

CoreCentric

Launching a new brand that will revolutionize the chair market
and provide our customers with the back support that they need to remain healthy.



Prepared for:

Bryce Harlow
Nikole Hall

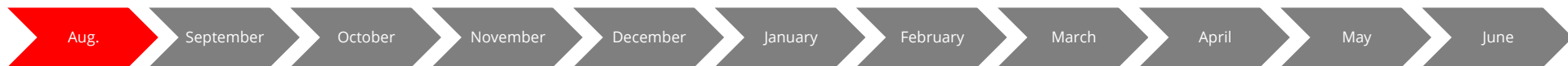
Prepared by:

Top Pro Media Group
Netwide Media Group

Executive Summary

TPMG & NMG will download and review existing research reports pertaining to branding and host a kick-off session to discuss branding efforts and define preliminary opportunities for the Corecentric brand. The team will supplement the existing research to gain perspective into competitive and analogous brands and forecast future trends and user experience opportunities that can affect the brand positioning for Corecentric. The strategy team will develop brand boards to showcase how these brands position and message themselves to the competition. TPMG& NMG will present this along with the strategy report developed for the product

development at TPMG & NMG or via web meeting. The creative team will work to define a product name and begin developing brand theme boards along with initial concepts for the brand which will be reviewed with the Corecentric team. TPMG & NMG will incorporate input to define a brand platform and visual brand treatment while exploring logos. The team will present this approach to incorporate feedback for a final round of revisions where the finalized brand platform, visual brand treatment, logo, and sample brochure and website direction will be showcased.



	Phase 1 <i>Research & Explore</i>	09/01/14 Opportunity Session - 10/31/14 Strategy Report September 1 to October 31
	Phase 2 <i>Analyze</i>	01/30/15 Brand Theme Boards, Logos, Website, Presentation November 1 to January 31
	Phase 3 <i>Refine</i>	04/30/15 Brand Platform, Visual Brand Treatment, SEO Plan, Logos, Website, Brochure, Collateral Presentation February 1 to April 30
	Phase 4 <i>Finalize</i>	07/31/15 Finalized Brand Platform, Visual Brand Treatment, SEO Plan, Logo, Website, Sample Brochure and Website, Presentation May 1 to July 31

Out-Of-Pocket Expense Estimates

Materials \$2,000

\$75,700
Grand Total

➤ Phase 1: Research & Explore

August

September

October

November

December

January

February

March



Kick Off Session

Activities

Meeting with TPMG & NMG and CoreCentric to obtain definition of the base elements for the project and other project planning activities.

Introduction on Day 1 for a full project summary.

Review and gain clarity of roles and perspective into: Industry Market, Culture analysis, Target Audience, Brands, Current & Future Trends, and Company Goals.



Brand Benchmarking

Performing a brand analysis to determine the correct strategic plan.

Creating 4 brand boards with strategy reports to showcase opportunity and branding discussion with CoreCentric.



Strategy Presentation

Deliverables

Project Opportunity Session TPMG & NMG will lead one-day Opportunity Session with Corecentric stakeholders to: align everyone to a common set of goals; confirm project objectives; and define preliminary branding opportunities.

Brand Boards TPMG & NMG will create brand boards that are designed to synthesize how competitors and analogous brands position themselves to their target audiences. A strategy map will be created of Corecentric's brand relative to competitor's brands.

Presentation TPMG & NMG will deliver its Strategy Report to the Corecentric team.

➤ Phase 2: Analyze

August

September

October

November

December

January

February

March



Brand Boards

Activities

Brainstorm and collaborate with CoreCentric to identify and select a chosen product name

Create and develop four (4) brand theme boards to showcase style and brand variations for the CoreCentric Brand

Develop six (6) logos for the brand, three (3) website designs, a concept brochure, six (6) business card designs, and three (3) email campaign designs,

 SoyProducts.com


SOYPRODUCTS.COM

 SOYPRODUCTS.COM

 SOYPRODUCTS.COM

Initial Design

Build presentation for initial concept review and present initial logo, website, and collateral design concepts.

Meet TPMG & NMG and Corecentric to select concepts for refinement. Styles and layouts will be clearly defined.



Initial Team Brainstorming

Deliverables

Brand Themes Four (4) brand theme boards.

Logos TPMG & NMG will develop six (6) logos for the brand.

Website TPMG & NMG will develop three (3) conceptual website designs.

Collateral Material TPMG & NMG will develop a concept brochure, six (6) business card designs, and three (3) email campaign designs.

Presentation TPMG & NMG will conduct an initial concept review at TPMG.

> Phase 3: Refine



OUR BRAND IDENTITY

VERBAL IDENTITY
How we talk.

VISUAL IDENTITY
How we look.

TACTICAL IDENTITY
How we act.

Brand Values

Activities

Incorporate feedback from the team to define the brand platform and visual treatment.

Refine and iterate two (2) logos and two (2) website concepts

Finalize and define brand platform for Corecentric.

SEO Strategic analyzing and planning for the best route of action for Search Engine Optimization

Visual Brand Identity

Define visual brand treatment for Corecentric.

Build a design presentation and present refined design concepts.

Develop a strategic execution SEO Plan.

