

brandt ronat+co

Analytical Creative™

Request for Proposal: Pratt & Whitney Internet Redesign Project

October 31, 2011

Bid Submitter:

Brandt Ronat + Company
Incorporated in 1991

FEIN Number: 59-309-1477
D&B Number: 783637408

Headquarters:

60 McLeod Street
Merritt Island, FL 32953

Linda Brandt, CEO
321-259-0024



COVER LETTER:

brandt ronat + company welcomes this RFP and the challenge and opportunities it represents.

Our firm is well established as a highly-creative agency and as a reputable, contributing partner, positioned to step into a responsible role, answer the demands *and make the most of the possibilities*, strategically and realistically.

We will be ready to answer all questions, discuss the merits of our experience and agency capabilities, and clarify or expand on any of the statements made within this document. I am authorized to respond to any questions that may exist and my contact information is provided below.

Thank you for the opportunity to respond to this RFP invitation.

Best regards,

Linda Brandt
CEO
brandt ronat + company

321.259.0024 (office)
321.259.0550 (fax)
linda@brc60.com



“Companies
need to
demand
creative that
actually
enables a
company to
be what it
says it is.”

AUTHENTICITY, by James
Gilmore and Joseph Pine,
authors of *The Experience
Economy*



PROJECT DESCRIPTION AND MANAGEMENT APPROACH:

Project understanding: Thank you for the opportunity to submit a proposal for the Pratt & Whitney web development project. We understand that by answering this proposal, we are committing to a comprehensive approach to fully customized web and mobile-optimized site development, which entails: adherence to the P&W brand; benchmarks against competition and web best practices; excellent usability for visitors and administrators; superior design and layout that properly organizes and prioritizes Communications Department needs; and adherence to current web development standards.

Our proposed solution is built in ASP and will allow your team to easily and intuitively manage the site and to quickly add or change functionality without a *significant* amount of new learning.

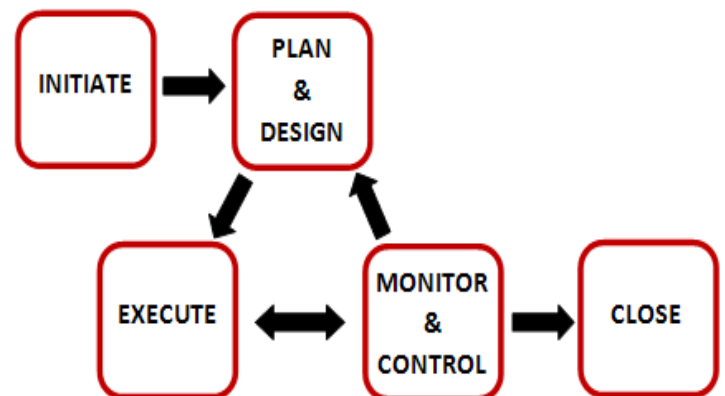
Our proposed solution also includes the development and integration of multimedia content (video and still imagery) that your team will be able to leverage for other purposes, including marketing and public relations efforts.

We know we can provide both the website as requested and our additional content creation comfortably inside of your suggested budget.

Management approach:

brandt ronat + company uses the traditional approach to project management consisting of the following phases:

- Project initiation
- Project planning
- Project execution
- Project monitoring and controlling systems
- Project completion



A single point of contact proves to be the most efficient way to manage client projects.

Although a team with complimentary skill sets and professional experience will be collaborating on the client's behalf, a designated project leader will be responsible for all client communications, reporting and budget control.

br+c also employs collaborative technologies such as Dropbox, Skype, and Adobe Connect, leveraging technology to enhance workflow, collaboration, and client and vendor access to resources.



SCOPE OF WORK AND COST PROPOSAL:

Proposed Project Start Date:	December 1, 2011
Proposed Site Launch Date:	July 3 rd , 2012
Project Duration:	7 Months

TIMELINE AND PROJECT OUTLINE**Week 1- 4 (December): Diagnostic Review and Project Planning:**

- P&W Brand Assets Review, Assessment and Procurement
- Competition Site Audits
- Feature/Functionality Planning and Recommendations
- Best Practices Highlights/Site Recommendations
- Communications Department Needs Assessment Discussion and P&W Communication Prioritization Outline

Week 5-8 (January): Primary Site Design; Video/Photography Development Planning:

- Navigation Planning
- Wireframe Site Layout
- Initial Site Homepage Designs and Sub Tier Layouts
- Video and Photography Content Development Planning: Target Participants, Outline Topics and Questions, Scheduling, Photography Needs List

Week 9-13 (February): Final Primary Site Design Layouts Completed (continued); Video/Photography Fulfillment:

- Final Website Home Page and Sub Tier Page Layouts Completed and Approved by Client, Ready to Prepare and Release to Programming Team
- New Photography Completed
- Initial Video Development In Progress

Week 14-17 (March): Site Programming Phase; Video Segment Finalized; Initial Design Development for Mobile Optimized and iPad Site Versions:

- Approved Site Design Files Released to Programmer for Site Build
- Video Segments Finalized and Delivered to Client
- Design Planning and Initial Design Layouts for Mobile Optimized and iPad Site Versioning

