



+

ARO
CREATIVE INC

Hamilton County 9-1-1 Emergency
Communications District
Request for Proposal for
Website Redesign and Development

Ashley Shutt, President & Creative Director
ashley@aroinc.com | 423.262.6339 | aroinc.com

TABLE OF CONTENTS

6

Introduction

10

Solution &
Schedule

12

Our Team

14

Recent Work

26

References

29

Related Work

30

Pricing

32

Appendix



INTRODUCTION

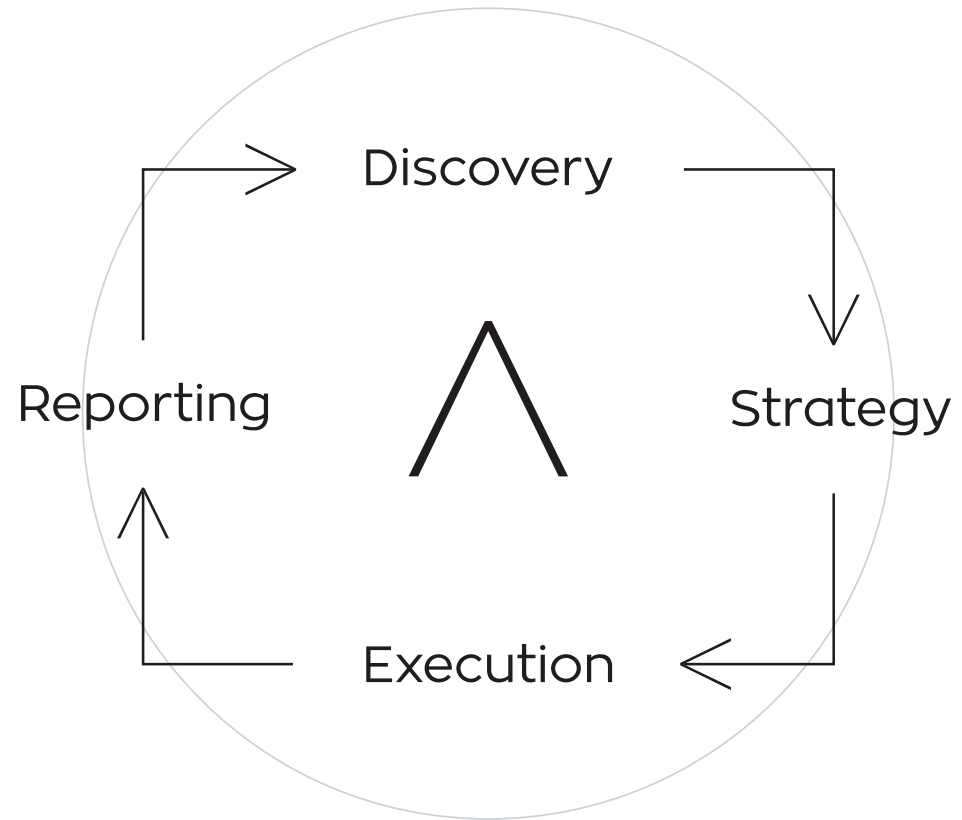
VISION STATEMENT

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.

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 outcomes.

To view this proposal in a digital format, please visit **www.aroinc.com/hamiltoncounty**

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 levels of success to educate and inform our team on how to adapt and evolve in this ever-changing industry.

INTRODUCTION

CAPABILITIES

We are a full-service creative agency — and we don't take that description lightly. When we work with our clients, they can be assured that we deliver quality work that exceeds goals and expectations.

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

Strategy
Growth
Data Research
Branding
Strategic Planning
Market Research

MARKETING

Marketing
Campaigns
Content Strategy
Social Strategy
Advertising
Social Media
Email
Photography
Event & Installation Design

DESIGN

Design
Brand Identity
Website & Web Management
Prototypes
Packaging
Print & Digital Collateral

IMPLEMENTATION

Implementation
Content
Experiential Design
Film & Video
Print Management
SEO
Analytics
Public Relations

SOLUTION & SCHEDULE

WEBSITE DESIGN + DEVELOPMENT

ARO will work with Hamilton County 9-1-1 to create a dynamic and user-friendly website that features a fresh design, dynamic pages, and integrated tools for general public and local media. The design will be modern, and appealing to necessary demographics and will ultimately create a functional and informative tool for the organization to utilize.

PROPOSED PLATFORM + CMS

The site will be built in Wordpress which is the most widely used platform by developers. ARO creates sites using Elementor which is a visual editing tool, easily learned by clients and agencies alike. This allows for the ultimate flexibility in client editing and management once the site is complete. ARO will provide all necessary site training upon project completion.

FUNCTIONALITY

In addition to ARO's standard of User Experience Design and usability functions, the website will be built to accommodate dynamic data based pages and various browsers, such as mobile or desktop. Included in ARO's website services is basic SEO setup and integration which will allow for future expansion of SEO strategies.

DESIGN + LAYOUT

The main structure of the website's layout will feature all assets of the Hamilton County 9-1-1 branding and initiatives. The graphics will include vibrant colors and well thought out UX design to aid in navigation and appeal, while also portraying a polished and professional look and feel.

HOSTING + MAINTENANCE

ARO recommends the use of Flywheel hosting which includes hosting for 1 Wordpress site, 10GB of storage, and 50GB of bandwidth. At \$25 per month, this package includes SSL certificates, staging sites, nightly backups, 24/7 chat support and more.

