

FLYING HIPPO

IOWA BOARD OF REGENTS

01.15.16

WEBSITE PROPOSAL

ALL IN FAVOR OF  
IMPROVING YOUR WEBSITE...  
RAISE YOUR BRAND







# YOU NEED A LIFT...

You've put it off long enough. You need some creative design and execution to start **elevating** your online presence. We can provide the clarity, organization, and of course, the award winning design you're looking for.

Building a functional website is easy — any web agency worth their salt can do that. Extending your brand experience to a digitally native audience is the real challenge — and we're excited to help.

We've discussed things like dynamic look and feel, intuitive navigation, and content search. Now that's right up our alley.

## **BRAD ARGO**

*Executive Producer & Marketing Consultant*  
Flying Hippo

**E** [bargo@flyinghippo.com](mailto:bargo@flyinghippo.com)

**P** 515-288-5315 **X** 108



Compared to some larger agencies, we are more of a boutique shop. We think that's a good thing. We're small enough to remain intimate with all of our clients, but large enough to handle bigger accounts. Our largest account at the moment is Iowa State University. We do over 200 projects per year and have serviced their account for 20+ years. We do approximately \$350-450,000 per year in creative services for Iowa State University, including a broad array of branding and digital services (this figure does not include any media purchases).

We currently have 25+ employees and are growing. We recently acquired a video production company adding to our capabilities wheelhouse in December of 2014.

**WE ARE A GREAT FIT FOR ANY COMPANY THAT, 1) PLACES A HIGH VALUE ON THEIR BRAND, 2) HAS CLEAR BUSINESS OBJECTIVES AND 3) IS LOOKING FOR A PARTNER TO PROVIDE EXCELLENT STRATEGY, CREATIVE EXECUTION AND DIGITAL EXPERTISE TO ACHIEVE THOSE OBJECTIVES.**

# Agency Info

## NAME

Flying Hippo Web Creations  
PUSH Branding + Design (Sister Company)  
Blur Mediaworks (Sister Company)

## DATES/MILESTONES

1994 - Groves Design Company is created  
1999 - Flying Hippo Web Creations is created  
2003 - Groves Design Company acquires Mauck+Associates  
(renamed as MauckGroves Branding + Design)  
2009 - MauckGroves renamed as PUSH Branding + Design  
2014 - Acquisition of Blur Mediaworks, a video production company

## LOCATION

Des Moines, IA

## KEY AGENCY OFFICERS OR PRINCIPALS

Eric Groves  
Ryan Parlee  
Scott Helms

## KEY AGENCY CONTACT

Jesse Peters  
*Director of Sales and Strategy*

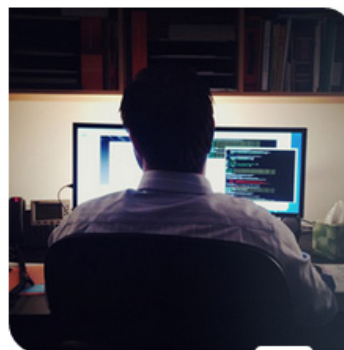
## AGENCY TEAM

Number of Employees: 25  
2013 Allocation of Payroll by Area

- Account Service 20%
- Strategic Planning 20%
- Creative 35%
- Digital Technicians/Programmers 25%



Eric Groves  
Principal + Creative Director



Ryan Parlee  
Principal + Senior Web Strategist



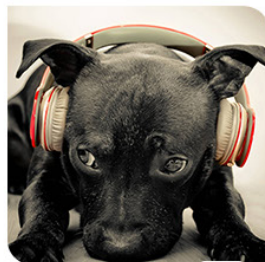
Scott Helms  
Principal + Art Director



# NICE TO MEET YOU



John Anderson  
Designer



Martin Boehm  
Front End Developer



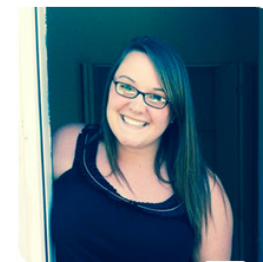
Lynn Cutshall  
Programmer



Annie Eischen  
Designer



Scott Helms  
Principal + Art Director



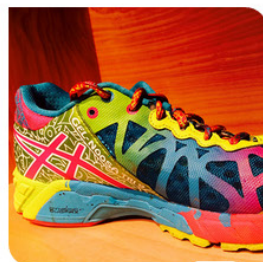
Aashley Edwards  
Administrative Assistant



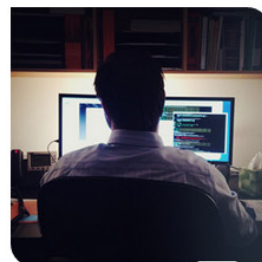
Jolly Green Giant  
Brand Icon



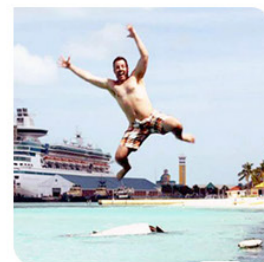
Eric Groves  
Principal + Creative Director



