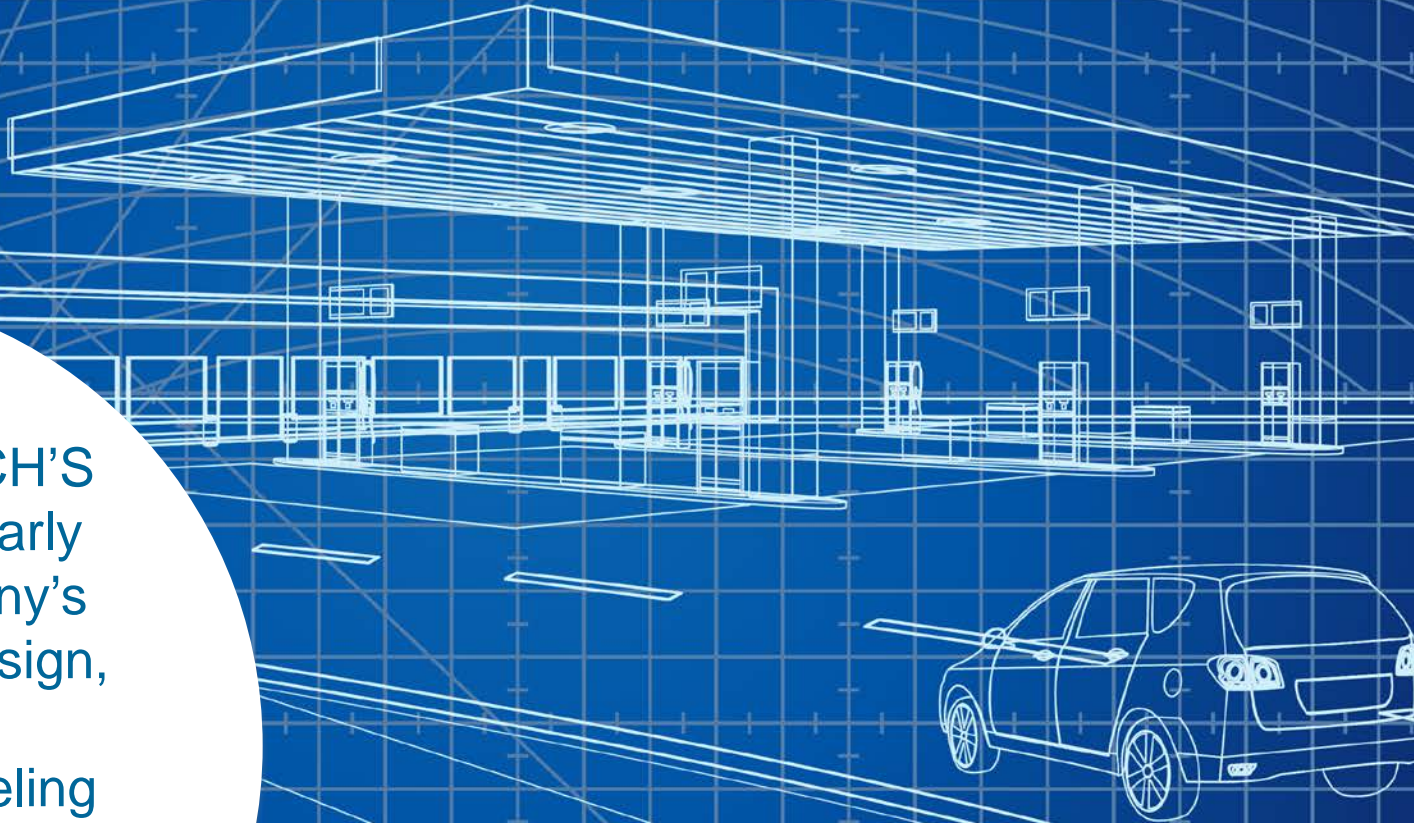


gna
CREATIVE SERVICES

*Proposal for **FASTTECH***
November 2014

CORE PROJECT GOAL

Relaunch FASTECH'S online brand to clearly convey the company's expertise in the design, construction, and maintenance of fueling stations (traditional and alternative), convenience stores, and car washes.