Website Development Process

Phase I

Landscape & History	<input type="checkbox"/>	1 Discovery	<input type="checkbox"/>
User Study	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Research Document	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Features & Functionality Matrix	<input type="checkbox"/>	2 Planning	<input type="checkbox"/>
Mapping & Wireframing	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Prototype	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Design Comps	<input type="checkbox"/>	3 Create	<input type="checkbox"/>
Final Functionality Assessment	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Final Comps	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Estimated Time Frame		30 - 60 days	

Phase II

* Changes to functionality or design after Step 3 will likely impact cost & timeframe

Content Delivery from Client	<input type="checkbox"/>	4 Content	<input type="checkbox"/>
Photography and Videography	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Usability (UX) Testing	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Programming	<input type="checkbox"/>	5 Development	<input type="checkbox"/>
Content Population	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Programming Signoff	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
CMS Training	<input type="checkbox"/>	6 Testing & Metrics	<input type="checkbox"/>
Setup Analytics	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Final Proof & Beta Testing	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Paid Media Support	<input type="checkbox"/>	Launch	<input type="checkbox"/>
Social Media Support	<input type="checkbox"/>	<u>Completion Date</u>	<input type="checkbox"/>
Evaluate	<input type="checkbox"/>	<u>Approval</u>	<input type="checkbox"/>
<hr/>			
Estimated Time Frame		30 days	

OUR TEAM



ASHLEY SHUTT **PRESIDENT & CREATIVE DIRECTOR**

A California native -- Ashley has extensive agency experience with a background including work in creative production, marketing strategy, and content for B2C and Fortune 500 companies. She has also implemented product brand strategies to assist the jointventure 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.

A handwritten signature of Ashley Shutt in black ink.



KAYLEE SILVERS **ACCOUNT EXECUTIVE**

Kaylee is a detail-oriented and organized leader 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. Kaylee specializes in interpersonal communication, data management, and various other content development and management assets.

A handwritten signature of Kaylee Silvers in black ink.



AUDRY BONACHE **GRAPHIC DESIGNER**

With extensive experience in art and graphic design, Audry makes the perfect new addition to the ARO team. Based in Sweden, Europe, she remotely works on creating new content, newsletters, branding assets, and much more for ARO's clientele. Audry has a passion for learning and creating content that evolves with our industry and clients needs.

A handwritten signature of Audry Bonache in black ink.



MEGAN 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.



EDY REZENDEZ

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. Edy specializes in tourism and place advertising. 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.



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.



TAYLOR STERN

DIGITAL MEDIA/CONSUMER EVENT STRATEGIST

Taylor works on the Consumer Marketing team as the Sr. Marketing and Events Manager for USA TODAY producing corporate events and overseeing marketing strategy. She has worked with ARO for 3 years on developing and implementing digital strategy. Taylor has experience with social media management, event production, and building brand presence. 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.



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. Work examples shown in this proposal are composed of projects spanning over a 2.5 year time period.