Kristin Killian  
Account Manager



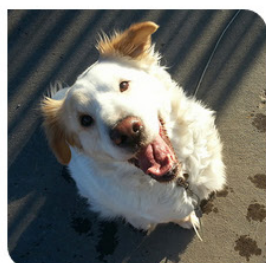
Ryan Parlee  
Principal + Senior Web Strategist



Jesse Peters  
Director of Sales and Strategy



Ryan Rogness  
Jack-of-All Web



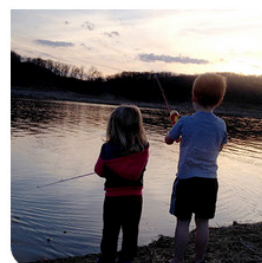
Rachel Shalla  
Account / Project Manager



Joe Stevens  
Digital Strategist



Amanda Tinker  
Office Administrator



Cory Witt  
Designer



David Woolf  
Web Developer



Video Production Team  
(As of December 31, 2014)

# WORK

*Click to Activate Igor*

FLYING HIPPO PROVIDES  
**INDUSTRY-LEADING**  
DIGITAL BRANDING AND  
MARKETING SERVICES  
ACROSS ALL PLATFORMS.

DIGITAL:

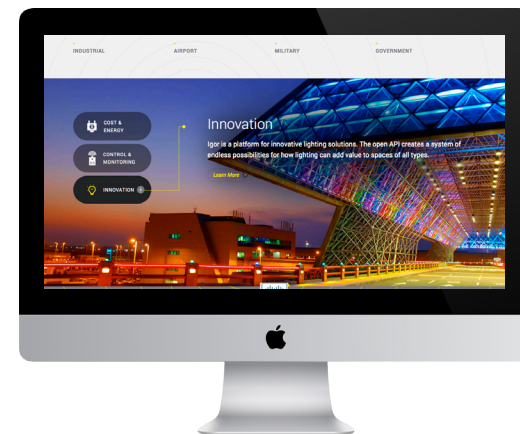
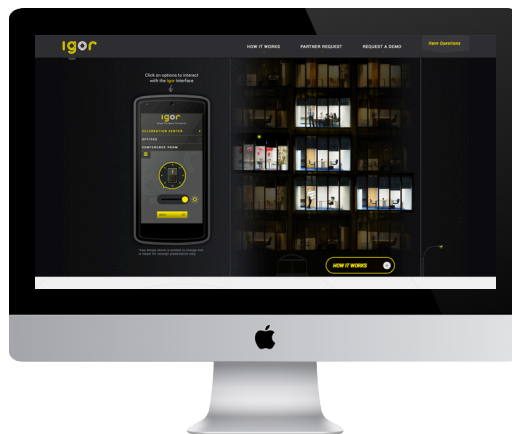
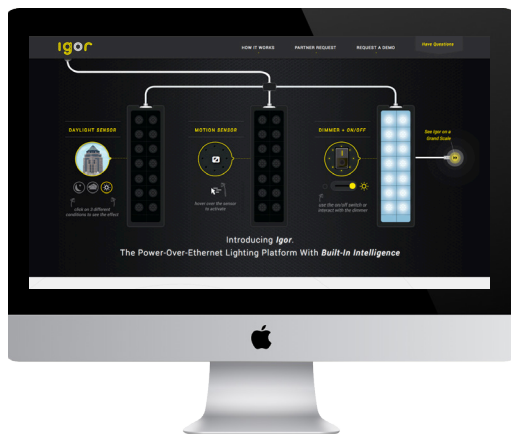
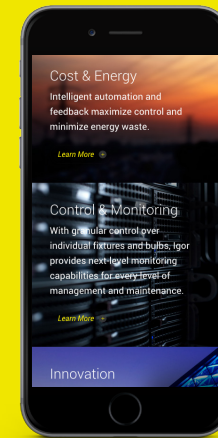
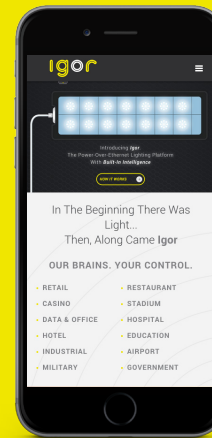
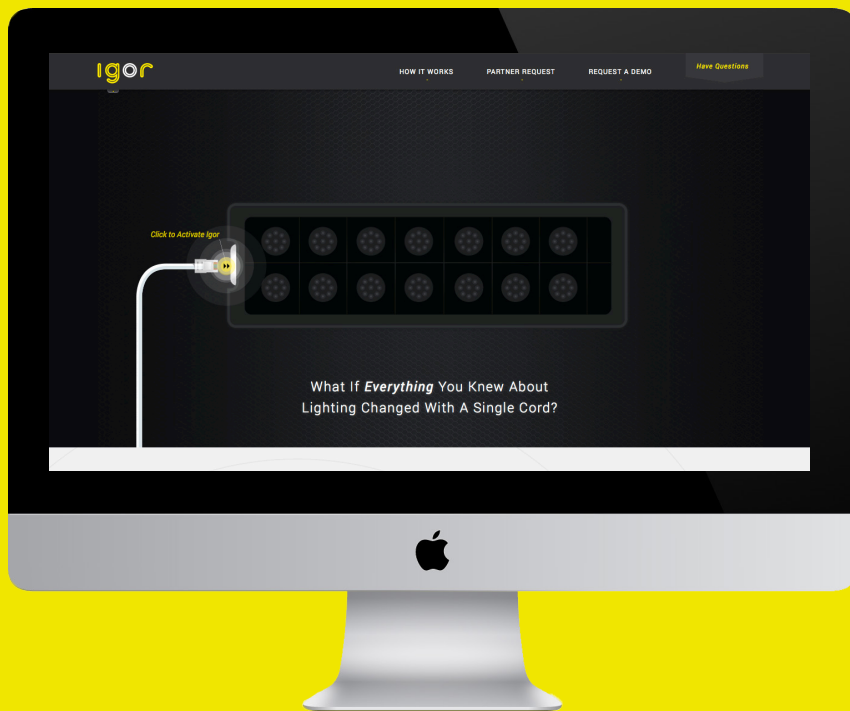
IGOR

