

Egg Donor
Solutions



Prepared for



Proposal to Create Egg Donor Solutions' New Marketing Communication Campaign

Introduction

Egg Donor Solutions (EDS) works to aid women who have advanced fertility issues by giving the gift of family to intended parents. To continue your mission, you need egg donors who share this same passion. However, while your present marketing materials provide extensive information, the information is too much at once and can overwhelm potential donors instead of enticing them. Our objective is to create a marketing communication campaign with new marketing collateral that captures your readers' attention and allows them to effortlessly learn about the process. Adding attention grabbing features will entice the reader to explore the idea of egg donation.

A New Strategy for Donor-Focused Communications

Our new strategy will supply you with collateral that share a unified design and a message. The deliverables include

- a customized Quick Response (QR) code
- a brochure
- a postcard
- an Interactive Infographic

All of our deliverables will use similar design elements from our style guide. Along with a new style and new content, we will use a new tagline for potential donors that tells your brand story in just one sentence. Some deliverables, such as the new QR code, are attached to this document. The remaining deliverables will be ready for use after December 3.

QR code to connect your collateral to your website

We have created a custom QR code for all our collateral. A QR code is an image that users can scan, like a barcode, using a smartphone or similar device. Once users have scanned the code, their phones will redirect them to online materials. Currently, we have the code linked to your website. We embedded the code into the EDS logo, so it complements our collateral (see Appendix A).

Brochure to tell your brand story

We will create a tri-fold brochure that is informative and inspirational. To avoid a crowded design, we will use legal-size paper (14" x 8.5") to increase white space and line length. We will focus the content on the egg donation experience. We will describe the experience by telling the story of a donor and the new family from start to finish. We will place the QR code and other important information on the back of the brochure.

Postcard to attract new donors

The postcard will focus on two goals: telling the brand story and getting information to potential donors. By using visual aids and the tagline, we will tell the brand story without having to add text-heavy sections. Visually, we will direct the reader's eye from the initial information to the QR code in the lower-right corner. By using the QR code as the main source of information, we can present the reader with a design that not only appeals to readers, but also raises their curiosity.

Interactive infographic to explain your process in a unique way

Infographics are visual aids to help convey information (see Appendix C). While they usually only provide basic information, infographics attract readers through interesting designs and a focus on the bigger picture. We will base our infographic on the process of egg donation. While the infographic can be used as a print poster, we will design it as an interactive PDF. Users on a computer or other web-enabled device will be able to click on any of the elements on the infographic. These elements will lead to web pages and videos that provide more in-depth information. For the printed version, the QR code can easily be added for readers looking for more information.

The Cost for Implementing our Campaign

Our designs and collateral are free for you to use. However, for the free service, the QR code will have advertisements and a limited number of uses. We estimate the total cost for you to print the materials, mail the postcards, and pay for the QR code service to be \$2735.48. We include an itemized expense report in Appendix B.

When You will Recieve our Collateral

We have outlined our project timeline for you in the Gantt chart below, see figure 1. We will be ready to present our new marketing campaign during the first week of December. However, we will have our collateral completed and ready for you by November 20. You may contact us to see our

- Brochure and postcard after October 30
- Infographic after November 13
- Explanation and files after November 20

