



# ADVERTISING + GRAPHIC DESIGN

..... SINCE 1986 .....

## A FAMILY PLAN

.....  
FAMILY PLANNING & SEXUAL  
HEALTH PROGRAMS ADVERTISING  
.....

Genesee County Health Department

January 29, 2024

January 29, 2024

**Kayla Johnson, MPH**

*Health Education Coordinator,  
Sexual Health & Family Planning  
Genesee County Health Department  
630 S. Saginaw Street, Suite 4  
Flint, MI 48502*

Dear Ms. Johnson:

It is with great enthusiasm that Olmsted Associates, Inc. is presenting this proposal for an advertising campaign for your Family Planning and Sexual Health programs.

Over the past 38 years, our office has partnered with clients across a variety of sectors to produce strategy-based, award-winning branding and marketing communications — including everything from visual branding to integrated multi-media campaigns. Developing distinctive brands and effective communications is one of our organization's greatest strengths.

Our firm is very interested in working with you and your team to build awareness and drive traffic to your services. We believe our extensive experience in strategic branding, planning, digital/online marketing and creative communications development make us uniquely qualified to address the challenges of this important initiative.

If there is any other information you need or questions we can answer, please do not hesitate to contact us. You may also review additional samples of our work at [youtube.com/olmstedassociates](https://youtube.com/olmstedassociates). We look forward to hearing from you.

Sincerely,



**Brian Sanderson**  
*VP of Disruptive Thinking*

## ABOUT OLMSTED ASSOCIATES, INC.

OLMSTED ASSOCIATES, INC. WAS ESTABLISHED IN 1986 TO PROVIDE CLIENTS WITH CREATIVE THINKING FOR COMMUNICATIONS. OUR CORE TEAM OF COMMUNICATIONS PRACTITIONERS HAS MORE THAN 125 YEARS OF CUMULATIVE EXPERIENCE HELPING ORGANIZATIONS REACH THEIR STRATEGIC COMMUNICATIONS OBJECTIVES.

Depending on the clients' needs, we handle everything from comprehensive communications planning to specific tactical communications projects. Our services include:

- Strategic Communications Planning
- Organizational Branding
- Interactive, Web & Digital Design
- Video Production
- Broadcast Media Creative & Placement
- Social Media Planning & Implementation
- Environmental Graphics & Displays
- Print Collateral Development:
  - Annual Reports
  - Direct Mail
  - Publications

Our firm's work has won numerous local, regional and national ADDY, CADDY, Summit, Communicator, ARC and Telly awards. We serve a diverse range of philanthropic, educational, financial services and healthcare organizations.

At Olmsted Associates, we create communications that support strategic branding objectives and position our clients favorably in the marketplace. Our thinking is original. Our messages are powerful. Our work stands out. Our clients get results.

### QUALIFICATIONS & EXPERIENCE

Olmsted Associates, Inc. was founded 38 years ago as a graphic design firm. Since then, we have grown to include services such as communications planning, broadcast production and placement, and interactive and online development.

**Current clients include:** Bishop Airport, Charles Stewart Mott Foundation, Dort Financial Credit Union, Fraser Public Schools, Genesee County Health Department, Flint Registry, McLaren Health Care Corporation, Mass Transportation Authority, Ruth Mott Foundation and Saginaw County Community Mental Health Authority.

**Current pro bono clients include:** Chosen Few Arts Council, Berston Field House, Rotary Club of Flint, Rotary Club of Greater Flint Sunrise and Shelter of Flint.

**Over the years, we have also worked with:** Buick Motor Division, Citizens Banking Corporation (now Huntington Bank), DaimlerChrysler (now Stellantis), Delphi, Memorial Healthcare and the University of Michigan Cardiovascular Center.

### Community service commitment of time and

**treasure:** AAF-Greater Flint, American Cancer Society, Community Foundation of Greater Flint, Flint Institute of Arts, Flint Public Library and YMCA of Greater Flint.