IOWA STATE

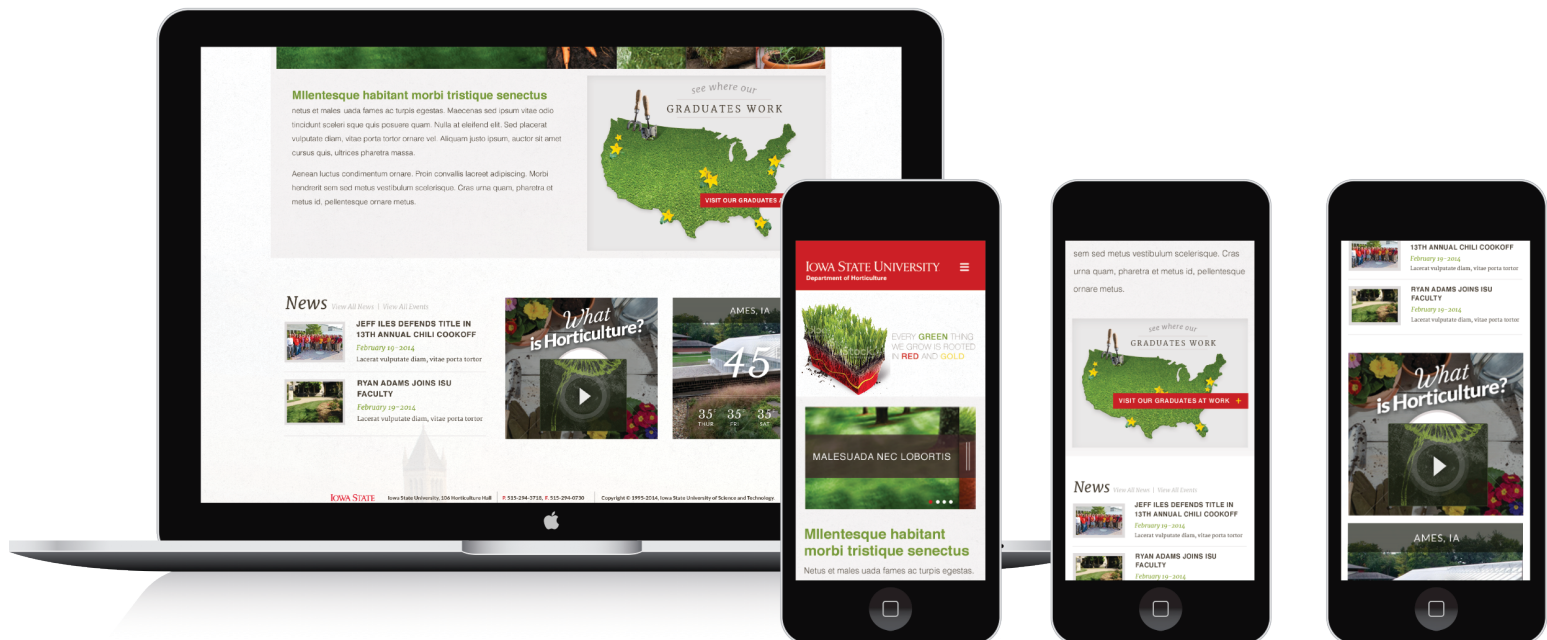