Week 18-22 (April): Site Programming Phase (continued); Mobile Optimized Site Designs Completed:

- Primary Site Programming Phase Completion (within private web environment)
- Release of Mobile Site Designs to Programming Phase

Week 23-26 (May): Main Website Beta Testing/Refinements; Content Porting from Current Site; Initial Startup Programming for Mobile Optimized Sites; Title Tag Site Review and Recommendations:

- Final Content Porting from Current Site to New Site



- Website Beta Testing and Final Refinements/Modifications
- Initial Mobile Optimized Sites Programming

Week 27-30 (June): Completion of Mobile Optimized Sites; Beta Testing and Final Review; Final Review of Main Site Completion; Launch Timing/Planning:

- Final Completion of Mobile Optimized Sites
- Final Review and Approval of All Sites By Client
- Release of All Final Work Product Assets to Client for Safe Keeping (Source Code, Graphic Assets, Photography, Video, etc.)

Proposed site launch date: July 3rd, 2012

Additional deliverable: included as part of this proposal are the following proposed 'content developed' deliverables, the creation of additional unique assets fro Pratt & Whitney: As part of the proposed budget, we have included developing a series of (10) short 360 degree profile videos that feature P&W personnel and customers from different sectors and core business development areas to help articulate the stories of the people behind the company, provide views inside to create trust and support the efforts to communicate core company values, while refreshing the content of the new website. We believe this development could be leveraged in many different ways across other mediums, to further benefit P&W. Additionally, we have budgeted for a set of (5-8) stellar images, reflective of the high quality of the company, specially staged and produced photos, as the heartbeat of the new site, with the character and charisma required to support this project.

COST PROPOSAL:

Based on the scope of work deliverables listed we estimate the project budget to be \$215,000.

Based on the start date, initial roll-out and deliverables of this work effort, we propose to invoice 15% of the agreed upon budget on December 1, 2011 to be paid upon receipt. After that time, we would bill the remainder equally on the first of each month to completion of the contract and budget, each paid within 30 days of receipt.

Travel expense TBD and estimate as needed.

| Agreement based on standard Pratt & Whitney terms and conditions.



EXPERIENCE:**WE HELP COMMUNITIES, ORGANIZATIONS AND COMPANIES COMMUNICATE BETTER.**

This firm's history is primarily composed of:

- award-winning work in brand and identity development/brand management
- analytical creative™ --a disciplined evidence-based examination of factors influencing market behaviors, audience development and positioning
- integrated marketing communications programs
- creative and technically excellent execution across all mediums
- media, pr and annual marketing action plans based on providing both near-term actions and long-range strategic thinking

POSITIONING. brandt ronat + company provides more powerful messages that garner valuable strategic attention. The results and rewards from our work for our clients are: tactical, achievable, paced actions, linked to priorities, customized to audiences and focused on goals.

DESIGN. brandt ronat + company is an acknowledged leader in **inspired design** and **high impact concept development**. brandt ronat + company is the recipient of many Bests of Show awards for creative advertising and promotion, collateral, branding, and complex campaigns.

PACING AND RECALIBRATION. brandt ronat + company is especially adept at helping **pace development** and **monitor and recalibrate message rollout**. This helps maximize what is happening in the marketplace, lets us stay in touch with how messages are being received and what steps we should take next to ensure our gains have duration and traction.

FOCUS ON AUDIENCES AND GOALS. We are very audience and goal focused. We work to profile different key audience segments, believe in defining audiences of particular merit and prioritizing who we try to attract based both on budget realities and effectiveness for long term value to the area. Our **audience profiling and tactical attention** to each primary audience target group is one of the keys to our successful long-term strategic assistance and our more directed, defined-term, goal-oriented campaigns.

Our "in-house" capabilities listing: We are a **full-development firm**: from Planning to Concept through to Development/Execution, Placement, Tracking, Assessment and Recalibration—we have the foundation skills *in-house*: copywriting, design, illustration, web development, radio and TV production expertise, media strategies and buying expertise, electronic communications and interactive production.

Summary of Qualifications:

brandt ronat + company has, over the years, worked under the demands of many government agencies, on local and state of Florida levels, and for the state of Wyoming.



Beginning in the late 90's, **brandt ronat + company** was awarded a major contract for the Florida Division of Retirement. For the state, we produced a fully articulated educational campaign with collateral support but the heart was a series of video teaching tools, in the format of a TV News Show. They chose us for a simple reason that has served us well over the years. We had the better idea. And...we had the skills to execute it. We used this format to help teach more than 600,000 employees in the Florida system about tough subjects like retirement benefits, disability benefits and how to calculate benefits.

From that excellent relationship with the State of Florida, we have continued our work in helping agencies, organizations, companies and communities thrive. The work has been challenging, branding technology education for Brevard Public Schools, changing the way arts and culture are marketed through the Brevard County Office of Tourism and Brevard Cultural Alliance, and assisting the Economic Development Commission of Florida's Space Coast to grow a coalition of support.