### WELL EQUIPPED

Our entire team works on Macintosh workstations using the Adobe Creative Cloud, Microsoft Office 365 and Clients & Profits project management and accounting software. This allows us to perform copywriting, graphic design, website programming, and social and digital communications in-house. We work with several local and regional partners for photography, video filming, editing and audio production. We have recently invested in new workstations and an upgraded file server, giving our full team uninterrupted remote access in a post-pandemic world, and providing greater security for our digital work.

## BRANDING & WEB PORTFOLIO

WE'VE BEEN IN THE BIZ SINCE 1986. HERE IS JUST A BRIEF SNAPSHOT OF WHAT WE DO.

### VISUAL BRANDING



### WONDERFUL WEBSITES



**knowmoregenesee.org**  
Greater Flint Health Coalition  
Opioid Prevention Project



**flintregistry.org**  
Flint Registry Website



**funarchitecture.com**  
FUNchitecture Website

 View our TV and video work at: [youtube.com/olmstedassociates](https://youtube.com/olmstedassociates)

## OLMSTED ASSOCIATES CORE ACCOUNT & CREATIVE TEAM

GIVEN THE SIGNIFICANCE OF YOUR INITIATIVE, WE WOULD BRING FORTH A SEASONED TEAM OF CONSIDERABLE CAPABILITY TO MEET YOUR COMMUNICATIONS NEEDS. OUR TEAM WOULD INCLUDE:

### **KARL OLMSTED**

*Chief Creative Thinker*

(President & Creative Director)

Karl has 40 years of internal communications department, design firm and agency experience. Before founding Olmsted Associates, he attended the University of Michigan-Flint and the College for Creative Studies.

### **CHRIS ORLOWSKI**

*Idea Guy (Senior Graphic Designer)*

With more than 31 years of advertising experience (26 with OA), Chris creates brilliant communications for his clients. He holds a Bachelor of Arts degree in Advertising from Michigan State University.

### **KAYLA BOURDOW**

*Design Diva (Graphic Designer)*

Kayla graduated from Eastern Michigan University with a Bachelor of Fine Arts degree in Graphic Design and Marketing. She specializes in graphic and web design, as well as social media and creative copywriting, and has seven years of experience (three with OA).

### **BRETT LACROSS**

*Creative Savant (Graphic Designer)*

Brett has over 25 years of graphic design and creative ideation experience (one with OA). With Bachelor of Arts degrees in Advertising from Ferris State University and Digital Design from Baker College, Brett specializes in visual identity branding solutions and public design.

### **BRIAN SANDERSON**

*VP of Disruptive Thinking (Vice President)*

Brian holds a Bachelor of Arts degree in Advertising from Michigan State University and has 21 years of experience handling all aspects of client communications and account management (19 with OA). He became a partner in 2017.

### **KAT TURVENE**

*Account Wrangler (Account Coordinator)*

Kat has five years of customer service and account management experience (one year with OA). Additionally, she holds a Bachelor of Business Administration in Marketing from the University of Michigan-Flint.

### **DAVID YAKSIC**

*Graphics Guru*

(Senior Graphic & Multi-Media Designer)

A graduate of Central Michigan University with a Bachelor of Arts degree in Graphic Design and Media Production, David helps drive our digital marketing assignments. He has over 18 years of experience (16 with OA).

### **INTERNAL VS. EXTERNAL CAPABILITIES**

All four members of our creative team excel in the development of digital, web, social and print communications with full in-house capabilities. Our project management team, working with outside production partners, has years of experience developing award-winning web, video, and broadcast television and radio spots.

## WHY OLMSTED ASSOCIATES, INC.?

AT OLMSTED ASSOCIATES, INC., WE ARE FOCUSED ON DELIGHTING OUR CLIENTS WITH STRATEGY-BASED CREATIVE COMMUNICATIONS SOLUTIONS THAT MOVE THE NEEDLE AND GET RESULTS.

Our 38 years of proven marketing experience — working at a pace set by our clients — makes us uniquely suited to address your communications needs flexibly, cost-effectively, and on a timely basis. We look forward to talking with you further about building upon our valued relationship.