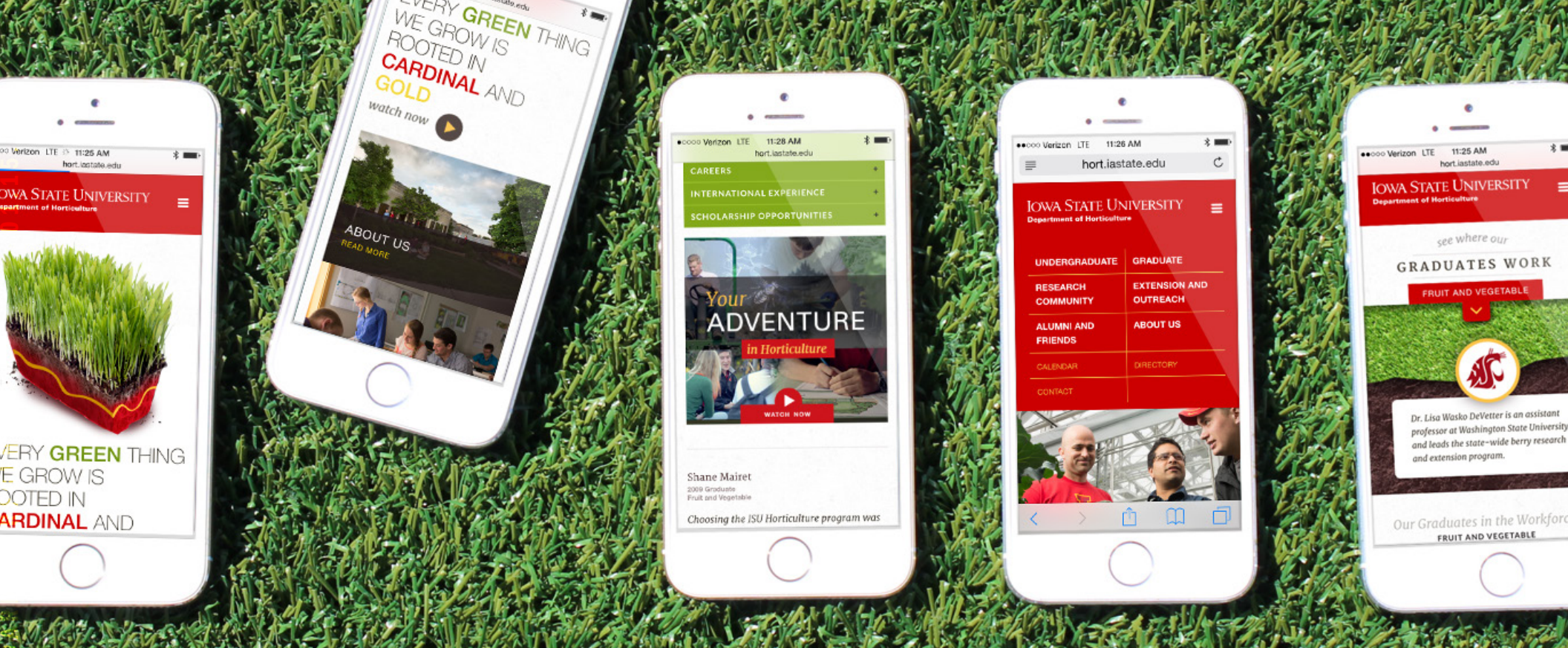
WATER CONCEPTS

