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Ray and Joan Kroc Corps Community Center
Norfolk, Virginia





Ray and Joan Kroc Corps Community Center Norfolk, Virginia

Studio Center Total Production

Phase 1
Response for Proposal
August 15, 2013



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Letter of Intent



The Ray and Joan Kroc Corps Community Center in Norfolk, Virginia will mark a new era of community involvement and outreach in the greater Hampton Roads area. Studio Center Total Production is excited to be part of this mission and are able to provide all the necessary advertising and promotional materials needed to ensure the Norfolk Kroc Center is a success. Through our award winning Audio and Video departments, our experienced creative staff, and our partnerships with Public Relations, Media and Publishing vendors, we have all the tools needed to launch and maintain a successful ongoing campaign.

It is our goal to provide the Salvation Army with a creative campaign that inspires the Hampton Roads audience to become involved with the Kroc Center at every level. We understand the depth and breadth of the many offerings that will be available to the public; from child care to business meetings, after school programs, spiritual programs and events, daily workout routines and informational seminars, all of which are just a few exciting opportunities available at the Kroc Center. Our mission will be to work closely with the Center's administration and marketing professionals to achieve the ultimate potential of this new facility.

Studio Center's creative directors, producers and production managers will be available 24/7 to take care of all the details necessary to complete projects on time and within budget. Customer service is as important to us as our product. We are here to take The Ray and Joan Kroc Corps Community Center's message and present it to the public in the most effective and creative way possible.

All materials created for the Ray and Joan Kroc Corps Community Center by Studio Center Total Production will become the sole property of the Salvation Army and their representatives upon satisfaction of open invoices for all projects. Studio Center will not retain ownership rights to or impose usage rights to any materials created for the promotion of the Kroc Center. Studio Center will only retain copies of any work created for our portfolio and will not re-use or re-sell the material to any competing entity.



Team Background



The Team responsible for executing the creative for The Kroc Center, on the next few pages, has 150 years plus of advertising industry experience. We also have exclusive national quality voice and on-camera talent for all broadcast needs. In addition to the core team in Virginia Beach we have award winning video and audio producers and editors at our four other locations in New York, Richmond, Las Vegas and Santa Monica.

For media placement services we have an ongoing relationship with Lewis Media out of Richmond. We have had great success partnering with them for broadcast and print media buying. They provide effective strategy, research and media buying capabilities for TV, radio, print, direct-mail, out-of-home and digital media.

For public relations we recommend CRT/tanaka with locations in Richmond, Northern Virginia and Hampton Roads. They have the ability to pursue every avenue of interaction with the public imaginable. From traditional press releases to on-line bloggers/social media they have the creativity and ingenuity to connect with your potential audience wherever they may be in Virginia and Northeastern North Carolina.

Jason Baker, Sales Director of Adams Outdoor, one of the leading outdoor vendors on the east coast, has offered special rates for non-profits. Combined with our top-notch designers, the creativity and placement of your outdoor campaigns can get the best attention and response possible. Ken Whitaker and Jon Carolino have a combined 40 years of large format creative experience to pull from. They have created billboards, bus boards, vehicle wraps, tradeshow displays and airport concourse murals.



Key Member Bios



Ken Whitaker - Creative Director / Senior Designer — Ken is a Virginia native, born and raised in Norfolk. He attended Old Dominion University and entered the advertising field shortly after in the mid-eighties. For the better part of 25 years he had the rare privilege of working under the influence of one of the area's best creative directors. Going into his fourth year at Studio Center his responsibilities have included the design of many interactive projects and websites in our New Media Division. He has also provided his creative expertise in the creation of multiple collateral print pieces for several of our clients. Responsible for Studio Center's corporate identity including interactive and print applications, he also works closely with our Audio and Video departments in a design support capacity as well. Ken has

worked on projects for various clients over the past 30 years including: Atlantic Shores Christian Schools, Norfolk Christian, Norfolk Academy, AAA, Camp Greenbrier, Centura College, Goodwill, Ronald McDonald House, Smithfield Isle of Wight Tourism, Ynot Pizza, HRT, VDOT, City of Portsmouth, Popeyes Chicken, Troy University, Nauticus, Battleship Wisconsin, The Children's Museum of Virginia, TowneBank, Virginia Aquarium & Marine Science Center, Monarch Bank, Amerigroup, Water Country USA, & Spirit Cruises.



