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

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LOCATION
Des Moines, IA
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, 2016)
DIGITAL: IGOR IOWA STATE WATER CONCEPTS

FLYING HIPPO PROVIDES INDUSTRY-LEADING DIGITAL BRANDING AND MARKETING SERVICES ACROSS ALL PLATFORMS.
Introducing Igor
The Power Over Ethernet Lighting Platform with Built-in Intelligence
finishing touches

Water Concepts is an ideal partner for your design project. Our professionals have more than 50 years of experience in the industry and can help you create a unique design that fits your needs. Whether you're looking to update or renovate your kitchen or bath, our designers will work with you to ensure that the final result is exactly what you want.
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
# 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.

## TIMELINE

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<tr>
<th>Step</th>
<th>Timeline</th>
<th>Tasks</th>
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| 1 **PREP** | Approx. 3 weeks | - Initial project kickoff meeting  
- Project discovery, research and strategy discussions:  
  » goal identification, audience segmentation, demographic analysis  
- Internal strategy development and planning:  
  » engagement methodologies defined  
  » research and review |
| 2 **PLANNING** | Approx. 3 weeks | - Sitemap presentation, review, modifications and approval  
- Wireframe presentation, review, modifications and approval  
- Content and image collection begins  
- Website graphic design presentation and revisions |
| 3 **DESIGN** | Approx. 3 – 4 weeks | - Website graphic design approved and finalized (home and interior page)  
- HTML construction and CSS development begins  
- Create development and testing websites; Working site shell creation  
- Website graphic design presentation for all additional templates |
| 4 **DEVELOPMENT** | Approx. 3 – 6 weeks | - Website graphic design modifications and approval  
- Implementation into content management platform  
- Implementation of interactive page elements  
- Final copy approved |
| 5 **DEPLOYMENT** | Approx. 3 weeks | - Usability testing and code review  
- Individual page construction complete  
- Training of content management platform  
- Website launch |

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

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!

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