THE RESULTS

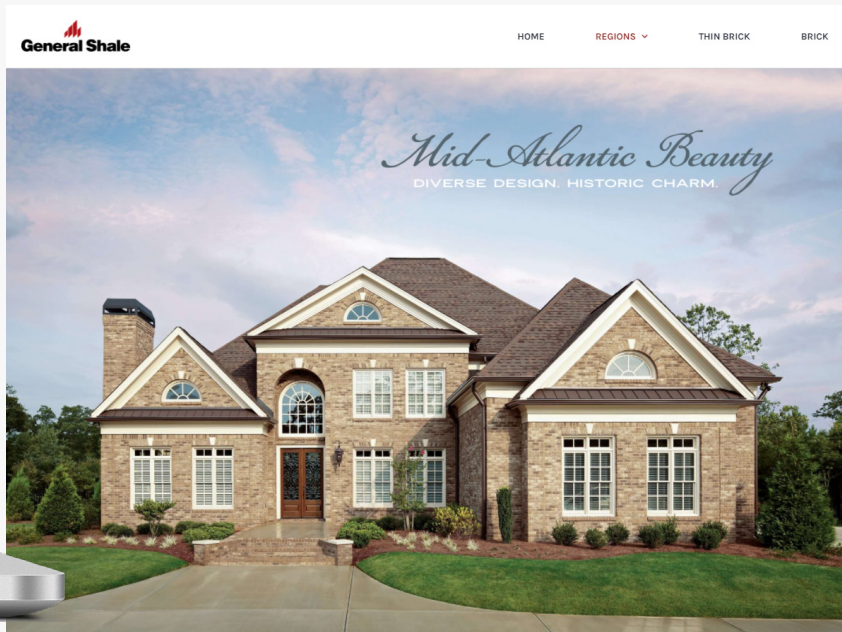
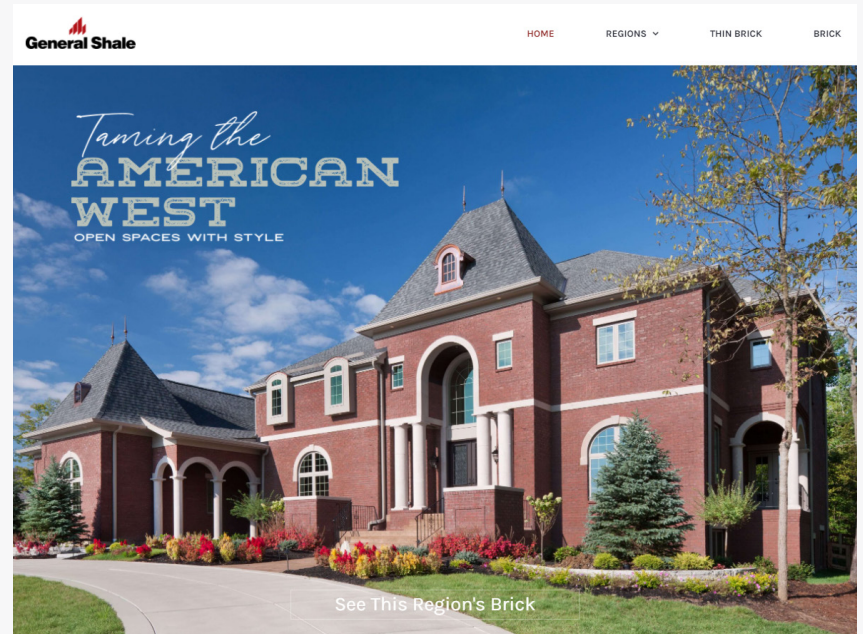
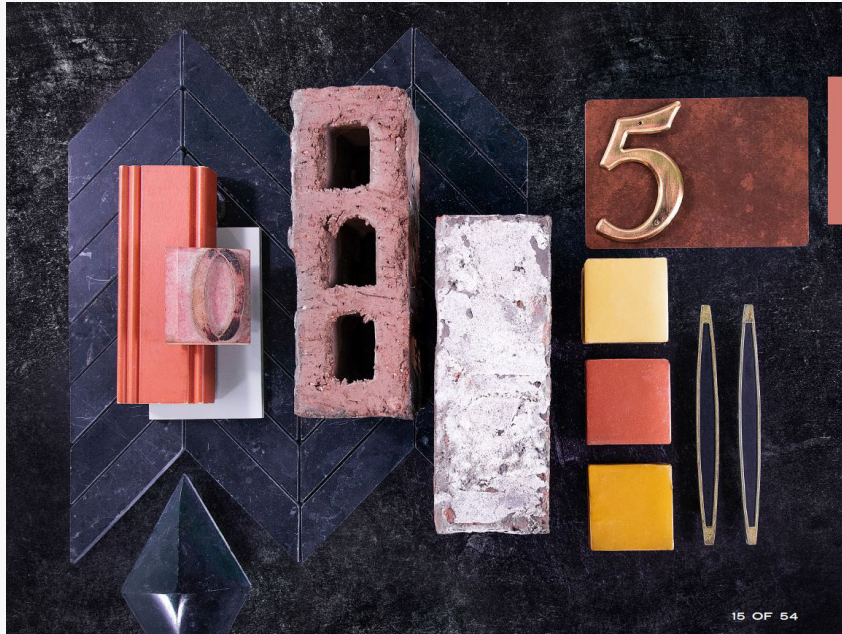
Video and Photography Library

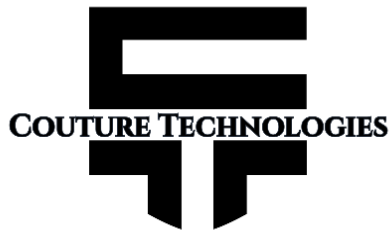
Comprehensive Marketing Strategy

B2C, B2B and Internal Marketing Campaigns

Modernized Branding and Collateral







THE PARTNERSHIP

Innovation is eternal. Couture Technologies is at the forefront of fashion innovation with tech that could change how consumers try on clothing. ARO partnered with Couture Technologies to establish a strong, vibrant brand through website creation and a bold brand video. Inspired by innovative, avant-garde designers and striking colors, ARO created a stunning site that encompasses key messaging and useful information about Couture Technology's state-of-the-art product. The brand video encapsulates Couture Technology's mission: high fashion, bold ideas and futuristic technology.