*What If Everything You Knew  
Lighting Changed With A Sing*



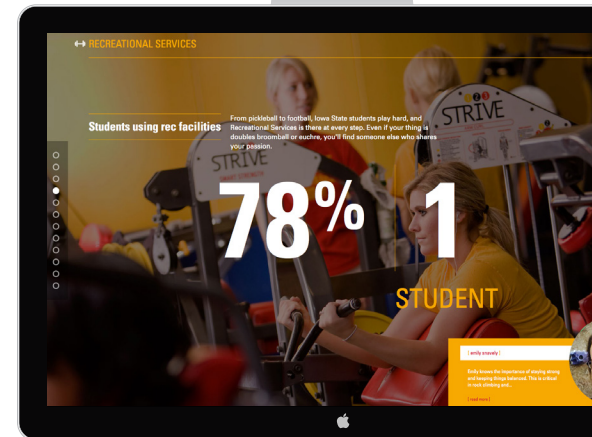
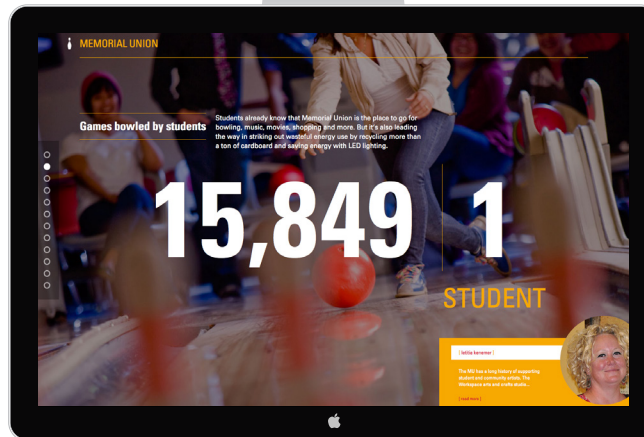
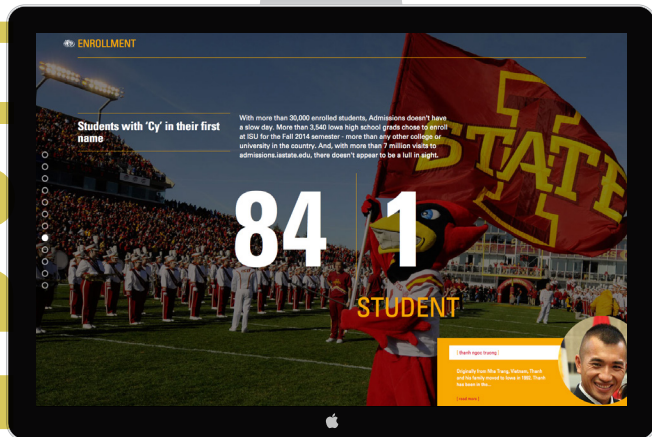
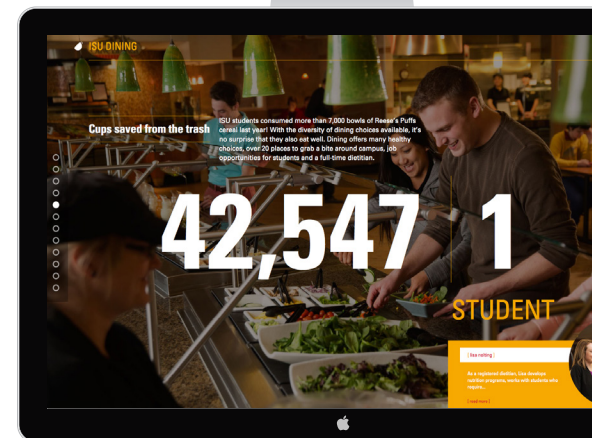
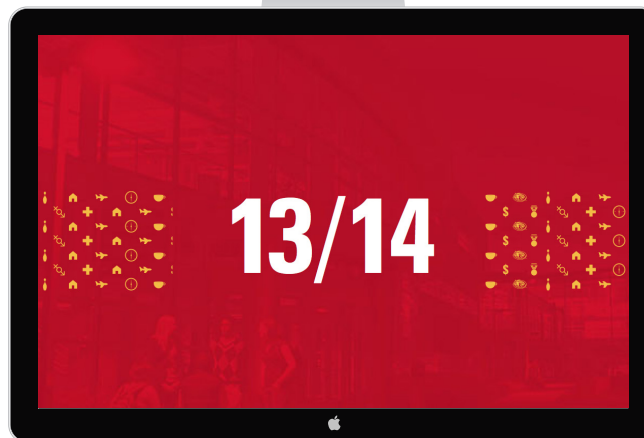
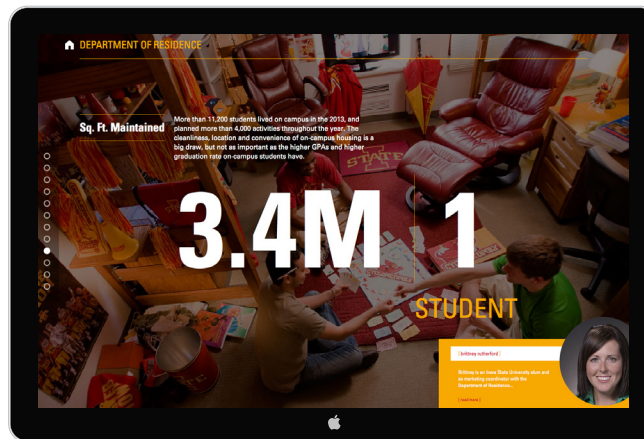


