Creative Brief
Island Information Technology Consultants (IITC)

Company Information

Please provide us with a quick "elevator speech" (your business/organization described in 100 words or less):

Island Information Technology Consultants Inc. (IITC) is a small, woman-owned company providing, and specializing in, information and communications technology support services to the intelligence community and other U.S. government agencies. In terms of the employee culture, they work hard but also play hard and strive to be the premier place to work, especially for the millennial generation. As a small business, we pride ourselves in offering experienced and well-trained staff with the breadth of capabilities and depth of experience needed to completely support our clients. As a company we average over twenty years of experience in areas such as systems engineering, information technology (IT) program and project management, systems administration, audio/video multimedia, Enterprise Management Systems (EMS) integration and deployment, and network and communications engineering.

IITC is a leader in the field of large enterprise unified communication and collaboration services. IITC's architects, engineers and technicians are experts in all areas of audio, video, streaming, VTC, telephony, and instant messaging/chat services. IITC can develop, install, and maintain an enterprise level Audio Video Multimedia (AVMM) solution to empower your employees to communicate effectively and seamlessly, reducing or eliminating expensive travel excursions. IITC's solutions for unified communications are always developed with security as the number one priority.

IITC personnel possess a diverse set of skills and technical capabilities, emphasizing strengths in telecommunications technologies, enterprise security and system support backgrounds. All of their employees are familiar with information technologies and many possess 8570 certifications such as the Certified Information Systems Security Professional (CISSP) and Security+ (Sec+) and vendor certifications such as Brocade Certified Network Engineers (BCNE), and CISCO (CCNA). Several employees hold industry certifications such as Program Management Professionals (PMP) and the Information Technology Infrastructure Library (ITIL). Many members of the team also possess demonstrated managerial experience in both the military and government contracting environments.

The overall goal/objective of the project is to promote IITC as a company to elicit new business opportunities, attract new hires, and demonstrate our value in the environment we support.

Other than the objectives listed above, one of the goals of the new website will be to act as the catalyst for the next phase of the company. There is the potential for a huge project to be awarded next summer which would mean rapid and exponential growth for IITC. The company could grow from 30 current employees to 60-90 total employees in just three months and have the opportunity to reach a national, and in some cases a global audience. The majority of the workforce in this field now are veterans of the industry but the government is changing the pay grade to an inverted pyramid so there will be a need to attract and recruit younger (and cheaper and less experienced) candidates (i.e., millennials) The goal of the website will be to attract the millennial generation to the company and its open jobs.

Describe your target market(s)/audience(s):

- The target market for job postings on the website will be millennials who are recent college graduates or still very early in their careers and incumbents from current programs.
- The target market for prospective buyers will be medium to large companies either looking to buy their way into the environment or growing a new business area.
- Other companies who are targeting work in the environment and may wish to consider IITC as a teammate to round out their capabilities.
- Help market themselves to the intelligence community and other U.S. government agencies.

What is the desired perception of your company?

At IITC you have the same wealth of knowledge and experience and access to resources that a larger company can provide while getting the personable, hands-on, face-to-face experience you only get with a smaller company. As a place of employment, they work hard but play hard and are a premier company to work for, especially for the millennial generation thanks to a very generous and unique benefits package. In short we treat all of our folks like we wish to be treated, honestly, fairly, and with transparency and insight into the environment they support.

How do you define success? What is the role of the website and marketing materials in achieving that success?

The goal of the new website will be to act as the catalyst for the next phase of the company. There is the potential for the company to grow exponentially next summer

pending the federal government awarding a new project to one of IITC's partners. Success will be defined as:

- Filling the 60-90 new job opportunities this contract will provide and IITC being seen as one of the top IT consulting firm for millennials to work for within the government sector.
- Getting queries from other companies regarding teaming on new opportunities.
- Interest being stimulated from potential buyers

What are your primary points of difference (i.e., what makes you different/special and/or the best choice for potential customers)?

Candidate for Employment – IITC offers its employees a benefits package that goes above and beyond the industry standard, including:

- Four weeks of paid vacation a year (in addition to 10 paid federal holidays and the employee's birthday)
- Up to $6,000 in reimbursement for continuing education
- A 100% 401(k) contribution match with immediate vesting
- Company paid life insurance and disability insurance premiums
- A deep respect and understanding for the need for a healthy work/life balance for all of its employees
- An employee Equity Rights program unique to IITC.

Potential Buyers – What differentiates IITC from most small businesses is:

- An intimate knowledge of the target customer environment and intelligence community
- A work force of qualified engineers and consultants with a wide range of security clearances
- The ability to partner with a broad cross section of the industry
- The ability to respond quicker than larger companies to meet the needs of the customer

When someone calls IITC, a live person will always answer the phone and a representative of the company is always available to meet with face-to-face. They know the business and are hands on – there is always follow through with what they do.