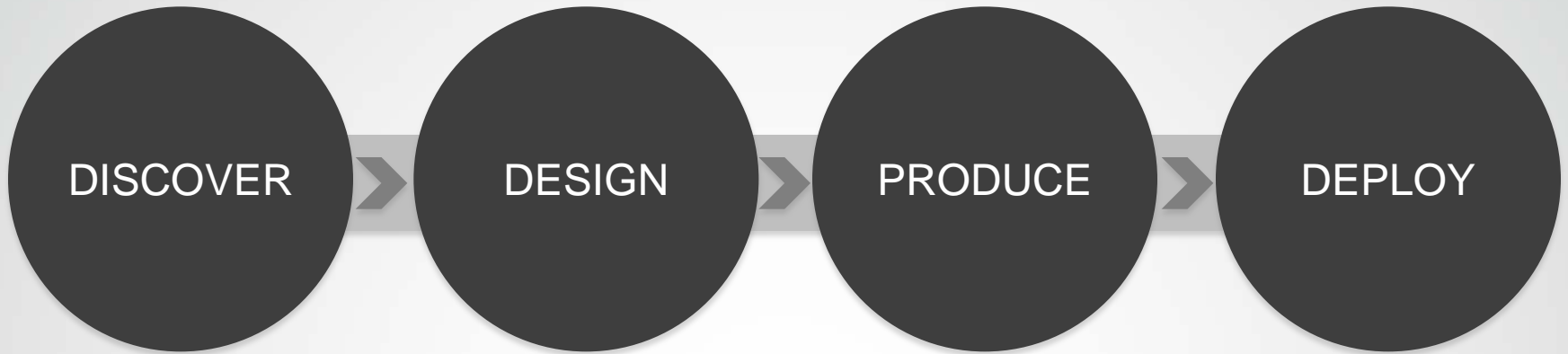
OUR TEAM

The key to developing an effective marketing campaign is to understand your core audience. What role does your target audience play in the buying or decision-making process? What drives their purchasing decisions? What obstacles are they facing? How familiar are they with your product or service? What resources do they use to gather information?

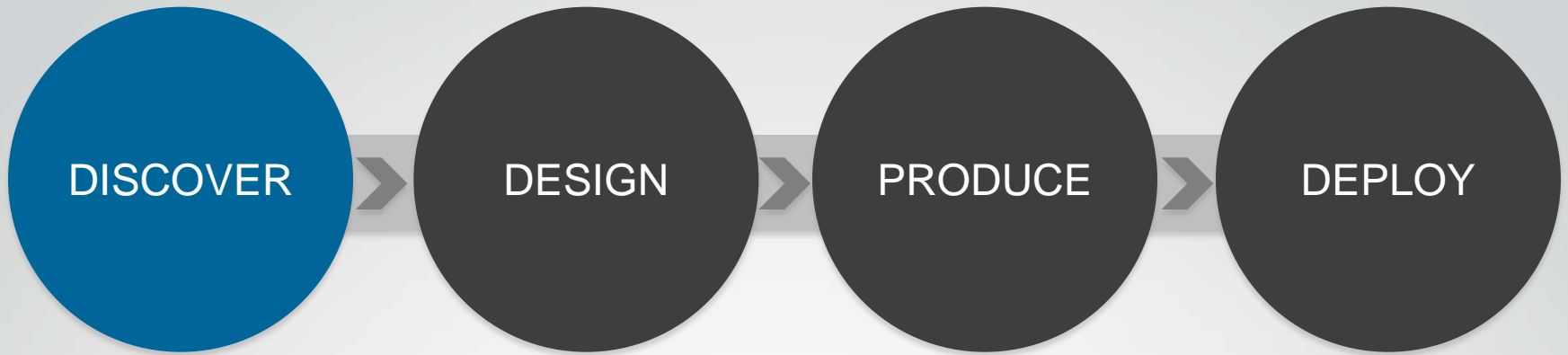
This in-depth understanding of the clean transportation and energy industry is what sets GNA's creative services apart. Our firm offers more than 20 years of experience in market development for alternative fuel vehicles and technologies, infrastructure, and fuels for on- and off-road applications. GNA's in-house creative services team leverages our extensive industry insight to develop compelling and targeted branding materials.



OUR PROCESS



This project includes four core steps, each with the common goal of helping FASTECH distinguish itself in a competitive market, resonate with customers, and inspire employees. In order to uncover the best insights, it is important to have clear communication, feedback, and ongoing collaboration between GNA and FASTECH's teams.



