEAM, VISIT
AROINC.COM/CREATIVE-PARTNERS

Relevant Clients



Letters of Recommendation

To whom it may concern,

ARO continues to be a quality partner in working with General Shale marketing as our agency of record. After multiple years of collaboration and planning, the team continues to approach each project with a genuine interest and investment in understanding our brand, products, customers, and employees.

The team's technique in providing solutions and ideas is thoughtful and professional, with a refreshing sense of creative enthusiasm. The results of the multiple projects we've completed with ARO have yielded overwhelmingly positive responses from our employees and industry colleagues, as well as measurable results that have grown our business.

We look forward to a continued partnership with ARO. and would highly recommend them for business and marketing solutions.

Regards,



Luke Guinn

Marketing Manager, General Shale





Partnership for Progress™

Tuesday, January 26, 2021

Letter of Recommendation for ARO Creative

To Whom It May Concern:

It is with great pleasure I write to enthusiastically endorse the outstanding team at ARO Creative for any communications/marketing/branding project or contract.

I have worked with this amazing company for the past few years on the Kingsport Chamber's Annual Dinner. Dubbed "Kingsport's Social Event of the Year!," this popular, sold-out event is the major fundraiser for our organization. With more than 1,700 in attendance, it is the largest Chamber of Commerce Dinner in the nation and a high-profiled, very visible affair. And a big reason for the evening's huge success is due to the dedicated, talented, creative and consummate professionals at ARO Creative.

ARO Creative served as the creative design and brand sponsor for the event. Their design work was stellar, the creativity unparalleled and the professionalism first-class. They were always ahead of schedule and exceeded expectations at every turn. Their detailed planning and constant communications with us relieved any worry or stress as they managed their efforts with a calm and reassuring presence.

ARO Creative created the design theme for the evening and produced the event's invitation, tickets, program and stage backdrop and helped with the event's marketing/branding strategies. We continue to receive numerous compliments on their fabulous work. It is because of their branding genius, superb creative design and marketing ideas that the event had another record, sold-out crowd. The event continues to garner enormous media attention and it has received national acclaim, including award recognition from the Tri-Cities TN/VA Public Relations Society of America (PRSA).

In addition to ARO Creative's superb design and marketing skills, their team's personable and friendly demeanor makes working with this fine group a true pleasure. I have worked with ARO Creative on other city projects and business endeavors and their work is always first rate and their results highly successful.

As one who constantly plans and attends numerous events and who produces a variety of marketing campaigns, I can attest without hesitation that the superb team at ARO Creative is first-class in every aspect of marketing, social media, creative design and brand development and will take any promotional endeavor to the highest levels of excellence.

I strongly and proudly applaud ARO Creative and highly recommend them to any potential client.

With much appreciation,

Robert H. Feagins
Executive Director of Communications & Development
Kingsport Chamber



Monday, January 25, 2021

To Whom It May Concern:

It is our joy at Couture Technologies to strongly recommend ARO Creative Inc. for a partnership with Texas A&M.

We began working with ARO after seeing one of our colleague's business take off thanks to the branding and creative work done by ARO. Because we are a technology company as well, we knew that they would have no problem speaking our language and communicating with us about their vision for our site.

We have been consistently blown away by the work and creative expertise ARO has. They are a quality team who care about their clients and have done amazing work. We already had a brand, but ARO took it and brought it to life. The website they designed and created exceeded our expectations, as well as adding a branded video.

On top of their work, they are simply a great team. They are personable and communicate well; we were always in the loop. They meet deadlines and really understood us and our brand while we moved forward with the site.

If you need any more specific examples of why ARO is a wonderful team to work with, do not hesitate to contact us.

Sincerely,

Deanna Meador
CEO of Couture Technologies

Appendix

Ownership

Upon project completion and payment, Texas A&M maintains sole ownership of all content created or procured. Any licenses or fees purchased during the development of all marketing and branding materials will become ownership of Texas A&M.

Warranty and Ongoing Support

ARO Creative provides a 60-day warranty on all work starting at the final launch date. During that time, we guarantee all deliverables are functional. Any work performed after this time is handled as additional support and billed separately at an hourly rate of \$250/hr.

NAICS Codes

541810 - Advertising Agencies

541511 - Web Page Design Services

512110 - Video Production

541820 - Public Relations Agencies

541430 - Graphic Design Services

541613 - Marketing Consulting Services

ARO is proud to represent the < 1% of minority-owned agencies, and we look forward to the opportunity to work with Texas A&M Qatar. For further questions or to request additional work examples, please contact:

Ashley Shutt, President & Creative Director

ashley@aroinc.com | 423-262-6339 | aroinc.com