Are there any barriers that could negatively impact your audience(s)?

- Larger companies/competitors offer more room for growth
- The millennial generation is more likely to leave a job after just a few years without a clear vision for their future.

- Being seen as just another small IT services company with little unique/core capabilities.

Who are your primary competitors?

There are 400-500 small businesses who can be considered competitors, not to mention larger companies like AT&T, Northrop Grumman, CSC, Booz Allen Hamilton and Raytheon.

Project Information

What is the one thing we must get right to make this website work for you?

Filling the 60-90 new job opportunities this contract will provide and IITC being seen as one of the top IT consulting firm for millennials and incumbents to work for within the government sector.

What aspects of the internal culture/external environment could put this project at risk to fail?

In terms of potential for growth, IITC needs to differentiate itself from these competitors to the millennial generation with their benefits package, including the work/life balance and continuing education reimbursement, so these candidates see IITC as the great first step in their career. As a leader within the consulting field, IITC will need to include multiple marketing initiatives throughout the course of the next 12 months to fill their funnel for potential job openings and create a larger consultant base both nationally and internationally with a constrained pool of potential applicants as all require a current security clearance.

Who will be involved in this project and what role/authority do they have in this project?

Lisa will be the main point of contact for information, imagery, and content. All documents will be provided to the IITC team for review and will need final approval from Dennis and Matt prior to moving forward on the next initiative.

Lisa Maisel – Contract/Office Administration
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Dennis Powell – President
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Matt Vorsteg – Director
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What calls to action will your new site have (e.g., schedule an appointment, free trial, newsletter sign-up, etc.)?
The primary call to action will be for candidates to apply for jobs. The secondary call to action will be for potential buyers to contact the company for more information.

Website Information

Is there an existing color scheme/palette? If not, what are your preferences and/or shades to avoid?
A new logo was recently created with a blue/green color scheme (PMS #s are 300 and 375 and the font for the company name is Trajan Pro while the slogan is Brush Script). Ideally, the homepage main photo will be an artistic graphic combining the palm tree of the IITC logo and the idea that IITC is near Kent Island on the Chesapeake Bay with computers and other IT imagery. However, IITC will leave the decision on appropriate imagery up to the Millennium team to convey the company in the best manner.

What are your preferences/likes/dislikes in terms of imagery and visuals? Do you prefer real world or abstract imagery? Are you providing any assets? If so, what purpose will they serve?
The current imagery on the website does not need to be used. There is no preference for imagery but as a starting point the contracts, career opportunities and technical services pages can use stock imagery while the contact page can use the current nature imagery.

Are you providing all the necessary copy and content? If not, what are the requirements for creating/editing copy (e.g., tone, volume, SEO, etc.)?
The current copy on the website can be used but edited as needed. Copy for Technical Services and Contracts needs to be expanded upon and will be provided to MMS. Current career opportunities will also be provided (6-8 will be "standard jobs" while a list of "hot jobs" will rotate as needed).

If CMS is part of the project what are its requirements (i.e. content types, etc.)?
The ability to add and update jobs, a contact us form and the ability to update or add services.

Miscellaneous/Uncategorized Information

Is there anything else relevant to the project?

- All of the candidates the company has hired up to this point except for one has been a referral. With the new project to be awarded next summer and this new website, that will no longer be the case.
- Content on the website has to be concise at all times, not a dictionary
- Dennis and Matt are the faces of the company; to that end, a bios page with head shots will be created for them and all of company leadership, especially the owner, Patty.
- IITC has good credibility in the space, people know them by name and face; the new website has to be an extension of this
- IITC founded the Small Business Consortium, a group of six like-minded businesses who help each other (this should be mentioned but not a focal point)
- IITC are members of the Chamber of Commerce for Queen Anne's County and Armed Forces Communications & Electronics Association (AFCEA); IITC will provide a complete list of membership and professional associations
- The fax number can be moved to the footer and removed from all other instances on the website
- The employee login link needs to be included in the header or footer, including for email, payroll, timesheets and clothing purchase.
- Liked the FUSE website – concise and crisp – however does not like the humor that was interwoven within the content – more from the design element; does like the white-board imagery
- Highlight within services – Audio/Visual multi-media – no one else is doing this currently
- Other items to include on site – analytics, testimonials (will need to provide from contractors), awards and certifications.
- Slogan/tagline – "Work Hard, Play Hard"

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Dennis R Powell
President/CEO

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Millennium Marketing Solutions Signature