DISCOVER

Business Goals

Tone

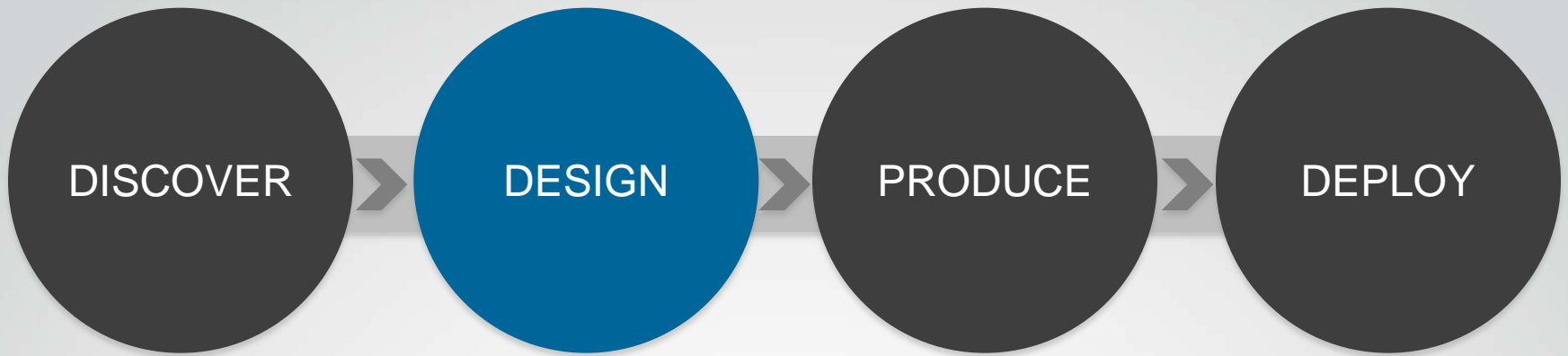
Keyword Research

Customer Profile

Development

Competitor Analysis

Building a strong foundation for your brand begins with research and strategy. What challenges and opportunities is your business facing? How is your company uniquely different from its competitors? How are your target customers searching for your company's services (e.g., online search terms)? GNA's discovery process shapes the framework that carries through in design, production, and deployment.



