

#### A PROPOSAL TO REDESIGN THE

# Save-A-Lot Corporate Website

Tuesday, March 26, 2019



2 PARADOWSKI

March 26, 2019

#### A PROPOSAL TO REDESIGN THE

### Save-A-Lot Corporate Website

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Section 1

# Transmittal Letter

SECTION 1: TRANSMITTAL LETTER

# To whom it may concern:

At the time of submission, Paradowski has no items to disclose to Save-A-Lot.

- We are not in any pending or resolved mediation, arbitration or other alternate dispute resolution procedures involving any clients, nor have we been within the past 24 months.
- We have no affiliations or ownership relationships with Save-A-Lot or its affiliates to disclose.
- We have no conflicts of interest with Save-A-Lot at this time.
- None of our employees have been employed by Save-A-Lot.

If selected as your agency partner, we will negotiate and deliver a Master Services Agreement to govern all future work.

Section 2

# **Executive Summary**

As a leading hard-discount grocer, you serve a market segment that is often ignored, minimized, or treated as an afterthought. From the content you're creating to the value you provide, you've proven that you're dedicated to cost-savvy shoppers of all stripes.

And through operational improvements, an expansion of owned offerings and ongoing rebranding efforts, you're already investing in your brand experience — magnifying its appeal for current customers and converts alike.

SECTION 2: EXECUTIVE SUMMARY

As the single most accessible articulation of your brand, it is critical that your website extends and advances these efforts.

First impressions are critical, because we know that visitors make brand judgements within seconds. Design is the first thing users evaluate, because we are all visual learners. People process images 60,000 times faster than text, and 90 percent of what's transmitted to the human brain is visual.

Your website is your calling card. It's how you introduce yourself to prospective customers and make regular shoppers into loyalists and advocates. For Save-A-Lot in particular, we believe it's how you can differentiate yourself from your competitors.

To set yourself apart from other discount grocers, you have to connect with customers on an emotional level.

Whether they're young professionals, cost-conscious families, or seniors living on a fixed income, they all have to feel good about choosing Save-A-Lot even when price isn't a differentiator.

So how can you offer practical benefits that also engender an emotional response? By providing your customers with **value beyond the cart**.

As stores like Aldi risk alienating legacy discount shoppers by limiting things like operating hours and accepted forms of payment, Save-A-Lot has an opportunity to provide more value, more holistically. Recipe content, digital shopping lists, pantry tracking and other functionality designed to make life easier and grocery shopping more convenient and cost effective can all help shift the perception of Save-A-Lot from "discount store" to "value creator."

"Without emotion, we are biologically incapable of making decisions. Logic is often the last step in the process."

JANET CRAWFORD

Pioneer in applying neuroscience to business





Paradowski is a full-service creative agency based in St. Louis. If you dropped by the office right now, you'd find roughly 70 writers, strategists, art directors, producers and developers working on all kinds of amazing stuff.

We build brands, campaigns and digital experiences for some of the largest companies on the planet, as well as some of the smallest not-for-profit organizations. Basically, for the last 42 years, we've done work we believe in, for clients we believe in.

### We believe in design for all brandkind.



**COMPANY NAME:** Paradowski

ADDRESS: 349 Marshall Avenue, Suite 200, Webster Groves, MO 63119

**BUSINESS OWNERSHIP:** Paradowski is privately owned

STATE OF ORGANIZATION: Paradowski is organized to conduct

business in Missouri

**STATE TAXPAYER ID: 21626324** 

**SIGNING PARTY:** Gus Hattrich, President

#### **RESPONSIBLE PARTIES TO THE WEBSITE RFP:**

**Jean Kennedy, Sr. Account Director** 314-922-6101 | jkennedy@paradowski.com

Kayleigh Longo, Assoc. Account Director 314-680-9028 | klongo@paradowski.com













#### **OUR CULTURE AND INTERNAL VALUES**

Not that long ago, when we were a smaller agency, it was easier to describe what we stood for and how we do things. It's a little more complex now, as we've grown in size and deepened our strategic capabilities, but it's still just as important; and our culture and values are just as crucial as they've always been.

Show You Care. We don't always have to have all the answers, but we have to care. If we see a problem, we try to fix it. If we see that someone needs help, we provide it. We show up every day with a passion to make our agency and our clients' lives better.