### **STRATEGIC COMMUNICATIONS CONSULTING AND PROJECT MANAGEMENT**

Strategic communications consulting at Olmsted Associates begins with a plan — whether it is an in-depth strategic communications plan or a snapshot project plan. Every client has a dedicated account manager, supported by a team of communications practitioners (writers, designers and programmers) to meet the objectives of a particular communications initiative.

Work is kept on track with weekly or bi-weekly planning or status meetings, supported by daily email, Zoom, and/or telephone calls. For some clients, we make use of project management software such as Monday.com.

### **PEER REVIEW REPORT**

We consider our “peer review” to be the annual renewal of retainers and projects we receive on an ongoing basis — satisfied clients interested in maintaining our relationship. We have enjoyed long-term retainer agreements and project renewals for many years with the following organizations:

Charles Stewart Mott Foundation .....	Over 26 Years
Dort Financial Credit Union .....	Over 16 Years
Gloria Coles Flint Public Library .....	Over 20 Years
Greater Flint Health Coalition .....	Over 21 Years
Kelly .....	Over 15 Years
Kettering University .....	Over 10 Years
McLaren Health Care Corporation .....	Over 26 Years

## SUCCESS STORIES & WORK SAMPLES

FOLLOWING ARE TWO CLIENT RELATIONSHIP DESCRIPTIONS OUTLINING SERVICES PROVIDED WITH LINKS TO SAMPLE WORK INCLUDED. YOU MAY ALSO CHECK OUT OUR **FACEBOOK** PAGE AND **YOUTUBE** CHANNEL FOR MORE SAMPLES OF OUR WORK.

### **COMMUNITY CHOICE CREDIT UNION - NEW BRANCH OPENING COMMUNICATIONS**

Community Choice is a credit union client with a statewide footprint that includes 25 brick and mortar locations and a strong online banking platform. We provide comprehensive creative communications support for their marketing team, working through the Monday.com project management system. We have produced their annual report, a suite of new Mastercard designs, interior branch graphics and templates for their in-house team members to work within. Recently, we helped them open three branches in Michigan. We provided copywriting and campaign implementation with the creation of outdoor, exterior window cling messaging, digital display ads and social elements, and good old-fashioned direct mail. The new branches are now open and growing its membership well beyond the existing base in those areas. You may see communications samples for this rollout **here**.

### **GENESEE COUNTY HEALTH DEPARTMENT - WIC & BREASTFEEDING AWARENESS & EDUCATION**

This assignment involved the development of a series of breastfeeding education videos to be hosted on YouTube. The goal was to create awareness and educate key audiences about breastfeeding best practices, available supports, education and encouragement for new young moms. Our client desired a contemporary vibe that would appeal to young women ages 16 to 21 and those within their support network. All content was originally sourced from actual young mothers in this demographic and a WIC breastfeeding advocate. Another primary goal was to increase enrollment in WIC for pregnant women in their first trimester. These videos were heavily promoted and boosted on digital and social media channels including Facebook, Instagram, YouTube Pre Roll and the Hulu streaming platform. Check out a sample **here**.

### **RX KIDS - COMPREHENSIVE COMMUNICATIONS SERVICES**

Providing a prescription for health, hope and opportunity is the goal of the revolutionary Rx Kids social safety net program being pioneered in Flint, Michigan. Rx Kids is the first-ever citywide cash prescription program for pregnant moms and babies. This initiative provides all pregnant moms in the city of Flint with no-strings-attached cash of \$1,500 during pregnancy and \$500 each month throughout a baby's first year. Our office was brought in on the ground floor, working with Dr. Mona Hanna-Attisha and her team, to assist with creative communications assets. We developed everything from the logo, branding statement, content, website, digital, social and print communications. You can view many of the branding elements and messaging at **flintrxkids.com**.