Additionally, as part of this proposal we are utilizing a **strategic partnership** to fulfill the ASP web programming portion of this project. Web Solutions of America is a website development company based in Orlando, Florida that specializes in custom web site development, search engine optimization (SEO), internet marketing and e-commerce solutions for small and large businesses.

We feel this partnership will comprehensively provide the type of solution and dedicated talent and resources necessary to honorably fulfill P&W site needs.

RESUMES OF KEY CONTRIBUTORS

Linda Brandt	PRINCIPAL / CEO CREATIVE DIRECTOR BRANDING EXPERT ANALYTICAL STRATEGIST AWARD-WINNING WRITER COLLATERAL DEVELOPMENT SPECIALIST EXTERNAL COMMUNICATIONS EXPERT
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Linda Brandt brings 29 years of marketing experience to her role as the principal and creative director for **brandt ronat + company**. Her relentless pursuit of perfection and the driving need to understand each client's unique challenges has shaped every aspect of the business.

Her achievements include **hundreds of branding/advertising awards**, including 14 "Best of Show" ADDY Awards and two Charlies (4th District ADDY Best of Category Awards for all of Florida and the Caribbean).

An involved community leader:

- **Brevard Cultural Alliance** Board, Past Chairman, Executive Committee,
- **Economic Development Commission** Board of Directors
- **Very Specials Arts/Steering Committee**
- Tourist Development Commission/**Cultural Grants Panel**
(*Commissioner Nelson appointee*)
- **Council of 100**/Brevard Art Museum
- Space Coast Defense Alliance Communications Consultant



- Florida Tech School of Business Board of Overseers
- FIT Industry Education Committee Member
- Melbourne-Palm Bay Area Chamber of Commerce Board of Directors (past)
- Reusable Resources Adventure Center (*founding member and past chair*)

In 2003, Linda was honored with the **American Advertising Association Silver Medal for individual lifetime achievement** in her profession. The AAF Silver Medal Award Program was established in 1959 to recognize advertising professionals who **have made outstanding contributions to the industry standards, creative excellence and responsibility in areas of social concern**. The selection criteria are: contributions to the individual's company, high degree of original creative ability, contributions to the advancement of advertising and contributions to their community. The award, given annually by local advertising federations, bestows this honor upon an outstanding advertising community leader.

Linda was also named **Florida Public Relations PR Person of the Year 1993**.

In 2008, Linda was on the **"100 Most Influential Business Leaders"** list published by *Space Coast Business Magazine*.

William Ronat	PRINCIPAL / CFO CREATIVE STRATEGIST WRITER/SCRIPTWRITER VIDEO/MULTIMEDIA PRODUCER/DIRECTOR
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A partner in **brandt ronat + company**, Bill brings 30 years of experience in **marketing, video production, web animation and creative**. He is the leading edge of our **multi-media** department and the creative manager and production planner for **video/audio projects**, working in Adobe After Effects, Flash, Premier and other electronic software programs.

While electronic venues are his technological forte, Bill is first a **writer**. He is behind our **more enduring development of branding themes, taglines and messages** for businesses large and small. His **creativity with words that last a lifetime** is matched by his ability to provide simplicity that feels current, the kind of **writing that speaks clearly, in such a direct and unpretentious way that one forgets it is advertising**.

Bill's **video expertise and experience** is deep, including half hour programs and series development, multi-camera fast-action features, event production and sports programming along with personal interview style features. His vast experience is useful to all our clients.

Bill has also been a **contributing editor to national video production magazines**, having written over a hundred published articles on video creation and production and has conducted training seminars in the New York area and Los Angeles.

Bill is a **Writer/Producer/Director** who develops concepts and controls sets, talent, budgets and expectations for quality with seeming ease. **His ability to connect to audiences and write great copy** is the key to many of our award-winning headlines and finest scripts. It is his experience in **finding the authentic voice** that brings additional value to our communications.

Bill received a Bachelor of Arts from the School of Journalism, University of Illinois.



Ryan Brandt	VICE PRESIDENT/ PRINCIPAL NEW BUSINESS DEVELOPMENT MEDIA STRATEGIST BUDGETING SPECIALIST ACCOUNT EXECUTIVE
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Ryan has extensive experience in strategic planning and account management for our clients, and is often a leader in the diagnostic and strategy defining phases of work.

In 14 years working in marketing, Ryan has particularly deep experience in *Building Community*--developing brand values and messages, planning and executing advertising, strategic development of a regional sales center, providing technology solutions to manage inquiry data and enhance sales, and managing multiple partnership opportunities with various associations and organizations, working with real estate developers, agents and business leaders and managing groups of merchant builders in co-op programs.

Ryan is the chief media strategist, responsible for some of our most complex media buys--across the country in legislative districts for the Coalition for Space Exploration, into the hard-to-reach rural areas of the state of Wyoming, in small towns/drive market in Puerto Rico and within niche markets, geographies and industries of a vast variety.

A practical businessman, Ryan looks at the strategic value of communications initiatives and at evaluating ROI; and because of this, Ryan has created a great rapport with his clients.

Ryan received a Bachelor of Arts from the University of Florida and has completed the Management Program at the Roy E. Crummer Graduate School of Business, Rollins College.

He is also a founding member and past board executive of the American Institute of Graphic Arts Orlando Chapter.