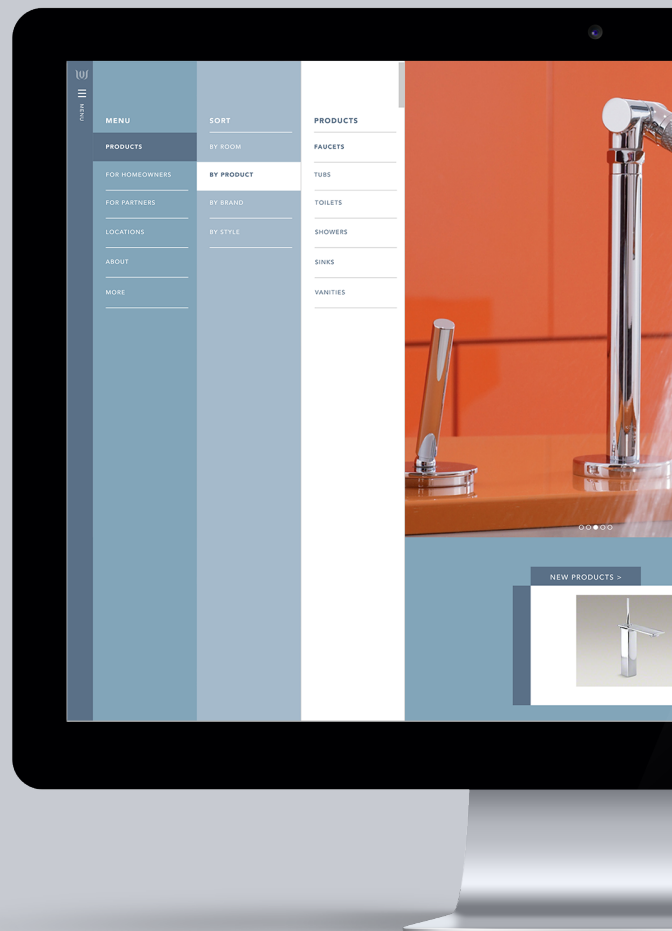
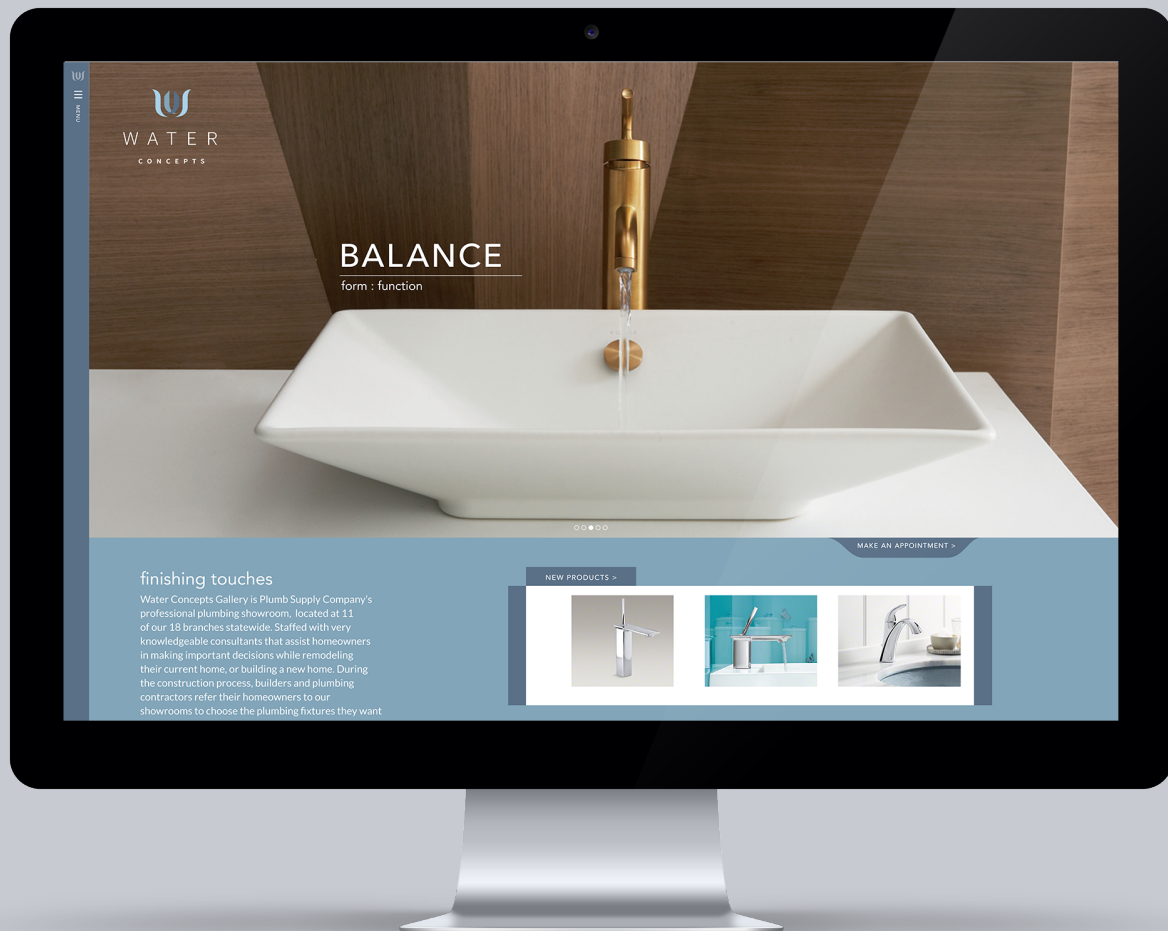




WEBSITE  
DESIGN  
FOR  
IOWA STATE  
UNIVERSITY  
DEPARTMENT OF  
HORTICULTURE









THE PROCESS OF SUCCESSFUL WEBSITE DESIGN AND DEVELOPMENT IS VERY COLLABORATIVE. IT STARTS WITH YOU (THE CLIENT) AND YOUR BUSINESS OBJECTIVES. AND LIKE A RUBE GOLDBERG MACHINE, YOUR IDEAS MOVE THROUGH THE VARIOUS PARTS OF OUR TEAM.