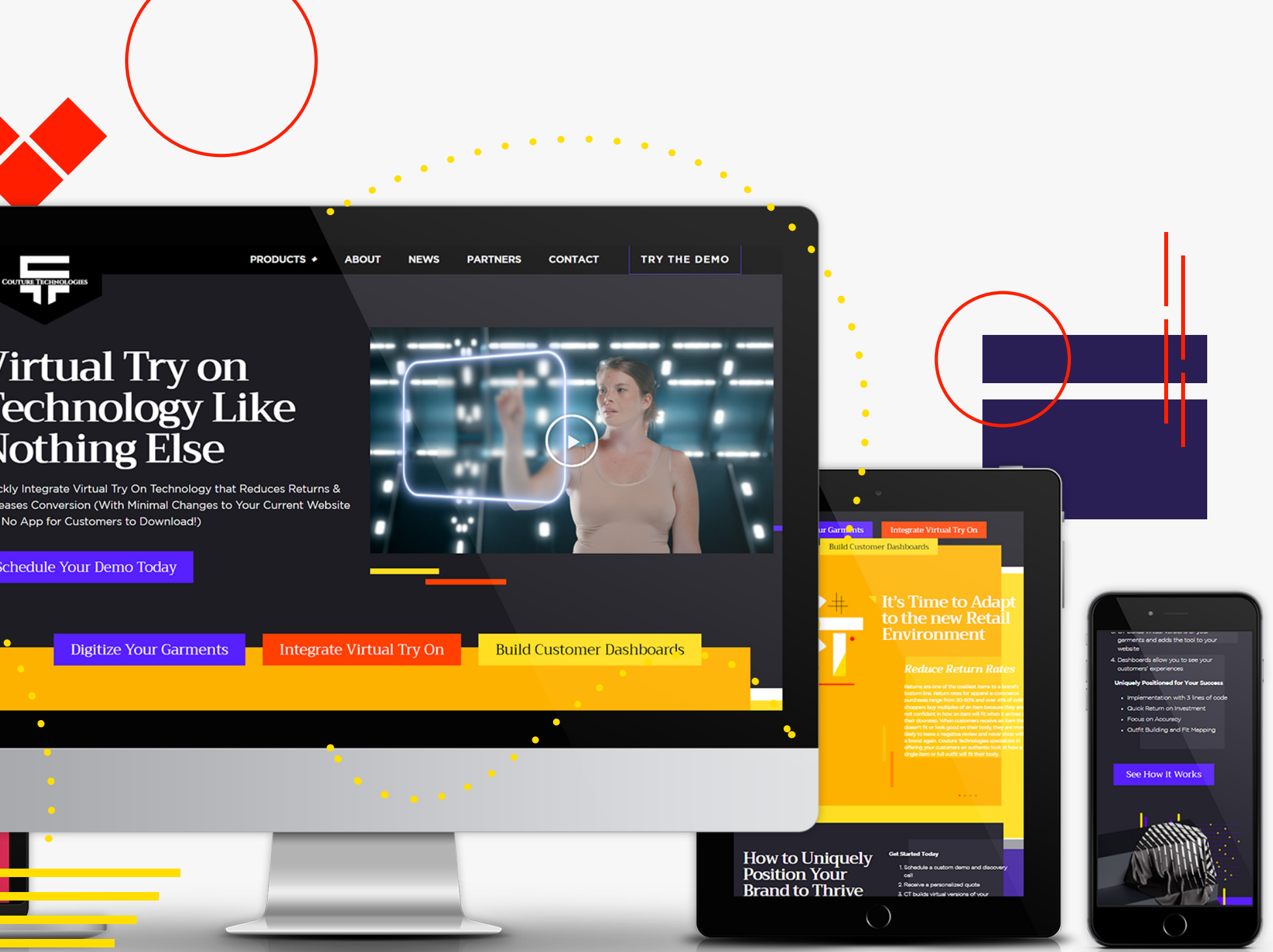
THE RESULTS

Bold Brand Video

Stunning Website

Timeless Design





PRODUCTS + ABOUT NEWS PARTNERS CONTACT TRY THE DEMO

Virtual Try on Technology Like Nothing Else

Quickly Integrate Virtual Try On Technology that Reduces Returns & Increases Conversion (With Minimal Changes to Your Current Website)
No App for Customers to Download!

Schedule Your Demo Today



Digitize Your Garments

Integrate Virtual Try On

Build Customer Dashboards

Integrate Virtual Try On
Build Customer Dashboards

It's Time to Adapt to the new Retail Environment

Reduce Return Rates

Returns are one of the costliest items to a brand's bottom line. Return rates for apparel e-commerce purchases range from 20-30%, and over 40% of online shoppers buy multiples of an item because they are not confident in how an item will fit when it arrives at their doorstep. When customers receive an item that doesn't fit or look good on their body, they are more likely to leave a negative review and never shop with a brand again. COUTURE Technologies revolutionizes by offering your customers an authentic look at how a single item or full outfit will fit their body.

How to Uniquely Position Your Brand to Thrive

- Get Started Today
1. Schedule a custom demo and discovery call
 2. Receive a personalized quote
 3. CT builds virtual versions of your