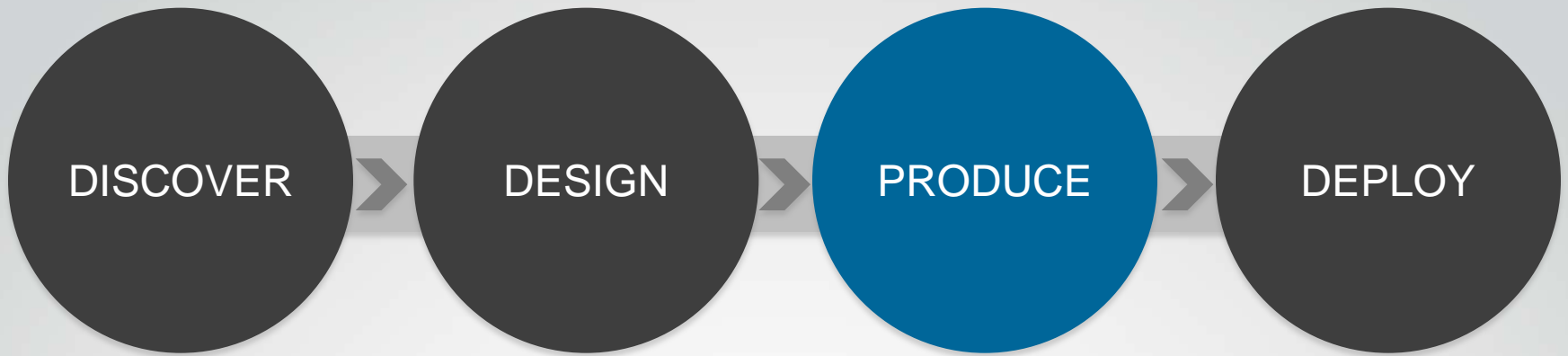
DESIGN

Site Map

Wireframes

Visual Comps

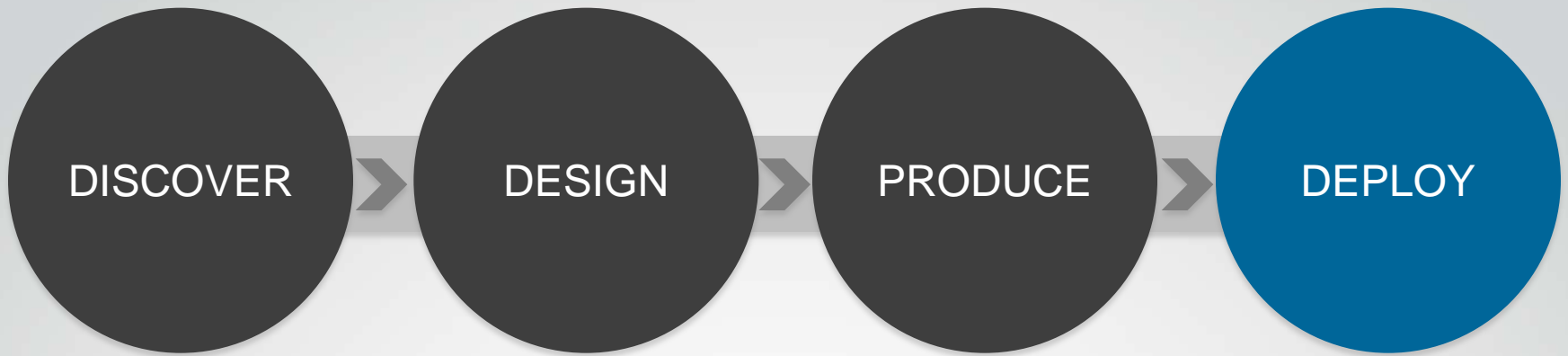
GNA will use the discovery phase output to develop customer profiles and use-case scenarios. From these documents, we create basic wireframes for the homepage and subpages to provide an outline of where content will live on the website and how users will move through the pages. Once the wireframes are agreed upon, we will develop three creative design concepts for review.



PRODUCE

Graphic Production
Copywriting
Code Development
Media & Content
Integration

Once all approvals are received on the website design concepts, GNA's creative department will produce the full set of graphics required for each page of the site. Guided by the customer profiles and keyword research, our copywriter will draft copy for each page. Our developer will build the website in Wordpress, a CRM with a user-friendly interface, which will enable FASTECH to easily update content, as needed.



DEPLOY

Testing
Delivery
Installation

In this final project phase, all critical production release activities—including knowledge transfer, validation, performance testing, and integration—are carried out. After deployment, GNA will offer a 30-day maintenance window to handle necessary post-launch adjustments (within the scope of the initial project).

The background is a grayscale image of a project management Gantt chart or timeline grid. It features a grid of cells with alternating light and dark gray shading. Various task labels are placed within the grid, including 'T', 'M1', 'M2', 'D1', 'D2', 'D3', 'D4', and 'M3'. A large blue circle is overlaid on the left side of the image, containing the main text.

**PROJECT
DELIVERABLES,
TIMELINE,
& BUDGET**

Study Advisory Committee Meeting
Project Management

Stakeholder and Public In

Stakeholder Interview

Meetings with

Communi

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Final Report

t Development Plan

of Draft Report

DP Report

D4 M3

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8

DELIVERABLES

- Target Keyword Report
- Customer Profile Documentation
- Sitemap
- Wireframes (2 rounds of review)
 - 6 to 8 page templates
 - 1 to 2 contact forms
- Creative Design (2 rounds of review)
 - 3 concepts
- Page-Level Graphic Production
- Website Copy
 - 15 to 20 pages
- Deployed Website Driven by CMS

PROJECT TIMELINE



Total ≈ 18 to 20 weeks

A detailed project timeline is provided following a signed contract.

BUDGET & FEES



Description	Cost
Discover, Design, Produce, Deploy	\$55,290
Project Management	\$7,010
CMS License Fee (estimate)	\$400
Stock Imagery (estimate)	\$1,600
TOTAL:	\$64,300
Hosting Set Up Fee (Media Temple Hosting)	\$150
Annual Hosting Fee (Media Temple Hosting)	\$4,299

ASSUMPTIONS

The following items are not included in the budget or scope of this project:

- Staff travel
- Ongoing content management
- Ongoing website maintenance
- Video production
- eCommerce interface
- Change requests outside the scope of this proposal

FUTURE CONSIDERATIONS

Upon completion of the project, GNA can provide additional project quotes for:

- Marketing Collateral
- Digital & Print Ad Design
- Social Media Graphics & Content Strategy
- Traditional Media Outreach

**THANK
YOU**



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