## STRATEGY TEAM

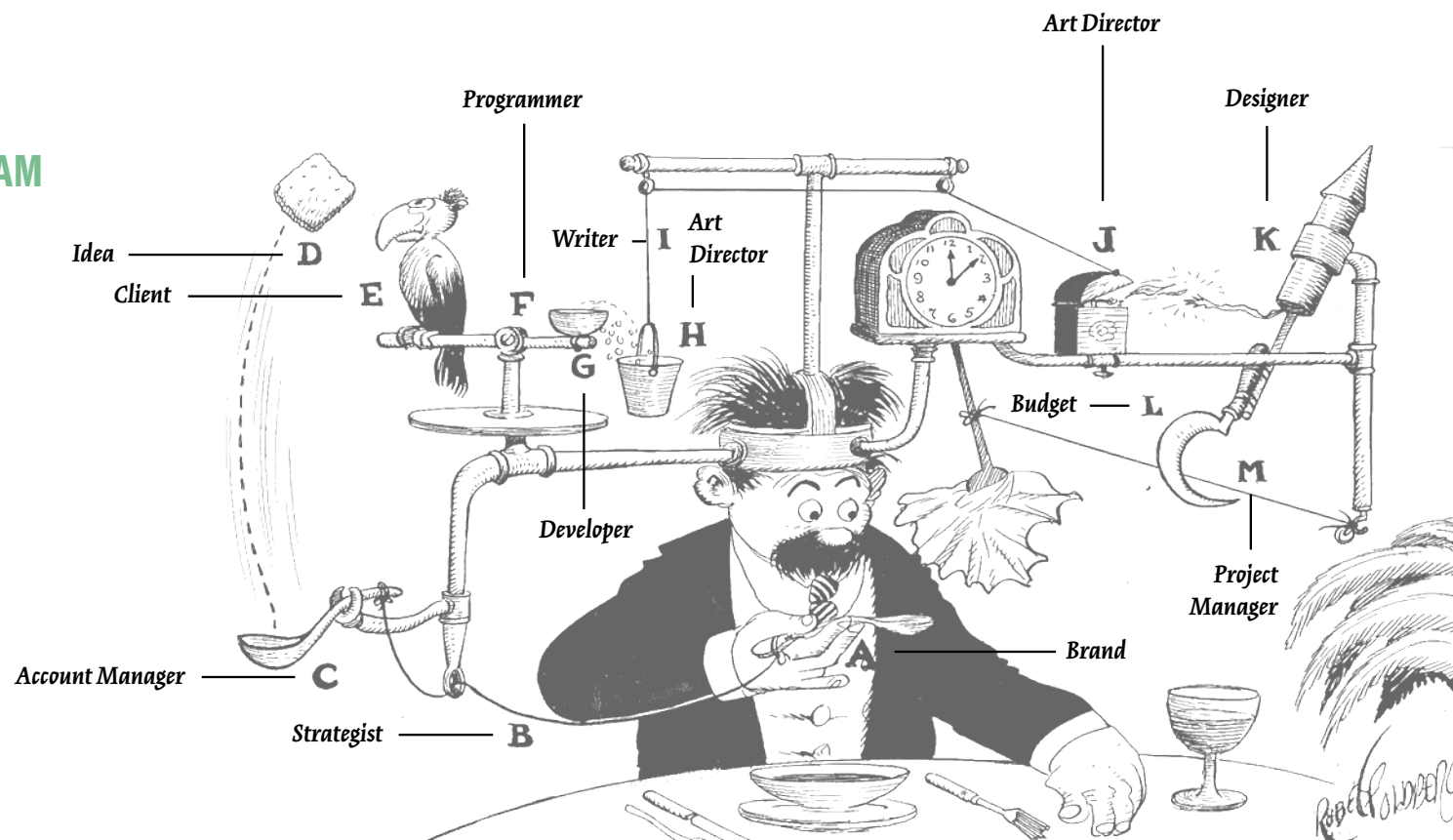
Branding and Digital Strategists

## CREATIVE AND PRODUCTION TEAM

Creative Director, Art Director, Graphic Designers, Digital Designers, Writers, Developers, Programmers, Video Production

## ACCOUNT SERVICE TEAM

Account/Project Managers



## TIMELINE

# THE FIVE-STEP HIPPO APPROACH

We anticipate that it will take approximately 15 weeks from the kickoff date to complete your web project. Below is a list of key tasks and their associated completion dates.