See How it Works



THE PARTNERSHIP

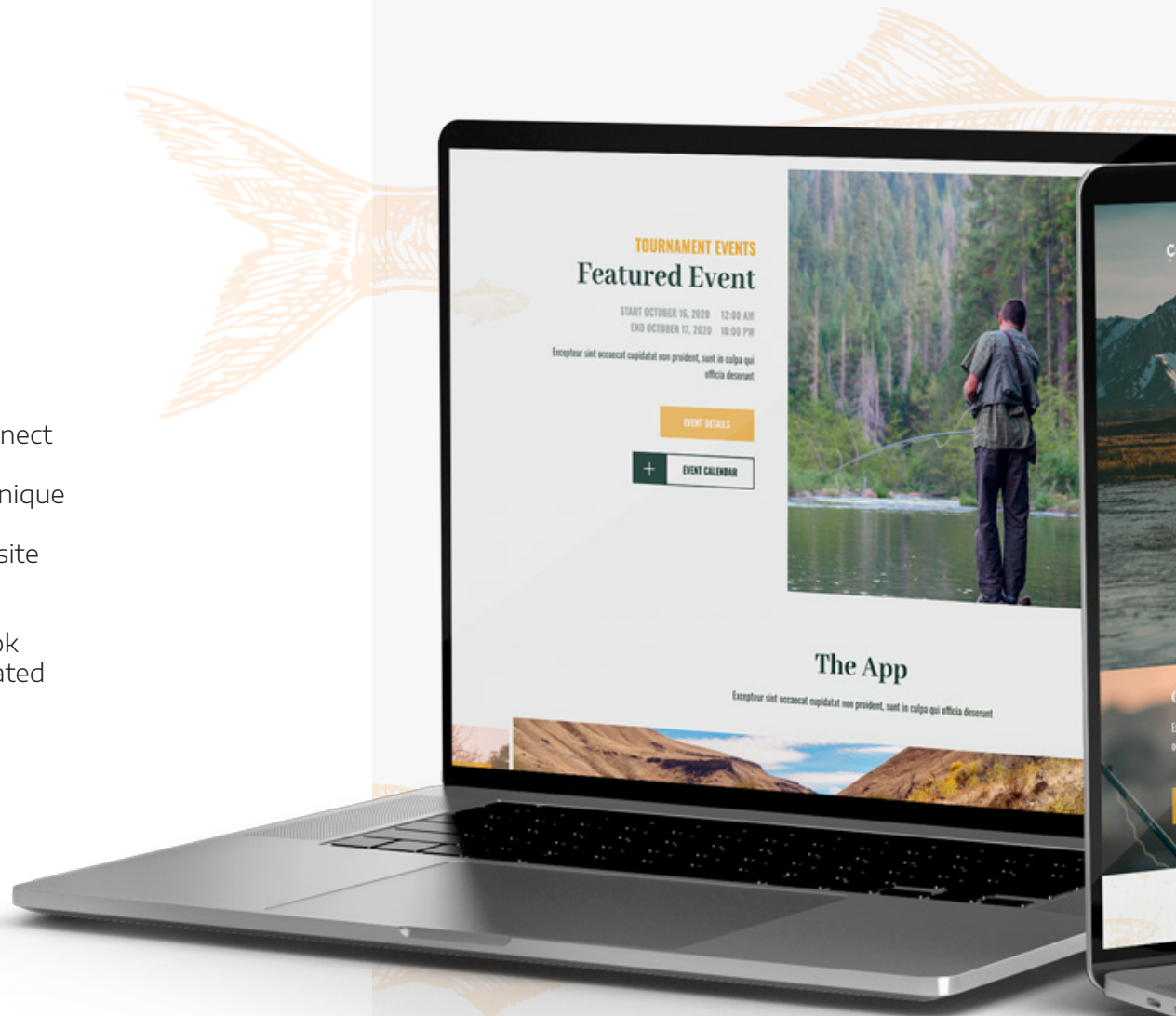
Outdoor enthusiasts, unite. ARO partnered with Connect Outdoors through Launch Tennessee's program, The Bundled Initiative. We were tasked with creating a unique website that had the capabilities needed to support significant brand growth and membership. This website need to function as a web-based fishing league app, membership login portal, and e-commerce shop for brand merchandise as well as product sales. ARO took inspiration from the great outdoors and hand-illustrated fish and other textures to ensure this design was as unique as the brand.

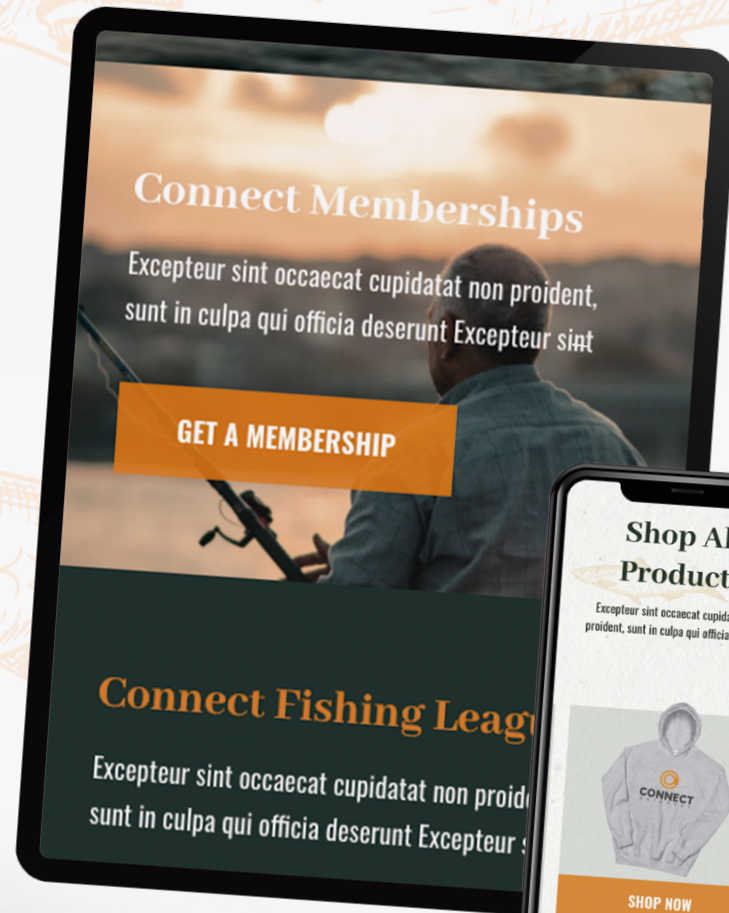
THE RESULTS

Hand-crafted Website

E-Commerce Shop

Member Login Portal







THE PARTNERSHIP

A partnership for the greater good. ARO partnered with the city of Greeneville, TN to capture the beauty, history, and rich community of the city and create a modern representation of future plans for their continued economic development and tourism initiatives. ARO designed and hand-painted a "Greetings From..." mural inspired by the heritage, adventure and hospitality of Greeneville, all while creating a fresh, user-friendly website to support the needs of the community.

THE RESULTS

Custom Mural

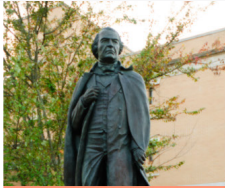
Cohesive Website

Modern Representation





COVID-19
UPDATES



DOWNLOAD OUR
VISITOR BROCHURE



OUTDOOR
ADVENTURES



ITINERARY

ities, lodging, and shopping
k "see more" on anything you'd
it to your customized itinerary



GREENE COUNTY PARTNERSHIP
CHAMBER OF COMMERCE



DOAK HOUSE MUSEUM

Erwin Hwy.
Greeneville, TN 37743
423-636-8554

Hours: Monday – Friday, 9 a.m. – 5 p.m. Closed for all
national and college holidays.