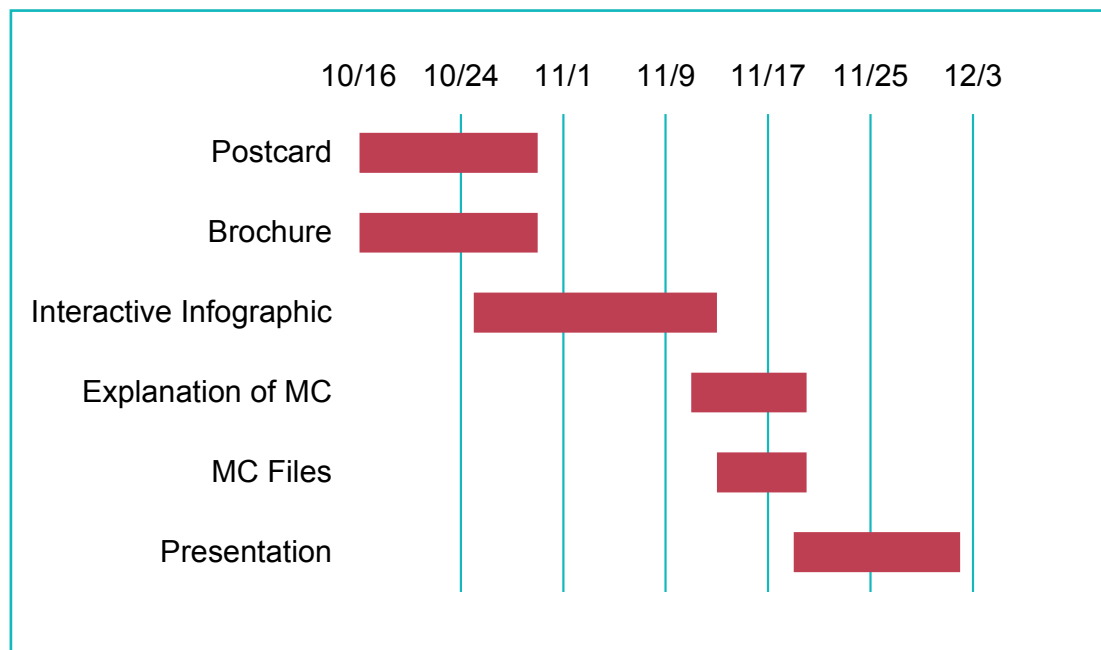


Figure 1: project timeline for new marketing communication campaign.

Who is IO Solutions?

Our team is made up of five talented technical communicators. Each team member has completed advanced technical writing, editing, and design courses at the University of North Texas (UNT).

Rachel Baker

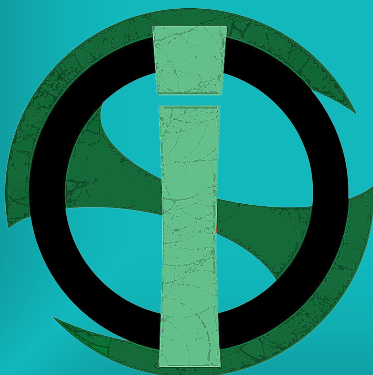
Rachel Baker will graduate from UNT in May, 2015 with dual majors in English and Professional and Technical Communication. She has produced many documents, including a seventy page online presence audit for a client project and a manual for formatting children's eBooks. She is a tax preparer and edits marketing materials at Liberty Tax Service.

██████████ is a Professional and Technical Communication major at UNT. Her projects include a manual for creating an online portfolio. For a client project, she led the development team to create an e-commerce website. ██████████ tutors at the UNT writing lab, and she is an officer of the Eagle Technical Communication student organization.

██████████ is a dual major in English and Professional and Technical Communications. ██████████ interned as a technical editor at Aastra Telecom, revised manuals for different phone models, and created How-to guides. ██████████ is also an Eagle Scout and graduated with the rank of Captain from his four years in the Army Reserve Officer Training Corps.

██████████ will graduate in May, 2015 with a bachelor's degree in Professional and Technical Communication and a minor in English. During his studies, ██████████ was nominated for the Dean's and President's lists. His projects include a manual for the College of Arts and Sciences computer labs and, as the project manager, oversaw three sub-teams creating an e-commerce website for a client project.

██████████ is pursuing Professional and Technical Communication degree and a Spanish certificate. Her projects include a UNT Financial Aid flyer and a poster and brochure for UNT's "10 Tips for a Successful College Experience." At UNT, ██████████ is a member of the Emerald Eagle Scholars Organization.



IO Solutions

Contact us directly at
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For general questions
or comments, please
contact Professor ██████████.