Be a Chef, Not a Line Cook. We know that every assignment, no matter how small, provides us with a chance for creativity. We always try to keep the big picture in mind, and we never let ourselves become cogs in a machine.

Sleeves Up, Hands Dirty. Everyone here is on the front lines. Everyone works the business. It's really that simple. No matter what our job titles may be, when it's time to dig the proverbial ditch, we all grab a shovel.

#### Challenge the Expected. Expect the Challenge.

We don't settle for safe, expected solutions. We understand it's our job to push and be pushed. We don't take it personally. It's just the way we help each other produce the best work.

**Stay Curious.** Albert Einstein said, "I have no special talents; I am only passionately curious." He saw things everyone else had seen, and asked questions no one else had asked. It worked out pretty well for him, so we try to follow his lead.

Slay the Dragons, Then Go Home. When we're at the office, we're on an epic quest to solve our clients' problems. When we're not here, we enjoy our personal lives. It's just a sane way to live. And having happy, well-balanced lives leads to braver, more fulfilling work.

We're proud to offer a robust mix of core competencies and invite you to browse our work on our website.



### Want to know more?

Great. We built a website—we mean, an experience—where you can find out more about the agency, our work and all the people who really make this place unique.



#### Don't forget about the case studies!

At <u>paradowski.com</u>, you'll inevitably find yourself reading about how many chicken wings <u>Gus</u>, our president, can eat during lunch. Or marveling at Brad's hairstyles in the 90s. It happens.

But don't miss the case studies. These efforts, in particular, are relevant examples of the kind of work we'd love to have the opportunity to create for Save-A-Lot Corporate.

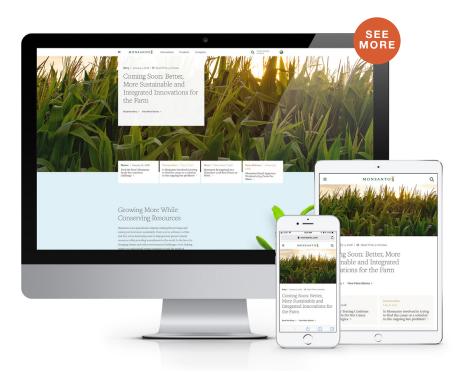
#### **Monsanto Corporate Website**

In the past twenty years, Monsanto has brought numerous seed technologies and innovations to modern agriculture. Clearly, a brand demonstrating such strong industry leadership deserves an online experience to match.

Visitors to Monsanto.com include farmers, shareholders, journalists, consumers and prospective employees. Within each of these groups are differing desires and intended uses for the site. Monsanto.com also needed to work across various browsers and devices, translate into dozens of languages and house various forms of content. With all this in mind, the design and navigation of the new Monsanto.com required considerable strategy and thought.

To consolidate content across several legacy websites, we audited 2,000+ pages of content. Based on performance metrics and qualitative guidelines, our digital strategists refined the site down to approximately 550 pages. Pages that met specific criteria were updated to reflect SEO best practices and a new URL structure and site design.

A new content deployment tool gave publishers the ability to privately share, create and edit posts. When content is ready for production, users simply publish within the CMS, which automatically migrates content to the live site.



#### **T-REX** Report to the Community

Ideas of all shapes, sizes and colors have cinched St. Louis's place as one of the top startup cities in America. T-REX is at the heart of that startup momentum. A nonprofit, T-REX is a technology-focused innovation center and startup incubator located in the heart of downtown St. Louis. T-REX has a full breadth of offerings and is distinguished in many ways from the various "incubators" in the St. Louis region and beyond.

T-REX is utterly unique as it houses not only its entrepreneurs, but funders and an array of supporting organizations. Hosting thousands of hours of corporate and community events, T-REX provides its constituents the opportunity to network with key influencers who can help turn dreams into reality.

For this client, we refined the existing brand to give it a powerful, authentic voice and a set of assets to elevate the brand's visual expression. We created an array of assets—including brand messaging, brand voice, custom illustrations, animations and a video series—as well as a digital report to the community, an international presentation deck, testimonial videos and leavebehind collateral.