# BUDGET PROPOSAL

## FAMILY PLANNING & SEXUAL HEALTH PROGRAMS

### Goal

Create strong awareness and demand for expanded services offered through the Genesee County Health Department's (GCHD) Family Planning and Sexual Health programs. These programs provide a variety of services including birth control options, emergency contraception, HIV testing and counseling, pregnancy testing, PrEP for HIV, preventative health exams, and STI testing and treatment. Communications should be digital and social in nature given that this is where our target demographic, outlined below, can be found.

### Schedule

We envision a three- to four-month campaign based on client objectives with pulsed flights of ad placement over the duration of the campaign period.

### Audience

GCHD Family Planning and Sexual Health program users, primarily women of reproductive age. PRIMARY: Young women and teens ages 15 to 35. SECONDARY: Young men ages 15 to 24. To be further defined with client input.

### OPTION A

<b>Facebook / Instagram (8 Weeks)</b> .....	<b>\$ 3,500</b>
<b>Snapchat / TikTok (8 Weeks)</b> .....	<b>\$ 8,000</b>
<b>Google Digital Display Ads (12 Weeks)</b> .....	<b>\$ 20,700</b>

*(Targeting key audiences on multiple websites, including select dating apps like Tinder and Match. This would be achieved by targeting the demographic we want to reach and using Google to target them wherever they are on the web).*

<b>Olmsted Associates Fees</b> .....	<b>\$ 2,800</b>
<i>Client consultation, project management, copywriting, graphic design, media planning and placement.</i>	

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<b>TOTAL</b> .....	<b>\$ 35,000</b>
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### OPTION B

<b>Facebook / Instagram (12 Weeks)</b> .....	<b>\$ 7,200</b>
<b>Portfolio of Dating Websites and Apps (12 Weeks)</b> .....	<b>\$ 25,000*</b>
<i>(Tinder, OkCupid, Hinge, Match, Plenty of Fish, Chispa and BLK)</i>	

<b>Olmsted Associates Fees</b> .....	<b>\$ 2,800</b>
<i>Client consultation, project management, copywriting, graphic design, media planning and placement.</i>	

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<b>TOTAL</b> .....	<b>\$ 35,000</b>
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*\*Minimum amount to advertise on platform that provides aggregated access to the above listed dating apps.*

## OLMSTED ASSOCIATES, INC.

432 N. Saginaw Street, Suite 900  
Flint, MI 48502  
810.232.0070 **phone**  
810.232.2636 **fax**

**olmstedassociates.com**  
**youtube.com/olmstedassociates**  
**facebook.com/olmstedassociates**

## PRIMARY ACCOUNT CONTACTS

### **BRIAN SANDERSON**

*VP of Disruptive Thinking, Partner*  
bms@olmstedassociates.com  
989.666.6905 **mobile**



### **KARL OLMSTED**

*Chief Creative Thinker, Partner*  
ko@olmstedassociates.com  
810.513.0094 **mobile**



## OWNERSHIP

Olmsted Associates, Inc. is an independently owned S Corporation committed to diversity, equity and inclusion. Ownership stake partners include Karl Olmsted and Brian Sanderson. An ownership transition was instituted in 2017 to ensure staff continuity and long-term viability of the company.

### **PARTNERS IN CHARGE**

Brian Sanderson  
Karl Olmsted

## CLIENT REFERENCES

### **JENNY LUDWIGSEN**

*Vice President of Marketing*  
Community Choice Credit Union  
31155 Northwestern Highway  
Farmington Hills, MI 48334  
877.243.2528  
jludwigsen@communitychoicecu.com

### **BRAD MOORE**

*Director of Marketing*  
Dort Financial Credit Union  
9048 Holly Road  
Grand Blanc, MI 48439  
810.600.2864  
bmoore@dortfcu.org

### **NICHOLE SMITH-ANDERSON**

*Senior Director of Programs*  
Greater Flint Health Coalition  
120. W. First Street  
Flint, MI 48502  
810.232.2228  
nsmithanderson@flint.org



[olmstedassociates.com](http://olmstedassociates.com)   