Julian Bennett	MASTER DESIGNER ART DIRECTOR BRANDING SPECIALIST MASTER ILLUSTRATOR ART/DIGITAL TECHNOLOGY EXPERT
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Julian's design and illustration work has been awarded on a local, regional and national basis.

Julian coined the phrase that we live by: **Analytical Creative**. It is the basis of our approach. All decision-makers and team contributors are required to understand the critical keys in client research, the nature of the competition, the features and benefits of products/services, and the barriers to action which clients face.

With five years of freelance and an internship with the Motorola marketing department in South Florida, Julian was already experienced before he officially entered the professional arena in 1987. He then spent ten years with Gannett where he became the **Graphic Design Manager**, and led the team working on graphic design for strategic marketing and brand development for Florida Today's features, departments, advertising, promotions and internal communications. He also created brand identities for acquired newspaper start-ups for The Gannett Company.



Julian joined **brandt ronat + company** in 1997 and has shown an unusual affinity for technical issues and graphics software, taking illustration, image manipulation and color management technology to new heights. Behind the scenes, he solves issues inherent in mining technology's new frontiers.

Julian is responsible for many of our finest **brand personalities**, including the Green Turtle Market, Essentials Spa, Bridges, V Com 3-D, Hospital de la Concepcion, ferrazano and others.

Jay Decator	RESEARCHER ACCOUNT EXECUTIVE WRITER Web Developer
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A University of Florida graduate with a BS in Business Administration and a focus on Marketing, Jay uses a razor-sharp intellect and dry wit to master challenging situations.

An expert researcher, **his research capability is matched by his ability to analyze the data and articulate significance** in a well-founded report. Jay excels in client **communications, documentation, tracking and implementation**, where his attention to detail and comprehensive understanding of client needs bring extra value to any job in which he is involved.

On a day-to-day and ongoing basis he manages (for multiple clients) **media purchasing, ad insertions and deadlines, email lists and mass emailings** and general maintenance and troubleshooting. He is also the head of our **web development department with proficiencies using HTML, XML, PHP and WordPress and SQL Database upkeep**.

Jay is second in command in the production of *The Space Report*, providing context for the research as well as images and editing recommendations. *The Space Report* is distributed internationally and is an annual report of the global impact of the space industry intended for educators, aerospace insiders and technology business leaders. Jay is also a **creative writer**, specializing in humor.

Web Solutions of America - Leadership

Noah Talesnick

Managing Partner (project manager)

407.998.5593

noah.talesnick@wsoaonline.com

www.wsoaonline.com

Noah Talesnick is the managing executive of Web Solutions of America (WSOA) and runs the day-to-day operations of the firm. He has over 13 years of experience building and managing web projects. Since taking over WSOA, Noah has led the team to annual increases in revenue and profits as well as increased client satisfaction and retention.

Prior to joining WSOA in 2005, Noah was a project manager/developer with Collegis, a technology consulting firm in Maitland, FL. Noah was responsible for all aspects of account/project management, requirements gathering, cost estimation, establishing/guiding web committees/policy and content management groups. He was also tasked with analyzing



sites and making recommendations, building applications, managing web masters, and delegating responsibilities to a team comprised of developers/designers. Notable projects include the Virginia State University redesign, Notre Dame University Satellite Theological Education Program online course registration system, and Claremont Graduate College redesign. Noah Also conducted web assessments, managed client communications, and ensured high levels of customer satisfaction while providing deliverables under cost and within schedule guidelines.

Prior to Collegis, Noah was a web programmer/project manager with various firms, including: Harcourt, Inc, careershop.com - an employment portal site, and Brintech - a technology consulting firm focusing on community banks.

Noah is a graduate from the University of Central Florida.

Kenneth Howe

Web Development Manager

Kenneth Howe is manager of the team responsible for the development of web sites and applications. He has built many sites from scratch as well as implemented various content management systems. Kenneth has also built plugins for WordPress. Kenneth is also an expert at building sites using valid markup (xHTML and CSS). Before coming to WSOA, Kenneth led a team of server technicians at a prominent hosting service firm.

Bob Gilmour

Internet Marketing Manager

Bob Gilmour has been working in the search engine marketing field since 1996. Along with his internet marketing background, Bob is also an AS9100, ISO 9000, and Six Sigma Implementation Specialist.

Since his role as an editor for one of the first Internet Directories - Northern Light, Bob has learned the particulars of getting ranked in the organic or natural listings of the search engines' results pages. Since then, much time has been spent staying current on the many algorithm changes in the internet search industry. Through the years Bob has worked with companies of varying size, from multi-level international defense contractors to local legal firms.

Bob attended college at the University of Buffalo studying Industrial Engineering, he holds a Six Sigma Green Belt Certification from Villanova University and specializes also in Aviation related industries.

Bob currently manages the WSOA SEO team and over 60 ongoing SEO clients.