#### **Boat Planet Online Marketplace**

In late 2017, a weekend boater created a Facebook group to connect the Lake of the Ozarks boating community. Within a month, over 10,000 followers were interacting about events, service recommendations and more. Seeing opportunity, he decided to monetize the platform as the "Houzz.com of boating."

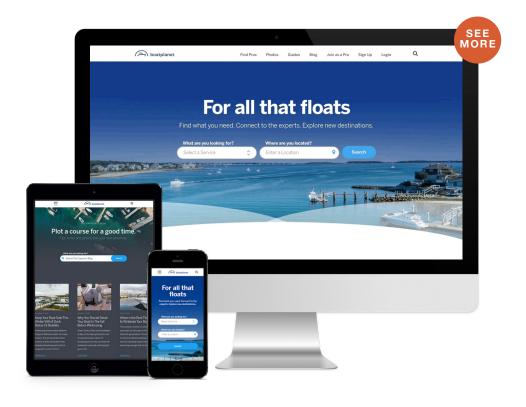
He enlisted Paradowski to execute an aggressive launch plan that included branding, design and development of the site while simultaneously planning for future improvements.

The site (a web app product with custom CMS) spoke to two audiences: boaters and local boating businesses. We crafted extensive user flows to seamlessly connect all audiences with features

such as location directories, product listings, account creation and management, social sharing and more.

Analytics and tracking identified users' points of entry and activities from inception, providing support for ongoing optimization, the development of re-marketing plans, and successful content creation.

Needless to say, it made a splash. In the first five months, we measured roughly 150 registrations on the site within the first 24 hours, 635 boater profiles created, 135 professional profiles created, 59,000 unique users, and 3,800 hours spent on the site.



## Happy Clients

The individuals listed below have worked with us on a variety of projects and scopes. If you are looking for insight into our actual process, approach, and working style, please feel free to contact any of them.

#### Kedra Tolson

**Executive Director, Marketing** and Communications at St. Louis Community College, may be reached at ktolson@stlcc.edu

#### Patricia Hagen, PhD

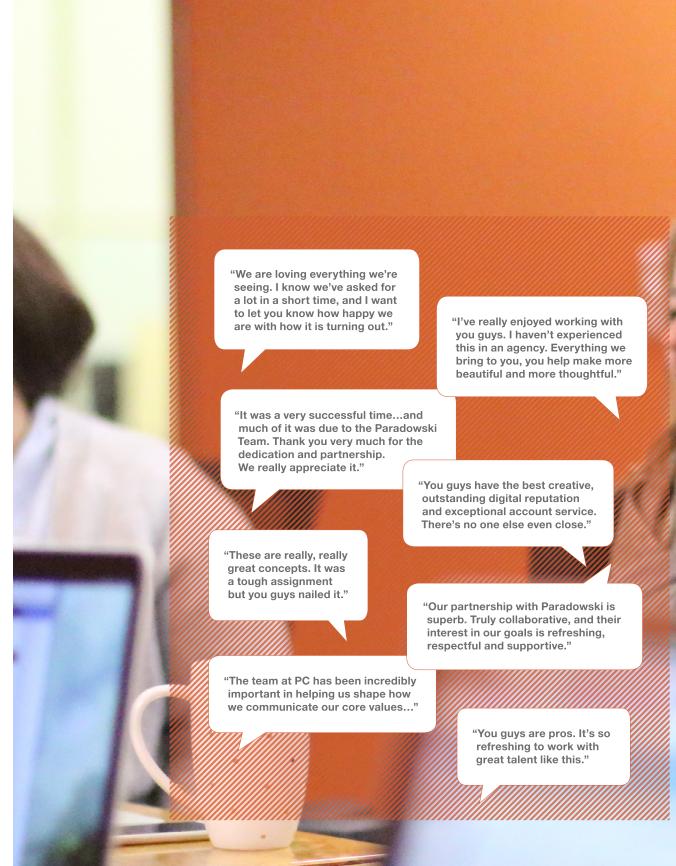
President/Executive Director at the Technology Entrepreneur Center/T-REX, may be reached at patricia@downtowntrex.org

#### Jessica Simmons

Director, Brand Marketing at Bayer (formerly Monsanto), may be reached at jessica.simmons@bayer.com

#### Bob Fishbeck

Global Brand Marketing Director at The Climate Corporation, may be reached at robert.fishbeck@climate.com



SECTION 3: CORPORATE BACKGROUND AND EXPERIENCE

### Your Team

Paradowski takes pride in providing a model where agency leadership is actively involved in our key account work. The team featured in this document will serve as key points of contact and will be responsible for the success of our relationship and work together. They will dig deep into your business strategy and be proactive in identifying opportunities to leverage your brand to achieve the goals outlined in your RFP.