How to use your QR code

1. Scan the QR code with your phone
2. Watch the ad from Visualead
3. View your mobile website

Appendix

Includes

- A - Budget
- B - QR Code
- C - Infographic example

A - Budget

We estimate this new strategy will cost \$2735.48. Table 1 shows the itemized costs for the project.

Table 1: estimated budget for printing, mailing, and supporting our collateral.

Item	Price
QR code	\$149.40 per year
Brochure (x1000)	\$1200
Postcard (x1000)	\$98.98
Postage (x1000)	\$340
Infographic (printed poster x10)	\$400
Unplanned expenses	\$547.10
Total	\$2735.48

We used Visualead to create the custom QR code. While this service can be free, the free version includes an ad for Visualead when the code is first scanned. Furthermore, Visualead limits the number of times a code can be scanned in the free version. For the subscription price quoted in table 1, the QR code will not redirect to an ad, and the code can be scanned an unlimited amount of times.

The cost of the brochure, postcard, and infographic are based on bundle pricing at FedEx Office and can be subject to change. Smaller reorders of these documents can cost more than the larger bundles. Postage for the postcards is based on the current rate for mailing postcards through the USPS.

Our budget also includes a 25% margin for unplanned expenses.

B - QR Code

Your custom QR code uses your logo in its design (figure 2). Because it uses your logo, we can use it in any of our collateral without compromising our design.

We created your custom QR code using Visualead.com. The code currently directs smart device users to the EDS website. You can easily change it to direct to any form of online content, including videos and audio.

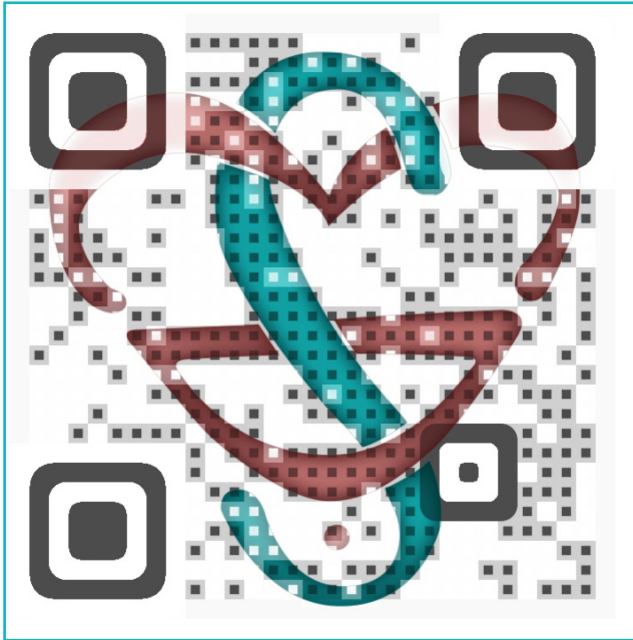


Figure 2: QR code using Egg Donor Solution's logo.

To scan the code, you will need a smart phone, tablet, or other smart device with a camera. Most devices have a scanner app pre-installed, but many scanning apps are available for download. Once you have the app open, follow the app's directions to scan the QR code using the camera on your device. The app will then redirect you to the code's URL. Because we have not paid for a subscription, you will see a 5 second ad for Visualead before you are sent to your website.

