



## Good Kids

Come play with us.

**Strategy. Production. Media. PR & Events.**

Los Angeles & Toronto

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# Proposal to Provide Strategic and Creative Marketing Services for Visit Fort Bragg

**Submitted by Good Kids Creative, Inc.**

**Date:** June 6, 2024

**To:** City of Fort Bragg

**Attention:** Diana Sanchez, City Clerk

**Address:** 416 North Franklin Street, Fort Bragg, CA 95437

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## Introduction

You can't bore people into visiting Fort Bragg. We don't do boring things. Good Kids Creative, Inc. is not just an option; we are THE only choice to amplify Fort Bragg's presence. If you want to stand out, you gotta create some buzz. We capture attention and turn it into intention. That means amplifying frequency of visits, durations, and spend per head. Tap into what makes the area worth talking about. Let's put Fort Bragg in the top 10 of every American's destination this year.

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## Firm Description

Good Kids Creative, Inc. is a leading full-service advertising agency with a global presence, specializing in destination marketing. Our recent campaigns for Bahia Principe and Tourism Maldives and National Basketball League have resulted in a 30% increase in visitations and a 20% boost in local tourism revenue and a whopping 55% increase in loyalty programs. We've been in the "getting you noticed" game for over 18 years, delivering exceptional results for top brands across various industries. We have it down to a science. You get an [award-winning](#) team

who understands the bleeding edge of marketing, particularly for exploration and coastal destinations, making us the ideal partner for Visit Fort Bragg.

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## Relevant Experience

Our agency has a proven track record in getting people's attention::

- **Tourism for Destination and Festival:** Advertising services for cities, municipalities and tourist destinations, focusing on generating attention through smart strategy, creative content, and effective advertising. They aim to increase reservations, enhance press coverage, and improve ratings by creating bold, shareable campaigns tailored to each locale. This led to increased reservations by 20%, enhanced press coverage, and improved booking ratings through smart strategy, creative content, and effective advertising  
[Link to work](#)
  - [Sun Siyam and Tourism Maldives](#) Using a tourism grant and spearheaded by Sun Siyam resort, we spent six months coordinating, 20,000 miles traveled, 11 creators, 5 islands, 25 shoot days, 52 cameras, 12 TB of footage, 7 months of editing, and 21 versions of the cut... all for a 60 second video that directly was responsible for a 20% spike in booking reservations!.
  - [Stackt Market Holiday Hills](#)  
Designed and executed a winter festival and 80s Themed Apres-Ski Day Party for an entire neighborhood in Toronto. The immersive activation included photobooths, music programming, custom fabrication, complimentary s'mores and snow cones, and an 80s dance party, attracting 300 attendees. This creative and nostalgic event generated significant buzz and reinforced Stackt Market's position as a vibrant community hub.
- **Tourism for Hotels:** Services include creative production, digital marketing, brand strategy, programming, paid advertising, media buying, content planning, SEO/SEM, social media management, and public relations. All of which boosted occupancy rates by 15%
  - [Fairmont Northern Lights](#)  
Good Kids Creative executed a powerful rebranding of the Fairmont Hotel by introducing the Northern Lights Igloo concept. This imaginative transformation

- captured the essence of luxury and nature, resulting in a significant surge in PR coverage. The innovative campaign achieved a 30% boost in hotel bookings, establishing the Fairmont Hotel as a premier destination for unique and immersive experiences.

- **[Reimagined Bahia Principe](#)**

Reimagined as the ultimate luxury family hotel chain through a captivating 30-second spot. This campaign highlighted the perfect vacation experience, emphasizing family-friendly luxury and activities. The campaign's success resulted in a surge of positive PR and significantly increased brand recognition.

- **Tourism for Brand, Positioning and Retention:** Services include creative production, digital marketing, brand strategy, programming, paid advertising, media buying, content planning, SEO/SEM, social media management, loyalty programs and public relations. All of which ties a brand concept to a sense of identity. It resonates and keeps people coming back

- **Von D Shoes:** Built a brand from the ground up, delivering focused feelings of wearable confidence, power, identity and desire as key emotional drivers to propel this brand into rapid success. Customers resonated strongly and this boosted annual revenue by 500% through strategic brand identity creation, digital marketing, and media buying.

- [Link to work](#)

- [Link to case study](#)

- **New York State:** Revamped the brand to increase social engagement and market state government wine organization to drive market penetration, resulting in significant increases in impressions and engagements.

- [Link to work](#)

- [Link to case study](#)

- **H&M Member Days:** Designed engaging in-store experiences that drove customer sign-ups and social media interaction, leading to high engagement rates and positive feedback raising loyalty signups by 33000 in a single day.

- [Link to Case Study](#)
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## Key Personnel Qualifications

- **Steve Rock (Founder, Chief Creative Officer):** Leads our creative vision with over 20 years of experience in brand strategy. Successfully directed the NBA We The North commercial initiative leading to 15% rise in NBA loyalty and the Von D Shoes campaign resulting in a 500% increase in revenue
    - [LinkedIn Profile](#)
  - **Arron Thomas (Director of Marketing Operations):** Ensures seamless execution with a strong background in destination marketing. Managed the [Fairmont Northern Lights](#) promotion generation achieving over 5 million shares on social media
  - **Alder Camile (Art Director):** Expert in visual storytelling and brand identity, with a portfolio that includes tourism brands. Led the [Tourism Maldives](#) initiative, enhancing brand visual appeal and lead generation.
  - **Paul Maxwell (Executive Producer):** Manages production and ensures high-quality deliverables for tourism campaigns. Produced content for the Ace Hotel chain as well as Marriot Bonvoy.
  - **Cory Arron (Digital Marketing):** Specializes in digital marketing strategies and social media engagement for tourism destinations. Boosted online presence for Von D Shoes and Italian luxury brands with over 500k leads.
  - **Michelle Easton (Public Relations):** Dynamite PR campaigns and media relations, promoting travel and tourism destinations. Directed the PR strategy for [Tourism Maldives](#)
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## References