These teammates are hand-picked to bring you a mix of both in-category and out-of-category expertise, so we can deliver solutions that are informed by your industry dynamics, while remaining fresh and differentiating for your category.



#### **GUS HATTRICH**

President | ghattrich@paradowski.com

Gus is the President of Paradowski, ensuring that everything we do for our clients, from strategy to creative, generates business value overall. Gus grew up in the agency business and learned early the value of big ideas. Throughout his career, he's maintained the guiding principle that at the foundation of great agencies are people who commit themselves to making those ideas happen. With over 20 years experience in both above-the-line and below-the-line marketing activities, Gus has worked with clients such as Bacardi USA, Capital One Credit Card, Verizon Wireless, Ocean Spray, Dean Foods, Minute Maid, Solutia, Spectrum Brands, and Costa Farms. Before joining Paradowski, Gus was a founding member of Moosylvania Marketing, and prior to that he was a senior manager of The Zipatoni Company.



**MELISSA GALAZKA** 

VP, Account Service | mgalazka@paradowski.com

Melissa manages the agency's team of account service staff. She is responsible for ensuring positive client working relationships and that the entire team is exceeding your expectations. Melissa couples deep experience in brand strategy with her obsession over human behavior to develop compelling strategies for our clients. She has over 15 years of experience in leading strategic marketing campaigns for brands like Monsanto, Johnson & Johnson, Disney, Jim Beam, Miller Lite, Maytag and Energizer. She has worked at other top firms such as Upshot in Chicago and New Honor Society (formerly Zipatoni) in both their Chicago and St. Louis offices. Melissa has a background in research, strategic planning and integrated marketing and believes firmly that research can and should inspire the creative product. Melissa holds a M.A. in Strategic Communication from the University of Missouri-Columbia Journalism School.



**BRAD HAUCK** 

VP, Creative Strategy | bhauck@paradowski.com

As head of creative strategy, Brad helps our clients find the beating heart of their brands, and helps our creative team pursue ideas based on genuine insights into human behavior. A born storyteller, he has a proven history of creating campaigns that profitably connect with customers. He has more than 18 years experience working with brands such as Anheuser-Busch, Monsanto, Abbott, The State of Missouri, eBay, Pernod Ricard, The State of Illinois and Siemens. Prior to his current role, Brad served as Executive Creative Director at Paradowski. Before joining Paradowski, Brad was Associate Creative Director at Chicago-based Slack & Company, the country's largest independent B2B agency.

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#### **Your Team**



**ANDY WISE** 

VP, Design & Interactive | awise@paradowski.com

Equally fascinated by all things digital and design related, Andy crafts engaging interactive experiences for Fortune 500 companies and other businesses. Most recently, his work has supported the efforts of Anheuser-Busch, Monsanto, the Saint Louis Science Center, Cutex, Elsevier and Washington University. Websites, kiosks, mobile applications, iPhone and iPad games, video animation—anything is fair game. Before leading the digital creative team at Paradowski, Andy served as the creative director at Obata, and also taught web design as an adjunct professor at Maryville University, his alma mater.



**JEAN KENNEDY** 

Senior Account Director | jkennedy@paradowski.com

A trained journalist who began her career in the magazine industry as a writer and editor, Jean has expanded her professional experience over the past 25 years to include work in strategic communications, branding, marketing, content marketing, special events and public relations. She is passionate about building collaborative, long-term relationships with her clients and colleagues. Current and past accounts include St. Louis Community College; T-REX, the St. Louis-based technology innovation center and technology incubator; Crop Production Services; Monsanto Stewardship and Technology Communications; the U.S. Soybean Export Council; the USDA and FAS; Caleres (formerly Brown Shoe Company), the State of Missouri, the St. Louis Economic Development Partnership, Wells Fargo, Monsanto, the St. Charles City-County Library District, Scottrade Center, TLC Vision and more. Jean is a graduate of the University of Missouri Journalism school.