CLIENT REFERENCES AND EXPERIENCE:**Client: Space Foundation**

Contact Name and Title: **Marty Hauser**, formerly Vice President, Washington Operations, Research & Analysis *Space Foundation*

Currently: Director, Government Communications, United Technologies Corporation

Phone Number: (202) 336-7426 Marty.Hauser@utc.com

Contact Name and Title: **Jim Jannette**, formerly Chief of Staff, Space Foundation

Currently: Manager/Customer Relations and Trade Shows and Exhibits, Pratt & Whitney

Address: 400 Main Street, M/S 131-18

East Hartford, CT 06108

Phone Number: (860) 557-0102, cell (860) 218-5148 James.Jannette@pw.utc.com

Nature of the work for this client: Our recent work for Marty Hauser and the Space Foundation Washington, D.C. Office of Research & Analysis has been to recommend, create and develop *The Space Report*. Since the first annual in 2006, we have worked on this picture of the \$250+ billion global space industry, having helped produce every one of these internationally respected annuals.

Client: The Viera Company/The New Town of Viera

Contact Name and Title: **Scott Miller**, Vice President of Commercial and Residential Sales

Address: **The Viera Company** 7380 Murrell Road, Suite 201 Viera, FL 32940

Phone Number: (321) 242-1200 Scott.miller@duda.com

Nature of the work for this client: Affiliated with The Viera Company since 1992, brandt ronat + company has supported the lead visionaries of this 20,000+ acre master planned community project over a significant period of growth with branding the town and multiple neighborhoods and entities within the town, advertising and marketing in all phases, ranging from direct mail, outdoor campaigns, print campaigns, web development and on-going web administration and training, search engine optimization, internal signage and point of sale, collateral, direct marketing initiatives, e-marketing, public relations outreach, radio and video campaign development, cooperative initiatives and experience marketing, to name a few.

Client: Economic Development Commission of Florida's Space Coast

Contact Name and Title: **Lynda Weatherman**, CEO & President

Address: 571-Y Haverty Court, Rockledge, FL 32955

Phone Number: 321-638-2000 weatherman@spacecoastedc.org

Nature of the work for this client: Our work with the EDC consists of telling the story of Brevard/Space Coast from an economic development focus, which includes quality of life from arts/culture to eco-opportunities; driving common themes and mutual benefit to create coalitions and partnerships among funding partners, business leaders and other organizations. Characterization of the work is Positioning Language/Communications Planning and Message Development, Coalition Community Tactical Communications, Outreach and Event Support,



Scripting, Electronic Communications, Design, Illustration, Mapping, PowerPoint, Video, Website Design and Strategies/Interface/Content Development, and Collateral: including The Journey forward: our Strategic Journey to Competitiveness, Bridge to the Future, and including meeting and event themes and communications and ongoing Engagement materials.

Client: Space Coast Office of Tourism and the Brevard Cultural Alliance

Contact Name and Title: **Kalina Subido-Person**, International Sales & Marketing Director
Address: 430 Brevard Avenue, Suite 150, Cocoa Village, FL 32922
Phone Number: 321-433-4470 ksubido@aol.com

Contact Name and Title: **Bunny Finney**, Board of Director Chair
Address: 436 Magnolia Ave., Merritt Island, FL 32952
Phone Number: 321-258-3121 mjfinney@aol.com

Nature of the work for these clients: Our work represents a game-changing way arts/culture/historical/eco/festival and other non-profit options are marketed in Brevard, not with a handout but with a hand up, with true marketing support, volume buying media strategies and geographically clustered combinations to enhance the packaged offerings to potential participants across a broad range of traditional and new media options, web development and cooperative actions. **This BCA/TDC Collaborative/Cooperative Marketing Initiative (CMI)**—works to grow a stronger sector, preserve the infrastructure organizations within it, and work toward growing the appeal of geographic clusters, while enhancing the profile of the area as a destination.

Client: Our Families Our Future/Climb Wyoming

Contact Name and Title: **Ray Fleming Dinneen, Psy.D.** Executive Director and Founder
Address : 314 East 21st Street, Cheyenne, Wyoming 82001
Phone Number: 307-778-0094 x101 Ray@OurFamiliesOurFuture.org

Nature of the work for this client: Marketing Plan writing for successful awarding of \$5.3 million grant through branding the umbrella organization and the programs (Wyoming); **brandt ronat + company** took this from ground zero through development of a name, brand, brand attributes, brand positioning, communications tools, information forms, collateral, participant recruitment, partnership advertising; around the development of a centralized information delivery system via web hub, with fully functioning database and secure participant information to make possible the quick setup of sites around the State of Wyoming.

The branding/program development/marketing budget was \$1.4 million in the first grant year, with add-ons awarded in the second granting cycle.

This entity, providing job internships to single mothers with low income and small children to raise, is called *Our Families Our Future* and their programs are called *Climb Wyoming*, both of which we named and branded. We worked with the *Wyoming Contractors Association* and the *Department of Children and Family Services*; as well as many partnering businesses.





January 4, 2010

City of Cocoa
Finance Department
Purchasing and Contracts Division
65 Stone Street
Cocoa, FL 32922

RE: Letter of Recommendation - Brandt Ronat + Company

To Whom It May Concern:

The Viera Company has been a community developer in Brevard County for over 20 years and is proud to have had Brandt Ronat + Company play a major role in marketing and branding the New Town of Viera for the last 15 years. Even after 15 years, the Brandt Ronat creative team continues to be instrumental in helping us create the optimal positioning, messaging, and advertising necessary to market our community.