Visit the home of Rev. Samuel Witherspoon Doak, a
frontier Presbyterian minister, and educator who co-
founded Tusculum College. Listed on the National
Register of Historic Places, Doak's home, built ca.
1830, houses period furnishings and offers educational
programs for adults and children, as well as special
events throughout the year.

SEE MORE

♥ ADD TO MY TRIP



GREENE COUNTY PARTNERSHIP
CHAMBER OF COMMERCE



All rights reserved © Greene County Partnership



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 is leveraged to increase economic development initiatives, and encourage community engagement. Projects completed within this contract: comprehensive city-wide marketing strategy, “This Is Kingsport” campaign design and development, full branding package with logo and style guide/usage examples, campaign video, and a community website portal.

THE RESULTS

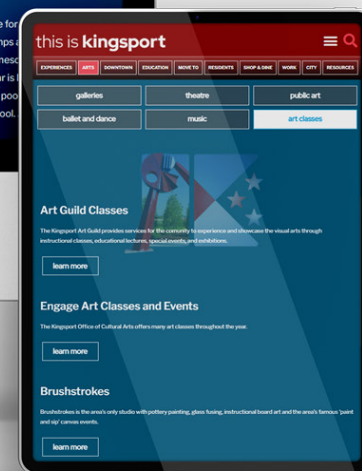
Comprehensive Strategic Communication Plan

An In-Touch Community Website

Full Branding Package

Inspiring Hero Video







PHARMACY NETWORK SERVICES

THE PARTNERSHIP

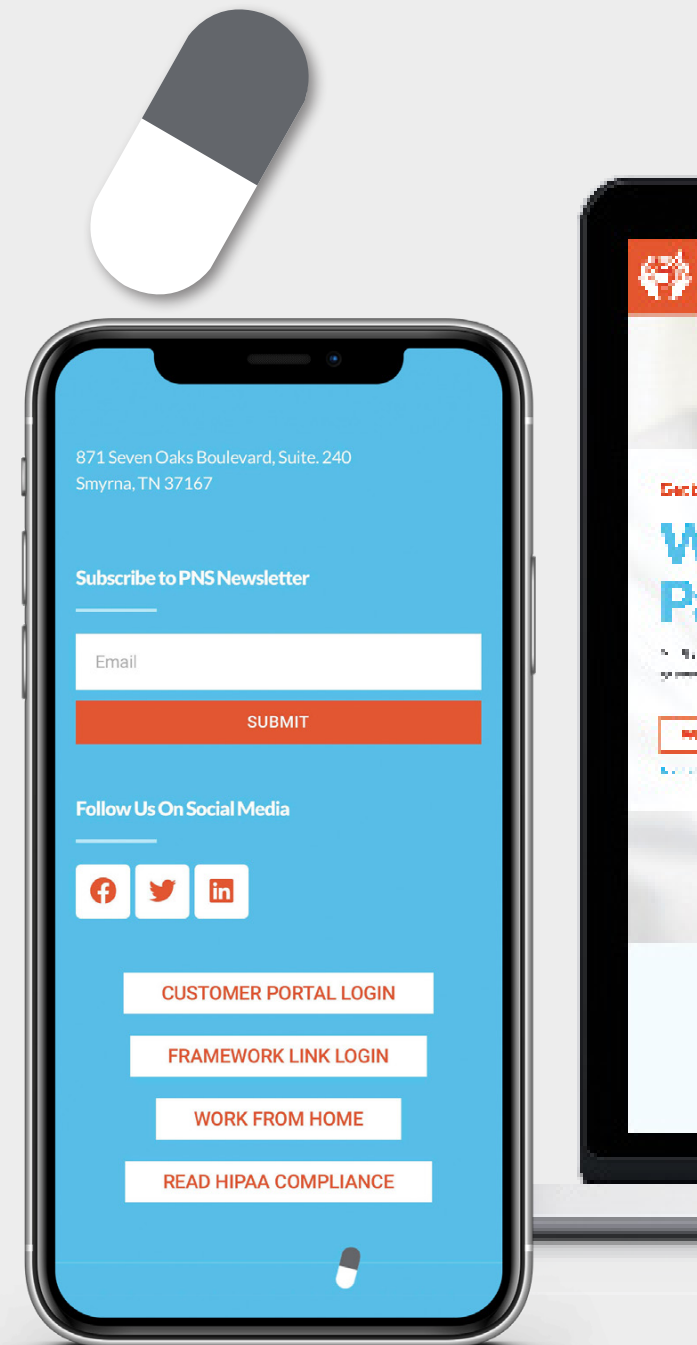
Pharmacy Network Services, a long time ARO client, was ready to make their modern website debut in 2021. Utilizing our creative team, we expanded their brand palette to create a bright, welcoming website worthy of the company's reputation as well as implementing new functionalities to assist in the overall user experience. Custom online refill functions, as well as the addition of their existing CRM software allowed us to further capitalize on data capturing and retargeting of their audience.