**KELLY STEPHENSON** 

Content Strategy & Analytics Director | kstephehson@paradowski.com

Kelly has always thrived at the confluence where science and art combine to make something more impactful than either would be alone. Her insights are fueled by a degree in Education and a professional pedigree that includes everything from software development to social media strategy. She's provided actionable insights and content support that scales from crafty side-hustle startups to the needs of corporations like Monsanto, SSM Health, Nestle Purina and Maritz. Her passions reflect the same balance of beauty and form including designing knitting patterns, singing with a community chorus, cooking, baking and collecting new stories from books, movies and travel.



#### **KAYLEIGH LONGO**

Associate Account Director | klongo@paradowski.com

Kayleigh is a St. Louisan through and through. Excited to see what life was like outside of the city, Kayleigh attended the University of Missouri-Columbia, studying Journalism with an emphasis in Strategic Accounts. After a brief stint living the southern life in Houston, Texas, she returned to St. Louis and settled in Fenton with her husband and young daughters. At previous agencies, Kayleigh serviced a range of clients, including MICDS, Capital One, Costa Farms, Universal Studios, Grey Goose Vodka, The Emerson Group, Phillips 66 Aviation and Clockwork Home Services. Now at Paradowski, Kayleigh leads the Seminis Vegetable Seeds and Graybar accounts and recently lent her experience to the St. Louis Community College, Maschhoffs Pork and Monsanto Technology Communications accounts.



**DAN RAYFIELD** 

 $Creative\ Director \mid dray field@paradowski.com$ 

As a visual designer, Dan loves thinking through client challenges and bringing solutions to life. A graduate of Maryville University with a Bachelor of Fine Arts in Graphic Design, Dan has a broad portfolio showcasing his print, experiential and interactive expertise. His past and current clients include St. Louis Community College, University of Missouri, Graybar, Monsanto, Crop Production Services, Seminis & De Ruiter Vegetable Seeds, America's Farmers, AT&T, Emerson, Gatorade, Kahlúa, Opera Theatre of St. Louis, Universal Studios and Visa. Away from the office, Dan enjoys sports, printmaking, and traveling. Though one of his favorite places is his kitchen, where he enjoys cooking and brewing up fresh cups of coffee.



MATT HEIDENREICH

Interactive Associate Creative Director | mheidenreich@paradowski.com

Matt Heidenreich is a devoted father and dart-leaguer, avid motorcyclist, Netflix binger and UX enthusiast. A graduate of Maryville University, he is passionate about creating useable design and beautiful interactions in the digital space. Matt's experience spans many industries, including agriculture, aerospace, food and beverage, construction material, craft spirits, e-commerce, pet food and more.

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#### **Your Team**



CAROLINE MAY

Associate Creative Director | cmay@paradowski.com

Caroline is an experienced copywriter and conceptual thinker who is equally at home in the weeds and in the clouds. With a background in journalism at a time when articles were still measured in inches, she knows how to choose words carefully and make them count. Her portfolio includes award-winning work for clients ranging from professional athletes to multi-billion dollar manufacturers, including the Chris Long Foundation, Pratt & Whitney, Ameren Illinois, DEKALB Asgrow, On the Run, Webster University, MiTek, and the St. Louis Cardinals. When she's not writing, reading, or reading about writing, you can find Caroline spending time outside with her husband and two kids—one human, one canine.



**BRYAN RECKAMP** 

 $Lead\ Web\ Developer\ |\ breckamp@paradowski.com$ 

Bryan joined Paradowski in 2015, helping to bridge the gap between development and design. During his 16 years of experience, Bryan has worked for agencies such as Steady Rain and Arsenal Studios, developing sites and native apps for education, finance, cultural, and non-profit organizations.



**JOHN NEMEC** 

Digital Project Manager | jnemec@paradowski.com

John is a Digital Project Manager at Paradowski Creative, as well as the owner of a web design, development, and marketing firm, Moosefish Web Services, LLC. Within his tenure in both organizations, John has helped launch four different websites for the St. Louis Archdiocese School System, developed a successful plan for the redevelopment of Monsanto.com which manages a cross-functional team across multiple locations, and successfully participated on the launch of the New Balance Loyalty and Mobile App Program.