- **Von D Shoes:**
    - **Contact:** Kat Von D, Founder
    - **Testimonial:** "Good Kids are geniuses. They shaped my brand and significantly boosted our brand presence and revenue."
    - **Email:** [info@vondshoes.com](mailto:info@vondshoes.com)
  - **Fairmont Hotels:**
    - **Contact:** Sarah Williams, Marketing Director,
    - **Testimonial:** "Their strategic approach and creative execution led to a significant increase in market penetration and engagement."
    - **Email:** [sarah.williams@fairmont.com](mailto:sarah.williams@fairmont.com)
  - **H&M:**
    - **Contact:** Tomoko Watanabe
    - **Testimonial:** "The in-store experiences created by Good Kids Creative drove high engagement and positive feedback from our customers."
    - **Email:** Tomoko.Watanabe@hm.com
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## Scope of Work





## **“Adventure Awaits”**

We will market Fort Bragg an adventure-lover’s paradise, emphasizing thrills to ‘brag’ about::

- Ocean and river kayaking, horseback riding, and cycling.
- Unique attractions like the Skunk Train and Glass Beach.
- Opportunities for beachcombing, hiking, and exploring towering redwood forests.

## **A Year-Round Destination:**

We will emphasize Fort Bragg’s appeal throughout the year, focusing on:

- The charm of winter and spring visits with a serene, crowd-free environment.
- Special events and seasonal activities that highlight the rich cultural and culinary scene.
- Highly-rated restaurants, breweries, specialty shops, local events, festivals, and a vibrant downtown.

## **Detailed Breakdown of Tasks**

### **Phase 1 (Month 1-2): Strategy Development and Initial Creative Concepts**

- Conduct market research to define target markets.
- Develop initial creative concepts for the marketing campaign.
- Outline media planning strategies and budget allocations.

### **Phase 2 (Month 3-4): Media Planning, Buying, and Content Creation**

- Finalize media plans and begin media buying.
- Create multimedia content including videos, graphics, and written content.
- Implement SEO strategies and enhance website functionalities.

### **Phase 3 (Month 5-6): Campaign Launch and Optimization**

- Launch marketing campaigns across various platforms.
- Monitor performance and optimize based on real-time data.
- Conduct public relations activities and engage with the media.

### **Phase 4 (Month 7-12): Ongoing Management, Reporting, and Adjustments**

- Provide monthly performance reports and analytics.
- Conduct regular stakeholder meetings and presentations.
- Adjust and refine strategies based on ongoing feedback and results.

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## Budget and Schedule of Charges

### Budget Breakdown: 180 000 USD

Phase	Cost
Strategy Development	\$30,000
Media Planning & Buying	\$50,000
Content Creation	\$40,000
Campaign Launch	\$30,000
Ongoing Management	\$30,000

### Personnel Rates:

- Steve Rock: \$300/hour
- Arron Thomas: \$250/hour
- Alder Camile: \$200/hour
- Paul Maxwell: \$225/hour
- Cory Arron: \$200/hour
- Michelle Easton: \$175/hour

**Equipment Charges:** As per usage

**Travel Reimbursement Costs:** Actual expenses incurred

**Job Descriptions:** Detailed in the Scope of Work

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## Work Schedule

**Phase 1 (Month 1-2):** Strategy development and initial creative concepts

**Phase 2 (Month 3-4):** Media planning, buying, and content creation

**Phase 3 (Month 5-6):** Campaign launch and optimization

**Phase 4 (Month 7-12):** Ongoing management, reporting, and adjustments



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## Insurance

We will procure and maintain the following insurance coverage:

- **General Liability:** \$1,000,000 per occurrence
- **Professional Liability:** \$2,000,000 aggregate
- **Workers' Compensation:** Statutory limits

Proof of insurance coverage will be provided upon request.

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## Consultant Agreement

We agree to the City's standard professional services agreement and are open to discussing any necessary amendments to meet specific project requirements.

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## Evaluation Criteria

We exceed all the evaluation criteria set by the City of Fort Bragg, including capabilities, resources, qualifications, experience, and a comprehensive work schedule.

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## Conclusion

Good Kids Creative, Inc. is not just a good choice; we are THE choice to elevate the Visit Fort Bragg brand. Our comprehensive approach, proven expertise, and passion for creative excellence will ensure that Fort Bragg is recognized as a premier destination on California's North Coast. Boring agencies deliver boring results. We capture attention and turn it into intention, driving tourism growth and economic benefits for Fort Bragg.

Thank you for considering our proposal. We look forward to the opportunity to collaborate and bring your vision to life.

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**Contact Information:**

**Good Kids Creative, Inc.**

453 S Spring Street Ste 400

Los Angeles, CA 90013

United States

(888) 499-6766

**Attachments:**

- Exhibit A – City’s Standard Professional Services Agreement
  - Scope of Work – Marketing and Advertising Services; Design/Creative Services; Public Relations; Social Media Content Creation and Website Design, Development and Deployment for FortBragg.com
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