

City of Fort Bragg Municipal Broadband
Marketing Strategy & Brand Identity Concept
Scope of Work
November 30, 2023

Project Description:

1. Develop Strategic Messaging and a Marketing Strategy to launch and promote sign-ups to a new broadband service offered by the City of Fort Bragg.
2. Develop a Brand Identity Concept to demonstrate how the service will look and feel in design and copy.

Phase 1: Strategy

The Idea Cooperative will develop and present to Fort Bragg:

- a) Strategic Messaging Concept – Consisting of a Positioning Theme line, a Brand Truth Statement, Target Insight and Brand Mantra, this will serve as the strategic foundation and guiding direction for the creation of the Brand Identity and all subsequent marketing. Two concepts will be shown for review, input, and approval from the City of Fort Bragg to move forward with one concept.
- b) Marketing Strategy Plan Outline – The Marketing Strategy will outline Marketing Objectives, Target Audiences, Key Steps or Phases, and Communications Deliverables to meet the objectives. Specific costs and timings will not be included until further details are available.

Cost: \$4,000

Phase 2: Creative Concept

The Idea Cooperative will develop a Brand Identity Concept for the Fort Bragg Municipal Broadband offering, including a working name for the service, logo, and preliminary design guidelines, along with headline and copy concepts shown as one-page ads or posters. Two concepts will be shown for review, input, and approval from the City of Fort Bragg to move forward with one concept.

Cost: \$16,000

TOTAL COST: \$20,000