Over the years, I have called on them many times to meet challenges of presenting the community in the most professional and cost effective manner possible and they have consistently met or exceeded my expectations.

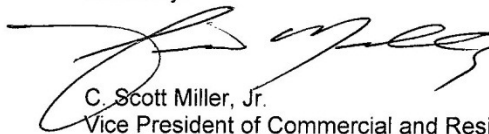
Brandt Ronat + Company was instrumental in providing the strategic guidance and execution for the experience of visitors to our Home Discovery Center and their creative efforts have resulted in numerous award winning advertising campaigns for Viera.

Regardless of the project scope or level of detail, Brandt Ronat executes with a level of professionalism and creative detail that sets a high standard of excellence that extends well beyond the borders of our County

Finally, I have always found Brandt Ronat + Company to conduct their business with the highest ethical standards and I am pleased to recommend their services unconditionally.

If you should need any further information, please feel free to contact me at 321-242-1200 extension 4522.

Sincerely,



C. Scott Miller, Jr.
Vice President of Commercial and Residential Sales

CSM/stb

www.viera.com

APR. 23. 2009 3:37PM EDC

NO. 3305 P. 2



ECONOMIC DEVELOPMENT COMMISSION
OF FLORIDA'S SPACE COAST

April 23, 2009

Ms. Linda Brandt
CEO / Creative Director
Brandt Ronat & Company
PO Box 541428
Merritt Island, FL 32954-1428

Dear Linda:

I would like to take this opportunity to commend you for your contributions to the EDC's initiatives over the past several years. Your dedication to quality service and quality work is evident in all that you do.

Brandt Ronat & Company has been involved in developing communications strategies for the Economic Development Commission of Florida's Space Coast on a number of critical issues. Your commitment to our projects is more than a service provider; you ensure success by educating yourself and your staff on the issues and become vested in the outcomes.

Specifically, your help in guiding and motivating the adoption by the community of strategic initiatives and joining us in our "strategic journey"; your efforts in coalition building; your work to "power up" our message and build a voice that ignites, resonates and moves people to action provided us a strong brand identity and core messages around which to rally the community in our journey.

Additionally, I commend your participation in our community. You understand the political nuances and provide valuable creative messaging/strategic services to match our needs.

I look forward to our continued partnership as we move towards the goals we set forth in our strategic plan.

Sincerely,

Lynda Weatherman
President & CEO

597 Haverty Court, Suite 100
Rockledge, Florida 32955
Phone: (321) 638.2000
Toll-Free: (800) 535.0203
Fax: (321) 633.4200
www.SpaceCoastEDC.org





ORLANDO'S CLOSEST BEACHES

www.space-coast.com

July 18, 2011

To Whom It May Concern:

In my role as Director of Marketing for the Space Coast Office of Tourism, I have worked with Brandt Ronat + Company closely over the last 2.5 years. I value their insights and their creative abilities, and believe the tourism office and community has benefitted from our association with them. I know this firm to bring value, in communications strategies, advertising and—significantly—as a program development partner.

In particular, I want to point out the Cultural Marketing Initiative, a joint program of the Space Coast Office of Tourism and the Brevard Cultural Alliance. This cooperative marketing program is home grown in Brevard, a program that is innovative and has the potential to become a model for cooperative marketing initiatives across the country. Not only has Brandt Ronat taken the lead in growing and executing all aspects of the program, now in its third year, they have nurtured the program, growing its influence, and exploiting its effectiveness for the organizations within the cooperative, assisting the Space Coast Office of Tourism to maximize its media dollars and leverage destination enhancing messages to new audiences. We think so highly of this program that we had Linda Brandt represent the Tourist Development Commission at the Southeast Tourism Conference in the fall of 2010, presenting the attributes, successes and best practices of this coop marketing program.

B R +C group are savvy in regard to the Space Coast market, and have proved they can stretch a budget to perform at greater value. In media strategies and planning, they are innovative, proactively exploring new technologies and bringing to the table new ideas, which they are fully capable of developing, delivering and evaluating. I have worked with Ryan Brandt, in the exploration of new media technologies. He has implemented media tests for us, exploring new options in online behavioral

SPACE COAST OFFICE OF TOURISM

430 Brevard Avenue • Suite #150 • Cocoa Village, Florida 32922 • Phone: (877) 57-BEACH or (321) 433.4470 • Fax: (321) 433.4476

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advertising and in pushing the limits of pay per click advertising. Proficient in both traditional media and new media, Ryan is straightforward, on target with suggestions, and responsible to budgets.

Brandt Ronat has a talent for bringing people together to act together in their own best interests. In all efforts, Brandt Ronat has executed well, while working with a range of players, personalities and needs. This is a firm that delivers even under very demanding circumstances and continues to surprise us with the consistent high caliber creative, ingenuity and overall value of their work. I am happy to provide this reference for Brandt Ronat + Company.

Sincerely,



Kalina Subido-Person
Director of Marketing



Jan 09 2010 3:21PM

BRANDT RONAT & CO.