TIM PICKETT
Director of Project Management

tpickett@paradowski.com

Tim Pickett started his career in the digital space as a Product Manager. After living in the product space, he transitioned into the Project Management side of things, where he has been at home for the past eight years. At Paradowski, Tim uses his keen, strategic mind to lead projects through the technical development life-cycle with clients like Monsanto and The Climate Corporation. His ability to act as the Rosetta Stone between the Account Service and the Creative and Development teams, along with his scrupulous attention to detail, ensures projects are delivered on-time and on-budget. When he's not working hard in the office, Tim obsesses over new music, his two kids, and the St. Louis Cardinals.

Section 4

# Methodology and Services Approach

#### AGENCY APPROACH AND INVESTMENT

If chosen as your agency partner, Paradowski will begin building toward a long-term partnership from day one.

Your core team are your brand champions and stewards. They are committed to learning your goals and preferences. They are an extension of your team, and will provide thoughtful outside perspective and strategic justification for the counsel we will provide you.

We can say these things with confidence because this is how we operate with our clients now. And we invite you to contact them to discuss our style and approach to their brands. If we are selected as your agency partner, we customarily create a "week one, month one, year one" plan together. Measurable goals, defined strategies and success outcomes would be authored. We would set regular checkpoint meetings to evaluate progress. Our team would commit, and deliver, on a promise to add value to your business.

#### TO OUR CLIENTS, THIS MEANS:

- Being responsive and accommodating (especially when you're in a pinch!).
- Presenting proactive ideas you haven't had to ask for.
- Sharing trends and insights, and facilitating training on marketing topics of interest to your team.

SECTION 4: METHODOLOGY AND SERVICES APPROACH

#### **Our Process and Methods**

Every agency has a neat process that usually has rhyming words or a fancy acronym. While those might be catchy, we prefer a more straightforward approach. It boils down to five key steps:

#### Discovery

- Review existing research
- Audit brand communications and touchpoints
- Analyze branding practices of competitors and beacon brands
- Stakeholder interviews
- Industry and marketplace context
- Audience needs assessment / segmentation mapping
- Primary research

#### Strategy

- Key insights
- Define / refine brand positioning
- Clear objectives and measurable goals
- Prioritized target audience segments
- Communications channels, timing, budgets

#### Development

- Creative territories
- Concepts and idea prototypes
- Design, copywriting, refinement
- Primary research / creative testing

#### Launch

- Production
- Finalize assets
- Coordinate media and deployment plans
- Final routing / quality assurance

#### Learn & Repeat

- Track and report performance
- Measure against benchmarks
- Plan for analysis and optimization
- Inform future programs



Section 5

# Assumptions

As we put together our response, we made several assumptions about your business.

#### TARGET MARKET

Save-A-Lot is looking to maintain their current customer base, while also attracting new shoppers. Our guts told us you should be trying to attract a middle-income, savvy family shopper.

#### **POSITIONING**

We assume the overall business strategy and positioning of Save-A-Lot is not changing significantly with the new brand development. We understand this to mean that Save-A-Lot aims to be a leader as a low-price grocer while focusing on quality and customer service.

#### **MEDIA**

We assume Save-A-Lot will be making a significant media spend on a national level that is likely to drive visitors to the website on a near daily basis. We assume that there will still be a limited spend against traditional media for broader audience awareness.

# Cost Proposal

#### **AGENCY APPROACH AND INVESTMENT**

The best relationships are built on a foundation of trust and honesty.

And in reviewing the desired functionality and features for the new SaveALot.com, we would be lying if we told you we could deliver a high-quality, high-functioning, future-ready website in only an eight-week timeframe.

After careful evaluation of your current (and future) site needs, we prepared a realistic timeline and budget that launches your site to the Save-A-Lot community before the winter holidays.

To accomplish this, we recommend that this project to be divided into two distinct phases to address both high-priority immediate needs and future-state functionality.

3.10.2 PART 2: COST PROPOSAL

#### PHASE 1

To address challenges and concerns with user and brand experience, we recommend rebuilding the Save-A-Lot website on a new CMS platform that works with all existing functionality of the site, but also has the capacity to handle larger initiatives and functionality as your company continues to grow.