- |   |   |   |  |  |
|---|---|---|--|--|
| <h2>1</h2> <h3>PREP</h3> <p><i>Approx. 3 weeks</i></p> <ul style="list-style-type: none"> <li>• Initial project kickoff meeting</li> <li>• Project discovery, research and strategy discussions:             <ul style="list-style-type: none"> <li>» goal identification, audience segmentation, demographic analysis</li> </ul> </li> <li>• Internal strategy development and planning:             <ul style="list-style-type: none"> <li>» engagement methodologies defined</li> <li>» research and review</li> </ul> </li> </ul> | <h2>2</h2> <h3>PLANNING</h3> <p><i>Approx. 3 weeks</i></p> <ul style="list-style-type: none"> <li>• Sitemap presentation, review, modifications and approval</li> <li>• Wireframe presentation, review, modifications and approval</li> <li>• Content and image collection begins</li> <li>• Website graphic design presentation and revisions</li> </ul> | <h2>3</h2> <h3>DESIGN</h3> <p><i>Approx. 3 - 4 weeks</i></p> <ul style="list-style-type: none"> <li>• Website graphic design approved and finalized (home and interior page)</li> <li>• HTML construction and CSS development begins</li> <li>• Create development and testing websites; Working site shell creation</li> <li>• Website graphic design presentation for all additional templates</li> </ul> | <h2>4</h2> <h3>DEVELOPMENT</h3> <p><i>Approx. 3 - 6 weeks</i></p> <ul style="list-style-type: none"> <li>• Website graphic design modifications and approval</li> <li>• Implementation into content management platform</li> <li>• Implementation of interactive page elements</li> <li>• Final copy approved</li> </ul> | <h2>5</h2> <h3>DEPLOYMENT</h3> <p><i>Approx. 3 weeks</i></p> <ul style="list-style-type: none"> <li>• Usability testing and code review</li> <li>• Individual page construction complete</li> <li>• Training of content management platform</li> <li>• Website launch</li> </ul> |
|---|---|---|--|--|

*Please note: Your kick off date will be assigned once the signed agreement(s) and initial payment(s) are received.*



## BILLING

## WEBSITE DEVELOPMENT (\$25,000 – \$35,000)

## STRATEGY AND PLANNING

*Approx. 2 weeks*

During strategy and planning, we will work with your team to develop a comprehensive plan for your website. We will tackle your content, navigation and branding needs to create the perfect user experience for your audience. Strategy includes:

- Strategic Planning
- Site Structure and Navigation Planning
- Wireframes
- Content Planning
- Final Scope and Component Approval

## DESIGN AND BUILD

*Approx. 13 - 18 weeks*

Based on what we learn in strategy, we will design and build a site that may incorporate the following features and components:

- Graphic Design
- Project Management and Direction
- Website Deployment
- WCAG Compliance (*up to AA*)
- WordPress, including:
  - » Links and Documents
  - » Video Display Capabilities
  - » White Papers and Resource Guides
- Customizable Form System
- Custom Photo Gallery
- CMS Training and User Guide
- Unique Navigation Design
- Social Media Sharing
- Interactive Page Component
- Statistics via Google Analytics
- News
- Website Search
- Blog Component
- Mobile Optimization
- Section Pages (up to 10 pages)

## VARIABLE ITEMS

## EVENTS AND CALENDAR COMPONENT \$5,000+

This option includes an event system that would allow you to display a variety of events on the website. For each event you could display the name of the event, location, a description, cost (if applicable), start time and duration. We assume that all events will be displayed as a list format.

*We can, for an additional cost, integrate the system with any third party sources of event information. The cost will vary based on the complexity of the integration.*

## E-NEWSLETTER AND SUBSCRIPTION \$5,000+

We would set up your organization on a third party e-newsletter platform. As part of this project, we would create a custom design to represent your brand and have the design implemented as your e-newsletter template. Website visitors would be able to sign up for e-newsletters or be notified when new content or articles are added to the website.

*The final cost will vary based on the complexity of the integration.*

## HOSTING + SUPPORT

### HIPPO CARE HOSTING (\$299 / mo.)

Once your site is complete, you'll need a hosting environment that is set up to ensure top performance and security of your shiny new site. We can take care of that for you! Our hosting environment offers significant improvements over what you might find in a standard hosting package, including the ability to participate in a live update model where your site receives ongoing updates to its content management tools and components. (We call this Hippo Care.) This protects your site from attacks and ensures your site's admin tools work with the latest browsers and mobile devices.

Additionally, the latest updates to Google and other search engines means that faster websites rank better. Our hosting environment offers unparalleled server performance, caching engine, content distribution networking and more. These features can improve your site's rank dramatically—even more than the equivalent cost of SEO. Put simply, a site's hosting configuration is now the first place we look to improve SEO services.

#### HOSTING SPECS

- Completely Managed / No Client IT Required
- Dedicated Virtual Instance for Secure Computing Isolation
- Automatic OS Security Patches and Updates
- Automatic CMS Platform Security Patches and Updates
- Automatic CMS Plug-in Security Patches and Updates
- Daily Backup Snapshots with 7 day retention policy
- 24/7 Site Monitoring and Analytics
- HippoCMS License
- High Availability 99.98% SLA
- Includes up to 100 GB Transfer per month and 100 GB Storage

#### POST-LAUNCH SUPPORT

##### Basic Project:

2.5 hours or less = \$375

##### Premium Project:

Half day (up to 5 hours) = \$650

##### Professional Project:

Full day = \$1200





**OUR TEAM IS READY, YOUR TEAM  
IS READY. TELL US WHEN TO START  
AND YOUR EXPERIENCE BEGINS.**

*Let's do this!*

**BRAD ARGO**

*Executive Producer & Marketing Consultant*

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