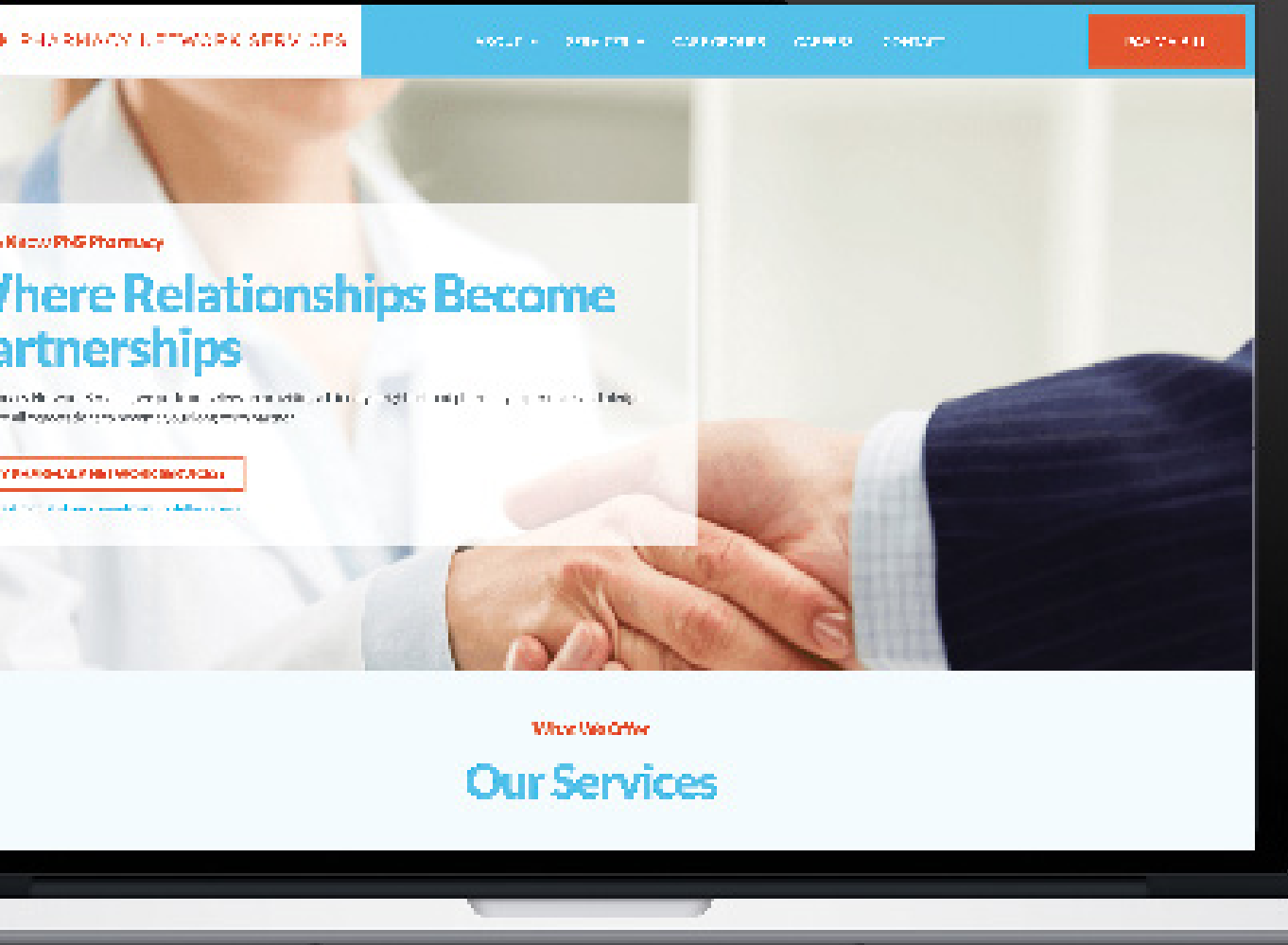
THE RESULTS

Modern website

Online refills

Fresh look





REFERENCES



To whom it may concern,

It is our joy at the City of Kingsport to strongly recommend ARO Creative Inc. for any branding/communications work and partnerships.

We began working with ARO after deciding we needed to implement a fresher look in our city's branding. We had been watching the ARO team for some time and it was evident that they were extremely talented. After seeing their work be so successful, we were so glad to partner with them to work on rebranding our city.

ARO Creative orchestrated the city-wide strategy and the campaign development, and exceeded our expectations. Their design and campaign expertise are, frankly, unmatched. They were extremely collaborative with internal and external partnerships and agencies and encouraged us many times to think outside the box.

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 truly seek out to best understand the goals and values of their clients.

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

Sincerely,

Adrienne Batara
Public Information & Communications Director
City of Kingsport

kingsporttn.gov | adriennebatara@kingsporttn.gov



To whom it may concern,

ARO Creative Inc. has been a quality partner in working with General Shale marketing. Upon initial meetings, the team shared a genuine interest and investment in understanding our brand, products, customers, and employees that has continued into production and implementation.

The team's approach to providing solutions and ideas is thoughtful and professional, with a refreshing sense of creative enthusiasm. While our strategies and projects are still ongoing, the results thus far have exceeded our expectations and are on track to perform as planned and outlined in the business strategy.

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

Regards,

A handwritten signature in black ink that reads "Luke Guinn".

Luke Guinn

Marketing Manager, General Shale

General Shale, 3015 Bristol Highway, Johnson City, Tennessee 37602
T: 1-800-414-4661 | F: 1-423-952-4104 | www.generalshale.com



Partnership for Progress™

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

KINGSPORT CHAMBER
400 CLINCHFIELD STREET – SUITE 100 – KINGSPORT, TN 37660 – 423-392-8800 – KingsportChamber.