But, before we decide which CMS you should use, we will work with your team through a Discovery session to determine which CMS you actually need. This will result in improvements in overall user experience for internal and external audiences, as well as enhancements to content, searchability, deeper analytics tracking, and store information. This phase would launch mid-November — just ahead of the busy holiday season of shopping and entertaining.

#### **DELIVERABLES INCLUDE:**

- Discovery
  - Alignment on Technical Requirements
  - Determination of CMS Platform
  - Sitemap and Wireflows
  - Wireframes
- Website Design/Creative Direction
- Content Authoring Tool
  - Communities
  - Blog
  - Recipes
  - Product Listings
    - Filtering
    - Store Location
    - Category
- Functionality / Features
  - Internal Site Search
  - Social Sharing
- Plug-Ins
  - Find-a-Store
  - Weekly Ad
  - Chat Meter (Reviews)
  - Adestra (ESP)
- Content Migration
- QA
- CMS Training

#### PHASE 2

The chosen CMS platform will also set the foundation for future growth and functionality. While it is important for the new CMS to provide a better user experience immediately, it is equally important for it to be able to adapt and built to work with the expansion of Save-A-Lot overall.

We will ensure the new CMS system will be able to accommodate an integrated inventory management system, e-commerce, loyalty programs, specialized shopper accounts, and more for the Save-A-Lot team. This phase would kick off in early 2020, after we collectively review analytics and re-evaluate business and marketing objectives.

#### Features of the second phase include:

- Own/Career Sites Integration
- New Weekly Ad Tool
- Ecommerce
- Shopping List Creation + Mapping

### Specific departments and roles that will impact this project are outlined below.

#### **Account Service, Strategy and Project Management**

Act as main liaison to the Save-A-Lot clients and responsible for deliverables, timeline and overall workflow

#### **Art Direction, Interactive Design and Copywriting**

Responsible for the concepting of the site thematic, page creation and development oversight

#### **Interactive Development**

Responsible for creation of the website infrastructure, including front- and back-end development for launch and deployment on the site



### We're eager to get started.

When we do, our chart (attachment "Save-A-Lot Website Timing") demonstrates what the process might look like (pending any key milestones noted on your calendar).

3.10.2 PART 2: COST PROPOSAL PART 2: COST PROPOSAL

### The Investment

Paradowski will apply a blended rate of \$125/hour across disciplines. For a deeper look at how your investment will be applied, please refer to the attached "Pricing Guide" Excel Spreadsheet.

**PROJECT TOTAL** → \$346,875.00

\*This estimate is preliminary based on the information provided so far. It is subject to change once detailed project specifications are agreed upon. Our estimates are built at +/- 10%.

### There when you need it

Beyond the initial strategy and redesign, Paradowski is invested in making your website an ongoing success. Additional agency offerings are currently out of scope, but are available for consideration.

#### Website Maintenance / \$100/month

A website maintenance SOW can be prepared based on needs following the site launch. Maintenance includes performing regular CMS platform security and plug-in updates.

#### **Analytics and Reporting / \$20,000**

Expanded analytics and reporting, including monthly reporting on visitor types, engagement and identified site conversions for one year.

#### **Brand Voice Guidelines / \$5,000**

Provide guidance for future content updates ensures that multiple authors of the site are contributing with a consistent tone and style of voice.

#### **Ongoing Content Strategy and Development / TBD**

Based on learnings from Phase 1, we can discuss your needs for developing a content strategy plan that works towards business goals in tandem with the new site.

#### **Brand Photo Shoot / TBD**

Captures the Save-A-Lot grocery store and Corporate Headquarters environments, people, key brand-defining visuals, etc. to create a more ownable content library.

#### **Annual Refresh / TBD**

Based on brand needs, we can provide design and copy support to refresh content each year. We can further discuss and develop a custom plan.

# Thank You

This has been fun already, and we hope it's just the beginning. We look forward to the opportunity to discuss more about the future of Save-A-Lot Corporate's website. If you have any questions, we're just down the road. Stop by. Give us a call. Or we're always available...online.

#### PRIMARY CONTACT

Gus Hattrich, President (314) 584-4757 ghattrich@paradowski.com

#### SECONDARY CONTACT

Kayleigh Longo, Associate Account Director (314) 680-9028 klongo@paradowski.com