321 259 0550

p. 1

TITUSVILLE

COCOA BEACH

MELBOURNE

PALM BAY



January 7, 2010

TO WHOM IT MAY CONCERN:

The Florida's Space Coast Office of Tourism, a Brevard County department, has had the pleasure of working with Brandt Ronat throughout the years, but especially in the last year. Linda Brandt and her very creative and hard working staff have been instrumental in developing and managing the new Cultural Marketing Initiative (CMI) for Brevard Cultural Alliance and our office.

It has been quite a task bringing together the various entities throughout the county that do not normally work well together. Brandt Ronat has developed a county-wide strategic plan while educating all partners about the long-term mutual benefits. This has resulted in a solid foundation to continue building stronger relationships and internal buy-in.

Brandt Ronat are experts at promotion and creative and have been recognized for many years as providing excellence in idea generation and design. Their work for the Melbourne International Airport and the BCA Fall for the Arts campaign are just a few examples of their successes in providing their clients with results. Their work for the CMI has been extraordinary and highly praised by the cultural organizations, the BCA and the Tourist Development Council (TDC).

We look forward to our continued relationship with Linda Brandt and her staff. If you require additional information from me, please do not hesitate to ask.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert D. Varley". The signature is fluid and cursive, written over a light background.

Robert D. Varley
Executive Director

Space Coast Office of Tourism

430 Brevard Ave. • Suite #150 • Cocoa Village, FL 32922 • Phone: 321.433.4470 • Fax: 321.433.4476 • 877.57.BEACH
www.space-coast.com



April 21, 2009

To Whom it May Concern,

In Wyoming, I was given the chance to innovate new programs to help provide single moms raising their children opportunities to rise out of poverty with education, training in job internships and better paying jobs.

Facing a daunting challenge as outlined by the criteria for the single grant-year cycle--with **Brandt Ronat & Company** by my side providing the marketing strategies and implementation--we grew and took CLIMB WYOMING programs statewide.

The work they did with us, as partners in spirit and in dedicated daily effort, was a significant success.

Since then we have served over 1000 families and helped them reach self-sufficiency; and we *conservatively estimate* the savings to the state of Wyoming, since that startup in 2003-4, as \$4,448,640 *annual savings*.

This effort by **Brandt Ronat & Company** required strategic thinking, swift and smart action and execution of marketing strategies, but also commitment to a long and personally demanding process, with great rewards to be sure, but with great "mountains to climb" as well. The team at **Brandt Ronat** helped write the marketing portion of the grant proposal, and when awarded, executed all needs--including creating the names, brands and graphics and positioning messages which they quickly nurtured and matured. They provided media strategies and executed an advertising campaign across the state, reaching into the rural areas of Wyoming. **Brandt Ronat** helped us make responsible choices for the collateral and documents for site leaders, and developed the web "hub" and repository of marketing materials so all could share, along with a secure database of stored information on participants and their progress. The distance was not a deterrent, with the Brandt Ronat team in Florida and the Climb Wyoming team located around the state of Wyoming -- BRC were constant and effective participants.

It was a challenging but wonderful time of great accomplishment; and we are still using many of the strategies and marketing materials developed by BRC to continue to serve our young mothers and their children in Wyoming.

Sincerely,



Ray Fleming Dinneen
CLIMB Wyoming
307-778-0094 ext 101
ray@climbwyoming.org



April 19, 2009

To Whom It May Concern:

When I first came to Space Foundation in 2000, as the Vice President, Marketing, I could have selected any firm in the country to assist me in enhancing the Space Foundation brand and, in particular, to re-brand the Space Foundation's signature national event, the National Space Symposium.

I chose Brandt Ronat because they had delivered significant strategic and creative contributions to other efforts in which we were both engaged. The team at Brandt Ronat & Company helped me re-brand the National Space Symposium (NSS) and shift the marketing messages and media for NSS, to create excitement and momentum that quickly translated to increased attendance and higher ROI. Subsequently, this same team helped launch a second signature national annual event, Strategic Space and Defense Conference.


In addition, Brandt Ronat & Company worked with me to help ignite space industry/exploration advocacy for the organization of aerospace industry giants initiating the Coalition for Space Exploration -- reaching out to many audiences, including grassroots organizations and key influential Congressional leaders.

Most recently Brandt Ronat & Company has continued to assist the Space Foundation on the very challenging development of *The Space Report: The Authoritative Guide to Space Exploration*, our first written product that captures the value, innovations, and critical need for space exploration in the \$757 billion space industry.

Additionally, I called upon Brandt Ronat to brand another personal enterprise in Colorado, The Inn at Palmer Divide with moZaic Restaurant -- a country inn and a conference center popular for destination weddings/reunions. Their insight and empathy to our venture were reflected in original, thoughtful products that continue to set us apart and above our competition.

I highly recommend this marketing/branding team. I have found them to be honorable, dedicated, and tenacious in problem solving, with resulting strategies and creative solutions always of value and always quite inspired.

Sincerely yours,

The image shows two handwritten signatures in black ink. The first signature is a stylized 'm' inside a circle, and the second is a more complex signature that appears to be 'jannette' written in a cursive style, also enclosed in a circle.