C - Infographic example

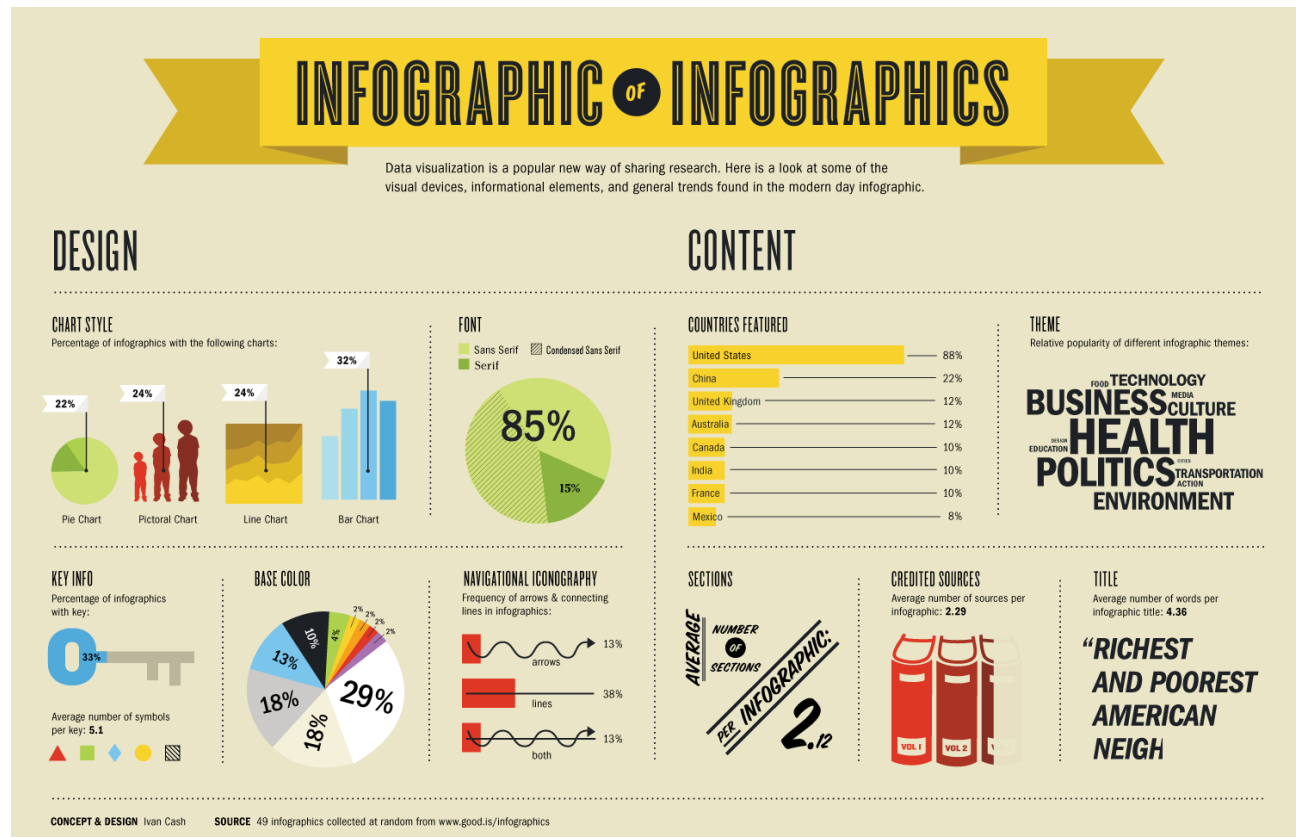


Figure 3: Infographic explaining Infographics. Created by Ivan Cash with information from 49 infographics.

Infographics are visual representations of data intended to present information quickly and in a unique way. Audiences readily engage with infographics because they are fun and quirky. Most infographics display their sources and expanded information in bulky text boxes below the image.

An interactive graphic will allow you to fully explain the egg donation process without the textual weight. Each step of the infographic will explain a small part of the egg donation process. Your readers can click on the each section, and they will be automatically redirected to the website with the source information. In most cases, the readers will be taken back to correlating pages of your EDS website. The interactive feature is advantageous to you and your potential donors; you will be able to control where the readers learn their information, and the readers won't have to spend extra time searching for the source, or have to search broadly and possibly find unreliable material.

Many infographics are thin and long, making them impossible to read all at once on a single screen. However, the infographic we make for you will be poster-sized (11" x 17"). Because of this size, you can either print the infographic or display it on a single screen.