Chris Karvellas - Creative Director / Director of Photography — Chris studied Mass Communications Television and Video at the University of Maryland. He has been the Director and DP in award winning programs such as HBO's Real Sports with Bryant Gumbel, New York Yankees feature work for their network, Madison Square Garden Network and the YES Network (Yankees Entertainment and Sports). He has won a 5-Star rating for the Number 1 Golf Instructional Video "The Master System to Better Golf" with Peter Kostas. His work has been on the following channels: Biography, History, MTV, VH1, Discovery, Lifetime, Food Network, Speed, Fox Sunday Night Hoops, NBC, ABC and CBS.

Key Member Bios



Chris Wilson - Marketing Director — Prior to coming to Studio Center, June 2012, Chris was employed by Entercom Communications, one of the five largest radio-broadcasting companies in the United States. Chris served for 29 years as the Marketing and Promotions Director for Entercom's four Norfolk, Virginia market leaders, WWDE-FM, WPTE-FM, WVKL-FM and WNVZ-FM. Chris's background includes experience in marketing strategy, off-air, on-air and digital promotions, public relations, advertising, event organization, community involvement and brand development. Some of the major marketing campaigns Chris worked on in radio included ones for Walt Disney World and Bahamas Tourism. At Studio Center, Chris assisted Ynot Pizza and Italian Cuisine with their marketing and is currently working closely with Norfolk Festevents.



Jeff Russell - Director, Motion Graphics Department — Jeff was born in Pittsburgh, PA but grew up in Virginia Beach. He went to college for graphic design. While in school, he interned at the Christian Broadcasting Network in the Video Graphics Department and fell in love with motion graphics. After graduating, he began full time at CBN. He was there for almost 7 years and earned Telly Awards for work on The 700 Club and Living the Life. In addition, he's worked on international programs for Britain, India, Hong Kong and Nigeria, as well as several other countries.



Key Member Bios



Steve Strickland - Video Editor — Steve is a graduate of James Madison University with a degree in Mass Communications in Telecommunication Production. He is an award winning editor, camera operator, and filmmaker. He joined the Studio Center team in 2009 and has worked with clients such as Audi, DeWalt Tools, Pillsbury, American Heart Association, Kettler, and many more. He is a natural storyteller with a passion for editing and cinematography.



Ashley Walker - Video Producer — Ashley has been in the film and television industry for the past 4 years. As a film student, she attended NYU's Tisch School of the Arts and graduated from The College of William and Mary. For the past 3 years she lived in NYC and was the Operations Manager for Deluxe NY where she worked on several major motion films and television shows for HBO, Showtime, Columbia Pictures, Paramount Pictures, Tribeca Film Festival and many more. Ashley has recently moved back to Virginia Beach and has joined the Studio Center family.



Key Member Bios



Lana Mastilovic - Production Manager - Audio Casting — Lana has a degree in Communication. Her expertise in face-to-face conversation and mass media outlets such as television and radio broadcasting have helped quickly morph her into the roll of Production Manager. Lana provides estimates, project casting and development. She has been in the marketing and communications field for 2.5 years and during that time has handled the marketing campaigns of local and national clients alike. Her client base consists of reputable companies such as Revol Wireless, McDonalds, Bass Pro, Florida Lottery, Virginia Tourism, etc. She is adept at finding solutions to obstacles all at the aim of bringing her clients continued success through integrated campaigns.



Genevieve Hayes-McBride - On-Camera Casting — Genevieve began working with Studio Center in 2010. A theatre junkie at heart, she has pursued her passion for the entertainment arts to work with the On-Camera talent at Studio Center. As an actress, she understands the talent and strives to find each of them projects that are perfect for their unique skill set. Her experience in business administration gives her insight into her clients' needs and great attention to detail for each project. She is inspired by the words of Alan Rickman and strives to bring them to life for clients and their audiences with each project: *"Actors are agents of change. A film, a piece of theater, a piece of music, or a book can make a difference. It can change the world."*



Key Member Bios



Jon Carolino - Social Media / Designer — Out of his 10+ years of graphic design, print and new media experience, Jonathan Carolino also brings to the table a keen and clever approach to social media marketing and advertising. Jon has experience with social media giants such as Facebook, Twitter, YouTube and Wordpress as well as growing social media platforms like Instagram and Tumblr. From the design of the social media page to the execution of generating traffic to end goals, either sites or events, Jon will be able to execute what you need using the best social media platform available to reach your customers.



Robin Russ - Vice President — Robin Russ comes to us with a 24 year history in broadcasting here at Studio Center. She has produced award-winning recruitment videos, training films, web videos, and commercials. Robin has significant experience in Sales, Client Services, Operations and Project Management, and the drafting of proposals, agreements, copyright and legal forms. She is very resourceful, dedicated and organized. Here at Studio Center they call her "Mama" because she knows how to solve most any challenge. And she wins blue ribbons in the state fair each year for her fruit jams.