James C. Jannette
Chief of Staff/General Manager, The Space Foundation
Owner, The Inn at Palmer Divide



ADDITIONAL INFORMATION:

SAMPLE PORTFOLIO:



Forbes Harris Campaign elements integrated into their web platform:

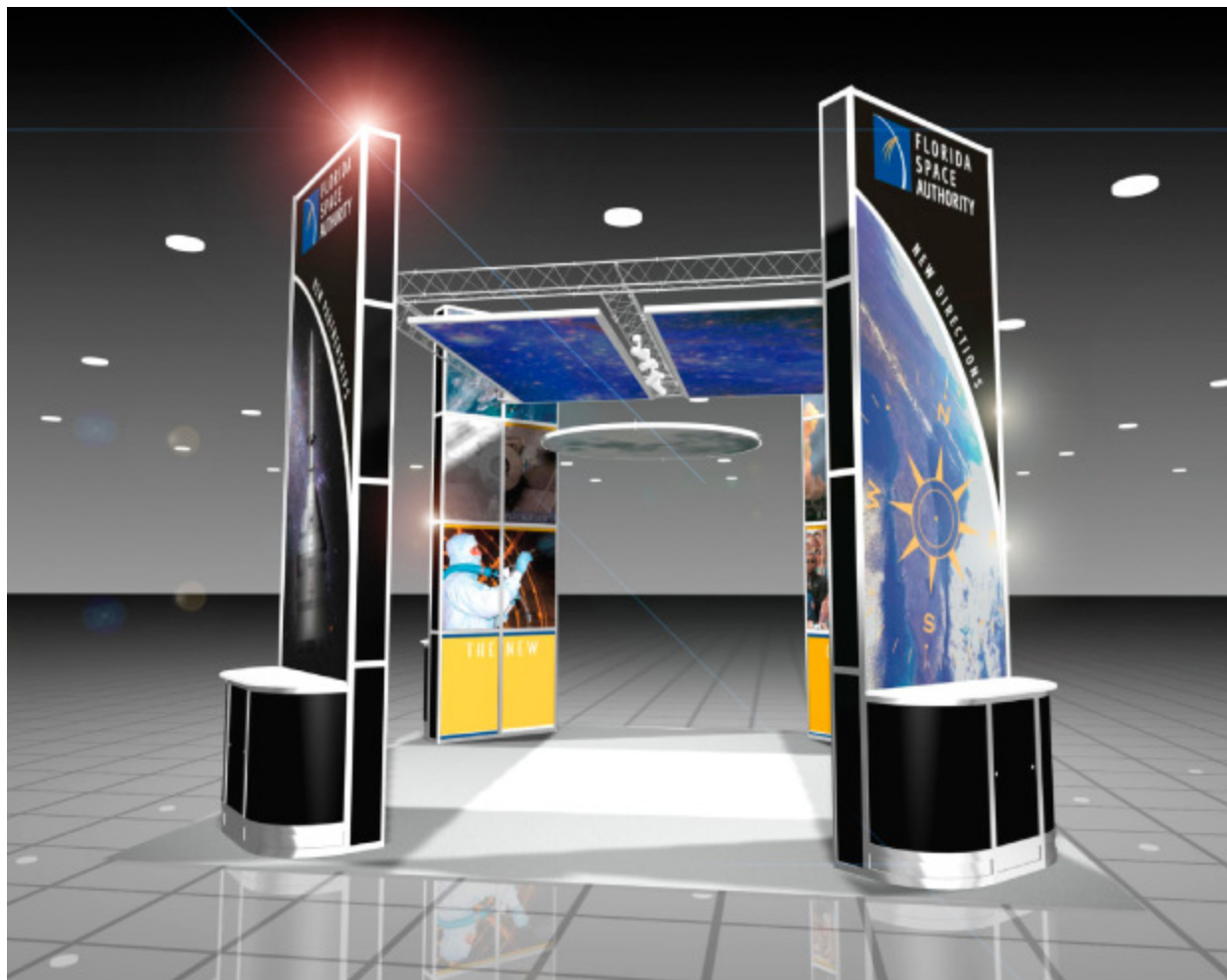
























Sampling of Awards

1991	Best of Show Video
1994	Best of Show Broadcast
1996	Best of Show Electronic
1997	Best of Show Electronic
1997	Best of Show Print
2000	Best of Show Print
2001	Best of Show Print
2002	Best of Print
2003	Best of Electronic
2003	Best of Print
2004	Best of Show
2005	Best of Show
2005	Best of Electronic
2007	Best of Show Print
2008	Best of Campaign
2010	Best of Show Print

- Print Regional Design Excellence Award

4th District American Ad Fed Awards

(encompasses Florida and the Caribbean)

- Best of Interactive Media
- Best of Sales Promotion



Most Recent Awards

brandt ronat + company was honored : **Best of Campaign** Award, Fall for the Arts Campaign created for the Brevard Cultural Alliance: **ADDY Awards**, American Advertising Federation/Space Coast



"Fall for the Arts"
Best of Show—Campaign