Brand Personality

Deliverables

Refined Designs Two (2) logos and two (2) website designs,

Brand Platform TPMG & NMG will develop a brand platform for Corecentric: mission; vision; values; personality; positioning.

Visual Brand Treatment TPMG & NMG will define sample imagery/illustrations/graphic style, color palette, textures, and typography for the Corecentric brand.

Presentation TPMG & NMG will present its SEO plan and design concepts to the Corecentric to choose one logo and website to finalize.

> Phase 4: Finalize

December

January

February

March

April

May

June

July



Final Logo

Activities

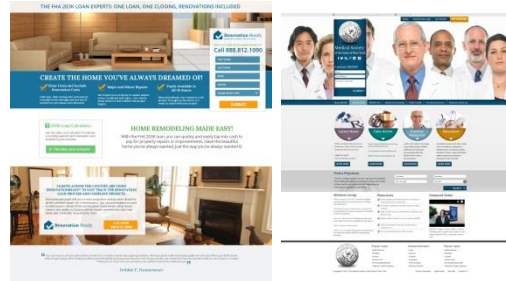
Incorporate client feedback and collaborate with the TPMG team to finalize the brand direction

Finalize one (1) logo for the brand and one (1) website to house the brand.

Create and develop a CoreCentric brand brochure, business cards, mailer and magazine advertisements,

Incorporate any final feedback to lock the visual brand platform for Corecentric

Implement all SEO planning



Final Website

Develop and showcase example marketing material including sample brochure and website directions

Build presentation and present final designs and purposed SEO plans.



Sample Brochure & Collateral

Deliverables

Finalized Logo & Website TPMG & NMG will finalize one (1) logo and one (1) website for the brand.

Brand Platform Finalized brand platform for Corecentric: mission; vision; values; personality; positioning.

Visual Brand Treatment Finalized sample imagery/illustrations/graphic style, color palette, textures, and typography for the Corecentric brand.

Brochure & Collateral Example Sample brochure, business cards, and print media leveraging the branding.

Presentation TPMG & NMG will present its final designs to the Corecentric team at TPMG& NMG

The Team

Aaron Feldman

Co-Founder – Top Pro Media Group

Aaron Feldman is a seasoned executive with over 15 years of experience in the cosmetic surgery and technology industries. He is the co-founder of the Foundation for Hair Restoration and Plastic Surgery, a national medical practice management company that manages select top doctors specializing in these fields.

Craig Wertkin

Co-Founder – Top Pro Media Group

For over 25 years, Mr. Wertkin was the owner and Chief executive of one of New York's largest home and office/contract furniture distribution companies servicing many Fortune 500 companies on a national and international basis as well providing consulting and design expertise to major law firms, doctors and hospitals in the New York metro area. Mr. Wertkin held a contract with the Greater New York/New Jersey Hospital Association to provide space design, and contract furnishing to over 150 hospitals.

Marc Gordon

Founder – Netwide Media group

For 14+ years, Marc Gordon has been an integral component in cultivating partnerships with industry leaders in the technology arena which enables our partners/clients access to some of the best resources the industry has to offer. Based in New York City and established in 2001, with satellite offices in Florida and Los Angeles, Netwide Media Group offers proven expertise and technology to companies looking to migrate their business to the Internet.

Shae Adams

Digital Media Director

Shae Adams develops and implements effective digital advertising strategies. As engagement strategist, he carefully considers industry trends such as search engine listings and unique display placements, social media strategies and optimization techniques typically centered around cross channel digital footprints to evangelize our brands.

Chantelle Bruening

Creative Director

A design dynamo with over 14 years of experience, Chantelle Bruening is able to manage, conceptualize, direct and execute full scale projects in multiple mediums. She skilled at both web design and development, corporate branding, print advertising, and project management. She oversees the design and implementation of every project that comes in the door and ensures that the design intent is always framed in reference to the clients' business strategy.

Jon Shipman

Lead Developer

Jon Shipman graduated in 2007 from Truman State University in 2007 with a B.F.A. in Visual Communication. Alongside of the team, he has supported and built a portfolio of clientlé ranging from property managers, trailer salesmen, and roofing companies.

Jon is fluent in Javascript, HTML, CSS, PHP, and MySQL. Outside the web, he can also code for iOS and Android applications and hobbies include painting and sewing.

Signatures

In witness whereof, the parties hereto have executed this Agreement on August --, 2014: TPMG Branding Proposal. This agreement is subject to terms and conditions to be agreed upon with CoreCentric.

Design Company

August --, 2014

.....
Aaron Feldman

.....
Date

Client: CoreCentric

.....
Name:

.....
Date

Planning Assumptions:

At the kick-off, Corecentric will provide the relevant and synthesized research they have to-date, such as market analyses, competitive analyses, etc. If the schedule is changed due to Corecentric, or other force majeure including public holidays, the contract term will be extended accordingly. Due to the tight project timeline, TPMG requests Corecentric to provide feedback within on the same business day following major presentations.

TPMG and NMG Contact Aaron Feldman

5801 Congress Ave., Boca Raton, FL 33487
Direct 561.876.4242 Office 888.294.4473
Email support@toppromediagroup.com