



Choosing a Public Outreach Partner

WWW.TMDCREATIVE.COM

PRESENTER: THE MARKETING DEPT

2020 July



INTRODUCING TMD

Qualifications



Established Industry Leader

Robust, multicultural team
Evergreen approach to design



Truly Local

Deeply involved in the local community
Understands Varied Audiences



Project management experts

Timeline management & budget adherence
Continuous client communication



Delivering quantifiable results

Improved metrics and expanding interest
Increased stakeholder utilization



... Knowledge & Experience

01

Marketing background with local agencies, companies, nonprofits, foundations and educational institutions.

02

Strategic, tactical and analytical expertise.

03

Management team of highly educated individuals with advanced degrees. Design team that produces award-winning creative that stands the test of time.

04

Diverse Team, in terms of makeup and design styles. We choose a designer to fit seamlessly with the client and the project.

05

Experience working with governmental and quasi-governmental agencies, including direct marketing to the citizens the Water Management District serves.

... Experts in All Things Local



The County of Monterey

Monterey County Department of Health

-Clinic Services

-Behavioral Health

Community Foundation for Monterey County

Monterey County Gives

Hartnell College

ALBA Organics

California Ag Leadership Foundation

CHISPA Housing

Housing Development Corp. Monterey

Earthbound Farms

Taylor Farms

SSB Construction

Bianchi, Kasavan, and Pope (BKP)

allU.S. Credit Union

Ocean Mist Farms

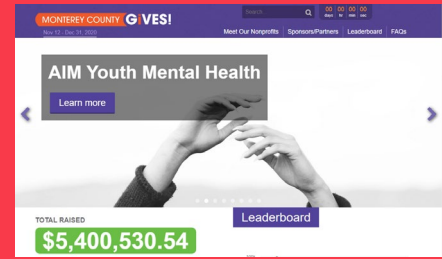
Scheid Vineyards

Pacific Valley Bank

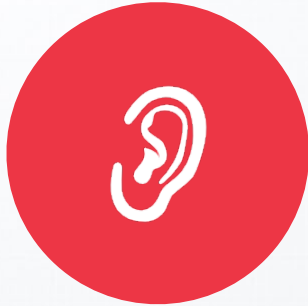
Hitchcock Farms

JRG Attorneys at Law

Franmara



... Our Process



Listen and Learn

- Who is your audience?
- What do you stand for?
- Where are you headed?
- How do you want to get there?

And the most important question; Why?



Collaborate

- TMD, an extension of your team
- Proven track record of total integration



Effect

-Letting all of your audiences and the general public understand the work that WPWMD is doing to enhance the local water supply in a sustainable way.

... **TMD: The Right Choice**

Implementing your Strategic Vision

Process Honed—TMD's 6 Steps to Brand Positioning

1. Current Brand Overview
2. Competitor Review (or groups or orgs with competing/divergent missions)
3. Determine Value Proposition to Market (including public pain points)
4. Develop Brand Value Proposition Statement
5. Test Out Brand Value Proposition Statement & Refine
6. Continue Developing Brand, with Updated Design/Messaging

Experience—TMD has extensive PR and campaign-type experience

Success—In our experience, success comes from putting in the work on the front-end

... Diversity and Bench Strength

- » **5 Full-Time In-house Graphic Designers, 1 Part-time Graphic Designer**
 - Strong Latinx presence on our team, including several Dreamers
 - Bilingual and in-house translating abilities
- » **Designers all have unique individual strengths and styles**
 - We pick the designer to match the client's strategic vision, messaging, and design aesthetics
 - Most of our company recruiting is done from CSUMB
- » **All creative work is done in-house**
 - Messaging & PR
 - Advertising Strategy & Buys
 - Graphic Design & Web Design
 - Website and App Programming (4 Full-time Web Programmers)
 - Copywriting & Social Media Marketing
 - Videography & Photography

... **TMD: The Right Creative Choice**
Award-Winning Creative That Aligns with Strategic Vision



... **Final Notes to Keep in Mind**

- » **We have the creative team depth to tailor our team to fit MPWMD's needs and goals**
- » **Our proposal was weighted for more work in the first few months**
 - This would NOT need to be repeated if MPWMD wanted to continue into next fiscal year
- » **We believe the initial groundwork we lay in our 6 Step Process is Needed (slide 6)**
 - Understanding the brand
 - It is most effective to develop a brand voice in the beginning
 - Our county is diverse
 - Diverse people, geographies, businesses, goals, and water needs
 - Separate the varied audiences
 - Speak to each of them (especially their concerns)
- » **We need to be setting goals and benchmarks from the onset**

A close-up photograph of a hand raised in the air, set against a blurred green background. A semi-transparent red horizontal banner is overlaid across the middle of the image, containing the word "QUESTIONS" in white, bold, uppercase letters. Other hands are visible in the background, also raised, but they are out of focus.

QUESTIONS