Client List



- YMCA of Richmond - <http://bit.ly/1cg0KK3>
- ACAC Richmond - <http://bit.ly/1cfD0Wd>
- American Heart Association - <http://bit.ly/19ShtAO>
- Virginia Museum of Fine Arts - <http://bit.ly/1cfMlrF>
- Eastern Virginia Medical School - <http://bit.ly/ZMfJFK>
- Audi of America - <http://bit.ly/1cg2i6J>
- Bass Pro Shops - <http://bit.ly/1cfGqIO>
- Bissell - <http://bit.ly/1cfHWKT>
- Barbasol - <http://bit.ly/1cgJ3Yk>
- Amerigroup - <http://bit.ly/149QV6n>
- Stoneridge - <http://bit.ly/149Rr4e>

More available upon request.



Work Samples



2012 Norfolk Christian Video - Budget \$35,000

Studio Center was tasked with creating an overview video that the client could show to prospective parents and at educational conferences to instill the core values being offered at Norfolk Christian Schools. Interviews were shot with alumni as well as shooting extensive b-roll footage during class hours to capture the complete experience and benefit of attending the school. Filming took place at the high, middle and elementary schools over the course of 3 days.



<http://bit.ly/1cfUL81>



Work Samples



2013 FestEvents - The Tempest - Budget: \$6,635

Studio Center assisted Norfolk FestEvents and Virginia Stage Company with the marketing of THE TEMPEST, the central attraction of a "Mid Summer's Fantasy Festival", an annual series of major outdoor theatre productions featuring a different work by Shakespeare each year in downtown Norfolk.

This was the inaugural year of the event and the show; both were extremely successful – the equivalent of a sell-out in the theatre world.

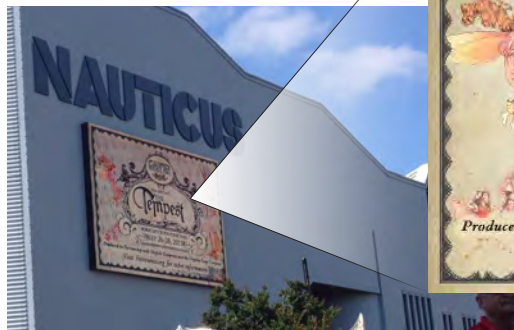
Studio Center penned and distributed all of the press releases about the event. SC also created the art/design for the logos and for all of the collateral marketing pieces – rack cards, posters, web and print ads and the jumbotron on Nauticus.



Event Logo



Original Key Art Creation



Nauticus LED Screen



4'x4' Signage





Work Samples



2013 FestEvents - The Tempest

Playbill

Additionally, Studio Center created and penned blogs, "Letters from Caliban", authored by the play's misunderstood monster, which helped to introduce potential patrons to THE TEMPEST's storyline and other main characters.

Finally, Studio Center wrote and produced :30 & :60 radio commercials and coordinated a "live" radio appearance for the show's composer to promote the entire festival weekend.

Tempest 60 second radio - <http://bit.ly/1cRhSn4>

Tempest 30 second radio - <http://bit.ly/1cRicSX>

Letter of recommendation from Karen Scherberger:

<http://studiocenter.com/proposal/kroc-ctr/SC-Rec-Ltr-8-2-13.pdf>

Half Page Ad





Work Samples



Ynot Pizza - Dine In The Dark Promotion - Budget: \$3,500

Original Key Art Creation

Studio Center worked with Ynot Pizza and Italian Cuisine on the partnership and marketing of the annual "Dine in the Dark" events to help raise awareness of blinding retinal diseases that affect over 10 million Americans. Ynot diners and staff in Ynot's 5 locations were given the opportunity to experience how someone with macular degeneration or retinitis pigmentosa may see the world. Folks tried on special masks and wore them while ordering and enjoying their meals.

The Foundation Fighting Blindness is the leading private funder of retinal research; the Foundation has raised more than \$500 million in its 40 year history and funds institutions around the world that are conducting cutting-edge research and clinical trials. Ynot customers donated in-store and Ynot donated portions of proceeds from food and beverage sales to the Hampton Roads Vision Walks that were held subsequent to the "Dine In The Dark" events to benefit The Foundation Fighting Blindness.

Studio Center created Ynot's Collateral for the events including posters, fliers, website art and content and media screens for Ynot's in-store content management system – MVIX.

Studio Center also handled the social media marketing for Ynot's participation in the events, penned and distributed all press releases and a blog.