RELATED WORK



PRICING

WEBSITE DESIGN + DEVELOPMENT

Wireframe + Backend Structure **\$1,500**

Website Design + User Experience **\$4,300**

Website Development w/ Special Functionalities* **\$5,000**

Content Organization + Page Structure **\$1,500**

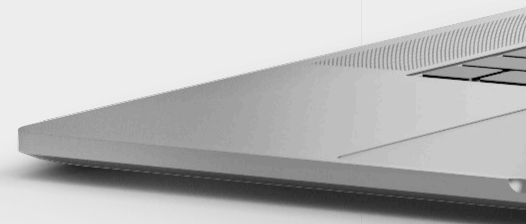
Basic SEO Setup **\$500**

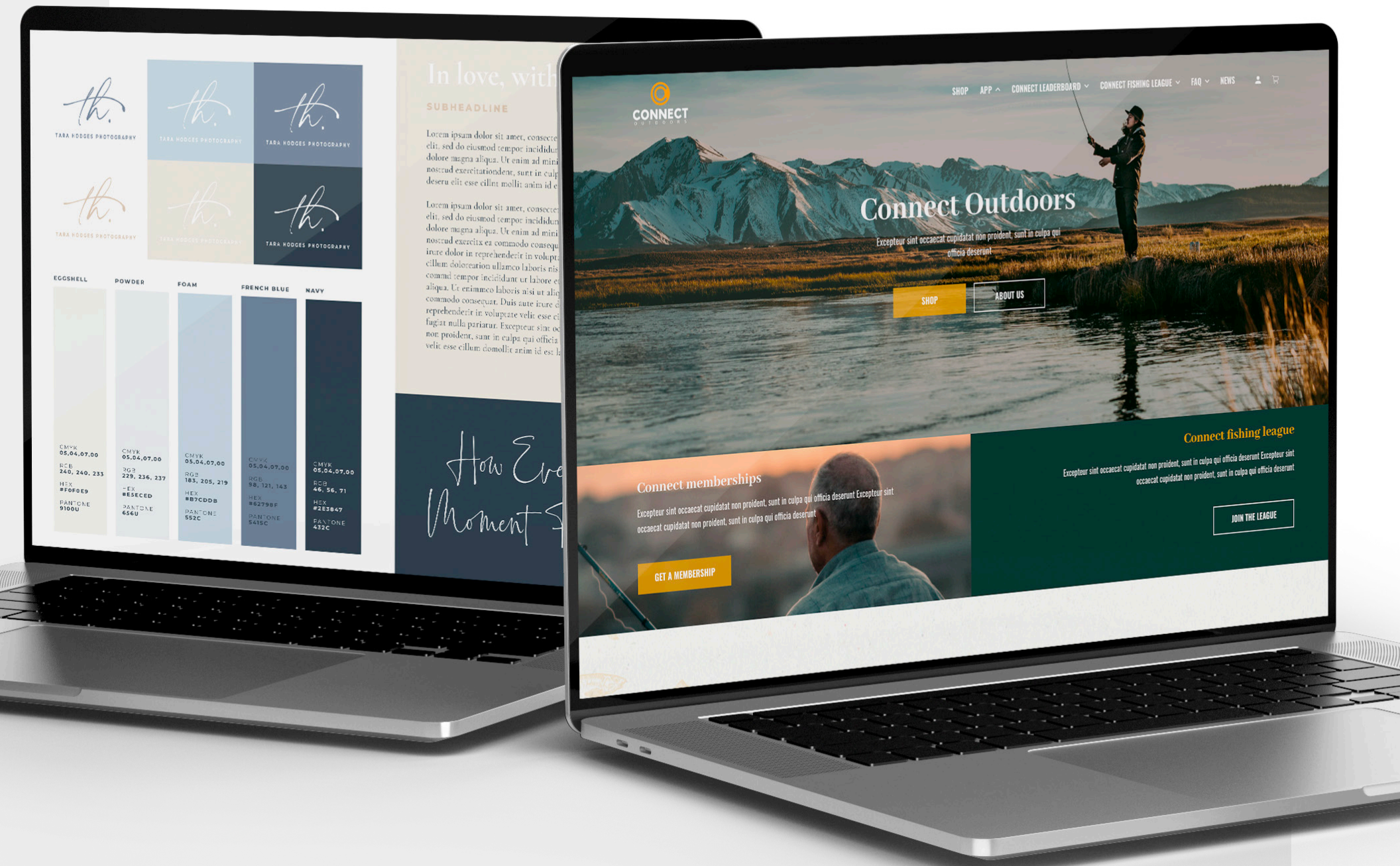
Hosting **\$300/year**

\$12,800 + annual hosting

* Special functionalities:

- List view of active incidents
- Ability to filter by both agency type and agency
- Map view with pins showing locations of active incidents
- Ability to prevent certain incident types from being displayed for security purposes
- Ability to click on incident address and zoom map to location
- Ability to show road closures in list form and on map
- Ability to mask EMS incident types and replace with "EMS Call" for patient privacy
- Current call statistics display





APPENDIX

OWNERSHIP

Upon project completion and payment, Hamilton County 9-1-1 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 Hamilton County 9-1-1.

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 \$125/hr.

To view this proposal in a digital format, please visit
www.aroinc.com/hamilton

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are approximately 20 lines in total, starting from the top margin and ending near the bottom edge. The lines are thin and light gray or blue in color. The paper has a slight texture and appears to be a standard notebook or legal pad style.



ashley@aroinc.com | 423.262.6339 | aroinc.com