



SCOPE OF WORK & PROJECT DESCRIPTION

Design/Creative Services

Scope of Work

The primary duties of the selected agency/individual are to provide creative services including, but not limited to, marketing materials, creative/graphic design, internal/external communication pieces, and facilitation of production of said pieces.

- **Concept/Graphic Design, Development and Production:** Develop concepts and designs to best utilize the overall advertising and marketing efforts including the media plan within Visit Fort Bragg's Brand Strategy.

Creative Services Objectives

Advertising should significantly increase awareness of the Fort Bragg brand to our target markets and drive increased traffic to the website to encourage and inspire visitors to Fort Bragg.

- Utilizing our brand strategy, work with the Visit Fort Bragg Project Manager to coordinate the design of print and web ad layouts
- Provide creative assistance with audio and video scripts
- Maintain electronic records of all pieces produced
- Provide creative assistance on attaining strategic goals including:
 - Drive increased traffic to the website to inspire visitation to Fort Bragg
 - Encourage visitation year-round, but specifically in shoulder seasons
 - Inspire people to extend their length of stay in Fort Bragg
- Collaborate with Visit Mendocino, North Coast Tourism Council, Visit California and others, as appropriate, to maximize marketing opportunities including cooperative opportunities
- Work with the Project Manager and the Advertising/Marketing Consultant to determine efficient and effective media mix, recommending appropriate media venues to maximize available resources for the promotion of Fort Bragg

Creative Services Goals

Develop and execute a multi-media advertising plan with a focus on the wider Fort Bragg area, representing all area attractions and activities.

- Develop and implement a media plan for specific markets
- Negotiate management and execute creative/conception/production
- Develop marketing campaigns (concept, information architecture, creative design, graphic design)
- Develop creative briefs as needed
- Work with the Project Manager and the Public Relations Consultant to define and execute the overarching marketing communications strategy

Meetings and Presentations to Key Stakeholders

- Provide in-person updates and monthly reports. Meetings are intended to serve as opportunities to receive updates on social media efforts, seek client feedback on ways to improve efforts and meet goals, and to engage with key stakeholders.
- Will be expected to work directly with the VFB Project Manager.
- May be expected to meet with staff and attend stakeholder meetings.